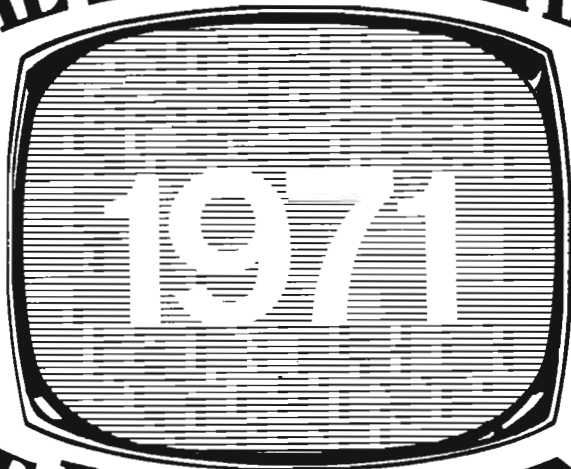


THE FIRST 50 YEARS



OF BROADCASTING

Early in 1971, a confrontation between the Nixon administration and broadcasting heightened mutual mistrust and led to a First Amendment showdown.

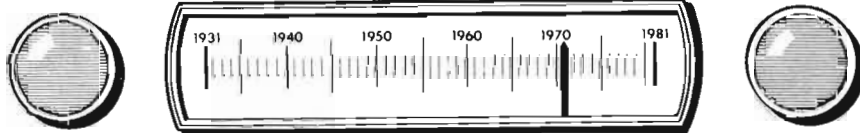
It started in February with the CBS-TV telecast of *The Selling of the Pentagon*, a documentary critical of military public relations, narrated by commentator Roger Mudd. Administration spokesmen angrily denounced the documentary's assertion that the Pentagon resorted to propaganda devices to counter what the military considered to be an antimilitary slant of network TV. A typical tactic, according to the documentary, was the Pentagon's practice of providing war heroes for taped TV reports that pro-Pentagon legislators sent to their home areas.

Narrator Mudd summarized the military's deep involvement in radio, TV, motion pictures and exhibits with this commentary: "On this broadcast we have seen violence made glamorous, expensive weapons advertised as if they were automobiles, biased opinions presented as straight facts. Defending the country not just with arms but also with ideology, Pentagon propaganda insists on [America being] the cop on every beat in the world. Not only the public, but the press as well have been beguiled—including at times, ourselves at CBS News. This propaganda barrage is the creation of a runaway bureaucracy that frustrates attempts to control it."

In the forefront of the documentary's attackers was Vice President Spiro T. Agnew, who called the CBS-TV telecast "disreputable . . . a subtle but vicious broadside against the defense establishment."

The escalating exchange between both sides erupted into a congressional inquiry. The First Amendment confrontation arose when the Investigations Subcommittee of the House Commerce Committee, chaired by Representative Harley O. Staggers (D-W. Va.), in April served CBS with a subpoena that went beyond a request for a copy and transcript of the filmed documentary. It also sought outtakes, work prints and transcripts—regardless of whether or not that material was used in the February telecast.

CBS President Frank Stanton said CBS would furnish the



The voting age was lowered to 18, Amtrak went into operation May 1 and the UN in October gave a seat to Communist China while expelling Nationalist China.

Violence and unrest were very much in the 1971 headlines. On Jan. 26, Charles Manson and his followers were found guilty of first-degree murder in the brutal 1969 slaying of actress Sharon Tate and six others. Lieutenant William L. Calley Jr. was convicted on March 16 of the premeditated murder of 22 South Vietnamese at Mylai. In May, police and military units arrested as many as 12,000 antiwar militants who attempted to disrupt government business in Washington. On Sept. 13, more than 1,000 New York state troopers quelled a four-day uprising of inmates at Attica State Correctional Facility. A few days later, Washington baseball fans were smitten when Senators owner Bob Short rode off to Texas with the city's American League franchise. And in BROADCASTING . . .

film and a transcript of the program, but he refused to honor the other demands. "No newspaper, magazine or other part of the press," Dr. Stanton argued, "could be required constitutionally to comply with such a subpoena with respect to material gathered by reporters in the course of a journalistic investigation but not published. . . . The sole purpose of this subpoena . . . is to obtain material which will aid the committee in subjecting to legislative surveillance the news judgments of CBS in preparing *The Selling of the Pentagon*. The fact that television and radio stations are licensed by the government does not deprive the broadcast press of First Amendment protection. . . ."

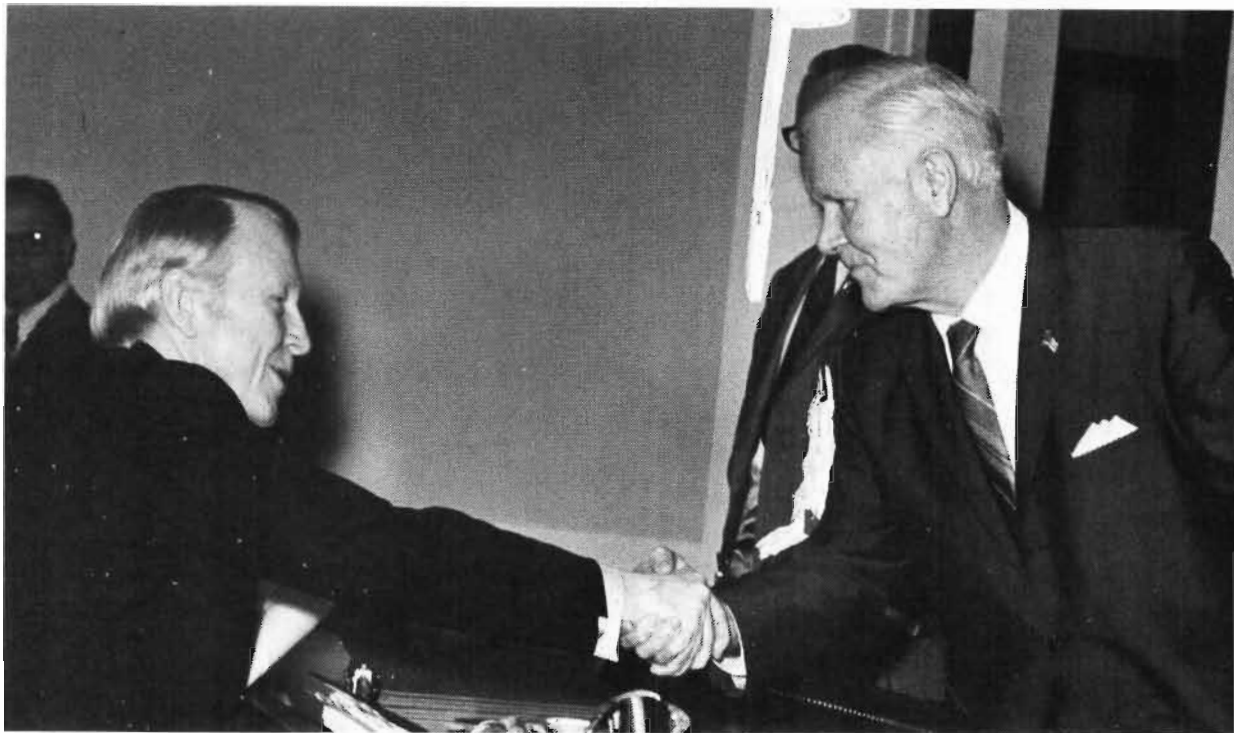
Stanton's refusal to yield the unbroadcast material

gained the support of the other broadcast and news organizations and such groups as the American Civil Liberties Union and the Association for Education in Journalism. Upholding the First Amendment freedom of broadcast journalists became a common cause they saw as crucial to the future of the industry.

Coincidentally, while broadcast journalists struggled with the Staggers committee's assumption that television, as a licensed medium, was entitled to less constitutional protection than newspapers received, newspaper journalists were engaged in their own contest of First Amendment interpretation over publication in the *New York Times* of secret Pentagon documents. The isolation of the Nixon administration from all elements of the press was growing.

NBC President Julian Goodman saw serious threats to journalistic freedom. He warned: "There was a time when excellence in reporting received awards. Now it is just as likely to draw a subpoena. Much of the nibbling away at freedom in broadcasting is a side effect of regulation, and since this is the case we need a redefining of the nature, the purposes and the boundaries of broadcast regulation."

CBS News correspondent Walter Cronkite maintained there was a "clear indication on the part of this administration of a grand conspiracy to destroy the credibility of the press. As long as the attacks, overt and subtle, continue, we must, even at the



CBS President Frank Stanton (l.) and Harley Stagers, chairman of the House Investigations Subcommittee, shook hands on Capitol Hill before they came out fighting with Stanton refusing the demand for outtakes from *The Selling of the Pentagon*.

Broadcasting, June 28.

risk of appearing to be self-serving, rise to defend ourselves against the charges by which the enemies of freedom seek to influence a divided and confused population."

ABC President Elton H. Rule accused Congress and the Nixon administration of a "direct, untenable attempt at the worst kind of censorship." Rule cautioned that "there is an attempt, conscious or unconscious, to drive a credibility wedge between television and its audience. . . . The entire credibility of the television medium is dependent on keeping the faith of our audience in the news we present. . . . If we lose that trust, if the credibility wedge is driven between ourselves and the people we are pledged to serve, then we have not only lost face; but we have lost the ball game."

Backing for CBS also came from a national group that conferred prestigious honors on broadcasting: A special George Foster Peabody award was given to *The Selling of the Pentagon* in an obvious gesture of support for CBS News's stand against official attacks. The Peabody committee commended CBS for "electronic journalism at its best" which "produced a great and needed debate."

The FCC, resisting the prevailing currents in Washington, refused to investigate allegations of distortion in the documentary on the grounds such action would involve the commission "deeply and improperly in the journalistic functions of broadcasters." The commission concluded that it would not take action in this case "not because the issues involved are insubstantial. Precisely to the contrary, they are so substantial that they reach the bedrock principles upon which our free and democratic society is based."

Harley Stagers forced the subpoena dispute to a House vote. At his insistence, the Commerce Committee voted to cite CBS and Stanton for contempt of the Congress. On the floor, the House voted to

recommit the citation to committee, effectively burying it without a decision on the substance. Although neither side could claim a decisive victory, BROADCASTING quoted Emanuel Celler (D-New York), the veteran chairman of the Judiciary Committee, in a spirited defense of broadcasters' rights during the debate that preceded recommitment: "The First Amendment towers over these proceedings like a colossus and no esprit de corps and no tenderness of one member for another should force us to topple over this monument to our liberties. . . . Does the First Amendment apply to broadcasting and broadcasting journalism? The answer is, 'Yes.'"

Varying interpretations of the fairness doctrine continued to plague both broadcasters and regulators in 1971. FCC Chairman Dean Burch was prompted to initiate an examination of the problem. He reasoned that "there is a conflict of views between the broadcaster who has to make a living out of his station and those concerned with controversial issues who feel they're denied the opportunity to go on the air and speak their views." A comprehensive review was undertaken into the doctrine's impact on general access for the discussion of public issues, access for the response for the presentation of commercials, and access for political broadcasting.

In the name of the fairness doctrine, a committee of advertising people sent a letter to more than 8,000 broadcasters requesting time for a 60-second spot to "unsell" the Vietnam war. Many broadcasters hesitated to air the spot, unsure of their subsequent obligations to the pro-war element. In part, the spot featured a boy saying: "Last year I made a promise to my daddy. I promised him I would take care of my mom, and just like him I'll love and kiss her—goodbye. And then like him, I'll die in Vietnam." Announcer: "Stop it." The problems raised by the antiwar message were still unresolved when, in

August, the U.S. Court of Appeals shook the broadcasting world with a decision holding that the fairness doctrine applied to product commercials.

The year before, when an environmentalist group, Friends of the Earth, asserted that the fairness doctrine required stations that aired gasoline and automobile commercials to follow with warnings of the dangers of air pollution, the environmentalist group lost its case. But in August 1971, the U.S. Court of Appeals in Washington, in a 2-to-1 decision, held that the advertising of high-powered cars and leaded gasoline raised a public health issue, just as the FCC had held years before in the advertising of cigarettes, and so came under the fairness doctrine.

The appellate court ruled: "Commercials which continue to insinuate that the human personality finds greater fulfillment in the large car with the quick getaway do . . . vent a point of view which not only has become controversial but involves an issue of public importance. When there is undisputed evidence, as there is here, that the hazards to health implicit in air pollution are enlarged and aggravated by such products, then the parallel with the cigarette advertising is exact and the relevance of the cigarette ruling inescapable."

Attempts to push through election reform legislation resumed in 1971. The Democrats, still \$9 million in debt from the 1968 presidential campaign, lobbied for campaign-spending restrictions and a modification of Section 315 of the Communications Act, to free federal races from the equal-time restriction. The Republicans wanted no ceiling on campaign spending.

One bill introduced by Senator Edward M. Kennedy (D-Mass.) would have repealed Section 315 for presidential elections and suspended it for the 1972 congressional and statewide elections. Common Cause Chairman John Gardner advocated repeal of Section 315 and a requirement that broadcasters provide free time to federal office candidates in general elections.

By the end of May, the Nixon administration came up with a bill that would repeal Section 315 for all federal office candidates, place an overall spending limitation on broadcast and nonbroadcasting media, eliminate ceilings on political contributions and create an independent commission to administer the disclosure of contributions and expenditures.

The Senate approved a political-spending compromise bill in December, but the House was not slated to vote on the bill until January 1972. The amended bill contained no repeal of Section 315, but it did limit spending by federal office candidates to 10 cents per eligible voter or \$50,000, whichever was greater. Only six of the 10 cents could be spent on broadcasting and prescribed minimum rates. The bill covered TV, radio, community antenna television systems, newspapers, magazines, periodicals and telephones when

used in an organized campaign effort. The bill did not limit individual contributions except by candidates to their own campaign (\$50,000 for presidential candidates, \$35,000 for Senate candidates and \$25,000 for House candidates).

With or without legislation, there was clamor for access to the air. Joseph A. Califano Jr., the Democrats' general counsel, urged the U.S. Court of Appeals in Washington in December to confer an automatic right of reply to presidential speeches by the party out of power.

Across the country coalitions of ethnic and special interest groups were pressing for increased air time to present their views and for more employment opportunities. Between January 1970 and September 1971, ethnic coalitions filed more than 50 petitions to deny license renewals with the FCC. BROADCASTING noted: "The commercial broadcaster may take no comfort in wishing that the dissidents will go away. They won't. The present system of challenge may be unfair to the incumbent licensee, but it is a rooted fact of life. The broadcaster must cope with it by providing as widely based a program service as he can reasonably afford and his community is likely to accept and by resisting demands from groups too small to deserve recognition."

One group that came into prominence was Action For Children's Television, a Boston-based organization concerned about the quality of children's TV. ACT, on February 1970, had petitioned the FCC for increased variety in children's programming and a ban on all advertising in children's shows. As a result, the FCC, in January 1971, began a full-scale inquiry into children's programming and what the FCC should do about it.

The television networks, faced with a possible loss of \$75 million in annual network billings for children's TV and the specter of more government interference, attended a two-day conference on children's programs sponsored by ABC-TV. In the keynote speech, ABC Television Network President James E. Duffy cited these areas of concern: program content, production and scheduling, commercial content, audience measurement and regulatory agency activities. The FCC established a permanent children's TV unit in the Broadcast Bureau to, in the words of FCC Chairman Burch, "institutionalize" the commission's concerns.

Toward the end of the year ACT petitioned the Federal Trade Commission to ban all advertising of vitamins, drugs and toys in children's television programs and family shows. ACT contended that children lack the maturity and experience to analyze what it called "the normal puffery" of commercials.

Network prime time comedy, often criticized for sameness and failure to deal with socially sensitive topics and expressions, started to undergo a transformation in 1971, thanks to producers Norman Lear and Bud Yorkin. Their Tandem Productions' *All in the Family* debuted on CBS-

TV to mixed reviews at first, but gradually to general acclaim. The series offered fictional Archie Bunker, the "loveable bigot," and his family in a series of situations that increasingly reflected the difficulties of real life. With Carroll O'Connor as Bunker, Jean Stapleton as his wife, Edith, Sally Struthers as their daughter, Gloria, and Rob Reiner as her husband, Mike Stivic, *All in the Family* carried TV situation comedies to a new level of maturity.

Other regularly scheduled TV shows that started in 1971 included: *Shirley's World* (ABC), a comedy about the assignments of a London photo journalist played by Shirley MacLaine; *Columbo*, (NBC), a successful adventure-crime show about the work of a Los Angeles homicide detective played by Peter Falk; *The Persuaders*, (ABC), an adventure show based on the exploits of two rich Americans played by Roger Moore and Tony Curtis; *Cade's County*, (CBS), a modern western about Sheriff Sam Cade, with Glenn Ford and Edgar Buchanan; *Funny Face* (CBS), a comedy about a student-teacher and part-time actress played by Sandy Duncan, and *Owen Marshall: Counselor at Law* (ABC), a courtroom drama about an attorney, with Arthur Hill and Lee Majors.

For the new season, the three networks, under pressure of the FCC's prime time access rule, had agreed to establish 8-11 p.m. as prime time. Under the FCC's new rule, which was appealed, the networks could supply no more than three hours of programming between 7 and 11 p.m. However, network hopes of voiding PTAR dimmed when the U.S. Second Circuit Court of Appeals in New York in May upheld PTAR, stating that the FCC was not exercising censorship but was "acting well within its statutory powers. . . . The commission has found that the wide range of [program] choice theoretically available to licensees is either not in fact available or is not being exercised for economic reasons. It has acted in discharge of the statutory duty in seeking to correct that situation. The commission does not dictate to the networks or the licensees, or the independent producers whom it wishes to stimulate, what they may broadcast or what they may not broadcast; it is merely ordering licensees to give others the opportunity to broadcast."

The FCC, in 1971, was responsible for the creation of an independent Viacom International that was destined to be a major entity in program syndication and cable ownership. Originally a part of CBS Inc., it was spun off into a new publicly owned company to bring CBS Inc. in compliance with FCC rules that barred networks from owning cable systems and program syndication operations. At Viacom's helm was Ralph M. Baruch.

In cable regulation, however, the FCC suffered a court setback. The U.S. Court of Appeals in St. Louis in May set aside the FCC rule that required CATV systems with more than 3,500 subscribers to originate programming. The court said the FCC

rule goes "far beyond the regulatory powers" of the commission. The FCC decided to seek a Supreme Court review of the appeals court's decision.

To resolve other cable issues, President Richard Nixon in June established a special administration committee to develop a comprehensive cable television policy. Clay T. Whitehead, director of the Office of Telecommunications Policy, chaired the special committee.

By July of 1971, 2,500 cable systems were operating in the U.S., 2,200 systems had been approved but were not yet built, and 1,400 applications were pending before local governments. The systems in operation reached about 5.3-million homes with an estimated 18-million viewers. The average system had 2,000 subscribers, and offered between six and 12 channels. Monthly fees for a cable system averaged about \$5. The total cost of an average system ran between \$500,000 and \$1 million, with the cost of laying cable from \$4,000 per mile in rural areas to more than \$50,000 per mile in large cities.

More than 50 systems that originated programs carried advertising and another 375 systems accepted advertising with automated services. The average charge was \$15 per minute and \$88 per hour-long program. About 50% of the cable industry was owned by other communications interests, with broadcasters accounting for 36%, newspaper publishers for 8%, and telephone companies for 6%.

In a 60-page "letter of intent" addressed to members of Congress, FCC Chairman Dean Burch outlined the commission's cable policies, which, in part, coupled the cable operators' right to import distant signals into major markets with the cable operators' responsibility to provide supplemental nonbroadcast benefits. For all future systems in the top-100 markets, the commission proposed to require: an actual or potential



Charles T. Ireland (above), senior vice president of ITT, was the surprise choice to succeed Frank Stanton as president of CBS on Oct. 1 when the latter became vice chairman of CBS while continuing as chief operating officer.

capacity of at least 20 channels and an equivalent amount of nonbroadcast bandwidth for every broadcast signal carried; a free, noncommercial public-access channel, a channel for educational use and a channel for state and local government use; a provision of an additional access channel within six months after existing channels had consistently gone beyond a designated level of regular usage, and a two-way capability.

In addition, for cable systems within 35 miles of a top-50 TV community, the FCC plan called for mandatory carriage of local signals, and defined minimum service as three network signals plus three independent signals. For cable systems located within 35 miles of a TV community in the 51-100 market, the FCC plan defined minimum service as three full network signals plus two independent signals.

In November, OTP's efforts resulted in an agreement among the National Association of Broadcasters, the National Cable Television Association and the Association of Maximum Service Telecasters. With minor amendments, the agreement basically followed the FCC's original letter of intent. The compromise met broadcasters' demands for more protection than the original FCC proposal offered, while it allowed for faster CATV growth in small cities and for somewhat slower growth in larger areas.

The NAB issued a statement that, "the board of directors of the NAB reluctantly accepts the compromise plan put forth by the Office of Telecommunications Policy on the single 'package' basis of the best of any present alternative." The NCTA stated that "the OTP compromise will provide a sorely needed opportunity for the immediate growth of the cable television industry. CATV manufacturers and operating companies alike have been severely retarded by the FCC freeze on cable, and it is the judgment of the NCTA board that this compromise will provide the impetus for cable's entry into major urban areas. . . ." The AMST, which represented money of the established on-air telecasters, stated: "Our acceptance necessarily assumes that all the above parties will work with and cooperate with the FCC . . . to support either separate legislation or a CATV provision in the omnibus copyright revision."

Radio, sometimes overshadowed by its more dramatic offshoot, television, in 1971 continued to regroup and reclaim its share of broadcast revenues. The 7,000-plus on-the-air radio stations had total net time sales of \$1,387,700,000, up 10.1% from the previous year. In achieving this growth, radio stations had narrowed their programming to appeal to specific age groups and elements within their specific communities. Such focusing created a wide range of radio formats. While some leading radio stations, such as WCCO(AM) Minneapolis, WGN(AM) Chicago, WOR(AM) New York and WSB(AM) Atlanta, maintained their eclectic programming, appealing to a general audience, this ran counter to a



FCC nominee Charlotte Reid was endorsed by Senator Charles Percy (R-Ill.) at her confirmation hearing.

Broadcasting, July 28

definitely perceived trend.

Many stations had their disk jockeys replace the mix of top-40 songs, commercials and promos with a more mellow tone. One broadcaster explained that the approach began with a desire to "eliminate all the crap I learned on top-40 radio—the jingles and the jokes and the time and the weather and all that unnecessary nonsense—the idea that you couldn't take a breath, that you couldn't have any silence. My idea was just to start talking to people, and playing good music at them, and let them go look at a clock if they wanted to know what time it was, and stick their head outside if they wanted to see what the weather was about."

Alternative or underground radio increased in importance and profits during 1971. According to Willis Duff, Metromedia's regional vice president for the West Coast as well as general manager of KSAN(AM) San Francisco, "We are an underground radio station almost in the original sense which was, simply, an alternative form of broadcasting. It started out playing LP music that wasn't being played on radio, particularly not on top-40 radio, but that already had a known market for itself. The groups were playing to enormous crowds, their albums were selling with no help from radio exposure, and the music was there for underground as far as radio was concerned—it wasn't getting played."

In addition to playing alternative music,

Stay Tuned

1. What Nixon trip in early 1972 provided broadcast journalists with an historic assignment?
2. Which U.S. Court of Appeals judge in Washington issued a dissenting opinion that broadcasters hoped meant a reconsideration of the fairness doctrine?
3. Name the first black FCC commissioner.
4. How did the FTC advocate counter advertising?
5. What stance did the ANA take on children's advertising?

The answers
in "1972."

the underground stations participated in community activities. "News is the second most important distinction in what makes an underground station," stated Duff. "The most phenomenal experimentation being done in broadcast journalism is being done in underground radio."

The talk-conversation format provided radio listeners with another important alternative; KABC(AM) in Los Angeles under Ben Hoberman captured a leading share of audience. The station also found favor with its listeners by providing an ombudsman to help citizens overcome the increasing complexity of a bureaucratic society.

Besides changes from the general to the specialized in radio programming, many broadcasters foresaw success for FM in its efforts to achieve parity with AM.

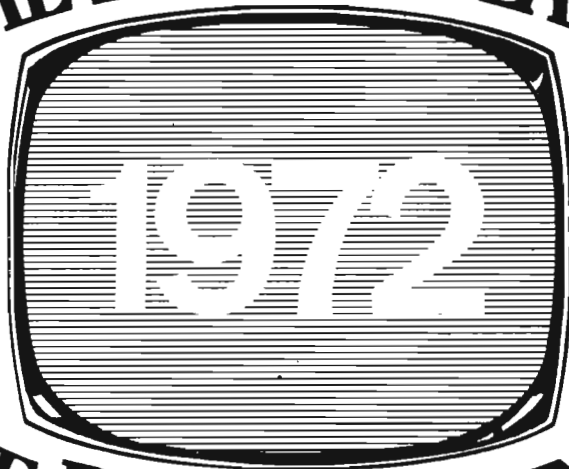
One FM handicap was beginning to be overcome. Automobile manufacturers in 1971 began to include radios with FM capability as original equipment in about 20% of new models, anticipating an increase to about 50% in another five years.

Hal Neal, president of ABC's radio division, offered this prognosis for radio: "The strength of radio is in appealing to the individual tastes, and everyone has to find his own. We develop our own friends and our own cults because we tend to be able to associate with them, and this is the strength of radio. How can so many stations survive? That's the problem, no question about it, but if you develop a distinct and strong personality, and serve that public need faithfully, you have an audience. A viable thing that is of great value, with great believability. That's the key."

To preside over this new mix of radio, TV, and cable, President Richard Nixon appointed interim FCC Commissioner Thomas J. Houser and broadcaster Robert Wells to the commission. In July Nixon nominated Representative Charlotte T. Reid (R-Ill.) to succeed Houser. As BROADCASTING commented, "Her credentials are uncommonly good, and the appointment fulfills the President's commitment to name more women to high posts."

Thus, while the broadcasting industry faced 1972 with two new FCC commissioners, it was to be without one of its most respected pioneers; David Sarnoff, 80, died Dec. 12, 1971. The former president and chairman of RCA and honorary chairman of the company since his retirement Dec. 31, 1969, was eulogized by New York Governor Nelson Rockefeller as "the father of television in this country" and "a visionary" with "a capacity to see into tomorrow and to make it work." Governor Rockefeller called Sarnoff "one of the builders of this country—as much as our founding fathers. For while they gave us political freedom, General Sarnoff's genius gave us unprecedented freedom to look and to listen—a 'freedom to know'—so essential to the preservation of our political freedom itself."

THE FIRST 50 YEARS



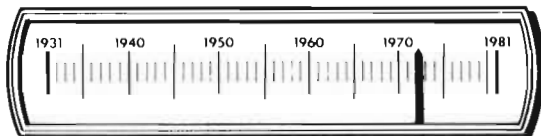
OF BROADCASTING

Precedent-setting visits to Red China and Russia and his re-election in the fall let Richard M. Nixon play center stage on radio-TV in 1972. But the media also focused on another happening in June of that year, a story that by yearend was to take on less-favorable Nixon coloring: the arrest of five men caught breaking into Democratic headquarters in Washington's Watergate complex.

To cover Nixon's historic visit to Peking in February, more than 100 broadcast newsmen and technicians journeyed to China. Network out-of-pocket expenses were about \$3 million. Coverage ranged from live pickups to filmed accounts of official ceremonies. Because of the 13-hour time difference between Peking and New York, live coverage of afternoon ceremonies was unfeasible. Satellite coverage, via Comsat, cost \$8,300 an hour for audio and video pools.

Newsmen especially praised the cooperation between the Chinese officials and American reporters. "Considering the history of this closed society," noted Westinghouse Broadcasting's White House correspondent, Jim McManus, "we're being given remarkable access." Even the preprogramed visits to schools, hospitals and communes provided valuable insight into Red China for the West. Nixon underscored the role of broadcasting at a state banquet there when he remarked: "At this very moment, through the wonder of telecommunications, more people are seeing and hearing what we say than on any other occasion in the history of the world." BROADCASTING offered a footnote: "The President might have added that this wonder of telecommunications could not have been brought off by an enfeebled radio and television system. If the U.S. expects its broadcasters to go where history is being made and deliver it back home in high-fidelity sound and living-color pictures, it must not prevent its broadcasters from making the money that makes such enterprise possible."

Nixon's May trip to the Soviet Union cost the networks about \$700,000-\$800,000 each. Less time was allotted for radio-TV coverage than was given the China trip because the Soviet trip included fewer public events and the American audience had had more exposure to life in Russia. "China has an aura of mystery that doesn't exist in Russia," one newsman



Congress adopted a constitutional amendment guaranteeing equal rights to women and sent the measure to the states for ratification. On March 24, Britain imposed direct rule over Northern Ireland in a move to secure peace. J. Edgar Hoover, 77, director of the FBI for its entire 48 years, died May 2. Alabama Governor George Wallace, campaigning May 15 in Laurel, Md., for the presidential nomination, was paralyzed for life by a bullet from would-be assassin Arthur Bremer. In June, Hurricane Agnes, one of the most destructive storms in American history, left 118 dead and \$3 billion in property damage. The Supreme Court on June 29 ruled the death penalty was unconstitutional. After 36 years as the leading weekly pictorial magazine, Life ceased publication on Dec. 29.

And in BROADCASTING ...

commented.

In the 1972 election year, broadcasters were, as usual, concerned with the political broadcasting law. The Senate in March passed a bill to repeal the equal-time provision of Section 315 of the Communications Act in its application to presidential and vice presidential candidates. A suspension of Section 315 had paved the way to the debates between loser Richard Nixon and winner John Kennedy in 1960. This time Nixon was of no mind to give his Democratic opponent, George McGovern, the exposure of prime-time debates. The modification of Section 315 stalled in the house after the White House said Nixon would not debate and indi-

cated such legislation would be vetoed.

McGovern had pushed for debates saying, "The voters of this country are entitled to full and candid discussion of the issues in this election, and that can best be brought about by the Democratic and Republican nominees meeting face to face, on nationwide television, so that everyone can see and judge the two men on their own."

For both the Democratic and Republican conventions in Miami, CBS and NBC stayed with traditional gavel-to-gavel coverage, while ABC again provided 90-minute highlights. All of this required about 3,000 people in personnel at each convention. For both conventions, ABC estimated its cost at \$5 million, CBS at \$7 million, and NBC at \$6 million.

The cost to the TV networks of covering election-night returns ran to about \$10 million. The cost to the candidates of buying broadcast coverage for their campaigns was approximately \$2 million each for McGovern and Nixon. The Republicans spent about \$36 million after the campaign spending law went into effect in April, with \$4.5 million going to the communications media. The Democrats spent \$18.5 million, with about \$6 million for the communications media.

The politicians and electorate were becoming sophisticated on fairness and other political rules. The 1972 campaign brought the FCC over 3,000 complaints and inquiries about access during October alone, more than 10 times the number received in the month preceding the 1968 elections. The FCC in April began hearings to reassess the fairness doctrine, the first such reappraisal since the doctrine's inception in 1949.



At a Senate Constitutional Rights Subcommittee hearing in February, Chet Casselman (left photo), president of the Radio-Television News Directors Association, called for an end to government intrusion into broadcasters' press freedom. In right photo, television writers con-

demned network censorship practices and contended they should be allowed to deal with real-life situations in TV scripts. The three, members of Writers Guild of America, West (l-r): Liam O'Brien, David W. Rintels and Norman Lear.

Broadcasting, Feb. 14

While opinions varied on how the fairness doctrine could operate to reconcile broadcasters' public-interest obligations with their First Amendment freedoms, participants at the conference agreed that the fairness doctrine had failed to achieve its purpose of "robust, wide-open debate."

Public interest groups suggested that standards be adopted to determine whether a broadcaster had provided information on controversial issues. David C. Adams, NBC board chairman, felt that such a suggestion, while "noble," would ultimately be futile. "Justice cannot be defined. It's better to tolerate small departures from perfection than to develop a great apparatus for deciding fairness," Adams said. In a June policy statement, the FCC indicated an unwillingness to add specifics to the fairness doctrine. "We believe that increasingly detailed commission regulation militates against robust, wide-open debate," the FCC stated. "The genius of the fairness doctrine has been precisely the leeway and discretion it affords the licensee to discharge his obligation to contribute to an informed electorate."

Broadcasters hoped a judicial change of opinion on enforcement of the fairness doctrine was forthcoming when Chief Judge David Bazelon of the U.S. Court of Appeals in Washington dissented in November to the appellate court's affirmation of the FCC decision that denied renewal of WXUR-AM-FM Media, Pa., on the grounds of fairness doctrine violations and misrepresentations of program proposals.

In his dissent, Judge Bazelon said: "In the context of broadcasting today, our democratic reliance on a truly informed American public is threatened if the overall effect of the fairness doctrine is the very censorship of controversy which it was promulgated to overcome. . . . It is proper that this court urge the commission to draw back and consider whether time and technology has so eroded the necessity for governmental imposition of fairness obligation that the doctrine has come to defeat its purpose in a variety of

circumstances; that we ask whether an alternative does not suggest itself—whether, as with the printed press, more freedom for the individual broadcaster would enhance rather than retard the public's right to a marketplace of ideas."

While this dissent did not change the status of the WXUR case, broadcasters hoped that the opinion, coming as it did during the FCC's reappraisal of the fairness doctrine, indicated a new direction in evaluating that ruling. As BROADCASTING summarized the situation: "Whatever its ultimate utility the Bazelon dissent now belongs with the important documents in broadcast law and regulation. Beyond that it provides inspiration to stiffen resistance to each new venture toward government control."

The fairness doctrine confounded broadcasters in still another important area: advertising. Using the doctrine to back their crusades, citizen groups demanded air time for "counterads," messages taking issue with paid advertisements of certain companies, notably car and gasoline manufacturers, and in the case of Vietnam, proponents of the war.

Although the Federal Trade Commission supported the concept of counterads, Clay T. Whitehead, director of Office of Telecommunications Policy, made it clear that the Nixon administration did not. "This administration does not believe that advertising is inherently evil," Whitehead stated, "We do not believe that advertiser support of the commercial broadcasting system is polluting the minds of America." The FTC proposed that broadcasters make time available for responses to four kinds of commercials: those that explicitly raised controversial issues, those

that raised them implicitly, those that rested on scientific premises that were in dispute in the scientific community, and those that were silent on the negative aspects of their products.

Broadcasters unanimously fought the FTC proposal when it came before the FCC. According to the Television Bureau of Advertising, "The revenue loss to the TV broadcasting industry would be substantial, not only because, given the expansive nature of the [FTC] proposal, a large portion of broadcasting time, previously revenue producing, would be commanded by free counteradvertisements, but also because advertisers, acting as rational economic decision makers faced with a less attractive advertising medium would purchase less time and would be willing to pay less for the time they did purchase."

The Stern Community Law Firm of Washington was responsible for the production of a few counterads that used actor Burt Lancaster to warn consumers against exaggerated claims for aspirin and another spot to remind drivers of a Chevrolet car recall. However, few stations used the spots. Broadcasters noted that Chevrolet had clearly announced the recall and that the federal government closely monitored pain relievers. To many broadcasters, the counterads seemed redundant, dangerous and a clear threat to the survival of commercial broadcasting. CBS's Frank Stanton warned: "Advertisers of products and services subjected to countercommercials would flee the broadcast media and make their expenditures in media which would not expose them to the same hazards. . . . It would be only a matter of time before there would be a substantial exodus of advertisers from broadcasting to print—just as in the case of cigarettes—only this transfer would be voluntary." To broadcasters, counterads threatened the very existence of a free broadcasting system. "At stake here is a critical principle," Stanton continued. "If this country is to enjoy a full broadcast service that is not dependent upon government subsidies or subscription payments by each viewer or

Sales sunshine. The 1972 year also brought economic recovery for TV with an impressive 15.6% gain in net time sales to \$3,675,000,000—15.6% more than in 1971, when TV revenues sagged 2% under 1970. Radio in 1972 continued its steady rise—11.5% over the preceding year—to \$1,547,700,000 in net time sales.

listener, the support of responsible advertisers marketing acceptable goods and services is the only practical means of funding that free service."

Children and television were in the news. The Association of National Advertisers responding to pressures of such groups as Action for Children's Television, issued guidelines for advertisements directed at children. The ANA said that advertisers should be aware of the child's level of sophistication, should avoid arousing unrealistic expectations of product performance, should present information in a truthful and tasteful manner, and should sponsor children's programs that provided education as well as entertainment.

Besides monitoring ads for improprieties, children's television reformers monitored programs for excessive violence. The year saw the publication of the results of a two-year, \$1-million study initiated by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) and conducted under the aegis of Surgeon General Jesse L. Steinfeld.

Controversy surrounded both the study and the reporting of its results. A summary of the study indicated that there was no causal relationship between television programs that depict violence, and aggressive behavior by the majority of children. But the report suggested that violent TV programs could trigger violence in some children already predisposed to violence. The summary made it clear that "the accumulated evidence . . . does not warrant the conclusion that televised violence has a uniformly adverse effect . . . on the majority of children. It cannot even be said that the majority of the children in the various studies we have reviewed showed an increase in aggressive behavior in response to the violent fare to which they were exposed."

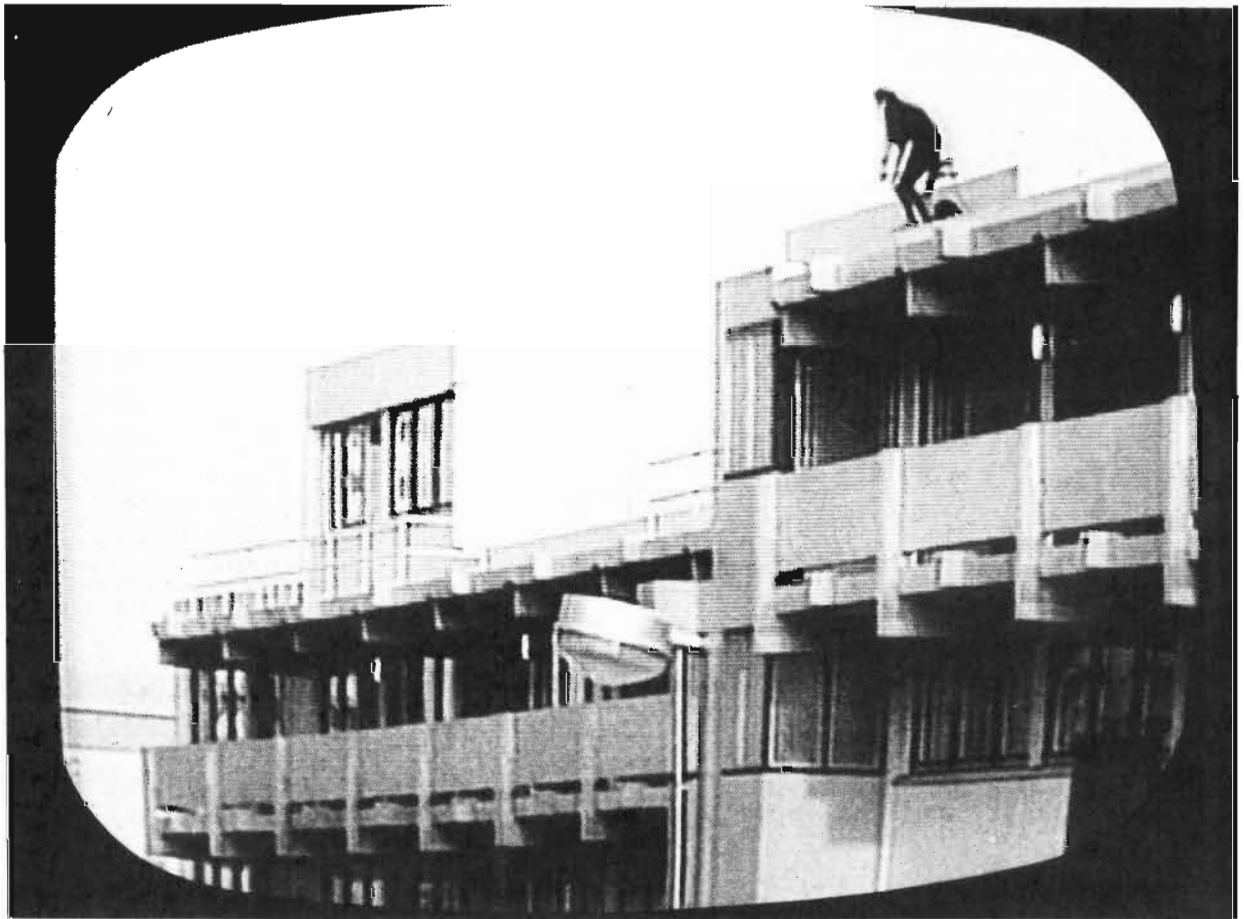
Broadcasters praised the Pastore report; in the words of BROADCASTING, the report "substitutes responsible research and realistic analysis for the insubstantial and largely emotional discussions that have been had about the subject up until now. . . . It does not absolve television programmers of responsibility for the social consequences that may attend their work. Neither does it absolve all the other persons and conditions that exert larger influences. No matter how viciously it may be attacked by those who wanted television set up as the fat target, the report stands as precisely the kind of dispassionate and thorough work that Senator Pastore solicited. It is entitled to be read as objectively as it was prepared."

Senator Pastore held hearings in March to analyze the report and to determine what course of action, if any, should be taken. Surgeon General Steinfeld told the subcommittee: "My professional response . . . is that the broadcasters should be put on notice. The overwhelming consensus [of the] Scientific Advisory Committee's report indicates that televised violence indeed does have an adverse effect on certain members of our society." Steinfeld

recommended establishment of a foundation to monitor violence and publish violence ratings, a study of the long-range social implications of violence, FCC scrutiny of stations' programming for children, and encouragement of parental action to educate children about the consequences of violent acts.

FCC Chairman Dean Burch felt that the Pastore study replaced the question of whether something should be done about TV violence with a directive on what should be done. Burch said he wanted broadcasting to reduce "all gratuitous and needless violence" in children's programming and to create "substantial amounts of

show, utilized a gallery of puppets to act out episodes from a young child's life. *Uncle Uri's Treasure*, a WRTV(TV) Indianapolis show aimed at the 7-12 age group, utilized a plot revolving around a hostess, Mimi Cazana, who received information from Uncle Uri, the world traveler. *Checkers and Pogo*, a KGMB-TV Honolulu program used such continuing features as "On The Go," a narrated film of a trip to an educational location in town, and "News Watch," a live broadcast of a top news story directed to children. *Sundown's Tree House*, a KPRC-TV Houston program, utilized children talking to children about field trips. And *Hodge*



The real-life story of terrorism and the fantasies of sports became a single challenge to broadcast journalists at the 1972 Olympics. That was when Arab guerrillas seized Israeli athletes as hostages at Olympic Village in Munich. The TV camera recorded this moment as authorities crossed rooftops above the terrorists and their prisoners during the 23 hours of violence and death.

Broadcasting, Sept. 11 (CBS photo)

new diversified programming, not just the usual diet of cartoons, to open the eyes and expand the minds of young viewers." At an FCC three-day panel discussion on children's TV in October, broadcasters maintained children's television had been improved and had become more diverse. Citizen groups disagreed and in the words of Joan Ganz Cooney, head of the Children's Television Workshop, producer of *Sesame Street* and *Electric Company*, denounced children's programming as "a national disgrace." As predicted, broadcasters and citizen groups could not agree on either the problems or the solutions.

BROADCASTING, based on a questionnaire it sent to local TV stations, discovered diversity in local children's programming. Some stations aired no children's programming of their own; others aired special shows and used special formats to reach children in various age groupings. Among the findings:

Arthur and Company, a Post-Newsweek

Podge Lodge, a daily half hour, aimed at the 7-10 age group, produced by the Maryland Center for Public Broadcasting (WMPB(TV) Baltimore and WCPB(TV) Salisbury, Md.), presented information on nature.

ABC, CBS and NBC included in their new schedules what some programming executives called "brownie-point shows," or "appeasement gestures, and expensive ones at that." The shows included *Kid Power* (ABC), which showed the world view of 11 neighborhood children, each of different origin; *Curiosity Shop* (ABC), built around a broad theme such as laughter, fright, rules, play and the senses; *ABC After School Special*, using drama and entertainment to "complement grade school activities and classroom work by exploring such areas as literature, science, history, current events, the arts and physical fitness"; *CBS Children's Film Festival*, 11 child-oriented feature films from France, Hungary, Russia, Japan,



Surgeon General Jesse Steinfeld at the Washington news conference as he announced the results of his two-and-a-half-year, \$1-million study that he said established for the first time a link between violence on TV and aggressive behavior in some children. *Broadcasting, Jan. 24*

Czechoslovakia, Sweden, Ireland and England; *In the News* (CBS), two-and-a-half-minute featurettes about current headlines, televised eight times each Saturday; *Talking with the Giant* (NBC), a show NBC called a "value-judgment series for viewers 10-14 years of age," in which a leading personality talked to youngsters on a given topic; *Watch Your Child* (NBC), a half-hour, weekday program designed to involve parents with their preschool children in "learning through play."

BROADCASTING analyzed the situation in children's television this way: "There is more programming being presented for the young than critics have admitted; it is probably of higher quality and certainly of purer motivation than has generally been attributed to this program type and to the managerial interests behind it. . . . The television children watch extends to all the hours they are awake and allowed to watch. It may range from cartoons to moon shots to situation comedies. . . . It is also a world containing noncommercial as well as commercial television—a point that has not been emphasized. . . . This is not to suggest that commercial broadcasters have no responsibilities in children's programming. At the very least they must avoid the exploitation of the immature. At best they ought to invest time and money in programs that provide helpful guidance while engaging the attention of the young. And that, precisely, is what is being done, all over the country."

Network offerings for the new TV season included: *Sanford and Son* (NBC), a Tandem Productions comedy about a black junk dealer, starring Redd Foxx;

Maude (CBS), a Tandem comedy about an outspoken, liberal, middle-aged woman and her family, with Beatrice Arthur and Bill Macy; *Julie Andrews Hour* (ABC), a variety show with regulars Rich Little and Alice Ghostley; *The Paul Lynde Show* (ABC), a comedy about an attorney and his family; *The Waltons* (CBS), a drama about a Virginia country family in the 1930's, with Ralph Waite and Michael Learned; *The Streets of San Francisco* (ABC), a crime drama about homicide detectives, with Karl Malden and Michael Douglas; *M*A*S*H* (CBS), a comedy about a mobile army surgical hospital in Korea, with Alan Alda, Wayne Rogers, McLean Stevenson and Loretta Swit; *The Bob Newhart Show* (CBS), a comedy



Dramatic footage of the May 15 attempt on the life of Alabama Governor George C. Wallace was taken by CBS cameraman Laurens Pierce. It included this picture of smiling assailant Arthur Bremer, in sun glasses, just before the shooting in the crowd at Laurel, Md.

Broadcasting, May 22

about a psychologist and his wife, with Newhart and Suzanne Pleshette.

The 1971 OTP-orchestrated compromise between cable operators and commercial telecasters became a reality in 1972 when the FCC issued definitive cable rules, effective March 31. Among other items, the new rules allowed cable systems, with certain restrictions, to expand in the top-100 TV markets, required systems to offer channels to educational institutions, and required cable systems to have at least 20 channels. "The freeze is over" John Gwin, chairman of the National Cable Television Association, declared. "The FCC's adoption of new rules for cable makes this a most significant day in the history of communications. This is the watershed from which all progress of cable television will be measured."

Another important development in cable was the Supreme Court's 5-4 affirmation in June of the FCC's authority to require program origination on CATV systems.

In July Cox Cable Communications (245,000 subscribers) and American Television & Communications (280,000 subscribers) agreed to merge in a stock exchange valued at \$140 million. It would have created the second biggest cable multiple system owner in the country (Teleprompter was the biggest), but the merger never came off. In the face of anti-trust litigation threatened by the Department of Justice, the companies scrapped the agreement in April 1973.

The causes of minorities were furthered in 1972, when Nixon appointed Benjamin L. Hooks as the first black commissioner on the FCC. Hooks, a lawyer, clergyman and trusted liaison between the black and white establishments in Memphis, was sponsored by Senator Howard Baker (R-Tenn.). The new appointee immediately set goals to make commercial broadcasters more responsive to minority needs and to open more doors in radio and TV for minorities. Among other reforms, Hooks urged the commission to adopt a "preference" for black ownership in deciding among competing applicants for a new facility.

To counter so-called network dominance and to encourage independent production, the Justice Department filed anti-trust suits against ABC, NBC, CBS and Viacom International, the company that operated CBS's program-syndication and CATV operations. The department charged the networks with monopolizing prime time programming. There were charges that the suits were politically motivated by an administration wary of what it termed "Eastern liberal" domination of communications media.

BROADCASTING editorialized: "The anti-trust suits filed by the Department of Justice against the television networks and Viacom are monuments to government ineptitude. They are based on practices that were discontinued years ago. They would seriously weaken the current system of

television-program supply without providing a realistic alternative. As legal exercises they would flunk a first-year student in a correspondence school of law. . . . The remedy the courts are asked to apply is to prohibit networks from obtaining any interest (except for the first-run right of the exhibition), in any entertainment programs, including movies, and from producing any network programming for themselves. This, applied literally, would not only remove the networks from financial participation in all entertainment programming, it would also remove them from editorial control. . . . If the government persists in prosecution . . . it will still take years for final adjudication. Meanwhile, the networks may go their way doing their best to find programming that will command the popular support that television is accustomed to. . . . The Justice Department has succeeded in uniting just about all other elements in government on the networks' side in this case. That can hardly have been part of the plan."

To bolster its revenues and to offset TV's dominance, radio continued to develop new specialties in programming. By 1972 "black radio" no longer meant simply soul music and personalities; the genre had been enlarged to include gospel, jazz, African music and talk that encompassed a wide range of subjects. Phil Watson of WHUR(FM) Washington defined his station's goal as "nation-building. We want to present the black truth, not only for blacks, but for anyone who wants to know what it is. Our target is the black community, but we'll be reaching out for the white suburbs."

Other changes in radio involved the "coming out of underground radio," the use of progressive rock formats traditionally associated only with FM, but now heard on AM stations. Art Astor of KDAY(AM) Santa Monica, Calif., summarized the situation: "We're FM on AM. We're into a lot of things that are identified with FM only because of the FM progressive-rock thing that has been happening for the last couple of years. It was only underground because nobody allowed it on AM—overground. And now, instead of a pirate thing, it is a legitimate presentation of progressive music. And AM radio has given us that license and legitimacy." Among the underground radio attributes appropriated by the AM stations were an expanded playlist, eight commercial minutes an hour instead of 10, longer intervals of record playing, and creative, special programming on a regular basis.

The expansion and legitimization of country music marked another sign of radio in the early 1970's. According to the Country Music Association, 81 full-time country music stations existed in the U.S. in 1961, but by 1970 the number had grown to more than 650. As country music enjoyed tremendous growth, country stations enjoyed a tremendous increase in revenues. CMA board member Dan McKinnon of KSON-AM-FM San Diego assessed the situation: "The advertisers



Filling out his hand at the FCC, Nixon reappointed Richard Wiley to fill the unexpired term of Robert Wells and selected Judge Benjamin Hooks to be the first black commissioner on the agency. Top photo: Wiley was sworn in June 5 by FCC Chief Examiner Arthur Gladstone. Bottom photo: Hooks was sworn in July 5 by U.S. District Court Judge William C. Bryant. FCC Chairman Dean Burch is in the background.

Broadcasting, June 12 and July 10

finally woke up to the fact that people who listen to country music eat, and they drink, and they smoke and they reproduce. They do everything that every other human being does. We've now had just about every prestige advertiser on the station and as a result they've realized we

can really drag in the 25-to-49 age bracket."

In a special report, **BROADCASTING** pointed out that in 1922 radio had begun to reach around the nation with fewer than 600 stations; 50 years later nearly 7,400 radio stations were on the air.

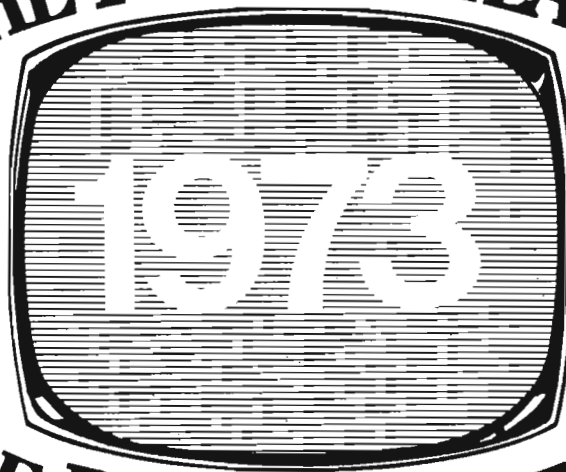
Stay Tuned: 1973

Who said the following and under what circumstances?

1. "If electronic voyeurism is what the authors of the Communications Act had in mind, I'll eat my copy."
2. "... Editing is the selection of choice and material. That editors—newspaper and broadcast—can and do abuse this power is beyond doubt, but that is no reason to deny the discretion Congress has provided."
3. "We have had our differences in the past, and I hope you give me hell every time you think I'm wrong. I hope I'm worthy of your trust."
4. "Don't get the impression that you arouse my anger. . . . You see, one can only be angry with those he respects."
5. Who accused the FCC of acting "in a consistently unprincipled manner," maintaining an agenda that "is the product of industry pressures, staff idiosyncrasies and political judgments," and of overlooking rule violations "so long as the public is the only victim"?

The answers in "1973."

THE FIRST 50 YEARS



OF BROADCASTING

Broadcast journalism was subjected to increasing stress in the tumultuous year of 1973, as Watergate developed from a "third-rate burglary" into a major political scandal. By May Richard Nixon's principal aides, H.R. Haldeman and John D. Ehrlichman, had resigned, both claiming to be victims of news coverage.

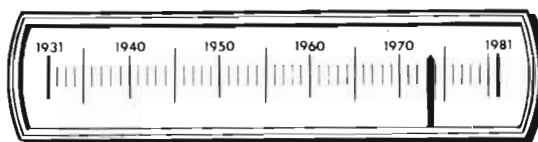
The Haldeman and Ehrlichman departures for the moment relieved the strain of Watergate. Nixon, attempting to defuse the continuing investigations, made a nationally broadcast address accepting responsibility for the attempted concealment of the break-in at Democratic headquarters and of subsequent events and gave credit to a "vigorous, free press" as one of the institutions and individuals that had brought the matters to light. Afterward Nixon stopped at the White House press room to say: "Ladies and gentlemen of the press, we have had our differences in the past, and I hope you give me hell every time you think I'm wrong. I hope I'm worthy of your trust."

"It was a new Nixon who called on the working journalists in the White House press room last Monday night to solicit their understanding," BROADCASTING editorialized. "If the new Nixon lasts, the tone of White House press relations could be significantly changed."

The new Nixon lasted until it became evident that Watergate was unfinished business. On May 17 hearings were begun by a Senate Select Committee headed by Chairman Sam Ervin (D-N.C.). All three commercial television networks began carrying the hearings live, gavel to gavel. The National Public Affairs Center for Television taped the hearings for prime-time broadcast on the Public Broadcasting Service.

In June the three commercial networks fashioned a rotation plan of coverage, with one network responsible for each day's full coverage and the others free to broadcast regularly scheduled shows. The system substantially reduced network losses and gave viewers the option of watching Watergate or two out of three regular network services.

After the first round of hearings ended, on Aug. 7, it was calculated that the commercial networks had carried a total of 319 hours, 20 minutes and 20 seconds of hearing coverage at a loss of profit estimated between \$7 million and \$10 million. NPACT's costs of taping for PBS were put at \$340,000-\$360,-



The pattern of White House involvement in Watergate began to emerge after five of the seven defendants in the break-in pleaded guilty and the other two were convicted in January. Subsequent charges of White House obstruction of justice in the case led to the resignations of Nixon aides H. R. Haldeman, John D. Ehrlichman and John W. Dean and Attorney General Richard Kleindienst on April 30. All this was prelude to the Senate Watergate hearings that started in May. Elsewhere, signs of peace appeared in Southeast Asia and America terminated the military draft in January. Spiro T. Agnew entered a plea of no contest to charges of tax evasion and on Oct. 12 resigned the Vice Presidency. Gerald R. Ford, Agnew's successor, was sworn in Dec. 6. And in BROADCASTING ...

000, but the noncommercial system scored a net gain. Public subscriptions exceeding \$1 million flowed into noncommercial stations in gratitude for their prime-time presentations.

In the second round of hearings, beginning in October, CBS voted for the continuation of rotational coverage, but ABC and NBC decided to go it alone and carry such coverage as news values indicated at the time.

Nixon, in an August news conference, his first after the televised Watergate hearings, displayed his old resentment toward the press. When CBS's Dan Rather prefaced a question by saying: "With due respect for your office," Nixon interjected: "That would be unusual." Labeling the Watergate coverage a

"constant barrage, 12 to 15 minutes each night on each of the three major networks," Nixon remarked that "it tends to raise some questions in the people's minds with regard to the President. And it may raise some questions with regard to the capacity to govern."

Relations between the Nixon administration and the press in general, and with broadcast journalists in particular, grew increasingly bitter.

From Nixon's point of view, the news was all bad. In October Vice President Spiro Agnew resigned after pleading no contest to a charge of evading income tax on kickbacks when governor of Maryland. Agnew's disgrace was followed by Nixon's firing of Watergate special prosecutor, Archibald Cox, who had demonstrated an unwanted independence in his investigation. At a televised news conference in late October President Nixon stated: "I have never heard or seen such outrageous, vicious, distorted reporting in 27 years of public life." When CBS's Robert Pierpoint asked Nixon what exactly about the television coverage of events had so aroused his anger, the President responded: "Don't get the impression that you arouse my anger ... You see, one can only be angry with those he respects."

BROADCASTING noted: "Both sides suffered losses in the epic confrontation between Richard M. Nixon and the press on Oct. 26. The President lost the composure that he professes to value so highly—and with it at least some of the respect he would otherwise have merited for skillful disquisitions on other subjects. The press lost its professional detachment and with it some of the prestige it has gained in exposing the Watergate scandals ... To counter administration attacks, both

open and behind the scenes, journalists and journalism will prevail only by responsible performance of their duties."

Presidential aide Patrick Buchanan called for legislation to "break the networks' dominance over the flow of ideas and information." The National News Council announced that it would conduct an objective study to determine the validity of the President's charges.

Despite Nixon's assault on broadcast journalists, a national public opinion poll conducted by Opinion Research Inc. of Princeton, N.J., found that a majority of people disagreed with the President's characterizations of network news as "outrageous, vicious, distorted."

The networks answered back. In separate filings in federal court, ABC, CBS and NBC asserted that the Justice Department's pending antitrust suit, filed in 1972, was an attempt at intimidation by

the Nixon administration. CBS argued that Justice agents had maintained "an unlawful plan to use the power and machinery of the federal government to restrain, intimidate and inhibit criticism" and that the antitrust suit "was commenced in furtherance of that unlawful plan." NBC said the antitrust suit was instituted to "inhibit, infringe, limit and prevent the networks' First Amendment privileges." ABC asserted the suit represented "impermissible use of law-enforcement power."

The networks also read intimidation into a license-renewal bill proposed by Nixon's Office of Telecommunications Policy. The bill, which in most provisions appealed to broadcasters, contained a requirement that licensees meet a standard of fairness in the presentation of news. That requirement was interpreted as a device to create affiliate restraints on network news departments.

When Clay T. Whitehead, OTP director, testified before the House Communications Subcommittee in behalf of the administration's bill, *BROADCASTING* editorialized: "Nobody asked him the right question. Why does an administration that until now has professed abhor-

rence of the fairness doctrine insist that a 'fairness obligation' be included among the criteria for renewal? The answer must be that the White House sees a fairness criterion as the mechanism the FCC can use to make affiliates exercise the 'responsibilities' Mr. Whitehead spoke of in the clearance, rejection or countering of network news."

Various forms of license-renewal legislation were under consideration in both House and Senate, to overcome the precedent that had been set in the FCC's award of the Boston channel 5 television license held by WHDH-TV to a rival applicant in 1969. The FCC proposed that "a substantial past record should be the key to renewal." FCC Chairman Dean Burch proposed that the FCC use percentage guidelines to judge programing performance. Licensees meeting FCC quotas on news, public affairs and other program types would have reasonable assurance of renewal: "The public interest requires some degree of certainty and predictability in the outcome of renewal proceedings and some measure of consistency in the applicable criteria," Burch said. "This argues for *some* formula or standard of guidance by which licensees' performance may be gauged."

In 1973, the cable industry looking to pay cable for possible expansion hoped for relaxation of FCC restraints. The National Association of Broadcasters opposed pay cable as it had opposed on-air pay TV. During FCC hearings in November to decide whether to liberalize the pay cable rules, particularly the antisiphoning programing restriction, NAB President Vincent Wasilewski commented: "If cable interests don't intend to siphon, why are they so intent upon removing present antisiphoning rules?" NCTA President David Foster retorted: "The real issue before the commission is whether an innovative and vital communication service is going to be strangled aborning to appease the apostles of the status quo or whether the creative forces of the marketplace are going to be given free reign."

Jack Valenti, president of the Motion Picture Association of America, was then on cable's side. He appeared before the FCC in the company of Hollywood stars to testify that "family choice cable" would provide the additional box office that the motion picture industry needed to pull out of an economic slump. The National Association of Theater Owners complained, however, that a pay-cable industry would thrive at the expense of motion picture theaters.

The FCC was also having second thoughts about its prime-time access rule for television network affiliates. FCC Chairman Burch told the Hollywood Radio and Television Society that the rule was largely a failure. "It has not given much impetus to genuine first-run syndication, has not given a shot in the arm to domestic production ... and has not had the byproduct of increasing program diver-



Two veteran broadcasters were honored at the NAB's annual convention in Washington in 1973. Left photo: Ward Quaal, (r.), president of WGN Continental Broadcasting Co., accepted the association's Distinguished Service Award from NAB President Vincent T. Wasilewski. Lower photo: After receiving the NAB's Engineering Award, A. James Ebel (r.), president of Fetzer Broadcasting Co.'s subsidiary western group, accepted the congratulations of John E. Fetzer (l.), chairman, and Carl E. Lee, vice chairman and president of the parent company.

Broadcasting, March 2



sity." A study by Warner Brothers Television, MCA Inc., Screen Gems and Paramount Pictures Corp., supported Burch's contention. That study found that 98% of all syndicated programming shown in access periods was filled with programming that existed prior to the implementation of the rule; that the number of program sources filling access time period had declined by 20% within the past two years; that there had been a drastic shift of emphasis in program subject matter away from dramatic and comedy series and toward less costly programs, with game shows taking up 48.6% of total access time; and the percentage of foreign-produced series in the access time period increased from 0.1% to 20%.

In December the FCC announced a compromise on the prime-time access rule. The commission proposed to reduce prime-time access to a half hour—7:30 to 8 p.m. in Eastern and Pacific time zones and 6:30 to 7 p.m. in the central and mountain zones, Monday through Saturday—and to eliminate the access rule completely on Sunday. The new rule would also allow stations to fill one access half hour each week with network or off-network "children's specials, documentaries, or public-affairs programming."

The networks and broadcasters generally favored the new rules, but the National Association of Independent Television Producers and Distributors opposed the changes, claiming that the new rules would restrict their opportunities: "The NAITPD believes that these . . . modifications, plus the weekly pre-emptive right for special programs granted to the networks, will serve to jeopardize the business operations of independent producers and distributors and will discourage the development of new program production for prime-time access periods." NAITPD asserted that the new changes would have "a slow-death debilitating effect on the whole concept" of prime-time access.

Children's programming in television was in the 1973 news. At the conclusion of a three-year study of children's fare, the FCC in January received a plethora of suggestions, including one from Action for Children's Television for a ban on all commercials in children's TV. The Federal Trade Commission, after 15 days of public hearings, concluded that for children's TV, each television network on an experimental basis should set aside an hour of programming free of commercials each Saturday morning, thereby providing three hours of commercial-free viewing. The FTC said children, particularly those under 6, "have less capacity to discriminate, both perceptually and cognitively . . . between advertisement and program."

Sex-oriented radio programming caused problems at the FCC in 1973. "Topless radio," a sex-talk format, had been increasing in popularity. As employed by 50 to 60 stations, the format was based on phone calls, mostly from women. The *Bill Ballance Feminine Forum*, originating on KGBS(AM) Los Angeles and syndicated to



The furor about sex on radio had not yet fully erupted when talk host Bill Ballance (r.) appeared at a December 1972 programming conference. With him at one session was Bill Gavin, founder-director of the Los Angeles conference, and FCC Commissioner Charlotte Reid. Reid remarked that, while she didn't understand the value of such programs, she believed sex-talk shows were a matter of "licensee discretion."

Broadcasting, March 19

21 other stations, was the target of increasing criticism.

KGBS-AM-FM Manager Ray Stanfield denied that the show was responsible for starting topless radio: "We didn't pioneer dirty radio. Sex-talk shows have evolved from the *Ballance* show, to be sure. But we do not have a sex-talk show on this station. We have a talented, clever interviewer on the air, talking to callers about men-women relationships. Sex is an occasional byproduct, but when the subject turns sex-

ual, it is never handled in bad taste."

In April, the FCC fined Sonderling Broadcasting Corp.'s WGLD-FM Oak Park, Ill., \$2,000 for broadcasting a discussion of oral sexual acts in the program, *Femme Forum*. FCC Chairman Burch invited a court appeal to test the FCC's authority to repress the broadcast of "garbage." Burch lashed out at "the suggestive, coaxing, pear-shape tones of the smut-hustling host [who conducts conversations] on such elevating topics of urgent public concern as the number and frequency of orgasms . . . or the endless varieties of oral sex . . . or a baker's dozen of other turn-ons, turn-offs, turn-downs. . . ." Burch said radio required special vigilance by the FCC because of radio's "transcendental quality, its pervasiveness," as a medium available to anyone. "If electronic voyeurism," Burch said, "is what authors of the Communications Act had in mind, I'll eat my copy." Sonderling chose to pay the \$2,000 fine and avoid the court test. The topless radio fad gradually disappeared.

On the television side, KVVU-TV Las Vegas, under pressure from community groups and the FCC, abandoned its practice of showing X-rated films at 11 p.m. on Sundays. But station executives labeled the government intrusion as "the most blatant attempt ever to control program content."

While the FCC was making its influence felt in sex-oriented programming, the Supreme Court, in a much-heralded decision, seemed to equate broadcasting with the press in the application of constitutional rights.

The court's opinion came in two cases that had been combined. One involved the

Whistle blown on sports. Fast footwork by Congress in September 1973 blocked out arbitrary TV blackouts by four major sports—football, baseball, basketball and hockey. A statute, added to the Communications Act, specified that any game telecast under a league contract could not be blacked out if tickets available 120 hours before the contest were sold out 72 hours before game time. Originally, designed to be effective for three years through Dec. 31, 1975, the policy has been extended since that time by mutual agreement between sports owners and Congress. President Nixon signed the bill in 1973, two days before the National Football League opener on Sept. 16. Initially, NFL Commissioner Pete Rozelle locked horns with Senator John O. Pastore (D-R.I.), one of the principal architects of the sports legislation. Rozelle claimed the new law would encourage no-shows at the gate and damage professional sports, allegations that dwindled away with the passage of time.

Business Executives Move for Vietnam Peace (BEM), which had tried to buy time for antiwar messages on WTOP(AM) Washington, an all-news station. The other case involved the Democratic National Committee which, protesting a refusal by CBS to sell time for political messages, had petitioned the FCC to issue a declaratory ruling to preclude broadcasters from enforcing a general ban on the sale of time to "responsible entities" to present their views on public issues.

The Supreme Court ruled that broadcasters were not required to sell such time. Chief Justice Warren E. Burger, who wrote the court's opinion, commented: "For better or worse, editing is what editors are for, and editing is selection and choice of materials. That editors—newspapers or broadcast—can and do abuse this power is beyond doubt, but that is not reason to deny the discretion that Congress has provided." Burger felt that "regimenting broadcasters is too radical a therapy for the ailment" of inadequate public access by certain groups; "to agree that debate on public issues should be 'robust and wide open' does not mean that we should exchange 'public trustee' broadcasting, with all its limitations, for a system of self-appointed editorial commentators."

In February, the FCC issued new rules designed to control AM growth by channeling service into areas where it was most needed and at the same time ended the freeze on AM applications that had been imposed in July 1968. By the end of 1973, 4,395 AM stations were on the air along with 3,135 FM stations.

The TV networks' new fall season focused on drama, particularly police and courtroom variety, and comedy. The new shows included: *Kojak* (CBS), about a Manhattan detective, starring Telly Savalas; *Toma* (ABC), an undercover police agent, starring Tony Musante and Susan Strasberg; *Shaft* (CBS), about a black private detective, starring Richard Roundtree; *Chase* (NBC), about Los Angeles undercover police agents, starring Mitchell Ryan; *Hawkins* (CBS), about a West Virginia criminal attorney, starring James Stewart, and *The New Adventures of Perry Mason*, an attempt to capitalize on the success of an earlier TV series based on the courtroom battles of Erle Stanley Gardner's fictional lawyer. This time Monte Markham was in the title role formerly played by Raymond Burr.

New comedy shows, all doomed, included: *Lotsa Luck* (NBC), about a clerk in a New York lost and found department, starring Dom DeLuise; *Bob and Carol and Ted and Alice* (ABC), about two couples, one progressive and one conservative in mores, and *Roll Out* (CBS), about a mostly black World War II Army trucking unit.

In October, Congress passed a bill extending the ban on TV and radio advertisements for cigarettes (in effect since Jan. 2, 1971) to include little cigars.

Late in 1973, another reshaping of the



Testimony at a Capitol Hill hearing on the proposed ban on little cigars didn't sway House members including Torbert Macdonald (D-Mass.) (left), chairman of the Communications Subcommittee, and Harley Staggers (D-W. Va.) (right), chairman of the parent Commerce Committee. In background is W.E. Williamson, longtime clerk of the committee.

FCC began to take place with notice from Chairman Burch that he intended to leave the commission soon, with Commissioner H. Rex Lee's announcement that he would retire at year-end and with the departure of Commissioner Nicholas Johnson.

To succeed Johnson, President Nixon nominated James H. Quello, retired vice president-general manager of Capital Cities' WJR-AM-FM Detroit. Quello's appointment was opposed by Johnson and Ralph Nader, among others.

Johnson, one of the most controversial of FCC commissioners, made a parting shot as he left office. He accused the FCC in a *Yale Law Journal* article of acting "in a consistently unprincipled manner," maintaining an agenda that "is the product of industry pressures, staff idiosyncracies and political judgments," and of overlooking rule violations "so long as the public is the only victim." Johnson charged that the agency "lacks data, makes no independent analyses, relies

heavily on information provided by interested parties, considers broad questions piecemeal, defers to industry interest, postpones difficult problems, hopes for compromises that the agency can ratify, and fails to anticipate major problems before they arise."

For their part, broadcasters were glad Johnson was leaving. BROADCASTING editorialized: "Nick Johnson is gone from the FCC but hardly forgotten. . . . When the Nixon administration assumed office, one of the early projects was to get rid of Nick Johnson. It was concluded that it would be difficult to act before his term expired, and that with his publicity-seeking proclivities Mr. Johnson would try to martyrize himself. . . . Having observed his operations during the seven years and five months he served, we cannot point to a constructive word or deed bearing his imprimatur. His philosophy was to hit the 'media barons,' meaning successful broadcasters, to get the headlines. He's still at it."

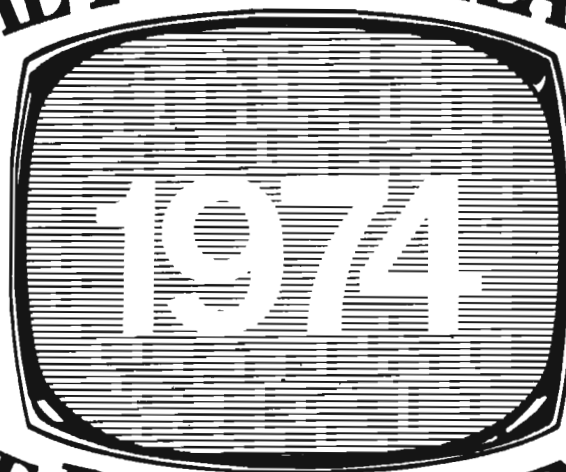
The changes in the composition of the FCC caused concerned citizen groups, commercial broadcasters and cable operators to speculate about the new year and its new implications for the industry. "In common with a good many other businesses," BROADCASTING predicted, "broadcasting is emerging from its best year, certainly in revenues and probably in profits, only to enter a new year of cold and dark uncertainties. . . . Prudent broadcasters will be looking for fat to trim from operations that have been under no urgent compulsion to keep expenses down. They will also be looking for ways to improve their programming, promotion and sales, as attractions for audiences and advertisers. Wise management will emerge from 1974 a little leaner perhaps but with equities intact."

Stay Tuned

1. The opposition of two broadcasting groups to the FCC's revised prime-time access rule was instrumental in producing change. Name them.
2. What network paid what record price for what movie?
3. What *Mary Tyler Moore Show* spinoff debuted?
4. What show debuted with a Mexican-American in a leading role?
5. Who was the FCC nominee who withdrew his nomination?

The answers
in "1974."

THE FIRST 50 YEARS



OF BROADCASTING

Richard Nixon was to be driven from the Presidency in August 1974, but not before long months of intensifying tensions between his administration and the press, especially broadcast journalism.

As the year began, the U.S. Department of Justice petitioned the FCC to deny license renewals to Pulitzer's KSD-AM-TV St. Louis, co-located with the company's *Post-Dispatch*; Newhouse's KTVI(TV) St. Louis, co-located with its *Globe Democrat*, and Cowles's KRNT-AM-FM-TV Des Moines, Iowa, co-located with its morning *Register* and evening *Tribune*. A few weeks earlier the Justice Department had filed a similar petition against WTMJ-AM-FM-TV Milwaukee, co-owned with the *Milwaukee Journal*. The department identified its targets as concentrations of media control that were "repugnant to antitrust principles, inconsistent with the best use of the airwaves and therefore inimical to rather than promotive of the public interest."

In the minds of many broadcasters, the Justice Department's filings at the FCC, following its antitrust suits initiated earlier against the television networks, smacked of planned intimidation. Their apprehensions were unrelieved when Patrick Buchanan, a White House media adviser and consistent critic of print and broadcast journalism, made a speech at a "Crisis in Confidence" forum at Sangamon State University, in Springfield, Ill.

"With the rise of adversary journalism in the last decade," Buchanan said, "the dominant Eastern press, and more especially the major national networks, became less and less news gathering and reporting organizations, and more and more media arms of a particular ideology. . . . In the social and political struggles of our times, they are active belligerents, though they still fly the old flag of neutrality, and still claim the rights of nonbelligerents, to which they long ago ceased to be entitled. . . . The networks are not simply news organizations. They are communications cartels, giant economic enterprises that have cornered vast segments of the marketplace of ideas . . . [They should] recognize that what is good for the Nielsen ratings is not necessarily good for America. . . . [They should] treat the statements of Ralph Nader to the same chilly reception, occasionally, as those of Richard Nixon."

In March, the Justice Department filed a long response to



Impeachment hearings, Nixon's resignation Aug. 9 and his pardon Sept. 8 by new President Gerald Ford were among the final chapters of Watergate in 1974. It also was a year of kidnappings including the Feb. 4 abduction of Patty Hearst. In April, Houston banker Joseph L. Allbritton moved to take over the financially ailing Washington Star Communications Co. Energy problems, compounded by an OPEC embargo on oil shipments to the U.S., brought gas lines and higher prices. On the less serious side, the "streaking" fad came in; Hank Aaron hit his 715th career home run to break Babe Ruth's record, and an infant World Football League challenged the NFL. And in

BROADCASTING . . .

November 1972 and threatened that "things will get much worse for CBS. . . . You didn't play ball during the campaign. . . . We'll bring you to your knees in Wall Street and Madison Avenue." Stanton testified to a long record of telephone calls from Colson, criticizing CBS news coverage.

Dan Rather, CBS news reporter at the White House, also submitted an affidavit that charged White House news secretary Ronald Ziegler with saying that "the television networks were 'anti-Nixon' and that they are going to have to pay for that, sooner or later, one way or another." Rather accused the fallen presidential aide, John Ehrlichman, of having made the same threat.

In November, the networks won a temporary victory when U.S. District Court Judge Robert Kelleher, without giving reasons for his action, dismissed the antitrust suit in response to a motion by the networks, which claimed they had been denied access to White House tapes and documentation to support their charges of improper motivation. By then, administrations had changed. In December the case was refiled under a Ford administration that had not been accused of efforts to intimidate the networks.

Impeachment proceedings against President Nixon were opened in June by the House Judiciary Committee, which began its work with testimony taken in sessions restricted to participants. "As could have been expected," BROADCASTING commented in an editorial at the conclusion of that phase of the committee's hearings, "the testimony that was supposed to be adduced in privacy has been profusely leaked. There have been few days without their juicy revelations that may, or may not, reflect what was actually said." BROADCASTING urged the

the networks' assertions, made to the trial court in Los Angeles the previous December (see 1973), that the antitrust suit was politically motivated. Justice submitted affidavits from officials connected with the preparation of the case disavowing any motives but the purely legal.

A return volley came the next month. CBS and ABC filed an affidavit by Frank Stanton in which Stanton charged that in 1972, when he was vice chairman of CBS, the Nixon administration had threatened retaliation against CBS because of its news policies. Stanton said that Charles Colson, a presidential assistant, telephoned him in



The adversary relationship between President Nixon and CBS's Dan Rather continued at the 1974 NAB convention in Houston. As an estimated 80 million watched on national TV, Rather stood up at the news conference there and identified himself preparatory to asking a question. The applause that greeted Rather prompted Nixon to ask: "Are you running for something?" "No sir," Rather replied. "Are you?" The sally evoked both more applause and boos. It also led to a minor confrontation as to whether or not Rather had shown disrespect for the President.

Broadcasting March 25 and April 8

opening of the hearings to radio and television coverage.

On July 24 at 7:30 p.m., the committee began the deliberative phase of its impeachment hearings and let cameras and microphones in. Other committees of the House had been on live radio and television before, but only during the testimony of witnesses. For the first time broadcasting was present while committee members debated and voted.

ABC-TV, CBS-TV and NBC-TV rotated coverage, as they had in the previous year during the Watergate hearings in the Senate. CBS Radio and National Public Radio carried the proceedings live. Other radio networks carried excerpts. For non-

commercial television the National Public Affairs Center for Television provided full coverage, but most stations taped and played it back at night.

The six days of debate lasted a total of 45 hours and ended with a vote to recommend impeachment. The A.C. Nielsen Co. later calculated that the Judiciary Committee's television audience totaled 71.5% of all TV homes. It cost the television networks about \$1 million in lost advertising revenue for each full day of coverage they carried.

"The consensus of public reaction," said BROADCASTING in an editorial, "seems to be that the House Judiciary Committee conducted itself with exem-

plary seriousness and poise in its consideration of articles of impeachment . . . The reaction is in no small way attributable to live coverage of the committee's sessions by radio and television. Never has a committee been more conscious of its deportment. Suits were pressed, linen was fresh, hair was combed, and members stayed awake. The last, by itself, would justify the continued presence of cameras in the Congress . . . There is no reasonable excuse that can now be offered to deny broadcast journalism admission to such ensuing proceedings on impeachment as may be held in House and Senate. [Indeed, there is no reason to exclude it from any public sessions on the Hill.]"

There were to be no further impeachment proceedings. On Aug. 8 Nixon resigned, before a television audience of 40.4 million homes. The next morning he and his family left the White House before live cameras and microphones. He had one last curl of the lip for journalism. After his cabinet and staff and their families gave him a long ovation as he was to begin his farewell remarks, Nixon said: "Let the record show that this is one of those spontaneous things we always arrange whenever the President speaks." With a mirthless smile he added: "And it will be so reported in the press."

The Presidency of Gerald R. Ford began on live radio and television with inaugural ceremonies. Later, appearing briefly before the White House news corps, Ford promised "an open, candid administration."

The FCC held July hearings on whether it should require the breakup of commonly owned broadcast properties and newspapers in the same market. It was conjectured that the FCC next would propose a crossownership rule to bar future acquisitions of co-located newspapers and broadcast properties and break up newspaper-broadcast combinations that it considered monopolies in smaller markets.

If the FCC seemed bent on tightening ownership restrictions, it was loosening the application of its fairness doctrine, which Chairman Dean Burch had labeled a "chaotic mess." The commission issued a new policy statement that detached the 1967 cigarette ruling as a fairness doctrine precedent. New FCC Chairman Richard E. Wiley felt that this new approach would permit broadcasters to refocus their attention on regular news and away from the problems created by efforts to apply the doctrine to standard commercials.

According to the report, broadcasters had to make "reasonable, common-sense judgment" as to whether a commercial advocated a particular point of view. But, the FCC stated, "we do not believe that the usual product commercial can realistically be said to inform the public on any side of a controversial issue of public importance."

In a notable case affecting the publishing world, in *Miami Herald versus Pat Tornillo Jr.*, the Supreme Court rejected an effort to adapt the fairness doctrine to



Among the major TV station transfers in 1974 was the \$33.9-million sale of WTTV-TV Hartford, Conn., by the Travelers Corp. to the Washington Post Co. The final paperwork was completed by (l-r): Morris H. Beach, chairman of Travelers Corp.; Katharine Graham, chairman of The Washington Post Co.; Dr. Eli Shapiro, chairman of Travelers Finance Co., and Larry H. Israel, president of the Post Co. Call letters of the channel 3 outlet were changed to WFSB-TV in honor of the late Frederick S. Beebe, former Washington Post Co. board chairman.

Broadcasting, March 18



This Dec. 18 luncheon at the White House exemplified the improved relations between the administration and the networks under new President Gerald R. Ford. Clockwise to the immediate left of the President (center): Herbert Schlosser, NBC; Ernest Leiser, ABC; Richard Wald, NBC; Robert T. Hartmann, counselor to the President, and Richard Salant, CBS. Counterclockwise to the President's right:

William Sheehan, ABC; Arthur Taylor, CBS (partially hidden), and Lester Crystal, NBC. Also partially hidden or totally blocked out in photo were Gerald Warren, White House deputy news secretary; Julian Goodman, NBC; William S. Paley, CBS; Paul Greenberg, CBS; Elton Rule, ABC; Robert Mead, TV adviser to the President, and Donald H. Rumsfeld, assistant to the President.

Broadcasting, Dec. 23

newspapers. The court ruled that public access to newspapers was not a right. Tornillo, invoking a 1913 Florida statute, said a candidate had the right to reply in a newspaper attacking his character or record. The Supreme Court declared that any "compulsion" to publish anything is unconstitutional; a responsible press is an undoubtedly desirable goal, but press responsibility is not mandated by the Constitution, and, like many virtues, cannot be legislated.

Some prime-time TV offerings of the television networks for the "second season" that started in January-February 1974 included: *Happy Days* (ABC), a comedy about teen-agers in the 50's, starring Ron Howard and Henry Winkler; *Good Times* (CBS), a comedy about a black family living in public housing, with Esther Rolle and Jimmy Walker. New shows for the regular fall season later that year included: *Rhoda* (CBS), a comedy spinoff from the *Mary Tyler Moore Show* about newlyweds, with Valerie Harper, David Groh and Nancy Walker; *Little House on the Prairie* (NBC), a drama about a pioneering family in the 1870's in a small Minnesota town, with Michael Landon and Karen Grassle; *Harry O* (ABC), about a private detective, with David Janssen; *Planet of the Apes* (CBS), a science-fiction adventure with Roddy McDowall; *Chico and the Man* (NBC), the first show featuring a Mexican-American in a starring role, set around the cultural and generational gap between a garage owner and his Mexican-American mechanic, with Jack Albertson and Freddie Prinze; and *Rockford Files* (NBC), a crime drama about detective James Rockford, with James Garner.

In a record film deal, NBC paid Paramount \$10 million for one showing (in two parts) of "The Godfather." While

"The Godfather" drew high ratings—a 37 with a 61 share for part one, and a 39.4 with a 57 share for part two—it failed to match the record ratings, all held by ABC, of "Airport" (42.3 with a 63 share), "Love Story" (42.3 with a 62 share), and "The Poseidon Adventure" (39/62).

With a news documentary about prime-time TV programming that BROADCASTING called "a frank examination that exposes the blemishes along with everything else," ABC offered a critical analysis of programming on the networks. Roger Grimsby, ABC news correspondent, gave this definition of commercial television: A service that "is dedicated to giving the greatest number of people entertainment at the lowest cost. It must satisfy its stockholders and not take unnecessary risks. It seeks the highest return and profits from advertising, a factor which determines what gets on the air and what stays on." Grimsby also claimed that violence on television had not abated and that more shows had a sexual content than in the past. In addition, the ABC documentary indicted TV for "too little experimentation and too much concern for playing it safe."

For the cable industry, three issues remained dominant: copyright, pay cable and deregulation. As of April 1974, 3,100 cable systems served 5,770 communities and reached about 8.1 million subscribers or almost 26 million people. A total of 2,500 additional systems had received approval, but were still to be built. The largest system, Cox Cable in San Diego, had 75,000 subscribers; Teleprompter, the largest multiple system operator, had more than one million subscribers. Most systems offered between eight and 12 channels at a monthly subscriber fee that averaged \$5.40. Nearly 600 of the operating cable systems originated programming for an average of 12 hours weekly. Over

300 systems accepted advertising on local-origination channels, with rates ranging from \$5 to \$200 per minute. Pay cable was on approximately 50 systems and reached 50,000 subscribers. Other media had ownership holdings in approximately 74% of all cable firms, with 34.6% of the systems tied to broadcast interests, 10.2% with newspapers, 7.3% with publishing concerns, 19.9% with program producers, and 4.3% with theater owners.

Broadcasters and cable owners locked horns in the courts and in Congress on the copyright issue. In a suit by CBS and three independent program producers against Teleprompter, the courts had been asked to review the question of whether cable TV systems incurred copyright liabilities when picking up and retransmitting programs. The plaintiffs won a major victory in March 1972, when the U.S. Second Court of Appeals in New York reversed a lower court ruling and said cable systems were subject to copyright liability on signals imported from distant stations. But in March 1974, the U.S. Supreme Court, in a 6-3 decision, reversed the appeals court ruling and declared that the Copyright Act did not apply to programs that a cable system picked up and retransmitted, regardless of the system's sophistication.

This victory for cable sent broadcasters to Congress for remedial legislation that was not to come for another two years.

According to FCC Chairman Richard Wiley, pay cable needed to offer "something new and different" to be viable. Home Box Office, a pay-cable service, attempted this by offering subscribers commercial-free movies and sports. As of February, HBO claimed more than 10,000 subscribers on 17 different systems.

Pay cable's growing challenge prompted CBS to issue a booklet that advanced its arguments against pay cable, most notably

that pay cable was "sheltered from the normal American standards of fair competition [thus making it] less a revolution than a sneak attack on the family pocket-book." Bruce Lovett, chairman of the National Cable Television Association, reacted: "A lot of people believe that cable cuts across their backyards—including telco, broadcasters, theater owners, copyright owners. That explains why the [cable] industry has had such a difficult time with growth. The biggest problem is the FCC, in terms of trying to protect broadcasters without any indication of its necessity."

The NCTA called for a re-examination of the FCC's rules, "Since 1966 all the commission has ever done," Lovett stated, "is try to figure out ways to give us a little, little bit and still protect the broadcasters to the bitter end. That's been the entire regulatory philosophy of cable. . . . The biggest priority the cable industry has is to try to get the FCC to regulate on a positive basis instead of a negative regulation that we have now."

At the Northeast Cable Expo in October the cable industry promulgated its goals for the coming year: a suspension of all restrictions on broadcast carriage, and the postponement or abandonment of the March 31, 1977, deadline for compliance by all systems with the FCC's technological rules. Daniel Aaron, chairman of an NCTA committee studying the 1977 deadline, claimed the rules imposed enormous technical and financial burdens. He forecast that in the 30 months until the rules became law at least 438 systems would have to be totally rebuilt, 50,000 miles of new cable laid, and three million new converters obtained. Such "renovation" would call for a capital investment by the cable television industry of over \$500 million.

The FCC itself underwent significant changes in 1974. Early in the year FCC Chairman Burch resigned to accept a post at the Nixon White House, and Richard Wiley became chairman in February. To fill the vacancy that would be created by H. Rex Lee's June 30 retirement, President Nixon in March nominated Luther Holcomb, vice chairman of the Equal Employment Opportunity Commission. But Holcomb, a Democrat, withdrew his name in April. It came after evidence that showed his strong allegiance to Nixon, raising questions of party loyalty and Holcomb's qualifications to fill a post on the FCC as a Democrat. However, the Senate in April confirmed the nomination of James Quello and in May he was sworn in.

With still more vacancies to fill, Nixon nominated Glen O. Robinson of the University of Minnesota Law School and Washington consultant Abbott M. Washburn. In addition, Nixon re-appointed FCC Commissioner Robert E. Lee. As the new FCC reached its full quota of seven commissioners in September, BROADCASTING offered these observations: "If past is prologue it isn't difficult



Radio drama was making a comeback in 1974, thanks to such undertakings as the *CBS Radio Mystery Theater* under veteran producer-director Himan Brown (r). The first anniversary of the nightly chiller series was the occasion for this birthday cake presentation by Sam Cook Digges, president of the CBS Radio Division.

Broadcasting, Dec. 16

to assess the probable postures of two of the three sworn in last week. Mr. Lee's philosophy is an open book. He hasn't allowed partisan politics to blight his judgments. He believes licensees are honest until they prove themselves otherwise. . . . With both a business and a government background, Mr. Washburn has an expert's knowledge of the international communications so vital in FCC's future. He should prove an asset from the start. Professor Robinson—bright, young, and energetic—comes straight from the campus and that, without provocation is enough to make him controversial. Anti-cross-ownership and fairness doctrine comments attributed to him have aroused the interest of diverse groups."

The FCC's regulatory domain continued to grow. By the end of the year, 4,432 AM stations were on the air (4,497 authorized), 3,353 FM stations in operation (3,617 authorized), and 952 TV stations on the air (1,010 authorized). Radio net times sales increased 6.6% to \$1,755,900,000 and TV net time sales increased 8.9% to \$4,356,600,000.

The dramatic growth of FM radio was the focus of a special report in BROADCASTING on Oct. 7. The report pointed out that from 1964 to 1974, FM annual revenues had increased from \$19.7 million to about \$224 million and FM's share of radio revenues had risen from about 2.5% to an estimated 14% in 1974.

The report also noted how FM's formats had become more varied and sophisticated, attracting ever-greater audiences. And finally, BROADCASTING said, one sure indicator of FM's growth was the multimillion-dollar price tags that had become commonplace in FM station sales.

The beginning of the Associated Press Radio service marked another change for radio. The 24-hour Washington-based service provided five-and-a-half-minute newscasts hourly. AP Radio's announcement in July to begin operations in October, prompted the Mutual Broadcasting System to petition the FCC to declare both AP Radio and UPI Audio, a 15-year-old operation, to be networks. As networks,

those services would be prevented from affiliating with more than one station in a given market for simultaneous broadcast of their programs. Also, affiliated stations would be required to file network agreements with the FCC for public inspection and would be restricted to network contracts of a two-year duration. Both UPI Audio and AP Radio denied that they functioned as a network.

Looking ahead to the new year, BROADCASTING assessed both the mood in Washington and the industry's economic position. On Washington, BROADCASTING said: "A majority of the commissioners are philosophically tuned to the prevailing wavelengths of the broadcasting business, but events are not altogether under their control. However they may personally dislike repressive regulations, they are beset by pressures from outside that cannot be politically ignored. In the circumstances, Chairman Richard E. Wiley has hit upon negotiation as an alternative to rulemaking. . . . There are broadcasters who think of this as a detente between themselves and the regulatory agency. It may be detente, but it has been reached by broadcaster concessions. Self-regulation has been used effectively as an instrument of government regulation, and the two will become indistinguishable if the process is allowed to go on."

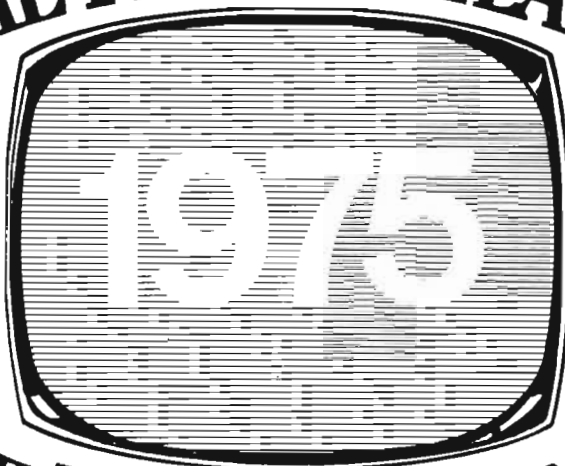
On the industry's economics, BROADCASTING noted: "By all available evidence, broadcasting is emerging from 1974 in better shape than many other businesses. . . . The paradox in broadcasting's economics—especially television's—is that the higher profits rise, the more critics zero in on performance. The condition is only aggravated when other elements of the national economy are suffering declines in revenues and when unemployment keeps rising. . . ." As a motto for the new year's BROADCASTING offered: "Public service and profitability are fully compatible as long as appropriate attention is paid to both."

Stay Tuned

1. Name the groups that filed suit to protest the constitutionality of the FCC's prime-time-access rule.
2. Name two groups that filed suit to protest the constitutionality of the family-viewing time period.
3. Name the groups that filed suit in protest of the FCC's new pay-cable rules.
4. Name two groups that filed suit against FCC's changes in its application of the fairness doctrine as well as two groups that supported the ruling.
5. What heavily promoted nighttime saga based on the BBC's *Upstairs, Downstairs* met an early demise in the new TV season?

**The answers
in "1975."**

THE FIRST 50 YEARS



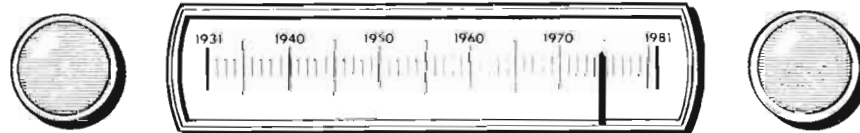
OF BROADCASTING

The FCC in 1975 increasingly played sheriff in a town where the distinctions between good guys and bad guys were fading in a diversity of interests and where technological evolution was beginning to be felt.

The FCC formally adopted its third version of the prime-time access rule (PTAR III) in January. The rule, to be effective in September 1975, limited television network affiliates in the top 50 markets to three hours of network or off-network programming between 7 and 11 p.m. Eastern and Pacific times and between 6 and 10 p.m. central and mountain time. But unlike the original PTAR, it contained

exemptions for public affairs programming, children's programming, documentaries, special news broadcasts and feature films not previously shown on networks. The National Association of Independent Television Producers and Distributors was pleased with the limits on network programming, but protested that the exemptions would enable networks to monopolize prime time if they chose to go into the exempt types of programming. The major producers, whose markets were networks and off-network syndication, deplored the new rule and predicted that PTAR III would spawn a rash of cheap game shows and animal series. CBS denounced PTAR III as a violation of the First Amendment. ABC and NBC accepted it. Although an appeals court in New York had upheld the original prime-time rule as constitutional, CBS filed a new appeal, asserting "the commission's manifest and announced intention to scrutinize programming under the rule and to pass judgment on whether particular programs 'will best serve the interest of the public' presages the kind of involvement in the day-to-day functioning of broadcasters which the Supreme Court has held to be inconsistent with the basic values of the First Amendment." CBS was joined in the appeal by the major studios. The NAITPD, however, went to court to protest that the exemptions would permit the networks to recapture 100% of access time.

The U.S. Court of Appeals in New York upheld the constitutionality of PTAR III in April, but suggested that the FCC reconsider the date of the rule's implementation, which the NAITPD had asked to be postponed, consider placing a ceiling on exempted network hours, and define public affairs programming. The FCC reaffirmed Sept. 8 as the start of PTAR



John Mitchell, H.R. Haldeman and John Ehrlichman were found guilty Jan. 1 of Watergate cover-up charges. In July, U.S. Apollo and Russian Soyuz spacecraft linked together 140 miles above the Atlantic. Fiery Teamsters Union ex-president, Jimmy Hoffa, disappeared July 30, and on Sept. 18, FBI agents captured Patty Hearst, kidnapped the year before, and charged her with bank robbery. Two assassination attempts by women against President Ford in California failed in September. On Sept. 10, Mother Elizabeth Bayley Seton was canonized as the Catholic Church's first U.S.-born saint. Ohio State's Archie Griffin won the Heisman Trophy for the second year in a row, the first person to do so. And in BROADCASTING ...

III, placed no limit on exempted network programming and wrote this definition of public affairs programming: "talks, commentaries, discussions, speeches, editorials, political programs, documentaries, forums, panels, roundtables and similar programs primarily concerning local, national and international public affairs."

While PTAR III was being adopted, praised, excoriated and attacked and defended in court, television broadcasters were in the throes of adopting "family viewing time" in their television code. Family viewing would create its own disputes and litigation.

FCC Chairman Richard E. Wiley toward the end of 1974 had adopted as a cause the removal of excessive sex and violence from early-evening periods of television programming. He called a meeting of senior executives of television networks on Nov. 22, 1974, to urge voluntary compliance with his objective. By the beginning of 1975, Richard Wiley's cause had become the cause of Arthur Taylor, president of CBS Inc., who was later to claim that the family viewing period was his idea all along.

At the outset of the new year, Taylor dispatched a letter by high-level courier, Richard Jencks, CBS vice president, Washington, to Wayne Kears of CBS-affiliate, KENS-TV San Antonio, Tex., chairman of the National Association of Broadcasters television code review board. Taylor proposed that the code include a provision for a family-viewing period for all broadcasters.

By Feb. 10, the code board had recommended adoption of a code provision to exclude programs "inappropriate for viewing by a family audience" from the 7-9 p.m. period (6-8 p.m. central time). At a special meeting during the association's annual convention, the NAB television board accepted the code board's recommendation, and family viewing became part of the code. The action was taken immediately after Wiley, in a convention speech, had argued for self-regulation as an antidote to government control and referred to "my friends on the television board." It came a day after the family viewing concept had aroused sharply divergent opinion during a panel session at the convention. An estimated 400 broadcasters at the session indicated more opposition than support in their reactions to a discussion of the subject.

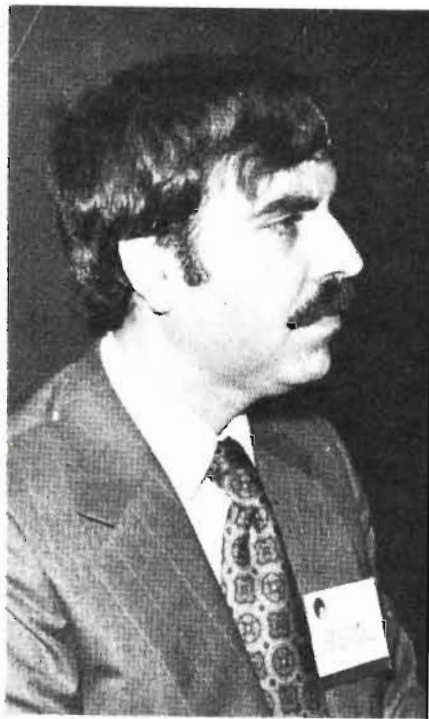
In October, the Writers Guild of America, Directors Guild

of America, Screen Actors Guild and a number of individual writers, directors and producers, including Norman Lear, filed suit asking a Los Angeles court to declare the NAB's self-regulatory plan a violation of the First Amendment. The suit charged that Wiley decided "to initiate, foster, encourage and pressure the broadcast industry, networks and the NAB to censor prime-time programs in an attempt to circumvent the time-consuming procedural safeguards for rulemaking [and] the restraint of Section 326 of the Communications Act and the First Amendment." The suit also claimed that the family hour negatively affected those shows that would be moved to after 9 p.m. since they would have been labeled unacceptable for viewing by a general audience. In addition, the plaintiffs charged that the family hour concept cast a "chilling . . . pall . . . over the creative television industry," and "unreasonably restrained and lessened competition in television" in that TV show creators were denied from a third to a half of their market if they could not write for the 7-9 p.m. period. Lear's Tandem Productions followed with a suit of its own against the FCC, NAB and the networks, charging violations of the anti-trust laws and First Amendment.

With family programming and the prime-time access rule operating, the 1975-76 TV season promised to be different from its predecessors. An early survey of network programming, designed to assess the impact of the family-viewing period, showed that for the first two weeks of the season adult viewing in the 8 to 9 p.m. period declined about 6% from the preceding year, but young viewers (from 2 to 17 years) increased about 4%. Viewing among children 2-11 remained the same in the post-family 9 to 11 time period, while teen-age viewing increased in the post family hours by 14%.

Network executive changes added another element to the new season. Fred Silverman, who as vice president for CBS programming for the previous five seasons led that network to the number-one prime-time spot, moved to ABC as president of ABC Entertainment. Lee Currlin replaced Silverman at CBS. Marvin Antonowsky had replaced Larry White earlier in the year as vice president, programs, at NBC. At the very top echelon, Robert Sarnoff resigned under pressure as RCA board chairman to be replaced by Anthony L. Conrad as chief executive officer.

In nonprime time there were other program innovations. A trend was seen to 60-minute daytime "soaps," following NBC's rating success with its longer version of *Another World*. There was a new entry in the late-night schedule, NBC's *Saturday Night Live*, a comedy with rotating hosts and a cast of regulars that included Jim Henson and the Muppets, Dan Ackroyd, John Belushi and Gilda Radner. Among the programming failures were the costly and much touted *Beacon Hill* and the so-called adult comedy, *Fay*. *Beacon Hill* (CBS), with Stephen Elliot and Nancy Marchand, hoped to capitalize on plots of



Idea whose time has come. The best news cable television has heard in two years was delivered to the NCTA convention last week by Gerald M. Levin (l), president of Home Box Office, and Robert M. Rosencrans, president of UA-Columbia Cablevision. HBO will extend its present pay cable service from the Northeast to nationwide via satellite this fall. UA-Columbia has signed on as the charter subscriber, and agreed to buy earth stations to serve seven of its systems. Mr. Rosencrans is pointing to Fort Pierce, Fla., where the first earth station is targeted for operation Oct. 1.

Broadcasting, April 21

the Boston upper class and its servants, in the mold of the popular British series, *Upstairs Downstairs*. *Fay* (NBC), with Lee Grant, hoped to blend comedy with reality by focusing on the life style of a middle-aged divorcee.

Other entries among 27 new programs, the largest number of new season premieres, included: *Phyllis* (CBS), a *Mary Tyler Moore* comedy spinoff about the title character, a selfish eccentric, starring Cloris Leachman; *Welcome Back, Kotter* (ABC), a comedy about teaching borderline delinquents in Brooklyn, N.Y., starring Gabriel Kaplan and John Travolta; *Starsky and Hutch* (NBC), a drama about plainclothes police detectives, starring Paul Michael Glaser and David Soul; *The Jeffersons* (CBS), a January spinoff of *All in the Family*, depicting the situations of a successful black businessman, starring Sherman Hemsley and Isabel Sanford; and *Hot l Baltimore* (ABC), premiering in January about characters of a rundown Baltimore hotel.

Cable television continued to grapple with deregulation, copyright and pay cable. With the FCC's revocation in July of the March 31, 1977, deadline for the rebuilding of the channel capacity of cable systems operating before 1972, many in cable became optimistic about what appeared to be a new sensitivity to their problems by the FCC. The commission canceled the 1977 deadline as unrealistic, on the grounds that the cable industry could not raise the necessary \$275 million to \$375 million to finance the modernization. In another move, the FCC formally adopted a sports blackout rule that banned a cable system from carrying a distant telecast of an event being played locally and denied to the local TV station.

As for rebuilding, cable operators, con-

sistent with their hopes for deregulation, lobbied the FCC to approve a "natural rebuild" plan in which each system would devise its own timetable based on the natural obsolescence of its equipment. Commercial broadcasters, such as ABC and Metromedia Inc., opposed the plan. They argued that the quadrupling of cable subscriptions in the past 12 months made it financially possible for cable to follow a planned rebuilding policy.

The copyright issue continued to be debated by cablecasters and broadcasters. A prevalent broadcasting view of cable was voiced by Wilson C. Wearn of Multimedia Broadcasting, NAB board chairman, who characterized the cable industry as "unique in American industry because it does not operate, and has never operated, in a free, competitive market. Unlike every other American industry, it has developed and exists by appropriating the services and product of another industry with which it now seeks to compete, and these services have been appropriated without bargaining or paying for them." Copyright and pay cable in particular irked broadcasters.

At congressional hearings in June, all sides of the copyright issue were heard. Jack Valenti, president of the Motion Picture Association of America, argued that a copyright bill should make cable pay a reasonable sum for a product indispensable to its operations. Some representatives of the cable industry argued that because of the expanded market that cable provided, copyright owners were already being compensated through higher advertising rates and the higher copyright payments from broadcasters. The National Cable Television Association proposed a system giving a blanket exemption for all cable systems from copyright liability on

the first \$100,000 of their gross annual service revenues, a plan that would put approximately 1,800 cable systems beyond the reach of copyright liability. In addition, the NCTA favored a proposed House bill that contained a permanent scale of royalties for broadcast program carriage. The Community Antenna Television Association, however, opposed the NCTA. The CATA asserted that copyright payments by cable should be prohibited. The CATA reasoned that the audience paid once for all programs watched on television by paying for television-advertised products; to make cable subscribers pay an additional tax or copyright payment, CATA said, would amount to paying for the same thing twice. Indeed, Robert Cooper Jr., executive director of CATA, proposed that cable operators charge program suppliers a fee for extending the circulation of their programs. And the battle continued with legislation pending in both the House and the Senate.

The FCC issued revised pay-cable rules in March and incurred the wrath of cablecasters and broadcasters alike. Broadcasters objected to a provision allowing pay cable and pay television to bid on films less than three years old, more than 10 years old if they had not been shown in the market in the preceding three years as well as on films of any age if they were under contract to a station in the market or to a network with an affiliate there. Arguing that the movie rules would increase siphoning and reduce entertainment for the public that relied on free TV, ABC, CBS, NBC and Metromedia filed appeals.

Cablecasters such as Viacom, Home Box Office, American Television & Communications Corp., Manhattan Cable Television Inc., UA-Columbia Cablevision, Warner Communications, Teleprompter Corp. and Theatervision

also filed suit against the rules, arguing that they exceeded the commission's authority in regulating program content, conflicted with antitrust principles by inhibiting competition and violated the First Amendment.

An innovation in cable programming in 1975 was Home Box Office's use of a satellite distribution system. HBO and Teleprompter, the nation's largest cable TV operator at that time with 141 systems and 1,060,000 subscribers, signed an agreement for HBO to provide programming to about 800,000 cable subscribers nationally, at first through HBO's terrestrial microwave system and later via satellite. HBO initiated the first pay-cable satellite feed in October to a UA-Columbia Cablevision system in Florida and to an American Television & Communications system in Mississippi.

With national elections approaching in the sensitive post-Watergate climate, the fairness doctrine and issues of equal time once again concerned the industry. At hearings before the Senate Communications Subcommittee in May, CBS and NBC, arguing for repeal of the fairness doctrine, labeled it "a potential tool for determined and unscrupulous public officials to destroy what is, in effect, the only national daily press that this diverse nation has. . . . The broadcaster has earned the right . . . of reprieve [from the doctrine]." ABC argued for retention of the fairness doctrine saying "we have not found it to be an inhibition which need hurt us in our coverage of news or in our investigative journalism." Donald McGannon, chairman and president of Westinghouse Broadcasting Co., agreed with ABC, saying: "I can say implementation of the doctrine has not been a significant or troublesome problem. It has never hampered our editorial judgment or caused us

to shy away from any issues other than for reasons of good journalistic practice."

FCC Chairman Richard Wiley favored retention of the doctrine because he felt it afforded the broadcaster "considerable latitude" without impinging on the broadcaster's judgment in balancing points of view. But FCC Commissioner Glen Robinson wanted repeal because "the doctrine may have a chilling effect on the licensee's disposition to present controversial material on television or radio." At the end of the year, Congress was still considering a bill, introduced by Senator William Proxmire (D-Wis.), which would delete Section 315 from the Communications Act and prohibit the FCC from influencing broadcast programming in any way.

With President Gerald Ford's announcement of his candidacy, broadcasters faced the inevitable issue of politicians seeking equal time under Section 315 of the Communications Act. As usual, proposed remedies for the rule's weaknesses engendered a diversity of opinion. The FCC in September admitted to over a decade of error in disqualifying debates between political candidates and candidate news conferences from the news-type exemptions to the equal time law. By a 5-to-2 vote, the commission voted to extend the exemptions as "on-the-spot bona-fide news events." The FCC stipulated, however, that debates, to be exempt, must be under the control of a third party other than the broadcaster or the candidates. In its majority opinion the commission said: "The stifling of broadcast coverage of news events involving candidates for public office has been unfortunate, and we believe that this remedy will go a long way toward ameliorating the paucity of coverage accorded these events during the past 15 years." Robert E. Lee, one of the



Presidential presence. It wasn't what he said. It was the simple fact that he was there that jammed the ballroom of the Las Vegas Hilton hotel last Monday when the President came to town. Among those with him at the head table (l to r): FCC Chairman Richard E. Wiley; Secretary of State Henry Kissinger; Pat Wasilewski, wife of the NAB president; Andrew Ockershausen, chairman of NAB's joint board; Mrs. Ford; Mr. Wasilewski; Charles Dickoff, WEAQ(AM) Eau Claire, Wis., co-chairman of

the 1975 NAB convention committee; the President; Harold Krelstein, Plough Broadcasting Co., chairman of the NAB radio board; Arthur Taylor, president, CBS Inc.; Rosel Hyde, communications attorney and former FCC chairman; Sol Taishoff, editor, *Broadcasting*; Clark Pollock, president, Broadcast Education Association. The cordiality of the occasion outweighed the consequence (to broadcasting) of his remarks.

Broadcasting, April 14

dissenting commissioners, prophesied that the new interpretation of the fairness doctrine would permit "grossly unbalanced coverage of the political activities of political opponents." Benjamin L. Hooks, the other dissenter, warned that the "egalitarian precept underlying political 'equal time' . . . has suffered a severe and, perhaps, mortal blow."

"Checkbook journalism" was finding its way into television language. With such controversial and newsworthy figures as H.R. Haldeman and Richard Nixon willing to grant interviews in exchange for money, broadcast journalists argued about the propriety of purchased news. Richard S. Salant, CBS News president, found himself defending CBS's payment of \$25,000 to Haldeman for an interview and some film of White House activities. Salant said CBS's purchase of the material was analogous to a *New York Times Magazine* purchase of memoirs, and was predicated upon the extensive time (50 hours) involved in the interview and the taping, but conceded that CBS may have violated its own tenet of "drawing a proper line between payments which are permissible and payments which are not." As a result of criticism, particularly from *New York Times* columnist James Reston who questioned the ethics of paying officials for interviews, Salant undertook a review of CBS policy.

After NBC was unable to reach an agreement with Nixon on a payment, Nixon signed to do a series of four programs with the English television personality, David Frost, that would be aired after the 1976 presidential election.

In what critics called a prime example of the pitfalls of checkbook journalism, and which CBS defended as standard journalistic procedure, CBS paid \$10,000 to an ex-convict who promised to lead reporters to a man who could produce the body of missing union leader James R. Hoffa. The \$10,000 brought CBS no closer than anyone else to the whereabouts of Hoffa. BROADCASTING commented: "Television journalism has suffered an embarrassment in the revelation that CBS News was conned out of \$10,000 in an improbable search for James Hoffa's body. When gullibility of that magnitude is discovered at the pinnacle of broadcast news, the whole craft cringes a little . . . This, of course, is at most a minor incident in CBS's long and distinguished record in broadcast journalism and ought not to be magnified. It does remind us all, however, that common sense and journalistic enterprise are perfectly compatible."

A question of common sense as well as a definition of decency were involved in an FCC ruling on obscenity. In response to a complaint about Pacifica Foundation's WBAI(FM) New York broadcast in 1974 of a George Carlin recorded monologue that contained "seven dirty words," the FCC issued a definition of "indecent" material. The FCC branded as indecent words describing "sexual or excretory activities and organs . . . [in a] patently offensive manner," particularly when children were

likely to be in the audience.

In other radio news, Ronald Reagan, former governor of California, and radio sports announcer in the 1930's returned to radio with a syndicated program, *Viewpoints*, asserting his conservative views. In June, NBC Radio inaugurated an all-news service consisting of 49 1/2 minutes of news per hour, seven days a week. Stations were to be charged from \$750 to \$15,000 a month, depending upon market size. NBC would realize the revenue from six commercial minutes per hour retained for its sale.

To increase the number and power of some AM outlets, the FCC in June liberalized its allocations rules to allow nighttime service by certain daytime stations and to create some new daytime services. These, coupled with the creation of an intermediate, 2.5 kw power classification, would, the FCC felt, "provide many opportunities, unavailable since the adoption of the restrictive amendments of 1964, for the assignment of new standard broadcast stations, and the expansion of facilities of existing stations."

The FCC at last came out with a crossownership rule. After five years of deliberation, it decided to ban future acquisitions of crossownerships of newspapers, TV or radio stations within the same market. It also ordered the breakup of 16 existing crossownerships in small markets but left the rest alone. The National Citizens Committee for Broadcasting immediately called the commission's action, "too little too late" and filed an appeal to force the breakup of all multimedia holdings. Targets of the divestiture, such as James Gray, president of Gray Communications, Albany, Ga., called the FCC actions "capricious and highly discriminatory" and complained: "After 20 years of service, at the beginning of which newspapers were urged to undertake the development of television for the public good, the FCC now says that such investment of energy, money and time is of little account." Several of the affected parties filed suit to stop or forestall the FCC's actions.

With the official evacuation of Saigon in late April/early May the Vietnam war came to an embarrassing end. To cover the war over the years, ABC, CBS, NBC and some station groups sent more than 600 personnel to Southeast Asia and spent a combined amount estimated at between \$40 million and \$50 million. Critics of the media, like the *New Yorker's* Michael Arlen, felt that in its television coverage of the Vietnam war over a 10-year period the American networks had done little more than to contribute "to the unreality and the dysfunction of American life." Others, like the *New York Times's* James Reston, felt that "maybe the historians will agree that the reporters and the cameras were decisive in the end. They brought the issue of the war to the people . . . and forced the withdrawal of American power from Vietnam." CBS's Morley Safer, whose coverage of the war established him as a major broadcast journalist, criticized

television for being too concerned with the "bang-bang" aspect of the war and too little interested in the "why" of the story. However, Safer expressed impatience with critics of media coverage: "They are looking for that one special, that one documentary, that will end the war the next morning, that will cause the soldiers to lay down their arms and the politicians to hang themselves from the lamppost in Washington. It doesn't work that way; it's a matter of accretion; of building stories here and there, persuading by the weight of evidence, at least as perceived by the reporters."

BROADCASTING offered this perspective: "This was the first war fully documented by broadcast coverage without censorship. It is in keeping with the broadcasting tradition to cover the news wherever it breaks. . . . With little regard for the costs, top correspondents and camera crews were dispatched to the war theaters for the long ordeal. . . . The history of the Indochina war cannot be written without the documented fact of American free enterprise broadcasting in action."

There were those who questioned the effort of the immediacy of television coverage on the domestic front. After two attempts to assassinate President Gerald Ford, by Lynette (Squeaky) Fromme on Sept. 5 and by Sara Jane Moore on Sept. 22, House Republican leader John Rhodes (Arizona) asked: "What possible good purpose can come from this intense coverage of terrorist activity?" And Representative Robert N.C. Nix (D-Pa.) stated: "The media coverage given to assassins, kooks and conspiracy theories, like the full moon in Gothic literature, brings out the latent impulses in those among us who lust after notoriety."

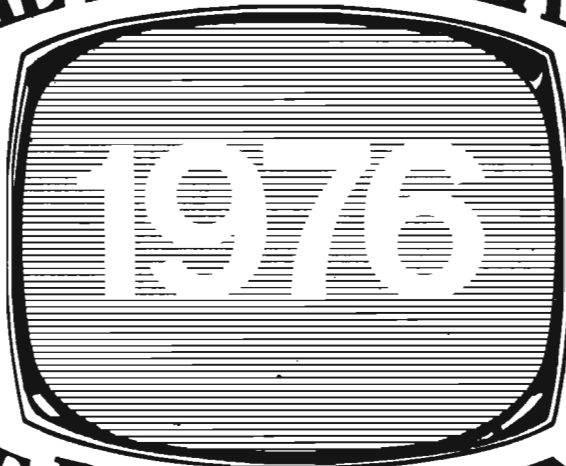
But the expansion of electronic media went on inexorably. Cable television operators were moving into a more aggressive role. Videodisks and home disk libraries were promised for the mass market in 1976 by RCA and Philips MCA. The Betamax home video recording system was announced. The sheriff's job was getting complicated.

Stay Tuned

1. Which two candidates filed suit against the "Great Debates" of '76?
2. Name the person and advertising agency that handled Jimmy Carter's campaign, and the person and advertising agency that handled Gerald Ford's campaign.
3. What broadcast journalist eventually resigned his position as a result of a controversial leak to the *Village Voice* of a secret report on U.S. intelligence?
4. What happened to the family viewing concept?
5. What syndicated satire of middle-class mores gained popularity?

**The answers
in "1976."**

THE FIRST 50 YEARS



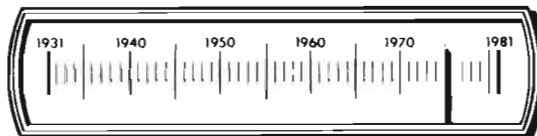
OF BROADCASTING

An underdog Jimmy Carter made it to the White House. An underdog ABC-TV made it to the top of the prime-time ratings. And the family viewing rule failed to make it anywhere—stymied by a California court.

Those were among the major events that involved broadcasting in 1976, a year when the national elections made politicians all the more conscious of radio-TV influence on their futures. The year got off to a political start with a complaint against the networks by House Speaker Carl Albert (D-Okla.) who released a study by the Congressional Research Service of the Library of Congress. The document criticized TV for its willingness to afford live coverage of Republican President Gerald Ford's news conferences whenever the President's staff asked for it, while not according the same treatment to Democrats in Congress. "I must conclude," Albert declared, "that the networks have exercised little or no news judgment when considering presidential requests for air time for television addresses." All three TV networks categorically denied Albert's charges. A statement by Richard C. Wald, president of NBC News, typified the networks' rebuttals. Wald said: "NBC presents live coverage of presidential addresses when the President—regardless of his party affiliation—has something important to say to the American people as chief executive. In each case we exercise our independent news judgment."

To facilitate debate among 1976 political candidates, the FCC in 1975 had revised an original interpretation of Section 315 of the Communications Act to exempt broadcast debates between major-party candidates from the equal-time provision, if debates were arranged by parties other than the candidates or the broadcasters. Under the new rules, the League of Women Voters in 1976 organized five debates among the Democratic primary candidates, three between the Democrat and Republican presidential contenders, and one between the two vice presidential candidates. The major networks aired only segments of the primary debates as part of their regular news coverage, but National Public Radio covered all debates.

For the "Great Debates" between President Ford and his Democratic challenger, former Georgia Governor Jimmy



CB radios became an obsession with Americans and a problem for an FCC deluged with applications.

Tongues wagged when 50 cadets were convicted of cheating at West Point in April. Arizona reporter Don Bolles, on assignment to investigate organized crime, died after a bomb explosion in his car June 12. The U.S. celebrated its bicentennial July 4. Israeli airborne commandos freed 103 hostages held by pro-Palestinian hijackers in an Air France plane at Uganda's Entebbe airport July 4. A mysterious disease killed 29 after striking an August American Legion convention in Philadelphia. A nationwide program of swine flu vaccinations, started in March, was halted Oct. 12 following the deaths of several persons who had received shots. The Seattle Seahawks and the Tampa Bay Buccaneers were the new expansion teams in the NFL. And in BROADCASTING . . .

Eugene J. McCarthy (D-Minn.), running independently for President, filed suit in the U.S. District Court in Washington asking for a ruling that he and other presidential candidates be included in debates. Tom Anderson and Rufus Shackelford, presidential and vice presidential candidates, respectively, of the American Party, filed in the same court, seeking an order to block the debates. In the meantime, Lester Maddox, presidential candidate of the American Independent Party, asked the FCC to order radio and TV stations not to cover any debates from which he was excluded and to order the networks to give him equal time.

U.S. District Judge Aubrey E. Robinson Jr. dismissed the several suits, saying it appeared that the plaintiffs were attempting to reargue the case in which the U.S. Court of Appeals had upheld the commission's ruling that exempted the political debates from the equal-time law. The FCC rejected the Maddox petition.

The first debate, with pool coverage provided by ABC, was televised live by ABC, CBS, NBC and PBS in September, and brought Carter and Ford to an estimated 90-100 million viewers in 35-40 million homes. There was a 28-minute delay when the audio failed nine minutes before the end of the debate. No backup system had been set up because the electronic equipment used was presumed to be failure proof. Anchormen filled the time with summaries and interviews of each candidate's representatives. Referring to the 28-minute gap, moderator Edwin Newman of NBC observed that both

Carter, the networks utilized pool coverage. The same arrangement prevailed for the meeting between Senators Robert Dole (R-Kan.) and Walter Mondale (D-Minn.), vice presidential candidates.

Earlier, the Democratic National Committee, asserting that the FCC's revised interpretation of Section 315 favored incumbent Ford, and Representative Shirley Chisholm (D-N.Y.) and the National Organization for Women, asserting it slighted minority and fringe-party candidates, filed appeals. But the U.S. Court of Appeals in April, in a 2-to-1 decision, upheld the FCC's interpretation.

Although this ruling cleared the way for the debates, other challenges persisted. Senator

candidates who were stiff with each other at the start, shared the camaraderie of two men "who had just had their pockets picked."

The second debate was aired in October by all networks, with CBS handling the pool coverage. It was seen by about 85 million Americans, fewer than had witnessed the first debate. On this occasion, President Ford made the remark that some critics felt cost him the election. It was a statement that Poland was not dominated by the Soviet Union.

The third debate showcased the vice presidential candidates in a 75-minute forum, 15 minutes shorter than the 90-minute presidential debates. The final debate between Ford and Carter with pool coverage by NBC, drew an estimated 74 million viewers.

There were those who wondered why the incumbent President had agreed to give his opponent the exposure of nationally televised debates. According to Michael Duval, President Ford's debate coordinator, Ford regarded the debates as necessary since Carter at the time was leading in the polls, there were indications of a general belief that Carter was more competent to be President, and Ford's campaign manager felt the need to counter Carter campaign charges that Ford relied on the trappings of the White House Rose Garden to enhance his image.

Associated Press's Walter Mears, a panelist at the vice presidential debates, felt that while the debates were useful, "It was a bad campaign. I think that there were a lot of things wrong with it . . . I think the debates focused it." Joseph Kraft, columnist and panelist at the third presidential debate, found the debates "not very good, and . . . not the best way to choose Presidents. [Because the debates] put a premium on qualities that are not very presidential—quickness, a capacity to articulate something in a hurry, the appearance of being confident—very, very superficial qualities. . . . They don't demonstrate any capacity to think clearly, don't demonstrate any capacity for real depth or familiarity with the issues." Kraft conceded that "the debates were probably the best thing going in terms of giving the American people the best available view of the candidates in the flesh."

NBC's Newman agreed with Kraft, calling the debates "stuffy and stilted." Newman said the problem stemmed from candidates with "so much at stake. They won't take any chances. If one of them had been willing to take a chance, if one of them had so much as cracked a joke, the dividends could have been enormous. These men weren't trying to use TV well. They were trying to get elected President of the United States."

As a remedy, some suggested head-to-head confrontations as in the Lincoln-Douglas debates, a format that most commentators felt the candidates would never agree to. Max Frankel, associate editor of the *New York Times*, a questioner at the second debate, felt that in the current form



Thomas J. Houser, who served on the FCC for 10 months in 1971 before he returned to private law practice, returned to the government scene in 1976 as director of the Office of Telecommunications Policy. The OTP post had been vacant since September 1974 when Clay T. Whitehead resigned it and John Eger stepped in as interim director. The oath of office was administered July 6, 1976, to Houser (l) by Supreme Court Justice John Paul Stevens (r) as Houser's wife, JoAnn, held the bible.

Broadcasting, July 12

"you really can't get down to brass tacks and there's too little time. . . . Not enough conversation or interchange and the sons-of-guns really didn't answer the questions."

From the networks' standpoint, improvements would come with greater control over the broadcasting of the debates and the selection of questioners. Under the League of Women Voters ground rules, the debates were not broadcast from studios. In addition, shots of the audience were not permitted, a prohibition that the candidates demanded in the name of impartiality, but which caused the networks to bristle at what they regarded as infringement of their rights. Broadcast journalists also charged that potential panelists had to be approved by the candidates, an allegation the league adamantly denied. Richard Salant, CBS News president, said that if CBS had been in charge of the debates, it would not have agreed to demands from the candidates to participate in the selec-

tion of panelists or to prohibit certain camera angles. "We just have never played and will never play a game where the subjects of interviews can have any part in whose going to interview them," Salant declared. "That's pretty basic."

Newton Minow and Dean Burch, both former FCC chairmen, proposed that in future debates TV access be granted to minor party candidates. Besides providing time for the two major party candidates, the Minow-Burch proposal would allow time to candidates who qualified for three-fourths of the state ballots, and who received one-eighth of the popular vote in the last election, and for new candidates who qualified in three-fourths of the states.

Television and radio, in addition to serving as vehicles for the debates, figured in the campaign as purveyors of each candidate's image. Gerald Rafshoon of the Atlanta-based Rafshoon advertising agency, media adviser to Jimmy Carter, described his campaign strategy in these words: "We advertised to our strength. We advertised to states we had to take. . . . If you want to put it in advertising terms, [you advertise] where you have the best market distribution. We had to keep Ford running around the country. In other words, in the states where we figured we didn't have a chance, he *had* to win them. We could lose California. He *had* to win California. So we kept pressure on him, kept him spending money in states that were really marginal."

John Deardourff of Bailey, Deardourff & Eyre, the political consultants handling Ford's campaign, acknowledged their challenge: "We knew from the day that they turned over to us all of their polling that it was a long, uphill climb. At the time that we first got involved, the President was something like 34 percentage points behind. That signalled to us that there was

Life at the top was relatively short-lived for Anthony L. Conrad, who took charge of RCA in November 1975. That was when Robert Sarnoff resigned during a "palace revolt." Conrad, in turn, resigned as RCA chairman and president in September 1976, after admitting he had filed no personal income tax returns for 1971-75. Edgar H. Griffith was chosen RCA's president and chief executive. In another surprise change—at CBS—Arthur Taylor was dismissed as president. William S. Paley at the same time announced his intention to relinquish the post of chief executive officer, but said he planned to stay at the helm as chairman. John D. Backe, president of the CBS/Publishing Group, was designated to succeed Taylor as CBS Inc. president.

a hell of a problem. Yet it also seemed to us that if virtually everything went right, they were willing to pursue the course that we were outlining, and if the Carter campaign was not sensationally effective, then there was a reasonable chance."

The Carter ads reiterated the theme of leadership. They stated that Carter "who had proved himself in the primaries would unite our country with strong leadership," and accused the Ford administration of "tired and worn-out" leadership. Early Ford ads stressed the President's accomplishments in his administration, the greatest of which was "the healing" of America after Watergate, and the President's expertise versus Carter's inexperience. Where Carter's spots showed him among the diverse ethnic groups of America, talking about the need for government to mirror the "competence, compassion and simple decency of its people," a Ford spot pictured the President presiding over a nation at peace.

The Carter trademark became a five-minute spot designed to introduce Carter to the nation as a family man of diverse abilities and a former successful governor of a prosperous state. A late Ford campaign tactic employed the man-in-the-street interview to emphasize negative Carter qualities. In the final weeks of the campaign, commercials using man-in-the-street interviews switched to the "upbeat" promotion of Ford with such homilies as "I like him because of his honesty. Jerry Ford reminds me of my father. I trust Jerry Ford."

Carter and Ford spent a total of \$27 million on advertising in 1976—\$12 million and \$15 million, respectively. Carter's breakdown by media: television \$8.2 million, direct mail \$1 million, radio \$1 million, print \$300,000, collateral (including production) \$1.5 million; Ford's: television \$8.5 million, direct mail \$3 million, radio \$1 million, print \$1 million, collateral (including production) \$1.5 million.

Election night imposed marathon time and personnel demands on broadcasters. Because of the closeness of the election, a Carter victory was not predicted until after 3 a.m. Over 120 million viewers watched some part of the returns. NBC, anchored by John Chancellor and David Brinkley with assistance from Tom Brokaw and Catherine Mackin, won the 7-11 p.m. Nielsen ratings. Barbara Walters, Harry Reasoner and Howard K. Smith anchored ABC's news. Walter Cronkite anchored the CBS returns, assisted by Dan Rather, Lesley Stahl, Bill Moyers, Eric Sevareid, Roger Mudd, Mike Wallace and Bruce Morton. With the election over, the broadcast industry, as BROADCASTING noted, pondered the "new uncertainties in the future of communications regulation" that the election of Jimmy Carter to the Presidency introduced.

Other issues of broadcast journalism received attention and stirred controversy in 1976. Among them were Daniel Schorr's fight in Congress to protect his



A Museum of Broadcasting was opened to the public in November 1976 in New York. Founder and chairman of the museum was CBS Chairman William S. Paley, who personally guaranteed funding of the museum for the first five years. Other supporters included the networks, major independent station operators and the National Association of Broadcasters. The museum opened with displays and a collection of 718 broadcasts going back to virtually the beginning of radio. Paley is shown at console in the museum's broadcast study center as Robert Saudek, museum president, looks on.

Broadcasting, March 1

news sources, ABC's hiring of NBC's Barbara Walters for \$1 million and the TV networks proposal of longer national newscasts.

Schorr, after obtaining a copy of a secret House report on U.S. intelligence activities, passed this information to the *Village Voice* for publication. He then found himself the object of investigation by the House Ethics Committee and censure by CBS, which removed him from his intelligence beat, and then indefinitely suspended him.

CBS provided Schorr with legal counsel in support of his refusal to name the source for the House report. Richard Salant, CBS News president, explained the limits of the CBS help: "In respect of his subsequent actions in arranging for publication of the report [after use of the material on the air], Schorr acted as an individual and . . . as a matter of individual conscience."

Despite CBS's quickness to put some space between itself and Schorr's actions, Schorr envisioned himself as a journalist on a quest: "I do not seek the legal contests which may lie ahead, but I am confident that, as they unfold, it will become clear that what is involved beyond specific details of my action is the public's continued right to know in the face of the secrecy backlash."

After interviewing more than 400 people and spending more than \$150,000, the House Ethics Committee failed to uncover Schorr's source. After being subpoenaed by the House, Schorr refused to reveal his source. He placed himself in contempt of the House, but earned this praise from Salant: "Your appearance today was superb and an immense service to all your fellow journalists, to the Constitution and

to the public's right to know. I am grateful."

Despite this praise and the Ethics Committee's eventual abandonment of its investigation, Schorr resigned from CBS News in late September. "Aware of the polarizing effects within CBS News of the controversy involving me," said Schorr, "I would doubt my ability to function effectively if reinstated. I believe that my reinstatement would be a source of tension within an organization whose future success I still care about."

Barbara Walters, with NBC for 12 years, signed with ABC in April for five years as co-anchor with Harry Reasoner on the *ABC Evening News*. Walters became not only a highly paid anchorperson, but the first woman to occupy such a position. Half of Walters's \$1-million annual salary was for her co-anchor position; the other half for four prime-time specials to feature her each year.

Walters's spectacular salary fed rumors that ABC wanted to lengthen its evening news to 45 minutes, a move that necessarily would have triggered like expansions at NBC and CBS. While ABC considered "not whether, but when" to lengthen its news, ABC affiliates along with NBC's and CBS's opposed the move as a threat to lucrative programming now independently programmed in the 7-7:30 p.m. period decreed off limits to the networks by the FCC prime time access rule. The National Association of Independent Television Producers and Distributors urged the FCC to safeguard the 7-7:30 p.m. time. "The networks ought not to be encouraged to proceed on the assumption that a commission waiver is a mere technicality to be satisfied after they have formalized their plans to enlarge the network news by invading access time," the association said.

The plans for longer evening news on networks failed to materialize. ABC, instead, outlined other plans for "areas of possible expansion of the network's news service, including a one-hour prime-time news magazine program, a daily one-minute news headline report in prime time, and a new five-minute daytime news program during Monday to Friday."

The family-viewing provision that the National Association of Broadcasters adopted in its television code in 1975 came a cropper in court in 1976. NAB, the FCC and the television networks had been sued by the writers, directors and actors guilds and by producers. The litigants charged that the concept of reserving evening hours for presentation of programming suitable for families, as instigated by FCC Chairman Richard Wiley, breached the no-censorship provision of the Communications Act and violated the First Amendment rights of writers and producers.

The networks continued to defend the family-viewing concept. To Arthur Taylor, president of CBS, the code provision had demonstrated its value by the "virtual elimination of violence in family viewing time. . . . The goal of family viewing, pur-

posedly drawn in general terms, has enabled contemporary themes to be aired in the early evening hours while restraining dialogue that family audiences would find tasteless. [The concept proved] that there are creative people who can produce entertaining and enlightening programs of quality that are also responsible." Michael H. Franklin, the executive director of the Writers Guild of America West, took another view: "The family hour is in clear violation of the First Amendment, and we're going to get it thrown out."

After considerable court sparring and an attempt at compromise that failed, the court in November ruled that the networks, the NAB and the FCC had acted illegally by allowing "the NAB television code review board to act as a national board of censors for American television. The plaintiffs have evidenced a successful attempt by the FCC to pressure the networks and the NAB into adopting a programming policy that they did not wish to adopt." David Rintels, head of the WGA, hailed the court decision as a mandate that "we as creators will be free from unwarranted government interference and arbitrary censorship, hopefully to bring you diverse programming." John A. Schneider, president of the CBS/Broadcast Group, criticized the edict as one that "unfairly singled out the broadcasting industry for prohibitions not applied against other industries and professions [thereby setting a] dangerous precedent that threatens the American tradition of voluntary self-regulation. Voluntary maintenance of general industry standards is both good broadcasting and good citizenship, and . . . this cause is worth defending."

The NAB decided both to review its code and to appeal the court's decision. As seen by Robert Gordon of WCPO-TV Cincinnati, chairman of the NAB TV board, Judge Warren Ferguson's decision "does not alleviate the fundamental problem that led to the family-viewing decision in the

first place"—concern about excessive violence and sex on television. CBS and ABC planned appeals, seeing the ruling as a threat to industry self-regulation. However, NBC declined to appeal, calling Ferguson's opinion a "clear prohibition against government interference with broadcast program content and scheduling."

While the furor over family viewing raged, ABC-TV which had regularly finished in third place in the prime-time ratings, was beginning to move up. Change came under Fred Silverman, who had left CBS in 1975 to be the new president of ABC Entertainment

ABC-TV had made some gains in the fall of 1975, but after the 15th week, its 16.7 average prime-time rating was a distant third to CBS-TV's 19.3 and NBC-TV's 18.3. However, with the second season, ABC-TV came up with strong offerings that included the *Rich Man, Poor Man* mini-series, a revamped *Happy Days*, *Charlie's Angels* and the Winter Olympics. It meant that ABC-TV ran off a streak of 11 straight weekly ratings wins.

Frederick S. Pierce, president of ABC-TV, happily characterized the network as "hungry, aggressive, winning."

ABC continued to dominate the ratings for the rest of the year, pushing CBS into second place and NBC into third. Competition for ratings for the new season in the fall of 1976 was especially fierce, with each network "front loading" to capture bigger than usual audiences. ABC started the season for its *The Captain and Tennille Show*, with such guest stars as Bob Hope, Redd Foxx and Jackie Gleason during the first few weeks, as well as 90-minute episodes of *Happy Days* and two-hour episodes of such programs as *Starsky and Hutch*, *Streets of San Francisco*, and *Rich Man, Poor Man Book II* the series that evolved from the mini-series. CBS relied on such big-grossing theatrical movies as "Chinatown" with Jack

Nicholson and Faye Dunaway, "Play it Again Sam" with Woody Allen, and "Paper Moon" with Ryan O'Neal and his daughter, Tatum. NBC countered with a two-hour premiere episode of its World War II adventure series, *Baa Baa Black Sheep*, a 90-minute version of *Little House on the Prairie*, and a two-hour episode of the nine-hour mini-series, *The Captains and the Kings*.

New shows included *Delvecchio* (CBS), a drama about a big-city detective with a law degree, starring Judd Hirsch; *Eight is Enough* (ABC), a comedy/drama about a newspaperman with eight children, starring Dick Van Patten; *Serpico* (NBC), a drama about an idealistic undercover New York City policeman, starring David Birney; *Alice* (CBS), a comedy about a recently widowed mother who pursues a singing career and her independence by working as a waitress, starring Linda Lavin, Vic Tayback and Polly Holliday; *The Tony Randall Show* (ABC), a comedy about the home life of a Philadelphia judge; and *Family* (ABC), a drama about the Lawrence family in Pasadena, Calif., starring Sada Thompson, James Broderick, Kristy McNichol, and Meredith Baxter-Birney. *Mary Hartman, Mary Hartman*, starring Louise Lasser became a popular late-night show that satirized middle-class mores and was syndicated by Norman Lear's T.A.T./Tandem productions.

All the networks planned lavish coverage of the nation's bicentennial. As part of CBS-TV's 16 hours of special programming, at a cost of \$1.5 million, the network presented *In Celebration of U.S.*, a show that interspersed live coverage of celebrations with "anniversary reflections" by public figures and guests including Valerie Harper, Danny Kaye and Beverly Sills. Walter Cronkite anchored the day's coverage of the program that ran from 8 a.m. to midnight. NBC-TV's hour coverage, at a cost of also \$1.5 million, was *The Glorious Fourth*, produced by NBC News and co-anchored by John Chancellor and David Brinkley. It included coverage of live events from 8 a.m. to noon and 1 to 6 p.m., a special edition of *Meet the Press*, three hours of entertainment called *Happy Birthday America*, a Bob Hope special, and a late-night wrap up, *The Best of the Fourth*. ABC, at a cost of approximately \$500,000, featured three hours of special news broadcasts anchored by Harry Reasoner, entitled *ABC News Goes to The Great American Birthday Party*. All three networks scheduled pickups from outer space of the Viking Spacecraft landing on Mars, of "Operation Sail" in which some 200 historic ships from 30 nations sailed into New York Harbor, of the arrival of the Bicentennial Wagon Train at Valley Forge, Pa., of a speech by President Ford and a folk life festival in Washington.

By late 1976, 97% of the nation's families owned TV sets and average daily viewing had increased to about six and a quarter hours.



Judge Warren Ferguson, who said the family-viewing concept was illegal and bounced the ball back to the FCC. *Broadcasting*, Nov. 8



FCC nominees Margita White, from the White House staff, and Joseph Fogarty, from Capitol Hill, as they faced questioners during their August confirmation hearings. White eventually filled the unexpired term of Charlotte Reid who had resigned in June. Fogarty succeeded Glen O. Robinson for a full seven-year term. *Broadcasting, Sept. 6*

In 1976, NBC celebrated a special birthday of its own, 50 years of programing. It traced its roots back to Nov. 15, 1926, when Merlin H. (Deac) Aylesworth, the first president of NBC, opened a four-hour special inaugural program that included five orchestras, a brass band, Metropolitan Opera soloists, a light opera company, an oratorical society, and entertainers that included Will Rogers. The special show in 1926 was carried by 25 stations, 21 NBC charter affiliates plus four other stations, and was heard in approximately five million radio homes.

Fifty years later, in 1976, Julian Goodman, chairman and chief executive officer of NBC, reviewed the network role. "The networks," he said, "have traditionally been the ones to step up with the amount of money, at high risk, to make possible the programing that has established the large viewing audience in the U.S. for the stations. And I think those networks that have made those risks, which have paid for sports rights, far into the future, which have paid for motion pictures, valuable motion pictures, at high prices, running far into the future—I think the networks, having made those risks, deserve to make a profit. And I think the figures will show that over the years the networks' profits not only have been reasonable, and have fluctuated, but they have been very modest as a percentage of return on sales."

To celebrate its 50 years, NBC had developed a new "N" logo at a cost estimated at "well under \$1 million" only to discover that the Nebraska Educational Television Network had been using the identical logo developed at a cost of "well under \$100" for the previous six months. Later in the year NBC negotiated a settlement with NETV for the use of the logo.

In other negotiations, NBC reached an agreement with the Justice Department

that ended, for that network, the four and a half years of antitrust litigation that began in April 1972, when the Justice Department filed suits against all the networks. The suits had charged that the networks had used their control over access to television's prime-time hours to restrain and monopolize prime-time television programing in violation of the antitrust laws. The provisions of the negotiated agreement, including one limiting the amount of programing NBC would be able to produce for its own use, would not become effective until the outcome of litigation against CBS and ABC.

NBC argued that "by taking the lead in entering into this new charter, NBC continues its effort to advance constructive relationships in the industry to the benefit of our program suppliers, the NBC Television Network, and most importantly the viewing public." ABC disagreed, calling the negotiated provisions "basically anti-competitive, inconsistent with FCC policies, and not in the interest of our affiliated stations or the public. . . . ABC has no intention of entering into such a consent judgment." CBS concurred with ABC, noting that the government's claims against the network were "without legal or factual basis."

As the result of another executive decision, NBC Radio decided, after two years and more than \$10 million in losses, to terminate its News and Information Service by mid-1977.

The NAB, in a radio code action somewhat analogous to TV's family-viewing venture, urged radio broadcasters to screen records for offensive lyrics, particularly those concerned with sex and drugs. The code, which stated that "broadcasters are responsible for making good faith determinations on the acceptability of lyrics under radio code standards," encouraged broadcasters to be vigilant.

The FCC, recognizing the increasing prominence of FM radio, reduced the time that FM stations could duplicate the programing of AM adjuncts. Beginning May 1, 1977, an FM station was to be limited to 25% of the average week of a co-located, commonly owned AM station if either was in a community of over 100,000 population. In communities of between 25,000 and 100,000, FM's were to be limited to 50% of AM duplication.

Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee, 'proposed a copyright revision bill that the National Cable Television Association supported but that the NAB opposed. The bill that passed Congress in late September, the first revision of copyright law in 67 years, included the following major provisions for cable: The bill required cable systems to obtain a compulsory license requiring them to pay prescribed semiannual royalties based on a percentage of subscriber receipts for distant broadcast signals; established a five-member royalty tribunal to review cable and other rates, and prohibited cable systems from substituting their own commercials on imported broadcast signals. Broadcasters still argued that pay cable and deregulation of the cable industry constituted threats to free TV.

Broadcasters, looking ahead to 1977, saw a new configuration of the FCC with Benjamin Hooks's resignation (effective January 1977) to direct the National Association for the Advancement of Colored People and the appointment to the commission of Margita White, a Republican, and Joseph Fogarty, a Democrat.

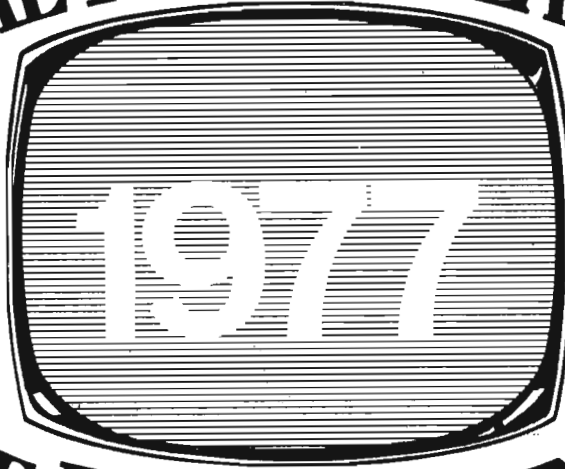
Also on the horizon for broadcasters was the prospect of revision of the Communications Act, as promised in 1976 by Representative Lionel Van Deerlin (D-Calif.), the new chairman of the House Communications Subcommittee. The biggest unanswered question was what would happen to federal regulation when the new Carter administration came to power.

Stay Tuned

1. What radio format did Jimmy Carter employ early in his presidency as part of his effort to eliminate presidential isolation?
2. Where was the first two-way cable system used and what was the name of the company that developed that service?
3. What hostage seizure in Washington, renewed speculation about the cause-and-effect relationship between broadcast coverage and terrorist activity?
4. Name the two appointments to FCC in 1977.
5. What programing series in 1977 drew record ratings for ABC-TV and strengthened its hold on prime-time leadership?

**The answers
in "1977."**

THE FIRST 50 YEARS



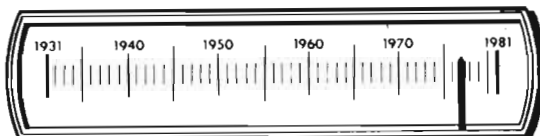
OF BROADCASTING

Jimmy Carter took office as the 39th President on Jan. 20, 1977, and immediately created a television spectacular by walking the ceremonial route from the Capitol, site of his swearing-in, to the White House. Where other Presidents had ridden in their limousines, Carter strode jauntily, hand-in-hand with his wife, Rosalynn, and daughter, Amy, while cameramen, who had planned for a conventional inaugural parade, hastily refocused and network anchors stared in disbelief. It would not be the last time that Carter would shake the broadcasting establishment.

By the end of the year Carter had installed a cadre of regulators drawn principally from consumer-minded careerists in government, of the kind to give broadcasters fits. For FCC chairman he picked Charles D. Ferris, aide to Mike Mansfield (D-Mont.) when the latter was majority leader of the Senate and later aide to Thomas P. (Tip) O'Neill Jr., Speaker of the House. For Federal Trade Commission chairman, the choice was Michael Pertschuk, counsel to the Senate Commerce Committee, remembered by broadcasters as the behind-the-scenes architect of the tobacco interests' deal that cost radio and television \$230 million a year in outlawed cigarette advertising.

Upon arrival at the FCC, Ferris began talking about regulation that broadcasters would hate: releasing their financial reports as a public service, identifying the percentage of informational programming that broadcasters would be expected to supply. His first appointments were of a piece with his own: lawyers who had been associated with citizen groups. As for Pertschuk, he began talking of regulating television advertising directed to the young and closed the year with a call for outright prohibition of advertising in television programs attracting juvenile audiences.

But whatever was in store for broadcasting from the regulators Carter chose, his personal stamp was put on radio and television early in his Presidency. He had hardly moved into the White House before he appeared in a television-era adaptation of Franklin Roosevelt's fireside chats: There was a folksy Carter on the screen, wearing a sweater and sitting



Carter pardoned Vietnam draft evaders Jan. 21. Two jumbo jets collided March 27 over the Canary Islands killing 528, the worst aviation disaster in history. Tongsun Park was identified as a Korean agent who allegedly spent millions to influence U.S. officials. An agreement was drawn up to transfer the Panama Canal to Panama by the year 2000. Elvis Presley died Aug. 16. Bert Lance, U.S. budget director, resigned Sept. 21 after criticism of his banking practices before joining government. A nationwide strike of farmers started in December. On Dec. 15, Congress approved Social Security payroll tax increases that President Carter said would make the system financially sound through the year 2030. Senator William Proxmire's (D-Wis.) August "Golden Fleece Award" went to the Agriculture Department for its research to "identify methods of reducing psychological stress and boredom" of pregnant pigs. And in BROADCASTING ...

cozily before a fire. He drew an audience of 80 million. Next was a two-hour telephone-talk show on CBS Radio, *Ask President Carter*. That one was also videotaped and played back on the Public Broadcasting Service.

In further sharpening his chosen image as a president of the people, Carter traveled to Clinton, Mass., to attend a town meeting and to Charleston, W.Va., for a roundtable discussion with local residents—trailed by cameras and microphones.

Calling Carter a "master of television," NBC's Washington director of news, Ed Fouhy, noted that the President "used television intelligently, making use of different formats and forums to get his views across." David Broder of the *Washington*

Post felt that Carter "has transformed himself from the very shaky winner of a bungled campaign into a very popular President, whose mastery of the mass media has given him real leverage with which to govern." The broadcasting media, of course, formed the elixir for this magical change.

Changes were in the air in Washington. Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, won a first-year appropriation of \$498,000 to hire a 10-member staff and outside consultants for a "basement-to-attic" rewrite of the Communications Act. In April, the staff presented an 850-page report containing a wide range of options for the subcommittee's consideration. Among the options proposed for broadcasting were the lease of spectrum space and the regulation of broadcasting as a public utility. "Why," asked Vincent Wasilewski, president of the National Association of Broadcasters, "have hundreds of man-hours of congressional staff time been spent dreaming up wild and woolly schemes to repair something that's not broken?"

Van Deerlin, trying to quiet the broadcasters' alarm, began telling them they had little to fear and a lot to look forward to. To a convention of the National Radio Broadcasters Association he promised "virtually the total deregulation of radio." Afterward, however, Harry M. (Chip) Shooshan, Van Deerlin's staff director and author of the broadcasting section of the options report, said radio broadcasters would have to make concessions to win deregulation. That's right, said Van

Deerlin: "You don't graze on public lands without paying something for it . . . such as a fee, based on broadcast station revenues or profits, whatever seems fairest."

The broadcasters were dead set against fees of any amount. The year ended with the House Communications Subcommittee and the broadcasters growling at each other.

At the FCC, 1977 was a year of setbacks in the U.S. Court of Appeals. In February, the court, headed by Chief Judge David Bazelon, unanimously reversed the FCC's crossownership rules that had been adopted in 1975. The FCC had ordered divestitures in 23 markets where it found "egregious" concentrations of control of broadcasting stations and newspapers. Elsewhere it decreed existing crossownerships to be lawful while under present ownership but to be broken up upon transfer to others. The court ordered divestiture everywhere. BROADCASTING identified 153 combinations that would be affected, worth billions of dollars. In his opinion, Bazelon wrote: "The commission has sought to limit divestiture to cases where the evidence discloses that crossownership clearly harms the public interest. . . . We believe precisely the opposite presumption is compelled, and that divestiture is required except in the cases where the evidence clearly discloses that crossownership is in the public interest."

In October, the Supreme Court agreed to hear appeals by the FCC, joined by the National Association of Broadcasters, the American Newspaper Publishers Association and others.

The U.S. Court of Appeals also over-

turned an FCC action that established rules for decent language, removing the commission from the "forbidden ground of censorship." Complaints about WBAI-FM New York's broadcast in 1973 of a George Carlin album had led the FCC to establish a standard for acceptable broadcast language that included what came to be known as the "seven dirty words one can never say" on the air. But in overturning the commission's ruling, Judge Edward A. Tamm wrote: "We should continue to trust the licensee to exercise judgment, responsibility and sensitivity to the community's needs, interests and tastes. To whatever extent we err, or the commission errs in balancing its duties, it must be in favor of preserving the values of free expression and freedom from governmental interference in matters of taste." The appeals court by a 5 to 4 vote rejected the FCC's request for a rehearing. The commission appealed to the Supreme Court.

The Court of Appeals in Washington in March overturned the FCC's pay-cable rules designed to protect broadcasters against the siphoning of sports and movie programming. The decision held that the commission exceeded its authority over cable in promulgating the rules and failed to present evidence to support its claim that such rules were needed. The court also directed FCC members and staff to avoid *ex parte* contacts in rulemaking proceedings. The commission petitioned the Supreme Court in July to review the appeals court decision, claiming the FCC had the same authority to regulate cable as to regulate over-the-air pay TV. The high court declined to review.

By 1977, cable penetration of TV homes had increased to 17.3%, the number of systems to 3,800, and the number of subscribers to almost 12 million. The motion-picture industry accused Time Inc.'s Home Box Office of being a monopoly since it possessed 80% of the pay-cable programming market, the rest being divided among six other companies. The Motion Picture Association of America took its complaints to the Federal Trade Commission and the Justice Department's Antitrust Division in hopes of an investigation of HBO.

Warner Cable Corp.'s two-way experiment, Qube, at a cost of more than \$10 million was inaugurated in Columbus, Ohio, on Dec. 1. First conceived as an incentive to TV households that didn't subscribe to cable, the two-way system, according to Gustave M. Hauser, chairman and chief executive of Warner Cable, was a "dramatic leap" in cable programming that combined elements of conventional television, community channels, premium programming on a pay-per-view basis and means for subscribers to talk back to their television sets. Qube, besides offering subscribers 30 channel choices, including TV programming and premium movies, sports, art and education, offered subscribers five "response buttons" that allowed subscribers to participate in local game shows, vote on referendums, take quizzes and purchase products. The 26,500 subscribers to Warner's pre-Qube system there paid only \$9.95 for the installation of Qube. New subscribers paid \$19.95. Subscribers also paid a basic monthly service charge of \$10.95 plus whatever paid programming they purchased. A new era had begun.

If cable programming seemed innovative and on the edge of a revolution, broadcast television labored under the old criticisms of programming excessive violence and sex. House hearings on violence culminated in a controversial report. In its first draft, the networks received the brunt of criticism. But in the adopted form, the guilt was distributed among producers, writers, advertisers and viewers as well. Although the co-authors of the new report, Representatives Martin Russo (D-Ill.) and Lou Frey (R-Fla.), felt that their version presented a more balanced picture, Representative Henry Waxman (D-Calif.) criticized their report as a "whitewash" of the networks. "If we adopt this report," Waxman stated, "we're telling the American people 'Don't worry about it. Everything's under control, and no more needs to be done [about TV violence].'" Representative Albert Gore Jr. (D-Tenn.), another member of the House Communications Subcommittee, objected to the final report saying: "This subcommittee ought to be unyielding in saying that violence on TV is a terrific problem and ought to be corrected."

In a denouement worthy of a televised cop drama, 15-year-old Ronald Zamora, facing charges of murder in Florida, pleaded insanity due to "involuntary, subliminal television intoxication." In the



Mutual Broadcasting System again changed hands in 1977 when Amway Corp. bought Mutual Broadcasting Corp. from a group principally owned by Mr. and Mrs. Benjamin D. Gilbert of Stamford, Conn. Final contract was signed Sept. 29 by Richard M. DeVos (l), president of Amway Corp., and C. Edward Little, president of MBS, who represented the sellers and who continued as president of the network. Not present at the consummation of the \$18-million purchase was Amway Chairman Jay Van Andel, owner with DeVos of the Ada, Mich., distributor of household and personal care products.

Broadcasting, Oct. 3

trial, which was broadcast by Miami television stations, Ellis Rubin, the boy's lawyer, contended that his client's constant viewing of such programs as *Kojak* and *Policewoman* produced "a mental condition of insanity . . . diseasing his mind and impairing his behavioral controls." Zamora was convicted and received a life sentence.

The NAB in September adopted a TV code amendment prohibiting the broadcast of material that in the licensee's judgment was "obscene, profane or indecent." BROADCASTING commended the NAB for its "realistic understanding of the true purpose of the code—to assert general guidelines with which the great majority of broadcasters can agree, but to stop well short of the explicitness that would deny subscribers their individual interpretation."

One new program, ABC-TV's *Soap*, especially tested the NAB code's promotion of programming in "good taste." A satire on daytime serials, the show featured a homosexual son who wanted a sex-change operation and a mother and daughter who shared the same lover. ABC-TV officials recognized the show's "outrageousness," but reasoned that the program was done in good taste and bet that the show would be one hit of the new season. Among those objecting to *Soap* was the U.S. Catholic Conference Department of Communication, which criticized the program for a "titillating obsession with sex" and urged that the program be taken off the air. Despite criticism, *Soap* survived and made it through to regular fall scheduling.

Another ABC innovation, which won a ratings coup, was the TV adaptation of Alex Haley's book, "Roots," about his search for ancestry leading back to Africa. The telecast, over eight consecutive nights, became the most watched program in the history of television. Eighty million people saw at least some part of the final two-hour episode. With *Roots*, the mini-series form reached its apogee. ABC in 1977 again won rating leadership with NBC in second place and CBS in third.

The rating successes of the 1976 Olympics prompted feverish negotiations for the 1980 games. ABC-TV had commanded a 48.2 share of audience with its 1976 coverage of summer games in Montreal. In addition, the network had used the summer games to promote its upcoming season schedule and went into the fall with a large audience lead. ABC in January 1977 formalized its agreement for American and Puerto Rican rights to the 1980 winter games in Lake Placid, N.Y. The price was \$15.5 million, according to an Olympics Organizing Committee spokesman, with another \$25 million paid for services and equipment. That brought ABC's total cost to \$40.5 million, a record price for broadcasting rights to the winter Olympic Games.

Negotiations for the 1980 summer games in Moscow were more complex. Initially, the three American TV networks



Michael Pertschuk, former chief counsel of the Senate Commerce Committee, was Jimmy Carter's choice to be chairman of the Federal Trade Commission. He was sworn in April 21 in a White House Rose Garden ceremony, where he presented his fiancée, Anna Sofaer, to the President.

Broadcasting, April 25

discussed a plan for pooled coverage. However, after the agreement was submitted to the Justice Department for antitrust clearance, CBS pulled out. Then in early February, NBC signed an \$85-million agreement with the Soviet Olympic organizing committee for the 1980 summer games. Payments, to begin in 1977 and continue through 1980, included approximately \$22.5 million to Russia for U.S. broadcast rights, \$12.6 million to the International Olympic Committee for U.S. broadcast rights and \$50 million to Russia for production facilities, services and the origination of the link to the Intelsat satellite.

The 1977 ratings war between the TV networks featured heavier promotion and more "specials," including variety shows, mini-series, special movies, dramas, and two-hour episodes of regular series. New shows included: *Love Boat* (ABC), comedy-drama sketches about the passengers and crew of the "Pacific Princess," a cruise ship, starring Gavin MacLeod; *Lou Grant* (CBS), a drama about the newsroom of the *Los Angeles Tribune*, starring Edward Asner, Mason Adams and Nancy Marchand; *Three's Company* (ABC), a comedy that debuted in March, about two women and a man that shared an apartment, starring John Ritter, Joyce DeWitt and Suzanne Somers; *Fish* (ABC), a comedy spinoff of the *Barney Miller Show*, featuring detective Fish's personal life as a foster parent, starring Abe Vigoda and Florence Stanley; *The Betty White Show* (CBS), a comedy about movie people, starring Betty White as a middle-aged actress and Georgia Engles as her friend; *The Oregon Trail* (NBC), a drama about a widower who takes his three children on a wagon train out West, starring Rod Taylor; *Man from Atlantis* (NBC), an adventure show about the last survivor of the lost continent of Atlantis, starring Patrick Duffy.

In 1977 CBS celebrated 50 years of operation, and Chairman and Chief Executive Officer William S. Paley delegated additional powers to President John Backe in a move to regain the TV network's supremacy. Backe attributed CBS's loss of the top spot to complacency: "We'd been number one for a long time. There was nothing in the pipelines; we had nothing on the shelf and our programs began to fail back last September. That's hardly the case now. We've had probably the most dramatic change in our development efforts that we've had in a long time, and we're certainly not going to be caught off guard this time." Although still attempting to regain its 20-year tradition of being the number-one network, CBS, on its 50th birthday, could trace its growth from a broadcast operation that in 1927 grossed \$72,500 to an entertainment-information conglomerate with a 1977 revenue of \$2.5 billion.

For being what the Justice Department considered too powerful an influence on programming, CBS and ABC continued to face antitrust charges. The Justice Department in September 1977 added more than 200 pages of pleadings to its record of network abuses, including charges that CBS and ABC used their control of prime-time programming to eliminate competition and to restrain competition from such secondary communications markets as pay television. NBC, named in the original suit filed in 1972, was not named in the current pleadings since that network had negotiated a consent decree (see 1976) that received court approval in December 1977. The consent decree, whose major provisions would become effective only if ABC and CBS agreed to the same terms, restricted NBC from obtaining exhibition rights to independently produced programs if those rights were conditioned on the grant to NBC of any other right to the program, restricted NBC from using for three years any prime-time program in other domestic communications markets, and restricted NBC from acquiring exclusivity against the exhibition of feature films in theaters, on closed-circuit television or on videodisks, cartridges or cassettes.

While television grew and prospered, radio, with FM leading the way, also experienced a steady push toward more stations and bigger revenues. By the end of 1977, 4,513 AM stations were on the air (4,569 authorized), 3,972 FM stations were on the air (4,130 authorized), and radio net times sales had increased 12.8% over the preceding year for a record \$2,512,500,000. Between 1967 and 1977 the number of FM stations had grown by more than 1,100 while the number of AM's increased by only about 300.

To compete with FM's sound, AM stations began to look at stereo programming. The NAB in a report, "Radio in 1985," predicted AM stereo would be in general use within a decade. To compete with the other media, radio continued to be sensitive to local needs. Nicholas Gordon of

Keystone Broadcasting Co., a company that served as sales representative and programmer for more than 1,200 stations in smaller towns, noted: "Radio stations must fill a need and the need has become acute with the decline of the daily newspaper in many towns. And in some towns which never had a daily newspaper there's a radio station giving local news and community service programming." The spectacular growth of local radio billings from \$602 million in 1967 to \$1.87 billion in 1977 proved one measure of local radio's success. From progressive rock, to country, to top 40, to classical, to all-news, radio, the first broadcast medium, proved itself flexible enough to compete through diversification.

The increase in the 1960's and the 1970's in the number of assassinations and attempts on lives of public figures as well as other terrorist activity brought new problems to broadcast journalism, aside from reporting obligations. It was the question of whether intensive media coverage influenced others to resort to similar violent behavior.

The issue was revived in March 1977 when Hanafi Muslims seized 134 hostages at three different locations in Washington. During the 39-hour siege, a WHUR-FM Washington reporter was killed, and others were injured. The media meticulously covered all phases of the incident, including reports on the demands of the Hanafi Muslims for the turnover of Black Muslims involved in the 1973 murder of seven Hanafis and the withdrawal of a film on Mohammed that the Hanafis consider sacrilegious.

Andrew Young, ambassador to the United Nations, suggested that the First Amendment might be "clarified" to lessen the probability of creating terrorist acts through media coverage. "A lot of these phenomena," argued Young, "are the result of the publicity they are given. In a sense, we are advertising to neurotic people [that the way to get attention is] to do something suicidal and ridiculous." Just what that clarification might involve remained vague.

The Washington incident was complicated for journalists by the Hanafi Muslim leader's choice of Max Robinson, WTOP-TV Washington anchorman, as an intermediary. While acknowledging the seriousness of the problem, CBS's Walter Cronkite stated that reporters and editors in instantaneous journalism should not be concerned with the consequences of their reporting: "I don't know how this society got so media-oriented in blaming the messenger for everything that transpires in our society and for all of its ills. . . . We are only the messenger." Cronkite also argued against blackouts as an ameliorative technique, saying: "That's not serving the public's best interests at all. All that does is lead to rumor, speculation, to doubt that the press is telling the whole story under any circumstances. And that's the most important consideration of all. If we cover up stories under one circum-



CBS commentator Eric Sevareid (l), retiring after 38 years, was presented the Radio-Television News Directors Association's Paul White Award. Making the presentation at RTNDA's San Francisco convention was the association's past president, John Salisbury of KXL-AM-FM Portland, Ore.

Broadcasting, Sept. 26

stance, the public has every right to believe that we cover them up under any circumstance. And if we cover up at all, then the whole belief, reliance upon the press, is gone."

The National News Council offered two suggestions to broadcasters: the consideration on a case-by-case basis of self-restraints that included the curtailment of live coverage which the council felt "precludes full context and judicious editing," and the elimination of docudramas that mix fact and fiction and, according to the council, cause "public confusion and historical revisionism or inaccuracy . . . particularly because the needs of drama may tend to take priority over journalistic standards." Responding to the seriousness of the situation, CBS News in April issued guidelines for the coverage of terrorist/hostage stories. While noting that all coverage must be guided by the uniqueness of each situation, the network's recommendations for personnel included advocating that they avoid providing an excessive platform for terrorists or kidnap-

Stay Tuned

1. How did FCC Commissioners Brown and White feel about the elimination of the "public interest" premise in the proposed rewrite of the Communications Act?
2. What was the outcome of the WBAI "filthy words" case?
3. What Rafshoon-inspired use of radio by President Carter was called "informative" by supporters but "propagandistic" by opponents?
4. What TV arch-villain became the man American loved to hate?
5. What new communications agency began in 1978 and who headed it?

The answers
in "1978."

pers when reporting demands, limit live coverage since "we may fall into the trap of providing an unedited platform" and contact specialists and follow instructions on phrases to use and to avoid.

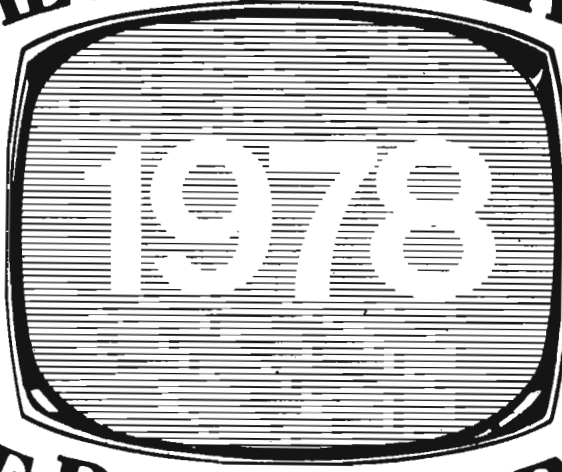
Another noteworthy programming effort in 1977 was the interviews of former President Richard Nixon by David Frost. The series was carried on a special lineup of TV stations set up by Syndicast Services and simulcast on the Mutual Broadcasting System. The first broadcast drew both high ratings and high praise. Benjamin Bradlee, executive editor of the *Washington Post*, and Richard Salant, president of CBS News, called the segments some of the best TV they had ever seen. Mickey Johnson, president of Syndicast, envisioned the interview series as the "Roots of syndication." Nielsen overnight ratings showed the initial interview, which dealt with Watergate won a 32.9 rating and a 50 share in Los Angeles, a 33.5/47 in New York, and a 20.7/35 in Chicago. A fifth Frost-Nixon interview was offered. But it was picked up by only 50-odd stations in September. In it, the former President renewed his attack on the news media.

In other broadcast journalism events: Boone Arledge, ABC sports chief, became head of ABC News as well. Frederick Pierce, president of ABC Television, explained that Arledge would "bring a different perspective to the network's news through the eye of a production expert with journalistic leanings." CBS commentator Eric Sevareid retired in November after more than 38 years with CBS. Looking back, Sevareid felt that it was CBS News that gave that network its push to prominence. Looking forward, Sevareid warned: "Competition has sharpened, and it is going to put a higher premium on personality. Now the immediate assumption is that that means a lot of lowering of standards—a lot of Hollywood types with a lot of black hair and white teeth—but it doesn't have to be like that. I'm afraid that everybody on a thing like a network evening news program is going to have to be not only a good reporter and good writer; he's going to have to have some quality of personality that sticks with the audience."

An offshoot of broadcasting in 1977 was the home video games that grew in popularity: TV consumers interacted with their sets by manipulating cartridges and joy sticks, the paraphernalia of a new kind of TV high. Broadcasters pondered the permanent effect these games might have on ratings.

The end of the year signaled the beginning of the Ferris FCC. Commission Chairman Richard Wiley had left in September to enter private law practice. The naming of Ferris returned the chairmanship to a Democrat for the first time since 1966. A few days later, in September, Washington attorney Tyrone Brown, also a Democrat, was appointed to the commission. Brown, a black, took over the vacancy created when Benjamin L. Hooks resigned to head the National Association for the Advancement of Colored People.

THE FIRST 50 YEARS



OF BROADCASTING

Broadcasters spent much time in 1978 in a running argument with a California congressman who had elected to rewrite the 1934 Communications Act. In the previous session of Congress, Lionel Van Deerlin (D-Calif.), chairman of the House Subcommittee on Communications, had trimmed his ambitions from outright rewrite to substantial revision, thinking broadcasters would be amenable to lesser change. His revisions, however, encountered hostility. In an article for the *New York Times*, Van Deerlin chastised broadcasters: "In a time of record profits (annual income \$8.1 billion and growing) the broadcast industry feels embattled as never before. Yet rather than moving to equip itself for a new environment, the industry chooses to draw its wagons into a circle around the hopelessly outdated Communications Act of 1934."

In January, the National Association of Broadcasters said "dramatic overhaul" of communications regulation was not in the best interests of broadcasters. It argued for legislation that would repeal the fairness doctrine and equal time for political candidates, lengthen station license terms from three to five years, remove FCC authority to interfere in broadcast advertising and continue regulation of cable television as an ancillary service to broadcasting. Van Deerlin said the NAB was trying "to keep the gold in Fort Knox."

In June, Van Deerlin and his co-author, Representative Lou Frey (R-Fla.), ranking Republican on the subcommittee, unveiled a massive bill that was more rewrite than revision of existing law. Among its provisions: almost total deregulation of radio; the abolition of all federal cable TV regulation in favor of state and local regulation; the extension of TV license terms from three to five years for the next 10 years, becoming indefinite thereafter; the grandfathering of all present multiple ownerships, but with a limit on future acquisitions to one AM, FM or TV station in the same market and no more than five radio and five television stations to any group; the elimination of the fairness doctrine for radio and the establishment instead of an "equity principle" that required equal treatment of controversial issues without demanding that stations treat such



California voters on June 6 approved the Proposition 13 initiative that cut property taxes in the state by 57% thus limiting state government spending. Later that month, the U.S. Supreme Court ruled 5-to-4 that the racial quota plan at the University of California Medical College at Davis was unjustifiably biased against white applicants and ordered that Alan Bakke, who sued for "reverse discrimination," must be admitted. Pope Paul VI died after a heart attack Aug. 6; his successor, Pope John Paul I also suffered a fatal heart seizure after just 34 days in office. Polish Cardinal Karol Wojtyla on Oct. 16 became John Paul II, the first non-Italian Pope to rule the Catholic church in 455 years. And in a baseball scenario that would be reported often, Bob Lemon took charge of the New York Yankees after owner George Steinbrenner and Manager Billy Martin came to a vociferous parting of the ways. And in BROADCASTING ...

issues in the first place; the elimination of equal-time requirements for political candidates on radio, and the elimination of equal-time requirements for presidential, vice presidential, senatorial candidates and others running in statewide elections on TV; the replacement of the FCC by a five-member Communications Regulatory Commission that would regulate only "to the extent market forces are deficient"; and the establishment of a license fee for both broadcast and non-broadcast users of the spectrum with proceeds to go toward supporting federal regulation, public broadcast programming, minority ownership of stations and rural telecommunications. The new commission was to draw up a fee schedule intended to pro-

duce \$350 million a year or more.

Van Deerlin and his chief counsel, Harry M. (Chip) Shooshan, described the spectrum users' fee as a trade-off for broadcast deregulation.

The National Radio Broadcasters Association endorsed the bill, which promised modest license fees for radio. In July hearings, the bill took a drubbing from all sides, including citizen groups objecting to the removal of the public interest standard in the 1934 act. Cable television, which the bill would free from the federal regulation, said thanks for the interest, but it didn't want to get thrown back to the states for regulation. Henry Geller, head of the National Telecommunications and Information Administration, however, was largely supportive of the rewrite. Also at the hearings, the Association of Maximum Service Telecasters said the rewrite's encouragement of more diversity carried the seeds of destruction for existing television service. AMST found nothing good in the legislation.

Vincent Wasilewski, NAB president, reiterated that association's opposition to the fee proposal. It also continued to oppose the deregulation of cable and did not like the proposed Communications Regulatory Commission. The NAB thought a smaller body would provide "fewer opportunities to expand the expertise of the commission," and carried the danger that only two votes when only three members were present could carry an issue.



There were smiles when Representative Lionel Van Deerlin (D-Calif.) got together with key figures of the Association of Independent Television Stations before the opening dinner of the 1978 INTV convention in San Diego. But there was neither warmth nor applause a little later when the congressman spoke in an effort to rally support for his proposed rewrite of the Communications Act. In predinner photo (l-r): FCC Commissioner Abbott Washburn; Herman Land, INTV president; Leavitt Pope of WPXI-TV New York, INTV chairman; Vicki Van Deerlin, daughter of the congressman; Van Deerlin and Nicki Goldstein, INTV vice president for operations

Broadcasting, Feb. 6

Several FCC commissioners, including Chairman Charles Ferris, Abbott Washburn, Tyrone Brown and Joseph Fogarty, had reservations about the new bill, specifically its deletion of a mandate to the proposed regulatory agency to govern, as under the Communications Act of 1934, "in the public interest, convenience and necessity."

Ferris felt that reliance upon the forces of market competition would not provide the desired diversity of ideas and information. Pointing to the failure of market forces to establish parity for women and minorities, Ferris argued: "I think the general point is that competition is a useful and effective mechanism which can increasingly be relied on. But it is not an end in itself. It is a tool, a means to preserve and protect the public interest. As many communications markets do not work perfectly, there is a need to retain some regulatory tools." Commissioner Brown concurred, saying "the bill would permit return to the disgraceful days when women and minorities were excluded from employment in the industries and therefore excluded from programming decisions. Adoption of [the rewrite] would, in short, make the broadcast license in fact what it has sometimes been called in jest—a license to print money with few if any responsibilities attached." Washburn added that "so long as the government is handing out exclusive-use rights to valuable scarce frequencies we will continue to

need the 'public interest' standard." Commissioner Margita White felt that the marketplace standard was synonymous with "in the public interest," and Commissioner James Quello felt that the "public interest" phrase had lost its power as it had been stretched to mean almost anything.

White disliked the proposed reduction of the limit in the number of stations that broadcast groups could own from the present 21 (seven TV, seven AM, seven FM) to 10 (five TV and five radio). She noted that "efforts to increase diversity through diversification of ownership will not necessarily result in either more competition or a greater diversity of viewpoints. Indeed, they can limit the financial resources and incentives to produce quality programs, inhibit the emergence of new and viable competitors and weaken the ability of the free press to withstand government encroachment on First Amendment rights."

Commissioner Quello praised the rewrite in general, but expressed doubts as to the wisdom of placing responsibility for telecommunications policy with the proposed National Telecommunications and Information Administration as part of the executive branch: "It seriously erodes the authority of the independent regulatory agency . . . and in my opinion implicitly weakens control of Congress in these areas. Frankly, I believe that current checks and balances are more desirable,

although perhaps less efficient than the centralizing of power and control."

BROADCASTING summarized the situation: "For both sides, it has become apparent in the past few weeks, the Communications Act of 1934 is the indispensable Linus blanket. A nightmare has been induced by the House Communications Subcommittee's draft of a Communications Act of 1978: Everybody stands naked in the Capitol rotunda. Suddenly the regulators and the regulated are united in common alarms at the proposed disappearance of the 'public interest, convenience and necessity' as a standard by which the FCC makes regulations." All of the controversy caused the bill to go back to committee for further rewriting in preparation for introduction in the next Congress.

By mid-August, Van Deerlin was saying the rewrite would have to be rewritten. He said introduction of the bill was only a starting point, and that he was open to change on some of the issues.

In September, Van Deerlin was urging radio broadcasters to rally around the rewrite (their "100% support" had faded somewhat) regardless of the position that had been taken by television broadcasters and other trade organizations. Also, Van Deerlin said drafters of the new rewrite might grant cable's wish to stay under federal regulation.

At the end of the year, Van Deerlin was feeling the sting of his counterpart in the Senate, Ernest Hollings (D-S.C.), who said he planned to give the bill a thorough going over. Hollings said he favored step-by-step changes in the law, and not the one-shot overhaul.

While broadcasters awaited the outcome of this major piece of legislation, the courts issued rulings on indecency and crossownership that altered the broadcasting terrain. In response to the FCC's request for a review of the appeals court's decision that negated the commission's power to regulate indecency over the air, the Supreme Court in a 5-4 ruling reversed the lower court's decision; the Supreme Court held that the FCC may regulate and punish the broadcast of "indecent" material.

The majority of judges accepted the premise that the provision in the Communications Act forbidding censorship did not prevent the commission from reviewing and regulating programs containing indecent material. The judges also accepted the commission's distinction between "indecent" and "obscene," thereby negating Pacifica's (WBAI[FM] New York) argument that the George Carlin broadcast, the original cause of this ruling, could not be censored because it lacked the "prurient interest" component that defines obscenity. The Supreme Court asserted there were limitations on broadcasting's First Amendment rights because the broadcast media "have established a uniquely pervasive presence in the lives of all Americans. Patently offensive, indecent material presented over the airwaves confronts a

citizen, not only in public, but also in the privacy of the home, where the individual's right to be left alone plainly outweighs the First Amendment rights of intrusion. Broadcasting is uniquely accessible to children, even those too young to read. Pacifica's broadcast could have enlarged a child's vocabulary in an instant. . . . The ease with which children may attain access to broadcast material, coupled with the concerns [the court had expressed regarding children in an earlier case] amply justify special treatment of indecent broadcasting."

FCC Chairman Ferris quickly assured broadcasters that the commission intended to apply the "filthy words" decision narrowly. "We at the FCC," Ferris said, "are far more dedicated to the First Amendment premise that broadcasters should air controversial programming than we are worried about an occasional four-letter word." To some broadcasters, Ferris's assurance provided a superficial comfort.

In June, the Supreme Court delivered a total victory to the FCC; in an 8-to-0 decision, it ruled that the FCC policy that grandfathered existing crossownership but prohibited future combinations was a "reasonable means of promoting the public interest in diversified mass communications." Only the owners of seven newspaper-television and nine newspaper-radio combinations were required to sell off one or the other of their properties as a result of this new ruling.

While this decision was being hailed by most, BROADCASTING pointed out what it called one "disquieting" feature of the court's ruling, "its reliance on its own Red Lion decision of 1969 to state once again that the First Amendment guarantees freedom for everyone but broadcasters. Quoting itself, the court asserted 'the fundamental proposition that there is no unbridgable First Amendment right to broadcast comparable to the right of every individual to speak, write or publish.' Here is one more decision by the ultimate court that must somehow be overcome, perhaps by intercession of the Congress, if broadcasting is ever to acquire constitutional parity with the rest of the press."

Besides broadcasting's continuing struggle for First Amendment standing with the print media, broadcast journalists faced several significant court cases that touched on their rights as Fifth Estate reporters. When the U.S. Supreme Court heard arguments in November involving a \$44.7-million libel suit that former Army Lieutenant Colonel Anthony Herbert had filed against CBS's *60 Minutes* producer Barry Lando, and one of the program's correspondents, Mike Wallace, the court weighed the extent to which reporters and producers could be forced to reveal the bases for their editorial judgments without violating their First Amendment rights. A U.S. Court of Appeals in 1977, overturning a lower court opinion, had declared that journalists need not disclose their thought processes even when being sued



On June 12, floor debates of the House of Representatives were opened to broadcast coverage. Earlier, House Speaker Thomas P. (Tip) O'Neill had announced that radio broadcasters could plug into the chamber's public address system, though he held out against TV access. However, broadcasters were less than enthusiastic about the radio offer; they felt their inability to control the microphones would inhibit their capacity to cover the proceedings adequately. Confusion about the microphones on June 12 caused NBC Radio to drop plans for a live 15-minute special and to settle for recorded comments. Other radio networks and services also relied on brief taped excerpts. Only AP Radio carried the live feed during a five-minute special. Photo shows how AP Radio correspondent Charles Van Dyke monitored the internal closed-circuit TV coverage of the House proceedings as he anchored the AP Radio live broadcast from the chamber's microphone system.

Broadcasting, June 19

for libel. Herbert sought access to information to prove the journalists' "frame of mind" to prepare his libel suit.

When the Supreme Court was asked to review the case of Joe Pennington, the high court again was asked to define the limits of a reporter's First Amendment protection. Pennington, when he was with KAKE-TV Wichita, Kan., received a sentence of 60 days in jail for criminal contempt for refusing to divulge the identity of a confidential source even though the material the source provided was never used in a broadcast. When the Supreme Court refused to review the case in which Myron Farber, *New York Times* reporter, received civil and contempt charges for refusing to turn over to a New Jersey state judge the notes and other records sought by attorneys for a defendant in a murder trial, the question of First Amendment protection for reporters remained as elusive as ever.

For his refusal Farber spent 40 days in the Bergen county jail, and the *New York Times* paid \$285,000 in fines. The New Jersey Supreme Court, in a 5-to-2 vote, held that the First Amendment and the New Jersey shield law must yield to the Sixth Amendment's guarantee of a fair trial. The Radio-Television News Directors Association interpreted the Supreme Court's refusal to review the case as placing in jeopardy the protection that journalists assumed the shield laws provided, and Arthur Ochs Sulzberger, publisher of the *Times*, felt that it be essential that the

Supreme Court rule on the issues raised in the Farber case. Sulzberger argued that "it would seem simple logic that before a reporter goes to jail and the *Times* pays fines there be a hearing to determine whether a shield law, which still stands on the books, is real or made of papier mache."

Gerald Rafshoon, the media adviser for Jimmy Carter's 1976 presidential campaign, became "assistant to the President for communications." Rafshoon initiated a series of dinners for media executives and working journalists with the President and Rosalynn Carter. He created a telephone access service permitting journalists to interview Carter officials while being taped for TV. The Carter White House in December began to produce and issue 30-second to two-minute audio press releases featuring the President and other officials. The audio project was praised by some as informative, criticized by others as propaganda.

The wreckage of a previous administration continued to surface. In April the Supreme Court, in a 7-to-2 decision, reversed a lower court ruling that had called for immediate public access to former President Richard Nixon's White House tapes. Although not supporting Nixon's contention that release of the tapes constituted an invasion of his privacy, the Supreme Court ruled that the General Services Administration, under the Presidential Recording Act of 1974, controlled access to the tapes and therefore possessed authority over the

release of them.

To enlarge the audience for debates on the Panama Canal treaty, the Senate allowed radio for the first time to carry a live broadcast of Senate proceedings. National Public Radio carried the debates in full for three days, while CBS and NBC carried segments of the first day of debating.

To announce a preliminary peace agreement between Israel and Egypt, President Carter appropriated what one network executive called "the prime-est of prime time"—Sunday at 10:30 p.m. during the television networks' premiere week. There were complaints of media manipulation, but Carter drew an audience of over 95 million viewers.

Broadcast newsmen were among those who lost their lives along with Representative Leo Ryan (D-Calif.) when the congressman made a November trip to Guyana to investigate reports that the People's Temple, headed by Jim Jones, was forcibly holding some members of the sect who wanted to return to the U.S. NBC correspondent Don Harris and cameraman Bob Brown were slain in an ambush. A total of five died and nine were wounded in the Ryan party as it attempted to leave. In an eyewitness account of the event for the *San Francisco Chronicle*, Ron Javers praised Brown's courage: "Bob Brown stayed on his feet and kept filming what was happening even as the attackers advanced on him with their guns. He was incredibly tenacious." The incident was followed by the mass suicide of over 800 members of Jones's sect.

Television network news practices were the target of a \$180-million antitrust suit filed by the National Emergency Civil Liberties Foundation, representing a group of independent producers. The networks were charged with monopolizing news and public affairs by refusing to purchase such programming from nonnetwork suppliers, particularly for use in prime time. CBS denied the charges, stating: "In point of fact, CBS does broadcast news and public affairs material supplied by outside sources. In essence, what is involved in this lawsuit is CBS's right to select, as any news organization must, the material it will present." ABC issued a similar denial, and NBC refused comment.

In the Justice Department's antitrust suit against the networks, originally filed in 1972, a U.S. district court dismissed the charge that the networks monopolized "the relevant market composed of national commercial television network prime-time entertainment program," but denied motions by CBS and ABC to dismiss the suit on other grounds. The long legal fight continued. Another began when the FCC in October, announced a broadened study of whether TV networks unfairly dominated broadcasting, the key to which was "a comprehensive understanding of the economics of television networking."

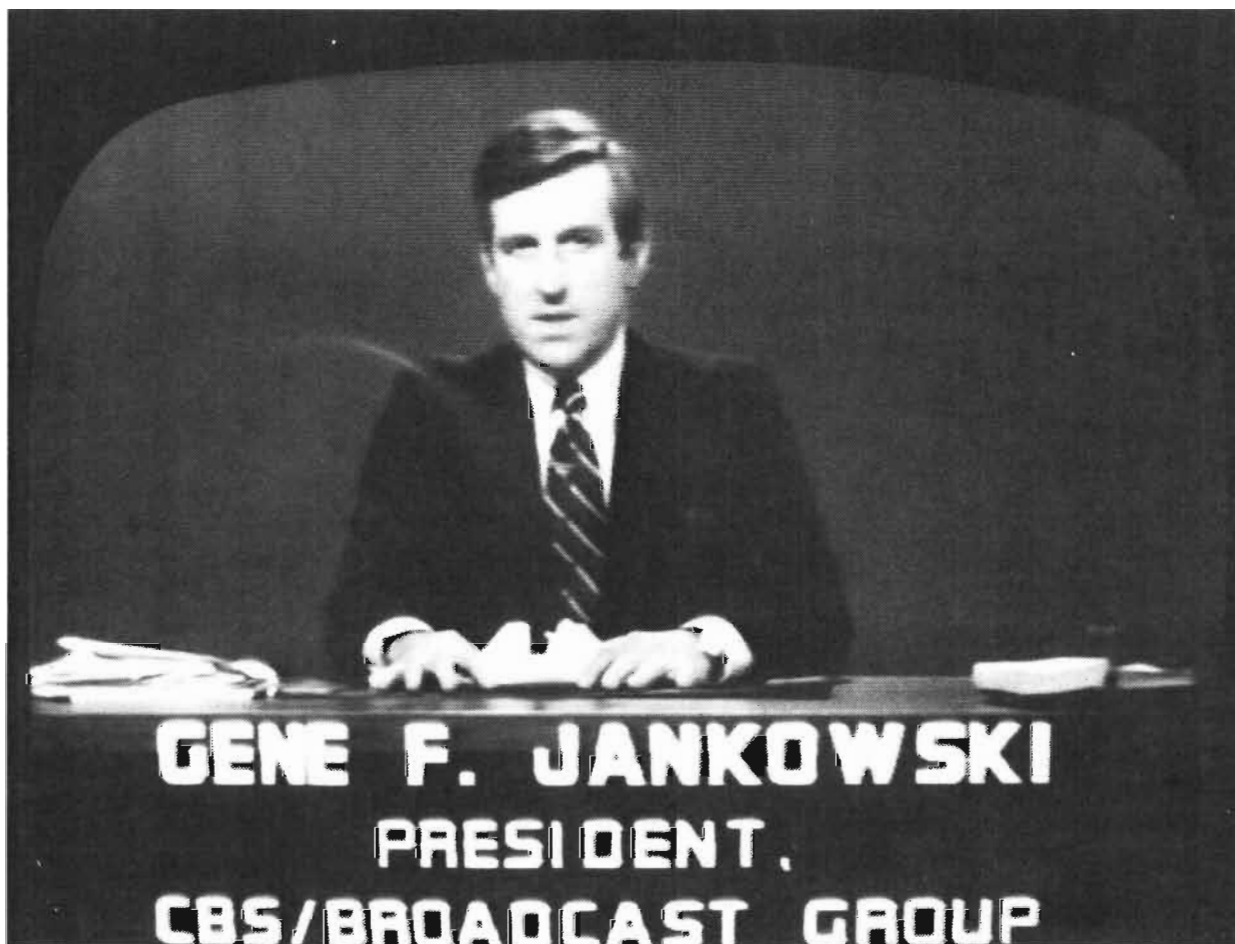
The economics of prime-time TV network programming produced in 1978 the costliest new season to date: \$730 million for 61 series and eight two-hour movie slots—a total of 69 shows, four fewer than

in 1977, but at a total price 20% higher than that of 1977. New shows included: *Taxi* (ABC), a comedy about taxi drivers in a company ruled by a tyrannical boss, with Judd Hirsch, Jeff Conaway, Danny De Vito, Marilu Henner and Tony Danza; *WKRP in Cincinnati* (CBS), a comedy about a "top-40" radio station, with Loni Anderson and Howard Hesseman; *People* (CBS), a short-lived televised version of the magazine of that name, hosted by Phyllis George; *The Paper Chase* (CBS), a drama about a law school, with John Houseman and James Stephens; *Dallas* (CBS), a soap opera about the rich, and powerful Ewing family, with Larry Hagman as the arch villain, J.R. Ewing; *The Incredible Hulk* (CBS March debut), an adventure drama about a scientist who when angered turns into a monster, with Bill Bixby and Lou Ferrigno; *Fantasy Island* (ABC, January debut), a romantic drama about a Mr. Roarke who with his quasi-magical powers and his midget assistant helped people to realize their fantasies, with Ricardo Montalban and Herve Villechaize; *Battlestar Galactica* (ABC), a science-fiction drama that reportedly cost over half a million dollars per hour to produce because of the elaborate special effects, with Lorne Green and Richard Hatch; and *Mary* (CBS), an hour-long comedy-variety show that returned the popular Mary Tyler Moore to television, only to fold in October.

ABC continued to lead the rating battle for most of 1978. NBC gained ground with its four-night presentation of a miniseries, *Holocaust*, which became the most-watched entertainment program in NBC's history, and the second most-watched entertainment program to that date on TV with *Roots* remaining in first place. CBS, hoping to acquire higher ratings, bought exclusive television rights from MGM to "Gone With the Wind," for 20 years for \$35 million. The five-hour movie in its only previous television exposure on NBC-TV in 1976 achieved for that time the highest rating ever for a TV entertainment program.

CBS fell afoul of the FCC for deceptive practices in promoting four special-event tennis matches between 1975 and 1977 as "winner-take-all" contests, although in fact the losers received money as well. CBS submitted a written apology to the FCC for "false and misleading statements" in an attempt to prevent an FCC threatened short-term license renewal for some or all of the network's owned stations. In the middle of the FCC investigation Robert Wussler resigned as president of CBS Sports, steadfastly denying a connection between his departure and the tennis troubles.

At the outset of the year, television visited two events of profoundly different character. As BROADCASTING noted: "The principal programming of Sunday, Jan. 15, provided an instructive exhibition of the range of service that television delivers to the American public. No two events could



In a move without precedent, Gene F. Jankowski, president of CBS/Broadcast Group, appeared on CBS-TV April 9 to apologize to the public. His taped appearance was in response to the FCC's demand to know what CBS had done or planned to do about informing the public of "deceptive practices" used in promoting four so-called winner-take-all tennis matches (see text at right)

Broadcasting, April 10

be less alike than the memorial service for Hubert Humphrey in the rotunda of the U.S. Capitol and the Super Bowl and related hysteria in New Orleans. Only a miracle of modern science could produce a communication system that can present both Isaac Stern and the Kilgore Rangerettes without electronically regurgitating. At one moment Robert Merrill singing 'The Lord's Prayer' and at another a Denver cheerleader wriggling for a cameraman—and on the same tube the same day. . . . Television is indeed a mass medium, encompassing the whole spectrum of public taste. It can be no better, and certainly no worse, than the culture it reflects."

An \$11-million lawsuit arising from NBC-TV's airing of a made-for-TV movie, "Born Innocent," in September 1974, went to trial. The plaintiff, a 9-year-old girl in 1974, charged she was a real-life victim of an assault imitating the movie which featured an adolescent girl in a reformatory who was raped by older girls using a broomstick. NBC argued that the issue at stake was the First Amendment rights of the network, while the plaintiff argued that negligence was the issue. A California court dismissed the negligence charge, saying that the plaintiff would need to prove that the network intended to incite real-life rape by airing its TV movie. NBC hailed the verdict, stating: "It reaffirms the social benefits of the First Amendment. The plaintiff's legal theory, if upheld, would have had a stifling and chilling impact on the ability of broadcasters to present meaningful drama. More significantly, it would have posed an awesome threat to all media, including publishing and journalism, by shifting the accountability for deviant criminal acts to them and away from the responsible persons."

In cable programming, Ted Turner announced plans to establish a 24-hour news system using satellite transmission. Turner called the undertaking, which he hoped to inaugurate by Jan. 1, 1980, "the most massive undertaking since the establishment of the networks." Meanwhile, Warner's two-way cable experiment, Qube, continued to attract about 20,000 customers in Columbus, Ohio. By midyear, about 4,000 cable systems operated in the U.S., serving 9,000 communities and 13 million subscribers.

To the chagrin of broadcasters, the FCC in November relaxed restraints on cable by placing on broadcasters the burden of proof that signal importation would damage on-air television broadcasters. Formerly cablecasters were required to prove that the importation would not adversely affect local stations.

In radio, both local and network programming fared well. While stations continued to nurture their specific audiences with special programming, BROADCASTING, in its annual survey, spied the beginning of a movement to balance specialization with more general programming. As Bob Hughes, program director of WASH(FM)



ABC's ace, Fred Silverman, became NBC's hope in January 1978 when the president of ABC Entertainment became president and chief executive officer of NBC. For the man generally credited for ABC-TV's rise to ratings heights, it meant the challenge of rescuing NBC-TV from third place in prime time ratings. The person who approached Silverman about the NBC presidency was RCA consultant Jane Cahill Pfeiffer. In October 1978 Pfeiffer was elected NBC chairman and a member of the RCA board. Silverman and Pfeiffer are pictured the following year when he received the 1979 Man of Achievement Award from the Anti-Defamation League

Washington, noted "We're heading for another golden age of [middle of the road], a broad spectrum of mass appeal [in which] you can capture listeners from 6 to 65 and up." The savvy of programming executives brought increased revenues to the 4,549 operating AM (4,599 authorized) and 4,089 FM (4,310 authorized) stations. Radio net time sales in 1978 rose to \$2,926,900,000, a 16.5% increase over the previous year.

The FCC in October began considering deregulation of radio in major markets. FCC Chairman Charles Ferris wished to supplant the standard of "individual responsibility" with that of "market responsibility." Tyrone Brown, a black member of the FCC, felt that one way to help minorities enter the business of broadcasting was for the FCC to break-down radio's clear channels.

In April RKO General agreed to sell its CBS affiliate, WNAC-TV Boston, for \$59 million, a record price for a single station, to the New England Television Corp., a company with substantial black ownership. The transfer was later to fall through. In August, Gannett announced the sale of WHEC-TV Rochester, N.Y., for \$27 million to Broadcast Enterprises Network Inc., the first black-owned group to acquire a VHF station in the continental U.S. That transfer was completed.

The Carter administration announced a goal to increase minority ownership of broadcasting. In a 7-to-0 vote in May, the

FCC adopted two policies to achieve that goal. The commission, on a case-by-case basis, decided to issue tax certificates in station sales to buyers with significant minority interests, permitting sellers to defer payment of capital gains taxes, and the commission decided to permit broadcasters whose licenses had been designated for revocation or renewal hearing to sell their properties at a "distress sale" price to applicants with significant minority ownership interest provided that the purchasers met the commission's other qualifications.

It was a year of mergers made and unmade. The Gannett Co. in May announced a \$370-million merger with Combined Communications Corp. that would make Gannett an \$800-million-a-year communications giant with radio, TV and newspaper holdings as well as an outdoor ad firm. The merger was completed in 1979. Sonderling Broadcasting and Viacom International in June agreed on a \$28-million merger designed to take place in 1979. In what would have been the biggest broadcasting deal to that date, General Electric Co. in October announced plans to acquire Cox Broadcasting Co. for between \$440 million to \$488 million. Cox eventually withdrew from the agreement.

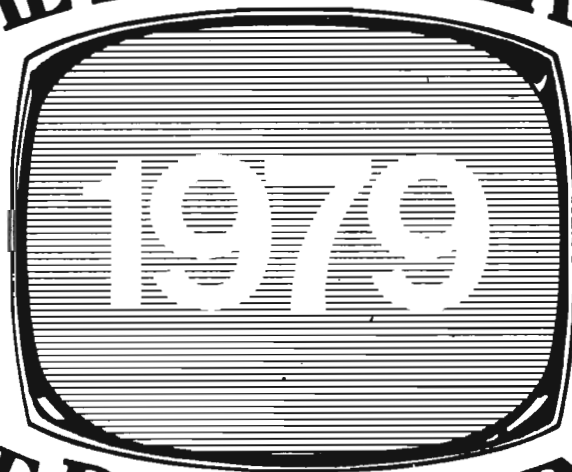
The Carter administration engineered an executive merger of its own by creating the National Telecommunications and Information Administration, the successor to the White House Office of Telecommunications Policy and the Department of Commerce's Office of Telecommunications. The new agency, signed into law in late March, was to handle the new developments in communications for the first time at the cabinet level. Henry Geller, a former deputy general counsel and general counsel of the FCC under Presidents Johnson and Kennedy and more recently with the Rand Corp. and the Aspen Institute Program on Communications and Society, was selected by President Carter to head the new NTIA.

Stay Tuned

1. Name the ABC newsman whose murder by a Nicaraguan national guardsman was shown on network TV.
2. How did the Supreme Court's decision in the "Herbert" case set back journalists?
3. Which ad agency did Ronald Reagan hire for his presidential campaign?
4. What convocation of specialists was designated as the most important radio conference in 20 years?
5. What rules for cable deregulation did the FCC propose?

**The answers
in "1979"**

THE FIRST 50 YEARS



OF BROADCASTING

Broadcast journalists were at no loss for news in 1979. Skylab fell while gas prices continued to soar. Panama got the canal, thanks to the U.S., and Afghanistan got a new government, thanks to the USSR.

But one big international story, the Iranian hostage crisis that began in November, made broadcasting the target of administration criticism. It also revived old apprehensions about the coverage of terrorism by broadcast news.

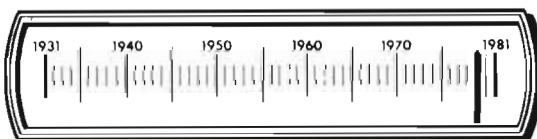
A blast came from the State Department following Nov. 18 interviews with Iran's Ayatollah Khomeini by CBS's Mike Wallace, ABC's Peter Jennings and NBC's John

Hart. The broadcast sessions took place after much scrambling and maneuvering by the networks. The denunciation came from State Department spokesman Hodding Carter who said the interviews caused the Iranian leader to solidify his rigid stand against release of the hostages.

"In one damn set of interviews," Carter declared, "a rigid statement was set down on the inevitability of trials for our people. It put into concrete what could have been dismissed as a muttering behind closed walls."

NBC News President William J. Small fired back: "I would suggest Mr. Carter stick to his job—we to ours." CBS News President Bill Leonard said: "The news divisions of the networks should be thanked—not criticized—for bringing this planned action to light at the earliest time possible, thereby allowing the negotiating process now under way to have begun as soon as possible."

Throughout the hostage crisis, the networks disagreed among themselves over the line between providing information to the American public and providing a platform for terrorist propaganda. A case of "media in the middle" occurred when NBC negotiated an interview with one of the hostages in the embassy, Marine Corporal William Gallegos. To obtain the interview, NBC promised the Iranian captors prime-time exposure of the tape, agreed to the use of an Iranian camera crew and carried a short but unedited speech by one of the captors. After the NBC broadcast, ABC and CBS issued public statements that they had declined to air the interview so as, in the words of CBS News, "not to become a simple conduit for the unedited views of the students occupying the



Former Attorney General John Mitchell was freed Jan. 19, the last of 25 men to be released after serving prison terms for involvement in Watergate. An accident March 26 at a nuclear reactor at Three Mile Island, near Harrisburg, Pa., created regional panic and national concern. The worst disaster in U.S. aviation history occurred May 25 in Chicago when a DC 10 crashed on takeoff, taking 275 lives. The federal government on Nov. 1 announced a \$1.5-billion loan guarantee plan to help financially strapped Chrysler Corp. Americans at the U.S. embassy in Teheran began their long captivity when they were seized Nov. 3 as hostages by militant Iranian students demanding the return of the former shah, then undergoing medical treatment in N.Y. And in BROADCASTING...

American embassy. The preconditions required by the students would not have permitted us to exercise that judgment to an appropriate degree."

Most of official Washington criticized NBC's interview. House Speaker Thomas P. (Tip) O'Neill (D-Mass.) declared that NBC fell "into the trap of Iranian propaganda." House Majority Whip John Brademas (D-Ind.) felt that "no respectable network" would have agreed to broadcast the session, a sentiment Brademas claimed reflected the attitude of most of the leaders of Congress. Representative Robert Bauman (R-Md.) sarcastically said that "Perhaps NBC

should be nominated for the 'Benedict Arnold award for Broadcast Journalism'."

Continuously during the crisis, critics accused the media of allowing themselves to be used as propaganda tools. Broadcast executives countered by citing the necessity for providing complete news. "We can't be asked to abstain from journalistic practices because a story will complicate diplomatic practices," CBS's Walter Cronkite argued. "That's a diplomatic problem; it's not our problem. We have to be responsible, of course. But within that ethical framework of responsibility, we have to pursue the story. It would be terrible if through self-interest, or government interest, we didn't get a clear picture." Richard Wald, senior vice president of ABC News, said: "We try not to take things uncritically. We examine motives, and try to place things in perspective. . . . If you take it unalloyed then you are a conduit, not a journalistic entity."

Other major news stories in 1979 that broadcasters covered extensively included the Washington visit of the Chinese vice premier, Teng Hsiao-ping; the Israeli-Egyptian peace treaty signing; the visit of Pope John Paul II; the unrest in Nicaragua, and the accident at the Three Mile Island nuclear power plant near Harrisburg, Pa.

The revolution in Nicaragua took the life of ABC News correspondent Bill Stewart; his murder by a member of the Nicaraguan National Guard was captured on videotape. The guardsman stopped Stewart's clearly marked van, told the newsman to approach the check-point by foot, ordered him to lie down on the ground, and then shot him. Boone Arledge,



Before a packed house at New York's Waldorf Astoria hotel on Jan. 30, 1979, Dr. William J. McGill (behind lectern), Columbia University president and chairman of the Carnegie Commission on the Future of Public Broadcasting, unveiled the recommendations that he and his fellow commissioners have been preparing for the past year and a half. At the heart of Carnegie II's revised blueprint was the establishment of a Public Telecommunications Trust and, under its umbrella, an Independent Program Services Endowment. The trust was envisioned as the principal, consolidated fiduciary agent of the public broadcasting system, replacing the Corporation for Public Broadcasting. Joining Dr. McGill at the press conference, which was televised by the Public Broadcasting Service, were (front row, l-r) Alan Pifer, president of the Carnegie Corp. of New York, which provided the \$1-million grant for the study; commissioners John Gardner, founder, Common Cause; Peggy Charren, president, Action for Children's Television; Bill Moyers, CBS News veteran recently returned to Public Broadcasting Service; Red Burns, executive director, New York University's Alternate Media Center; Henry Cauthen,

director, South Carolina Educational Television Network; Josie Johnson, board member, National Public Radio; (second row l-r) Walter Heller, former chairman, Council of Economic Advisers, Kathleen Nolan, president, Screen Actors Guild; Eli N. Evans, president, Charles H. Revson Foundation; Virginia Duncan, television producer and board member, Corporation for Public Broadcasting. Leonard Reinsch, board chairman, Cox Broadcasting Corp., and Alex Haley, author.

Not present were Stephen K. Bailey, president, National Academy of Education; Wilbur Davenport, Massachusetts Institute of Technology's department of electrical engineering and computer science; Kenneth Mason, president, The Quaker Oats Co., and Thomas Rivera, poet, author and executive vice president, University of Texas at El Paso.

Initial members of the commission who resigned earlier because of professional commitments were Bill Cosby, actor; Carla Hills, former secretary of housing and urban development, and Beverly Sills, opera star.

Broadcasting, Feb. 5

president of ABC News, called the attack a "cold-blooded murder of a young man trying to do his job." NBC News anchor David Brinkley noted: "We do know that reporting news from the violent byways and backways of the world is increasingly dangerous work demanding more than ordinary bravery."

Coverage of the Three Mile Island nuclear accident at times required more than the usual courage because of the worry about radiation. All commercial TV networks employed nuclear specialists whose function was to inform the public and protect network personnel as well. If nuclear contamination had forced broadcasters to evacuate the Harrisburg area, coverage would have been maintained by a remote control connection with noncommercial WPSX-TV, Clearfield, Pa., 90 miles from the reactor.

Later in 1979, radio and TV were faulted for their performance at Three Mile Island. The President's Commission on the Accident at Three Mile Island in an October report criticized reporters for a lack of technical competence. One of the 12 commissioners responsible for the report, Anne D. Trunk, said the media stressed "what if" instead of "what is," a condition that she felt created "a state of terror, of psychological stress" among the public. The commission concluded that although the media attempted to give balanced coverage of the accident, the public was not well served by what the commission felt were confusing and conflicting reports.

In other notable journalistic happenings

in 1979, ABC in November announced the signing of Carl Bernstein of Watergate fame to head the network's Washington bureau beginning March 1, 1980; NBC hired William J. Small away from CBS to become president of NBC News, and the House of Representatives turned the final corner towards televising chamber procedures when it inaugurated, for internal circulation, its newly installed TV system and made its signal available to radio, television and cable on March 12.

Imminence of national elections in the following year prompted candidates to begin tuning up their broadcast strategies. President Jimmy Carter, faced with declining popularity, turned to radio and local television to promote his policies. Eschew-

Programers, industry executives and government brass were on hand in Cape Canaveral, Fla., Dec. 6, 1979, when the National Aeronautics and Space Administration launched RCA's Satcom III. It was to replace Satcom I as the primary cable satellite. However, four days later, contact with Satcom III was lost and the bird disappeared, never to be found. Biggest loser was a consortium of insurance companies that had insured the launch and subsequent space life for three years for \$77 million. RCA paid a premium of \$5.3 million.

ing his bimonthly televised news conferences, Carter hosted a 40-minute radio talk show on KSTT(AM) Davenport, Iowa, handled a two-hour radio call-in show on National Public Radio, and held a one-hour town meeting that was telecast on three stations in Tampa, Fla.

Carter's opponents also looked to the image-making powers of the broadcast medium. John Connally retained Roger Ailes, an architect of Richard Nixon's 1968 campaign. Douglas Barley and John Deardourff, who handled post-convention advertising for President Gerald Ford in 1976, signed with Senator Howard Baker (R-Tenn.). David Keene, former media adviser to several Republican candidates, including Ronald Reagan, worked for George Bush. Ronald Reagan hired the C.T. Clyne Co. of New York, an advertising agency with blue-chip accounts, but little political campaign experience.

In an early tactical move, the Carter-Mondale Committee asked for a half hour of network time for a documentary on President Carter. All three TV networks turned down the committee's request as well as similar requests by Reagan and Connally. CBS, instead, offered each candidate five minutes. Reagan and Connally accepted, but the Carter committee refused calling the network's action "a blatant denial" of the "reasonable-access" provision of the Communications Act since the action "denies the public the opportunity of hearing and seeing the candidates in the manner" that the candidates have chosen. The networks responded by

saying it was too soon to sell half-hour time slots that would significantly disrupt network scheduling.

But in November, the FCC in a 4-3 decision ordered ABC, CBS, and NBC to comply with the reasonable access provisions of the Communications Act by granting air time to the Carter-Mondale Committee. The networks immediately sought a court review of the decision.

The FCC and the networks agreed that the case was among the most important political broadcasting cases to go before the Appeals Court in recent years. The FCC said the networks wanted "to remain the sole arbitrator of when, who, and how much the public hears during the presidential campaign." ABC contended that the FCC "has thrust itself too deeply into the political process and assumed an editorial role over broadcasters that violates First Amendment principles." NBC added that "Section 312 (a)(7) imposes the most far-reaching and intrusive restriction on broadcaster editorial judgment ever sanctioned by the federal government in the name of a single 'access.'" The case was eventually to reach the Supreme Court where the FCC won a decisive victory in 1981.

A 1979 ruling by the Supreme Court dismayed broadcasting journalists. The court ruled 6-to-3 that CBS newsmen involved in a libel suit must answer questions posed to determine their "state of mind" when they prepared the material at issue. The case involved Lieutenant Colonel Anthony Herbert who sued CBS, *60 Minutes*, correspondent Mike Wallace, producer Barry Lando, and the *Atlantic Monthly* for \$44.7 million, claiming that a magazine article and the *60 Minutes* segment falsely and maliciously depicted him as a liar. The Supreme Court overturned an appeals court decision to rule: "When a member of the press is alleged to have circulated damaging falsehoods and is sued for injury to the plaintiff's reputation, there is no privilege under the First Amendment's guarantees of freedom of speech and freedom of the press barring the plaintiff from inquiring into the editorial processes of those responsible for the publication [to] produce evidence material to the proof of the critical element of the plaintiff's cause of action."

CBS News President William A. Leonard described the ruling as "another dangerous invasion of the nation's newsrooms." Paul Davis, president of the Radio-Television News Directors Association, said "The majority opinion of the court . . . supports a procedure that is insensitive to First Amendment protections of the editorial process and that fails to keep the inquiry squarely on matters determined to be relevant." The National Association of Broadcasters' general counsel and senior vice president, Erwin Krasnow, denounced the Herbert decision as "severely restricting the ability, not only of the press to challenge and question public officials, but the freedom of private citizens to oppose and challenge their own public officials in open debate."

In another setback for broadcast journalists, the Supreme Court in July, in a 5-4 decision in *Gannett Co. vs. De Pasquale*, ruled that a defendant, with the agreement of the prosecutor and the judge, possessed the right to bar news coverage of pretrial and criminal proceedings. In October, however, the Supreme Court agreed to hear arguments in a Richmond, Va., newspaper case that journalists hoped would better define the conditions under which judges could exclude the press and the public from criminal trials and pretrial proceedings.

Congress placed the biggest broadcast legal decision of the year, the rewrite of the Communications Act, on hold. The rewrite of the rewrite, introduced in March by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), carried the deregulation of radio and TV further than the initial rewrite proposal and also advocated that public broadcasting stations be allowed to carry a limited volume of commercials.

For radio, Van Deerlin's bill would eliminate the fairness doctrine, the equal-time requirement and equal employment opportunity enforcement; grant radio stations indefinite licenses subject to revocation only for the violation of technical standards; eliminate the comparative hearing process and substitute random selection for the assignment of new stations; eliminate radio ownership restrictions except to limit an owner to one AM and one FM per market, and combine the license application and the construction permit to shorten the time and reduce the paperwork involved in getting a new station on the air.

For television, the bill would lengthen the license term from three years to five, then after two terms—10 years—make television's license also indefinite. After two license terms, the fairness doctrine,

equal-time requirements and EEO enforcement would also be eliminated for TV. The proposed license fee, however, remained and continued to generate opposition. Because of the controversy, Van Deerlin quit pushing his rewrite bill and planned instead to concentrate on common carrier amendments.

BROADCASTING analyzed the situation this way: "In attempting to erase a 45-year-old act that the objects of its regulation had learned to live with, however uncomfortably at times, Van Deerlin threatened to steal the all-purpose security blanket. In proposing a substitute that possessed a penalty or price for every benefit conferred, he created a document containing something for everyone to hate. It takes a certain genius to draft legislation to which Nicholas Johnson and Vincent T. Wasilewski can both find objections. . . . But things had to turn out this way as long as H.R. 3333 contained the features that were unacceptable: large spectrum fees, amounting to an extortionate tax on top of present federal taxes; for television a federal quota of certain kinds of programs to be broadcast, to name two provisions that broadcasters resisted. Citizen groups, of course, objected to the modified license renewal procedures that would deny the professional agitators as much incentive and opportunity as they have now to harass licensees."

The World Administrative Radio Conference met in Geneva. More than 1,100 representatives of 145 of the 154 member nations of the International Telecommunication Union labored to rewrite the regulations that shape both national and international telecommunications. Among other resolutions WARC agreed to extend the upper end of the AM band from 1605 khz to 1705 khz in the western hemisphere; to increase shortwave fre-



ABC-TV's determination to get back the summer Olympics crystallized in September 1979 when it acquired rights to the 1984 games in Los Angeles for \$225 million. Announcement was made at a Los Angeles press conference by ABC Television President Fred Pierce (shown at podium). With him were (l-r): Monique Berlioux, executive director of the International Olympic Committee; Peter V. Ueberroth, president and executive director of the Los Angeles Olympic Organizing Committee; Roone Arledge, president of ABC News and Sports, and Paul Ziffren, chairman of the Los Angeles Olympic Organizing Committee.

quencies by about 800 khz; to amend the international table of allocations to reflect co-equal sharing by television mobile and fixed services in the 806-890 mhz band, and to establish frequencies in the 14 ghz band for satellite uplinks from transportable earth stations.

At home the FCC in September took a step toward radio deregulation, issuing a proposed rulemaking. The FCC proposed to remove its guidelines on the quantity of nonentertainment programming; to eliminate all specific requirements on how to ascertain the needs and problems of the licensees' communities; to eliminate limitations on commercial time, and to eliminate federal program log requirements for commercial radio stations. Charles D. Ferris, FCC chairman, labeled the proposed rule a "current, updated, futuristic look at how the public interest will be defined."

In other radio developments the FCC in March issued a proposal to break down clear channels by limiting their signals to 750 miles as a means of gaining more AM stations. Early in the year the FCC issued a notice of inquiry into standards for FM quadrasonic broadcasting, and began looking into the possibility of reducing channel spacing for FM's from 200 khz to 150 or 100 khz as a means of gaining more FM channels.

In 1979, both AM and FM increased their revenues but not enough to offset rising costs. According to FCC figures, AM stations and AM-FM combinations reporting together had net revenues of just over \$2 billion, a slightly more than 5% gain over revenues in 1978. Their operating profits declined by 29% to \$157 million. FM stations filing separate financial reports had revenues of \$696 million in 1979, a 20% gain over revenues of the year before. Their profits dropped by nearly 21% to \$58 million. Radio networks in 1979 had total revenues of \$96 million, better than 7% over 1978, and operating profits of \$16 million, about 4% over profits of 1978.

At the end of 1979, 4,559 commercial AM stations were on the air, 3,155 commercial FM's and 1,038 noncommercial, educational FM's.

Two new radio networks were formed in 1979: NBC Radio's The Source and the RKO Radio Network.

Television in 1979 had its own profit squeeze. Television revenues were up 13.3% over 1978 to \$7.9 billion. Profits rose only 2%, to \$1.7 billion.

At the end of the year, 746 commercial television stations were in operation. There were 267 noncommercial stations on the air.

In television programming the ratings race continued, with ABC ahead for most of the year, NBC ahead for a brief period during premiere week, and CBS leading the November sweeps, the first time that CBS had pulled ahead of ABC since 1975. Special lures included ABC's presentation of *Roots II*, which helped that network to its second highest weekly rating ever, and



The newest FCC commissioner, Anne Jones, was sworn in April 2, filling the seat formerly held by Margita White. She was congratulated by FCC Commissioner Robert E. Lee (l) as Chairman Charles Ferris looked on.

Broadcasting, April 9

ABC's "Jaws," which delivered the second highest number of households for a movie.

The second season debuts included *Dukes of Hazzard* (CBS); *Benson* (ABC), a spin-off from *Soap* about a nice, but not very bright governor, starring Robert Guillaume; *Hart to Hart* (ABC), and, in syndication, *The Baxters*, a Norman Lear-TAT Communications program billed as the "first situation comedy where the viewers in your market can actually participate as each week our Baxter family presents a provocative issue which your studio audience resolves."

The programming of children's television continued to receive the scrutiny of citizen groups, the FCC and the Federal Trade Commission. The FCC in November released a staff report on compliance with the commission's 1974 guidelines on children's TV, which found that the industry failed to meet the FCC goals of increasing educational children's programming, decreasing advertising in children's programming, and eliminating objectionable selling practices in children's TV. The FCC in December gave broadcasters eight months to convince the commission that they would be responsive to children's needs, under threat of sanctions that included the addition of mandatory pro-

Stay Tuned

1. Which group broadcaster faced loss of three TV station licenses?
2. How did Congress put restrictions on the children's advertising inquiry of the FTC?
3. Which AM stereo system was tentatively adopted by the FCC?
4. Which TV network struck ratings gold with the winter Olympics?
5. Which TV network lost the summer Olympics as the result of an American-Soviet conflict?

The answers
in "1980."

gramming quotas of two and a half hours for school-age children and five hours for preschoolers aired during weekdays between 8 a.m. and 8 p.m.

The FTC conducted hearings on what it considered to be the excesses of advertising aimed at children. Despite objections by manufacturers and broadcasters, who claimed that the FTC either lacked jurisdiction or overstepped its bounds, the FTC continued to talk of limiting or banning advertising aimed at children.

The FCC began a plan of cable deregulation that deleted the rules limiting the distant signals that cable systems may carry, and removed the broadcasters' exclusivity protection for syndicated programs. FCC Chairman Ferris praised the commission's action as part of "zero-based analysis . . . that clearly indicated that the signal carriage and syndicated exclusivity contribute little if anything to helping viewers of over-the-air television while substantially penalizing subscribers to cable services." Broadcasters rose in opposition.

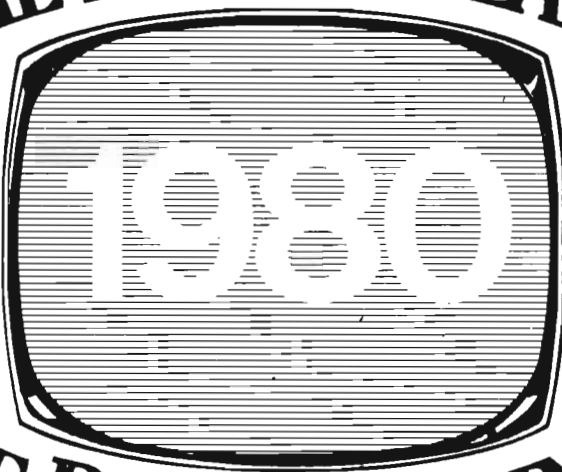
To promote pay TV, the FCC repealed its rule limiting one subscription television station to a market and instructed its staff to move toward elimination of other regulations. By October 1, six STV stations operated, all UHF. The largest, KBSC(TV) Corona, Calif. (Los Angeles), had 210,000 subscribers.

To help minorities, the Carter administration pledged more loans and assistance by the Small Business Administration and other government agencies for the purchase of broadcast properties by minority groups. The National Association of Broadcasters raised \$10 million for a Minority Assistance Investment Fund. When the FCC, in April 1979, approved the transfer of WAEO-TV Rhinelander, Wis., to Seaway Communications Inc., a 100% minority-owned enterprise, it was the first transfer to a minority group granted under the FCC "distress sale" policy that had been established in May 1978.

The National Black Media Coalition presented a 35-point petition to the FCC in October requesting assurance of air time, resources, jobs and spectrum space for blacks. Two policies that the FCC initiated to grant minority entrepreneurs easier access to broadcast ownership, the tax certificate, and the distress sale program, proved effective. Eleven tax certificates, and two distress sales were approved.

In other broadcasting business, the FCC in June approved the \$370-million merger of Combined Communications Corp. and the Gannett Co., a transaction that created a company owning 80 daily newspapers, seven television stations, six AMs, six FM's, outdoor advertising in the U.S. and Canada, as well as weekly newspapers, Canadian newsprint interests, a news service and Louis Harris & Associates, the research firm. Still pending at the year's end was the even larger merger of Cox Broadcasting into General Electric, a half-billion-dollar deal.

THE FIRST 50 YEARS



OF BROADCASTING

The dawn of the '80's brought a year of sunsets. The defeat of Jimmy Carter in November was the signal for packing day throughout the administration. Swept out in the elections was Representative Lionel Van Deerlin (D-Calif.) with his dreams of a Communications Act rewrite. The reign of ABC-TV as king of the prime-time ratings ended. And CBS's Walter Cronkite prepared to turn over his scepter to Dan Rather.

It also was a year in which cable was heartened by deregulatory gains, but filled with mixed emotions about the promised emergence of Premiere, a major-studio joint venture, as a dominant pay-cable programmer.

In January 1980, the FCC sent waves of concern through the industry when, on a 4-to-3 vote, it directed its staff to prepare an order that would strip RKO General of three TV stations up for license renewal. They were WOR-TV New York, KHJ-TV Los Angeles and WNAC-TV Boston. The FCC adopted its January order in June on an identical 4-to-3 vote. The commission felt RKO General shared in the conduct of its parent, General Tire & Rubber, that drew the attention of the Securities and Exchange Commission. GT&R itself had documented misconduct in a report to the Securities & Exchange on bribery of officials of foreign governments and illegal political contributions. Parent GT&R had settled with the SEC by signing a consent decree.

To protect its 13 other broadcast licenses, RKO General informally asked the FCC for permission to spin-off those other holdings into a separate broadcast company that would be held by shareholders of GT&R, but which would not be subject to control or influence by GTR or RKO boards. The FCC rejected the idea in October and set the other 13 license renewals for hearing. Further FCC action was held in abeyance, however, pending a decision by the courts on an appeal of the initial FCC decision. Observers saw final resolution of the case as being years away.

ABC-TV came up with a brass ring in the 1980 winter Olympics, but NBC-TV came up with a handful of nothing for the summer games.

ABC-TV paid \$15.5 million for the TV rights to the February events at Lake Placid, N.Y. The network won victories in



American hostages remained in captivity in Teheran throughout the year. An attempt by a secret U.S. military mission to rescue them was aborted April 24 due to equipment failure. In the pullout from Iran, eight Americans lost their lives and five were injured.

On March 10, Dr. Herman Tarnower, prominent physician and author of best-seller, "The Complete Scarsdale Medical Diet," was shot and killed by Jean Harris, a long-time friend and headmistress of a Virginia school. On May 18, dormant volcano Mount St. Helens in Washington state erupted for the first time, taking at least 26 lives. After months of skirmishing, Iraq and Iran entered into open warfare on Oct. 22. In November, America decided it wanted Ronald Reagan in the White House. And in

BROADCASTING ...

the Arbitron and Nielsen rating sweeps that month, carrying it well to the front of the prime-time competition and providing a powerful lead for the end-of-the-season race in March and April.

ABC-TV estimated its prime-time Olympic coverage averaged 18,080,000 households per minute for an average audience of approximately 38 million. ABC-TV devoted 34 3/4 hours of prime time in the 13 days of Olympic coverage (Feb. 12-24).

NBC-TV's dreams of even greater returns from the summer games in Moscow began to fade early in the year when the U.S. government denounced the Soviet invasion of Afghanistan and called for sanctions against the ag-

gressor. The sanctions eventually included America's boycott of the summer games where NBC-TV had planned more than 150 hours of coverage. The TV rights payment was to have been \$87 million.

President Carter gave NBC a graceful out in April when he ordered a halt to the export of all U.S. goods and technology, including broadcasting equipment, to Russia and prohibited NBC from making further payments on its contract. The order meant that \$26 million of the \$87 million rights payment was to remain in the NBC treasury. In the RCA financial report for the second quarter, released in July, it was indicated that, despite insurance coverage, NBC-TV incurred out-of-pocket expenses of between \$25 and \$30 million.

The winter Olympic games, however, did not guarantee total ratings victory to ABC-TV.

CBS-TV, in an upset as startling as when ABC-TV seized prime-time leadership four years before, retook the ratings crown for the 1979-80 season with a win in the final week in April. Victory was by one-tenth of a point, according to Nielsen. The final standing: CBS 19.6, ABC 19.5 and NBC-TV 17.4.

BROADCASTING summarized the close prime-time race: "It has been a costly contest. All three networks ... have spent freely on program development to attract audiences. The spending has been reflected in declining profit margins for all three, and for NBC, which made gains but not as big as management wanted, the price was especially high. The true winner was, as it almost always is, the American television au-

dience.”

A week later, CBS-TV announced its fall line-up would include five newcomers. They were *Magnum, P.I.*, the story of a private investigator with Tom Selleck in the title role; *Ladies' Man* with Lawrence Pressman portraying the sole male on the staff of a women's magazine; *Enos*, a spin-off from the *Dukes of Hazzard* with the popular corn-fed deputy, played by Sonny Shroyer, going to Los Angeles to team up with “a tough, ghetto-bred black cop named Turk”; *Freebie and the Bean*, starring Tom Mason and Hector Elizondo as two street-wise San Francisco police sergeants, and *Secrets of Midland Heights*, with a variety of plots about life in a college town, still largely controlled by its founding family.

Simultaneously, ABC-TV announced its new offering would include *Those Amazing Animals*, “astonishing happenings” in the animal kingdom, with Burgess Meredith, Priscilla Presley and Jim Stafford as hosts; *Too Close for Comfort*, with Ted Knight playing the overly protective father of two girls; *Bosom Buddies*, about two advertising men who disguise themselves as women to find a place to live in an all-female residence hotel; *But I'm a Big Girl Now*, about a meddling father (Danny Thomas) and his divorced daughter (Diana Canova); *Breaking Away*, a comedy drama based on the Oscar-nominated movie of that name with Shaun Cassidy, Barbara Barrie and Vincent Gardenia in the lead roles, and *It's a Living*, about the lives of five cocktail waitresses.

The following week NBC-TV announced five new shows for the fall—all hour-long. They were *Hill Street Blues*, a mixture of drama and comedy at a police station in an urban slum; *Flamingo Road*, a soap opera about people with “the lustiest secrets to hide”; *Harper Valley PTA*, based on a movie that was based on a song, with Barbara Eden as the widowed mother battling hypocrisy and double standards in a small town; *Speak Up America*, a forum for the “mad-as-hell” generation to speak its mind, and *Thursday Games*, a “celebration of the common man's participation in sports.”

The fall season got off to a late and staggered start, however, after the Screen Actors Guild and the American Federation of Television and Radio Artists struck July 22. The main obstacle to new contracts was disagreement about the scale of residuals to be paid for use of performances in the newer technologies such as pay TV, videodisks and cassettes. Tentative agreement with the program production companies was reached Sept. 25, and ratified by the unions in late October.

CBS-TV survived best in the new season. By Christmas time, it had an average prime-time rating of 18.6; NBC-TV had an 18.2, and ABC-TV 18.0.

NBC and its parent RCA provided the big head-rolling news in mid-1980. First was the quick deposition of RCA President Maurice R. Valente. Less than six

months in office, the one-time ITT executive resigned in face of the RCA board's verdict that he had not performed up to expectations. Valente's post of president and chief operating officer was eliminated and its functions assumed by an office headed by RCA Chairman and Chief Executive Officer Edgar H. Griffiths and including five other RCA executives.

Those June shockwaves had just begun to abate when Rockefeller Center experienced another major ouster: NBC President Fred Silverman in July fired NBC Chairman Jane Pfeiffer in a public display of corporate infighting. Pfeiffer, who played an integral role in getting Silverman to leave ABC for NBC, said the NBC president sought her removal to preserve his own job and quoted him as saying, “he would probably follow me out the door in six months.” In the end, they settled their differences and Pfeiffer resigned, taking with her Silverman's profession of good wishes.

Before the settlement, the public bloodletting was so garish that it raised questions about the job security of not only Silverman but also of Chairman Griffiths of the parent RCA Corp.

On a more harmonious note, CBS announced in February that Walter Cronkite

would step down as anchorman and managing editor of *CBS Evening News*, the dominant early-evening news show among the TV networks. CBS News correspondent Dan Rather was named as his successor in early 1981, when Cronkite would undertake other special assignments with CBS News including the hosting of a new *Universe* series.

The choice of Rather over CBS correspondent Roger Mudd for *CBS Evening News* was prologue to the latter's departure for NBC. NBC announced acquisition of the newsman in June, but since Mudd was under contract to CBS until the end of the year, it meant he was destined to have less exposure during the national conventions and campaign.

Closed captioning for the benefit of the hearing-impaired was started on ABC-TV and NBC-TV on March 16. Public Broadcasting Service, which already was offering some closed-captioned broadcasts, simultaneously planned to expand the service to seven regular series. By year-end, the National Captioning Institute was captioning an average of five hours of ABC and NBC television per week (in prime time) and more than 10 hours of PBS. It also was captioning two-and-one-half hours per week of syndicated programming



Final formula for the distribution of \$14.6 million paid in royalties in 1978 by cable companies was issued in September 1980 by the Copyright Royalty Tribunal. Under the formula, U.S. and Canadian broadcasters were to receive 3.25% of the pie; program syndicators 75%; sports claimants 12%; Public Broadcasting Service, 5.25%, and music performing rights societies, 4.5%. Distribution was ordered held up until appeals were resolved. Members of the CRT (seated l-r): Mary Lou Burg, then chairman, worked in both radio and TV, including terms as general manager and sales manager of WYLO(AM) Jackson, Wis., before serving as vice chairman and deputy chairman of the Democratic National Committee in 1970-77; Clarence James, an attorney, was director of law/deputy mayor of Cleveland, 1968-71, special counsel to the Ohio attorney general, 1972-77, and on the staff of the Carter presidential campaign in 1976; (standing l-r): Thomas Brennan, first chairman of the tribunal, was chief counsel of the Senate Subcommittee on Patents, Trademarks and Copyrights, which was responsible for the present copyright law; Frances Garcia, chairman of the tribunal's budget committee, was audit and office manager of Austin office of Arthur Anderson & Co., an international accounting firm, and Douglas Coulter, a freelance writer who worked in both the Carter and McGovern presidential campaigns. Tribunal members ordinarily serve seven-year terms, although Garcia and James were serving five-year terms. All five commissioners rotate the chairmanship every year, receiving pay comparable to a GS-18 civil-servant rating, then in excess of \$50,000.

Broadcasting, Aug. 4

and the commercials of 25 major advertisers.

CBS, which had declined to join in the three-network captioning project, announced in November that it would begin close-captioning of CBS programs over its KNXT(TV) Los Angeles as part of CBS's test of the French Antiope teletext system. [Teletext, it was explained, is a means of broadcasting textual information in a repeating series of "pages." The information is digitized and transmitted during the vertical blanking interval of a television signal and does not affect normal television programming. A decoder attached to or built into the television set receives and demodulates the information, transforms it into alphanumeric or graphics and displays it on the television screen.]

Earlier in 1980, CBS had broken ranks with the Electronics Industries Association subcommittee that was attempting to work out industrywide teletext standards. CBS in August petitioned the FCC to institute a rulemaking to establish standards. The petition also contained CBS's recommendation for standards, based on the French Antiope system and CBS's own teletext standards. Most comments filed at the FCC in response to the CBS petition supported the idea of a teletext proceeding, but there was sentiment that any immediate action would be premature.

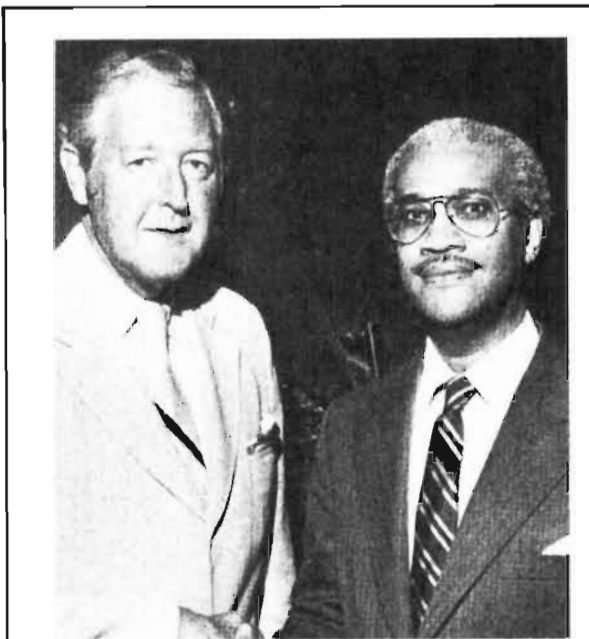
The CBS Los Angeles teletext test also included noncommercial KCET(TV) Los Angeles.

The antitrust battle that the Justice Department touched off in 1972 with ABC, CBS and NBC came to an end in 1980. The government had sought to curb the networks' power in dealing with program suppliers. NBC made an out-of-court settlement with Justice in 1976 (approved in 1977) and CBS followed suit in May 1980. ABC came to terms in August. As in the other consent decrees, it imposed a number of restrictions on program ownership that were to be effective for all the networks when the agreement with ABC was approved by the judge.

The world of cable and subsequently the Justice Department was shaken with the April 24 announcement of Premiere, a joint venture of Getty Oil Co. and four major Hollywood motion picture companies. Premiere was to compete with Home Box Office, Showtime, The Movie Channel and other established services for pay-cable dollars.

The major studios with Getty in the satellite venture were Columbia Pictures Industries, MCA, Paramount Pictures Corp. and 20th Century-Fox Film Corp. Under terms of the agreement, motion pictures of those four companies were not to be exhibited on any other satellite pay network programming service during a nine-month period following their availability to Premiere.

To the relief of those who saw restraint of trade in the proposed operation, the Justice Department in August filed an antitrust suit against Premiere and sought an injunction to block its start-up.



On June 1, Samuel D. Ewing (r), director of the Federal Home Loan Bank Board's Federal Savings and Loan Corp., took over as president and chief executive officer of the National Association of Broadcasters' Minority Fund. The fund was formed to aid the entry of minorities into broadcasting. Above, Federated Media's John Dille Jr., chairman of the fund's board of directors, congratulates Ewing.

Broadcasting, May 13

Nevertheless, Premiere went ahead with its plans for a Jan. 2, 1981, start that was not to be. On Dec. 31, Judge Gerard Goettel granted the Justice Department's request for an injunction to bar the launch of the new pay-TV network. By that time roughly \$15 million had been invested in the venture.

In his ruling, Goettel brushed aside the defendant's contention that a preliminary injunction would end their efforts to get into the pay-TV market and said: "Their claim that they cannot enter the market at any later time seems to ignore the tremendous potential for growth in the pay television industry."

Turning to "the public's interest in the enforcement of antitrust laws and in the preservation of competition," Goettel said Premiere has "a high potential for the ultimate raising of prices. The defendants have embarked on this venture largely out of dissatisfaction with the revenues they

have been obtaining from the network program services for their films."

"Those higher prices will be passed on to the consumers," Goettel concluded. "Much of this harm, including the irreparable alteration of the marketplace, will likely occur long before the trial on the merits could be completed."

Premiere's chairman, Burt Harris, and its president, M. Christopher Derick, indicated they would appeal. But the die had been cast, and Premiere was never to be.

Good news for all in cable came July 24 when the FCC repealed its rules on syndicated exclusivity and distant signal importation—the last regulations that the cable industry regarded as restrictive. It meant removal of the protection formerly afforded local TV stations against duplication of the syndicated programming to which local broadcasters held exhibition rights. It also removed all limits on the number of broadcast signals a cable system could carry. Malrite Broadcasting, backed by a large contingent of broadcasters, went to the U.S. Court of Appeals in New York to block the FCC action. The NAB filed a petition to intervene and asked the FCC for a stay order. The commission denied the latter request, but the appeals court did grant a stay pending its decision in appeal. The case was unresolved at yearend.

The proposed \$480-million merger of Cox Broadcasting Co. into General Electric fell apart in the spring of 1980. In April, Cox notified the FCC, whose approval had been sought for transfer of various broadcast properties involved, that it wanted out. Cox felt that the value of its properties—particularly its cable holdings—had increased to such an extent that the price on which the original contract was based was too low. GE's offer to increase the price by what some sources said was \$130 million was also rejected by Cox as inadequate.

But the superlatives for the shelved GE-Cox deal were brought out again in October when it was announced that Westinghouse Electric Corp. would buy Teleprompter Corp. for \$646 million. Not only was Teleprompter generally considered the largest cable system owner with a subscriber total in the neighborhood of 1.25 million, but in its joint ven-



CBS Inc. got a new president June 2, following the May 8 resignation of John Backe, who was being reassessed and who failed in his demand for a vote of confidence. He was succeeded by Thomas Hunt Wyman (l), vice chairman of the Pillsbury Co. Wyman is shown with CBS Chairman William Paley.

Broadcasting, May 26

ture with Viacom it held 50% of the pay programming firm, Showtime, and owned the production company, Filmation, and the recorded music supplier, Muzak, Westinghouse Electric, through its Westinghouse Broadcasting, held seven AM, four FM and six TV stations, owned by Group W Productions, and had interests in a number of cable TV systems.

The usual debate over "Great Debates" came in the wake of the summer national political conventions. This time the main controversy was over whether independent John Anderson should be a participant with Democrat Jimmy Carter and Republican Ronald Reagan. The Democrats opposed Anderson's inclusion. "We obviously think our best interests are served by a one-on-one meeting," said Robert Strauss, Carter's campaign manager. The Reagan forces insisted on the independent's participation as a matter of "fairness." The initial result was that Carter boycotted a first debate, in Baltimore on Sept. 21, that featured Reagan and Anderson. NBC-TV and CBS-TV carried the event live, but ABC-TV stayed with its regular Sunday night programming. According to ABC researchers, the Reagan-Anderson debate attracted 50 to 55 million viewers, as compared with the 90-plus million that watched the first debate between Carter and Gerald Ford in 1976.

The question of Anderson's participation stymied subsequent debate plans. But the League of Women Voters salvaged a single debate, on Oct. 28 in Cleveland, to which Anderson was not invited.

Some 120 million Americans tuned to that confrontation, carried by all the networks. Most of the polls after the debate indicated that Reagan had fared better than Carter.

The nation's voters were much more decisive on Nov. 4 when Reagan scored his sweeping victory at the polls. And the major networks, which had spent two years and \$20 million in preparation for election night, found its main event was in doubt for no more than an hour or two.

NBC News projected Reagan as a winner at 8:15 p.m., NYT, and drew flak from its rivals. ABC News projected the Reagan victory at 9:52 p.m., NYT, moments after President Carter conceded his defeat (ABC later blamed its delay at least partially on a computer breakdown). CBS News officially called it at 10:42 p.m., NYT, almost 40 minutes after Carter conceded.

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

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



The new Cable News Network provided some solace and a vehicle of expression for John Anderson, the independent candidate who was not invited to participate in the Oct. 28 Carter-Reagan debate. CNN inserted remarks by Anderson into a delayed tape of the debate, making Anderson a participant in the proceedings, at least for CNN viewers.

Broadcasting, Dec. 1

by some accounts some polls were still open.

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

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

The 1980 elections brought defeat for Representative Van Deerlin, ending his mission, since 1976, to overhaul the Communications Act. His first rewrite attempt in mid-1978 contained conflicts and anomalies that Van Deerlin tried to resolve in his second rewrite attempt in 1979.

But by the beginning of 1980 it had been reduced to amendments to the common carrier provisions of the Communications Act and stalled in committee.

What momentum there was in 1980 for restructuring the Communications Act was generated on the Senate side. In June, Senator Ernest Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, introduced a bill that followed six months of meetings by Democrats and Republicans. Co-sponsors of the legislation were Senators Howard Cannon (D-Nev.), Bob Packwood (R-Ore.) and Harrison Schmitt (R-N.M.). It focused extensively on common carrier matters, but contained some broadcast and cable provisions. Absent was a spectrum fee, though the bill would instruct the FCC to study the idea of license fees and report back to Congress.

The bill envisioned FCC authority to regulate the retransmission of distant signals for cable when a broadcaster could demonstrate the need for restrictions to protect the public interest. This would put the burden of proof on the broadcaster.

The bill also would extend the license terms of radio and television stations from three to five years, and would authorize the FCC to use a random selection system, such as a lottery, to decide among



Prime-time newscasts for independent TV stations became a reality June 9 when 27 members of the new Independent Network News began airing a half-hour that originated Monday through Friday from WPIX(TV) New York. With it, local anchors (above, l-r) Pat Harper, Steve Bosh and Bill Jorgensen went national. John Corporon, WPIX vice president and INN executive producer, said most of the independents were offering the new broadcast at 10 p.m. NYT.

Broadcasting, Dec. 1

qualified competing applicants for broadcast licenses. It would bar the FCC from decisions involving radio program formats and do away with ascertainment policies requiring procedural formalities. Other provisions of the bill were intended to foster deregulation and amend Section 315 of the Communications Act to exempt presidential and vice presidential debates from the equal-time rule if the debates were not arranged by a broadcaster.

In cable, the FCC would be empowered to limit multiple system ownerships and crossownerships with other media; AT&T would be prohibited from providing cable service, except perhaps in sparsely populated areas, and co-located telephone company crossownership with cable would be prohibited except where it could be demonstrated that additional media diversity would occur. There were lesser provisions that defined the role of government and state in supervising cable.

The Senate bill stalled in committee. One controversial point was whether legislation affecting telephone-cable crossownership could be addressed before the Justice Department's suit against AT&T was resolved.

After years of bickering, Congress clipped the wings of the Federal Trade Commission by approving authorizing legislation for the FTC which subjected FTC rules to a two-house congressional veto and limited the agency's public participation funding. The FTC's children's television advertising inquiry was allowed to proceed, but with certain specifications: The complete text of any proposed new

rule would have to be published in advance and the inquiry would have to be based on deceptive and false advertising, rather than on unfair advertising as in the past.

The FTC directed its staff to make recommendations of possible courses of action, including a text of a proposed rule, by Feb. 15, 1980.

Behind all this FTC action was the on-again, off-again status in the children's advertising inquiry of the agency's chairman, Michael Pertschuk. In November 1978, Pertschuk had been disqualified from participation in such a rulemaking by U.S. District Judge Gerhard Gesell. That decision stemmed from a suit brought by a group of advertisers who claimed that Pertschuk, in a speech to an Action for Children's Television conference, showed he had prejudged the issue and could not be impartial. Gesell agreed and ordered Pertschuk to remove himself from the inquiry.

However, a little more than a year later, the U.S. Court of Appeals overturned that disqualification. The majority held that simply because Pertschuk had explored certain issues, he was not bound to them forever. Several days later, in January 1980, Pertschuk voluntarily withdrew from the proceedings. He said he was concerned that his prior statements on the issue would give opponents of the proceeding "a diversionary issue" and that controversy over his participation would inhibit the progress of the inquiry. Wary that Pertschuk might change his mind, advertiser groups in April asked the Supreme

Court to review the appellate reversal. In June, the Supreme Court let the Pertschuk decision stand.

In December, Comsat's Satellite Television Corp. unveiled plans for the largest single venture in the history of TV. It asked the FCC to approve a plan for a direct broadcast satellite system that would cost nearly \$700 million to start up and see through its first year of operation. The DBS service would be operational by 1985 or 1986. It would offer three channels of pay television to subscribers equipped with small, low-cost earth stations for a fee of about \$25 a month. Service would be phased in with the first stage to include just one operational satellite serving the Eastern time zone. When fully operational, the system would comprise four satellites, serving all of the country.

The FCC already had begun taking a broad look at DBS in two separate dockets. In October, it accepted comments from industry on an inquiry aimed at formulating the U.S. position for the 1983 Regional Administrative Radio Conference which will focus on DBS. Among those comments was a proposal by CBS that DBS be used as a catalyst for the development of high-resolution television. The FCC also in the fall initiated an inquiry into formulating domestic regulatory policy on DBS.

Among other significant developments in 1980:

■ In April, the FCC attempted to hasten the emergence of AM stereo by tentatively adopting a Magnavox system. But by August, the commission concluded



Veterans day came early in 1980, during the April reunion of the Broadcast Pioneers at the NAB convention in Las Vegas. Past presidents were among those with the incumbent during a breakfast. Seated (l-r): Sol Taishoff, BROADCASTING; incumbent Jerry Lee, WQVR(FM) Philadelphia; Roy Danish, Television Information Office; Ward Quaal, consultant and formerly WGN Continental; Leonard Patricelli, WTIC(AM) Hartford, Conn.; Gordon Gray, consultant and formerly WKTU(TV) Utica, N.Y.; Carl Haverlin,

retired president, Broadcast Music Inc. Standing; Charles Tower, Corinthian Broadcasting; Norman E. (Pete) Cash, Television Bureau of Advertising; Joseph E. Baudino, retired Washington vice president, Westinghouse Broadcasting; Bert Parks, entertainer and recipient of Pioneers award for 48 years of "distinguished service to broadcasting"; Don Mercer, NBC, and Carl Lee, Fetzer Stations.

Broadcasting, April 21

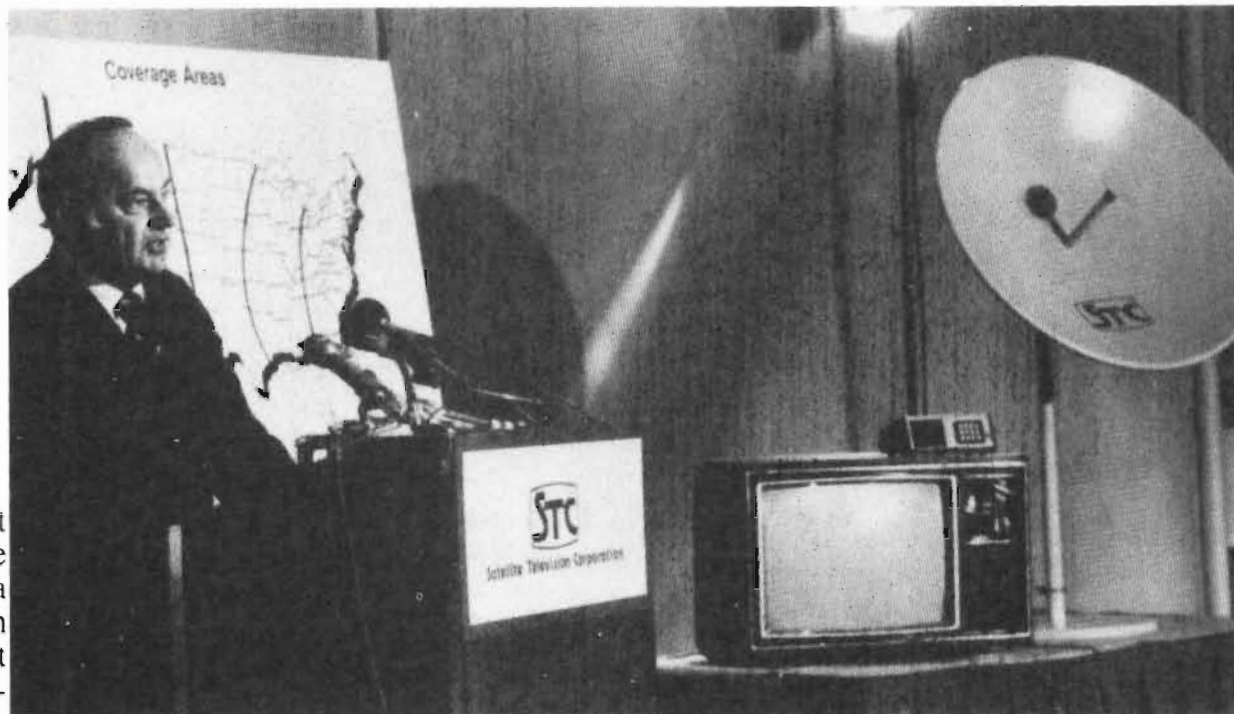
Lofty bid for first DBS system

Comsat asks FCC to approve ambitious plan to construct three-channel, pay-supported system for U.S. by 1985; \$700 million to get it going

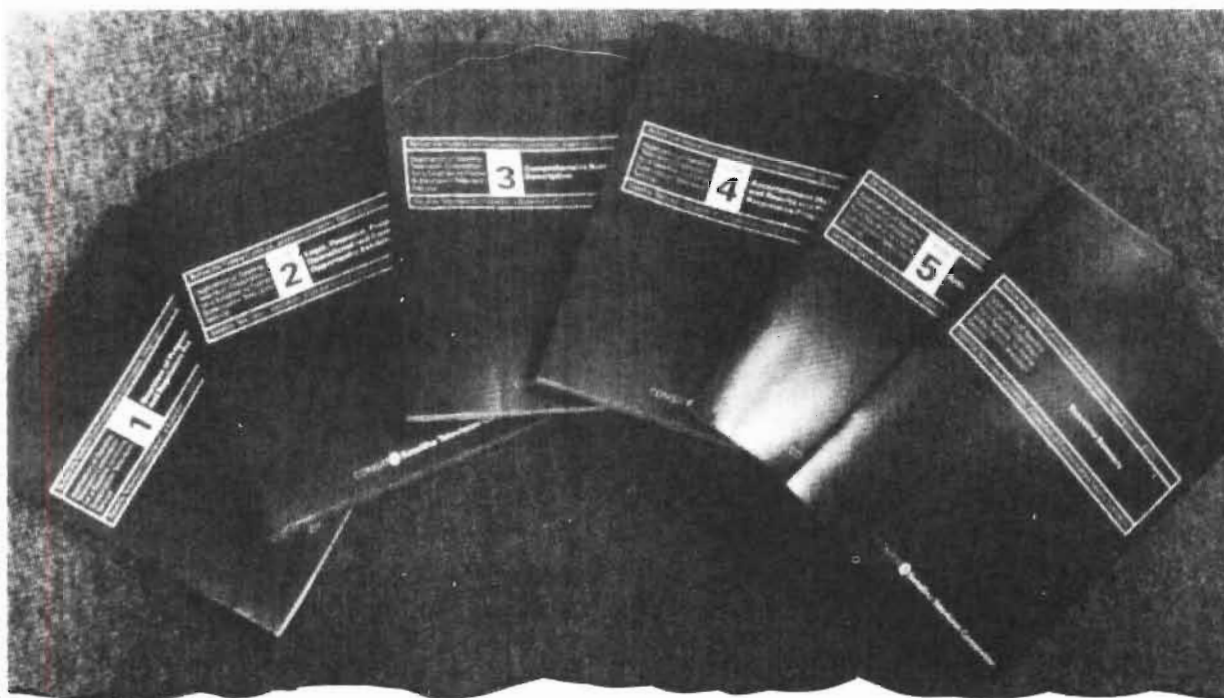
Comsat's Satellite Television Corp. last week unveiled plans for the largest single venture in the history of television: a direct broadcast satellite (DBS) system that will cost nearly \$700 million to start up and see through its first year of operation.

According to STC Chairman John Johnson, who announced the plans at an elaborate press conference in Washington last Wednesday, the system will provide three channels of pay television to subscribers equipped with small earth stations for a monthly fee of about \$25. The system could be operational within three or four years of the FCC's approving its application, but no earlier than 1985. The voluminous application (five individual books plus a summary), was delivered to the FCC just prior to the press conference.

The system ultimately would have four operational satellites—one to serve each time zone—and two back-up satellites, that will be phased in, Johnson said. The first phase will consist of just one satellite and one in-orbit spare. The remaining three operational satellites and the other spare could be incorporated into the



Comsat President Charyk



Broadcasting, Dec. 22

a final decision could be shot down on appeal on the basis of the existing record. Accordingly, it issued a notice of further rulemaking to strengthen the record. At that time, the Motorola system appeared to have gained the most favor. Other systems were being proposed by Belar, Harris and Kahn. Deadline on the notice was Jan. 9, 1981, with Harris at yearend seeking a further extension.

■ Cable News Network was born June 1 in Atlanta, initially providing 24-hour news service to subscribers of 172 cable systems. CNN was founded by Ted Turner, the flamboyant Atlanta broadcaster and entrepreneur, with Reese Schonfeld as CNN president.

■ In June, the Cabletelevision Advertising Bureau was formed under the aegis of the Cable Television Administration and Marketing Society. Lucille Larkin, CTAM executive director, at the time said that more than half of the \$250,000 needed for the start-up of the bureau had already been pledged.

■ In July, Capital Cities Communications took a big plunge into cable with an agreement in principle to buy RKO

General's Cablecom-General for \$139 million. In the acquisition, Capcities, a group broadcaster and publisher, acquired 43 cable systems in a dozen states and a chain of about 100 motion-picture theaters.

In dollar volume, 1980 was to be the second largest year of station sales in broadcasting history. A BROADCASTING analysis found that the value of station trading came to \$876 million, exceeded only by the 1979 total of \$1.1 billion. The \$82-million package sale of five TV outlets by Newhouse Broadcasting Co. to the Times Mirror Corp. was the largest transfer in 1980. The average price of a TV station in that year was \$15,261,428, more than double the 1979 average of \$6,757,042. For radio stations, the average was \$801,023 in 1980, an increase of 30.3% over the 1979 average of \$614,646.

Going into 1981, BROADCASTING reviewed the progress of television, radio, cable and the newer technologies and editorialized: "We find it difficult to contain our enthusiasm . . . All our instincts tell us that from under all the controversies still ahead on the media horizon—the

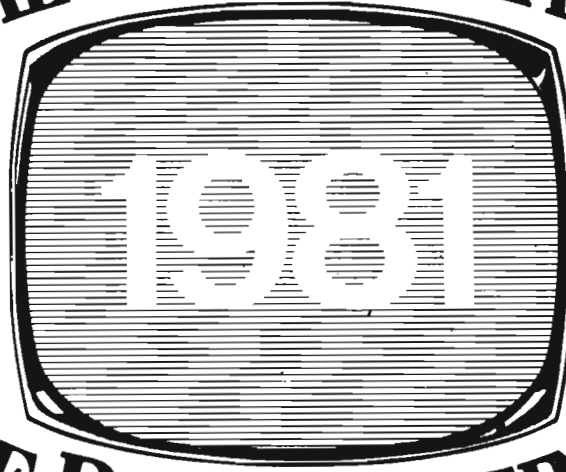
tugs of war about copyright payments and direct broadcast satellites and low-power TV and expansion of the radio spectrum—will emerge proof to demonstrate, in the hindsight of five or 10 years down the road, that the past was but prologue."

Stay Tuned

1. Name the three members of the FCC who left?
2. Name the Reagan appointees to the FCC?
3. What VHF commanded a record sales price in July?
4. What happened to the FCC's stance on 9 khz?
5. How was the top echelon at NBC reorganized?

The answers in "1981."

THE FIRST 50 YEARS



OF BROADCASTING

Ronald Reagan, in 1981, wasted little time in seizing an opportunity that few Presidents had in the first year of their terms. He installed an FCC majority in less than eight months and gave the commission a new chairman, Mark S. Fowler. In addition, congressional aide Mimi Weyforth Dawson and Albuquerque, N.M., lawyer Henry M. Rivera became new members and Commissioner James H. Quello was reappointed. Gone with the change of administration were Chairman Charles Ferris and Commissioner Tyrone Brown. And the dean of the commissioners, Robert E. Lee, elected to retire after 28 years of service.

"The Jimmy Carter FCC is gone, to the great relief of broadcasters," BROADCASTING noted editorially as it warned against over-optimism about elimination of unnecessary regulation and freedom of the broadcast market from government influence. "It would be wrong . . . to be beguiled into thinking emancipation is at hand. There are statutory limits to the FCC's deregulatory powers, and they will no doubt be repeatedly tested in the courts by the special-interest lobbyists whose jobs are threatened by deregulation. . . . True deregulation of radio and television can come only from Congress, but there may be conflicts between attitudes there and at the FCC."

Earlier, in January, the FCC adopted a radio deregulation proposal initiated in 1978 by then FCC Chairman Charles Ferris. The order went into effect April 4, 1981. Specifically, the commission eliminated nonentertainment programming guidelines (which were 8% of total program time for AM's and 6% for FM's); formal ascertainment requirements for new station and renewal applicants as well as for those acquiring stations; commercial limit guidelines (a maximum of 18 minutes per hour), and the requirement to keep detailed programming logs in the licensees' public files.

Fowler, sworn in May 18, hit the deck running. After initial changes at the FCC to put the agency's house in order, the new chairman sounded his emancipation for radio and television in an address June 12 to the Oregon Association of Broadcasters. He promised to declare war on every regulation in sight, vowed to make the marketplace the only standard to measure performance, said he would seek new First Amend-



The year began on a happy note with the January release of the American hostages in Iran. The mood deteriorated with the attempted assassinations of President Reagan on March 30 and Pope John Paul II on May 13. Journalists winced when Washington Post reporter Janet Cooke admitted that her Pulitzer-winning story on an 8-year-old heroin addict was a fabrication. Air traffic controllers walked out in August in a contract dispute, only to find the door for their return barred by the government. A baseball strike between June and August produced a generally unpopular split season. September brought Sandra Day O'Connor to the Supreme Court as the first woman associate justice. And in BROADCASTING, which marked its 50th anniversary on Oct. 15 . . .

ment freedom, and indicated he favored lifting of new media restrictions.

Heeding Fowler's call, the commission in September went for broke to free radio-TV in a legislative package sent to Capitol Hill. Not only did the FCC propose repeal of Section 315 of the Communications Act, as had been expected, but it also urged wholesale revision of the 1934 law to reflect reliance on "relevant marketplace forces" in determining the availability of telecommunications services to the public.

The commission further called for repeal of the "reasonable access" provision, Section 312(a)(7); elimination of the compara-

tive renewal process and Section 307(b), which requires the "equitable" distribution of radio service throughout the nation; codification of its January radio deregulation action; increased fines up to \$100,000, plus a variety of other changes.

After more than 10 years of losing battles over radio formats, the FCC won the war. On March 24, the Supreme Court ruled that the FCC had the authority to leave the question of radio entertainment formats to the discretion of licensees and the play of the marketplace. The Supreme Court's 7-2 decision reversed a 1979 ruling of the U.S. Court of Appeals, which held that the FCC was required to review renewal and transfer cases in which a change of a "unique" format precipitated local complaints. The format controversy had begun in 1969, when a group in Atlanta protested the sale of WGKA-AM-FM because the buyer planned to abandon what was the only classical musical format in that city.

Deluged by some 5,000 low-power TV applications, the FCC in April put a freeze on accepting and processing most LPTV and translator applications. The commission said it would allow just three exceptions to the freeze: applications for stations in areas currently served by fewer than two full-service TV stations, applications of existing TV translators seeking to move from channel 70 through 83, and applications of existing translators seeking to change channels to resolve interference problems.

The first LPTV grant was made in May to John Boler for Bemidji, Minn.

The FCC said it would try to establish technical rules for LPTV that would speed LPTV processing.



The upstaging of a President: It happened on Inauguration Day when release of American hostages in Iran and their arrival in Algiers became two-continent challenge to broadcast journalism.

Broadcasting, Jan. 20



The shooting of a President: ENG cameras captured this moment March 30 when shots from a would-be assassin sent a startled Reagan and his party ducking for protection and put security guards into action.

Broadcasting, April 6

When the FCC first initiated its rulemaking to establish LPTV service in September 1980, it said it would accept applications conditioned on the rulemaking's outcome. It was envisioned that LPTV stations would have simpler rules governing start-up, programming and operations than rules in force for full-service stations, but LPTV's would be limited to a fraction of regular power and would be prohibited from interfering with full-service TV stations.

The FCC on Aug. 4 officially reversed its position on AM channel spacing. By a 4-2 vote, it decided that the present 10 khz standard should be retained. It was the culmination of a history of events that included unanimous FCC approval of 9 khz in December 1979. In the forefront of the forces advocating retention of 10 khz was the National Association of Broadcasters.

That also turned out to be the consensus at the Region 2 conference in Rio de Janeiro in the fall when western hemispheric nations voted against any change in radio channel spacing. However, the conference ended Dec. 19 on a note of uncertainty when the Cubans walked out with strong denunciations of the U.S. Incompatibilities of the two nation's inventories of AM frequencies was a major issue.

The Supreme Court at midyear affirmed the FCC's ruling in the Carter-Mondale Presidential Committee case. The highest court, in a 6-3 decision, held that presidential and congressional candidates have an affirmative right of access to the nation's broadcast stations. To the extent that that right exists, broadcasters' editorial discretion in making time available to the candidates—and determining when a campaign begins—was limited.

The case was a legacy of President Carter's re-election campaign. The networks had refused to sell the Carter-Mondale Presidential Committee a half hour of prime time on one of several days during December 1979 to help launch the President's 1980 campaign. That refusal was

challenged by the committee, and the FCC, by a 4-3 vote, held that ABC, CBS and NBC had violated the reasonable access law. The U.S. Court of Appeals agreed.

Both the FCC and broadcasters got help from Capitol Hill and the White House in 1981. Congress passed, and President Reagan signed into law Aug. 12, a bill that extended license terms for radio broadcasters from three to seven years and for TV broadcasters from three to five years. It also included permission for the FCC to use lotteries to choose new licenses from equally qualified candidates; made it illegal for license renewal applicants to "pay off" frivolous competing applicants; changed the FCC from a permanent agency to one that will have to be authorized every two years, and included items affecting public broadcasting.

The vehicle for those amendments to

the Communications Act was a mammoth budget reconciliation bill to which the amendments were appended after a stormy conference between the House and Senate Commerce committees, chaired by Representative Timothy Wirth (D-Colo.) and Senator Bob Packwood (R-Ore.).

The public broadcasting-related items included reduced funding for the Corporation for Public Broadcasting through 1986, permission for a limited experiment in institutional advertising by some public stations under FCC guidance, changes in how CPB will allocate its funds and a reduction in the number of CPB board members.

With Republican David Clanton as its acting chairman, the Federal Trade Commission received indications early in 1981 that its role would be more limited in the future. The Office of Management and Budget in March recommended that the



Sealing the union between ABC and Hearst Corp. for new Beta programming venture were (l-r): Raymond E. Joslin, vice president and general manager, Hearst Cable Communications; Elton H. Rule, president and chief operating officer, ABC Inc.; Frank A. Bennack Jr., president and chief executive officer, The Hearst Corp.; Leonard H. Goldenson, chairman and chief executive officer, ABC Inc.; Gilbert Maurer, president, Hearst magazines division, and Herbert A. Granath, vice president, ABC Video Enterprises.

Broadcasting, Feb. 9

FTC budget in 1981 be trimmed \$3.5 million to \$74.3 million and further reduced, in 1982, to \$69.5 million. OMB suggested cuts in personnel and elimination of the FTC's 10 regional offices.

The FTC itself came up with a suggestion that gladdened the hearts of advertisers, agencies and broadcasters but saddened activist groups. The FTC staff in April recommended termination of its rulemaking looking into children's advertising. However, the staff persisted that there still was cause for concern in that area. The FTC officially interred the rulemaking on Sept. 30.

One of the principal instigators of the inquiry, Action for Children's Television, vowed it wouldn't quit the arena. ACT's president, Peggy Charren, claimed that "the very existence of the FTC has been threatened by Washington's antiregulatory fever. ACT is not threatened, however. We will actively continue our battle against

deceptive ads targeted at children, concentrating on a case-by-case report."

She added that a mission of ACT would be to insure that "cable doesn't repeat broadcasting's mistakes where children's ads are concerned."

Reagan's choice in July for the FTC's chairmanship was James C. Miller III, a Republican economist. He took over the post Oct. 5 when Commissioner Paul Rand Dixon's term expired.

Turmoil at the top of RCA-NBC didn't lessen in 1981. In January, Edgar H. Griffiths asked to be relieved as RCA chairman and chief executive, effective July 1. Simultaneously with the official announcement, Thornton F. Bradshaw, president of Atlantic Richfield (Arco) and a member of both the RCA and NBC boards, was designated as Griffiths's successor.

The announcement was to have been made Monday, Jan. 26, but was made pre-

maturely on Saturday, Jan. 24, because word had gotten out that Griffiths was being ousted.

The official word did little to allay speculation, which generally divided into two schools. Bradshaw, RCA spokesman and others said the changes were the upshot of Griffiths's having told members of the RCA board many months before that he would like to retire when he reached age 60 in June. The other theory was that Griffiths's stubborn, "loner" style of management had brought frequent run-ins with RCA board members to the point that he was either asked to stand aside or did so rather than continue in that kind of situation.

"Either way," one observer said, "you can figure that board members' dissatisfaction was at the root of it."

One of the first questions that faced the new chairman-designate (he officially assumed office July 1) was Fred Silverman's future as president of NBC.

"Fred Silverman is hard-working, he has 24-hour-a-day dedication and he is extremely talented," Bradshaw told BROADCASTING. "But as you know, results are what count. The only question is timing: How long does a person get before the results are in?"

The time wasn't that long: Silverman submitted his resignation June 30, and Bradshaw announced that the new chief was Grant Tinker of MTM Enterprises. Tinker became chairman and chief executive officer of NBC. The presidency of NBC went to Robert Mulholland on July 30. A troika at the top was created in late August when Irwin Segelstein was appointed NBC vice chairman. Tinker announced: "Our top management team is in place."

Production and scheduling problems for TV in the fall loomed April 10 when the Writers Guild of America voted to walk out. The primary issue was how much writers should receive from pay-TV channels. That was the same issue that precipitated a Screen Actors Guild strike in the summer of 1980. However, the 1981 strike was considered less of a threat in that networks had already begun building a supply of scripts and had given early renewal commitments on some series to give production companies a jump on output.

The WGA strike ended after 13 weeks, but the networks were already resigned to a late fall start and reverted to specials and other program revisions. Along with other scale raises, the writers were given 2% of pay-TV revenues in the new contract.

The three commercial TV networks announced their fall line-ups in May.

ABC's new shows included *Code Red*, a family-oriented drama about firefighters, starring Lorne Greene; *Today's FBI*, an updating of the old ABC *FBI* series, with Mike Connors as star; *King's Crossing*, a family drama; *Open All Night*, a comedy centering on the operator of a 24-hour food market in Los Angeles; *Maggie*, a comedy revolving around a harried housewife, written and co-produced by Erma Bombeck; *Living It Up*, with Louise



Pieces in the new FCC began to fall into place one week in May. Above: New FCC Chairman Mark Fowler took the oath of office, administered by Roger Robb, associate judge in the appeals court in Washington. Fowler's wife, Jane, held the bible for the ceremony. Below: Commissioner-designate Mimi Dawson sailed through her Senate confirmation hearing with her mentor, Chairman Bob Packwood (R-Ore.), chairman of the Commerce Committee, at her side.

Broadcasting, May 25



Lasser of *Mary Hartman* in the cast; *Strike Force*, about an elite police unit, starring Robert Stack; *The Fall Guy*, a humor-adventure series with Lee Majors, and *Best of The West*, about an Eastern tenderfoot named Best who becomes a sheriff in the old West.

New series announced by CBS included: *Mr. Merlin*, about a San Francisco garage-man by that name, who is a sorcerer, and his 15-year-old apprentice, starring Barnard Hughes and Clark Brandon; *Simon & Simon*, starring Jameson Parker and Gerald McRaney as "two brothers who operate San Francisco's most free-wheeling detective agency"; *Shannon*, centering on the personal and professional life of a plainclothes detective who has moved to San Francisco from New York with his 10-year-old son following the death of his wife; *Jessica Novak*, featuring Helen Shaver in the title role as a young news reporter for a television station; *Falcon Crest*, starring Jane Wyman, a family drama devised by Earl Hamner, creator of *The Waltons*, and *Walt Disney Presents*, a series of one-hour programs including both new programming and new-to-TV product from the Disney library.

The new offerings from NBC included: *Father Murphy*, a family adventure series in the American West of the 1870's, starring Merlin Olsen; *Love, Sidney*, comedy in Manhattan with Tony Randall as star; *Lewis & Clark*, with Gabe Kaplan as a New Yorker who migrates to Texas to operate a country music club; *Gimme a Break*, starring singer-entertainer Nell Carter as a housekeeper who runs a household for a recently widowed police



The soon-to-be RCA Chairman Thornton Bradshaw (l) and the soon-to-be former president of NBC, Fred Silverman, exchanged pleasantries at the TV network's affiliates meeting in May. In July, Bradshaw moved in as Silverman departed. *Broadcasting*, May 26

captain and his three children; *Bret Maverick*, in which James Garner returns as the now older, smooth-talking gambler that he played in early-day TV, and *McClain's Law* in which *Gunsmoke* star of many years, James Arness, portrays a retired detective who returns to police work in San Pedro, Calif., after his partner in retirement is slain.

CBS easily won the prime-time ratings honors for the 1980-81 season with an average of 19.8. ABC had a 18.2 and NBC

a 16.6. Those figures were based on ratings through the third week of April, traditionally the time when the networks closed the book on the season. NBC, however, pointed out that it had started the season in mid-September, while ABC and CBS had started in late October—one result of the actors' strike earlier in 1980. Accordingly, NBC claimed the season was year-round.

But, even considering NBC's earlier start, the network order remained the same, albeit with less differential.

All three networks sent up trial balloons at their affiliate meetings on expanding the network evening news. But opposition from affiliates put all three's plans on the back burner.

The Rev. Donald Wildmon and his Coalition for Better TV came to the forefront in February. At a Washington news conference, Wildmon outlined a crusade to clean up TV, including the monitoring of network programming and boycotts against sponsors of shows that CBTV found offensive. The coalition, said to include about 200 regional and national organizations, drew the support of the Rev. Jerry Falwell, leader of Moral Majority, who defended the boycott as "very American."

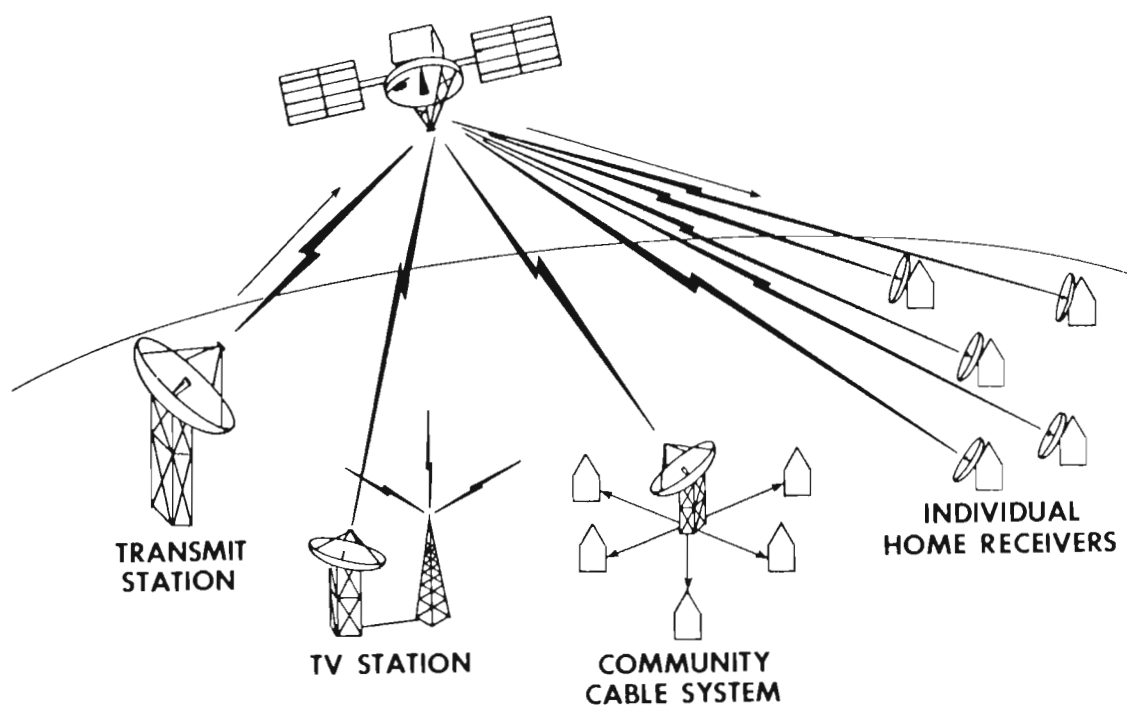
The boycott and its target were to be officially announced June 29, but three days before that date Wildmon called off the war temporarily. Wildmon explained: "We are at this time convinced that those companies which expressed little concern during the [three-month period in which coalition volunteers monitored network prime-time shows] are now concerned . . . To boycott companies which are making a sincere effort would be senseless, stupid and immoral."

But Wildmon added that there would be some monitoring later on "to make sure that everyone is doing what they say."

RCA, the company that originated broadcast networking in the first place, in 1981 joined its two over-the-air commercial TV competitors in committing itself to pay-cable programming. It was announced at the RCA shareholders meeting in May that the company had formed a partnership with Rockefeller Center Television (RCTV) to provide cultural programming to cable systems. RCTV, under Arthur Taylor, one-time CBS Inc. president, had acquired first-run pay cable rights to BBC-TV product in the U.S.

CBS Inc. was the first of conventional broadcasting's Big Three to announce plans to enter the cable programming arena, just before the National Cable Television Association convention in Dallas the preceding year. CBS Cable was to start Oct. 12. ABC's announcement followed in December 1980, but that company made it to a satellite first, with its ARTS performing arts service, which premiered on April 12, 1981, piggybacked with Warner Amex Satellite Entertainment Co.'s children's service, *Nickelodeon*.

ABC was more prolific, counting numbers of services announced. Beta, the



Perhaps the most ambitious of the DBS applications put before the FCC in July was CBS's which calls for a high-definition TV system on three channels serving four time zones—and which suggested the development of a terrestrial HDTV system as well. CBS's Channel One would serve its affiliated TV stations, which would broadcast its advertiser-supported programming (some of it, and eventually all of it, simulcast with the existing network) on new channels that would have to be carved out of the present spectrum. Channel Two would serve cable systems and/or individual homes with subscription-supported programming. Channel Three would serve a number of purposes, including distribution of HDTV programming to theaters, teleconferencing and other applications to be developed.

Broadcasting July 26

working title of a women's service to be produced by a joint venture of ABC Video Enterprises and the Hearst Corp., was scheduled to begin operation in January 1982.

ABC augmented its cable chips in August when it combined with Westinghouse Broadcasting to form Satellite News Channels. The venture was designed to produce two 24-hour channels of advertiser-supported cable news that would be beamed free to cable operators. The first channel was targeted to start in the spring of 1982 and would put Satellite News Channels in direct competition with Ted Turner's Cable News Network.

ABC continued its partnership in the newer media with an announcement that it would team up with Getty Oil's ESPN to offer pay sports programming. The pay service, as intended at the time of the announcement in late September, would be carried within the existing ESPN basic-cable package, but blacked out to subscribers who didn't pay for the added features.

The biggest challenge to broadcast journalists in 1981 came on Jan. 20 when elaborate plans for coverage of the presidential inauguration in Washington went awry as the Iranian hostages gained their freedom within the same hour that Ronald Reagan was sworn in as the 40th President.

"The single most complex day in broadcast history" was the description of Jeff Gralnick, ABC News executive producer for special events. He said that the crush of information being funneled to America's television audience was almost too much for the capacity of the satellites that were used to transmit it. At one critical point on Jan. 20 there were three hours when "there was no way to get a video signal from Europe [where the released hostages were being taken] to the United States." On Monday night [Jan. 19], Gralnick added, there was such a jam-up in traffic coming from the bird over Frankfurt that "the signal had to be routed the other way around the world," making the final connection from the West Coast to New York via land lines.

Joe Angotti, NBC News executive producer, special broadcasts, said he couldn't remember any time "when so many people had to work so long and hard." Manpower and facilities were "strained to the absolute limit," he declared.

While "everything came out fine," said Ernest Leiser CBS vice president for special events, "there were lots of tense moments."

TV and radio were again witnesses to history on March 30 when an attempt was made on the life of Reagan outside a Washington hotel where he had just addressed a labor group. ENG cameras at the scene captured the shocking scene in which the President, White House Press Secretary James Brady, a Secret Service agent and a Washington policeman was wounded. Among the pictures captured were some of shooting suspect, John W. Hinckley Jr., as he circulated through the



Golden gala. Some 1,200—including President Reagan via videotape—saluted Editor and Chairman Sol Taishoff at the Broadcast Pioneers Oct. 15 gala marking BROADCASTING's 50th anniversary. Taishoff (inset) simply responded: "My cup runneth over."

Broadcasting, Oct. 19

crowd.

The early afternoon shooting caused disruptions and interruption of TV network schedules with bulletins and special reports into early evening. It resulted in an Oscar telecast on ABC-TV being postponed to the next night "in the interest of good taste."

NBC drew some flak for its same night telecast of the college basketball championship game. But the network defended its decision by saying that the President had been declared in good condition by early evening.

News of a common standard for videotext (via cable) and teletext (via air) came out of the Videotex '81 trade fair in Toronto in May. The standard combined technology of the French Antiope system, Canadian Telidon system and the AT&T system. Odd man out was the British Ceefax system. The standard announced in Toronto could be the North American standard for teletext, if approved by the FCC. (Videotext via cable is not a commission concern).

CBS, which played matchmaker for the common standard, said it would amend the Antiope-based standard that it submitted to the FCC with a petition for rule-making in July 1980. The amended filing subsequently was made by CBS and Canadian Telidon proponents.

Among other major developments in 1981:

- The highest price ever paid for a single station caught the industry by surprise in July. Metromedia agreed to pay Boston Broadcasters Inc. \$220 million for ch. 5 WCVB-TV Boston. The previous high was \$65 million when the Outlet Co. acquired KOVR(TV) Sacramento, Calif., in 1980. Sequel to the Boston sale was the announced sale, in September, of Metromedia's KMBC-TV Kansas City, Mo., to the Hearst Corp. for \$79 million. The transaction is to comply with the FCC multiple ownership rules that would apply to Metromedia holdings.

- Westinghouse and Teleprompter received FCC approval in August for their \$646-million merger that was first announced in October 1980. And despite the

efforts of the National Citizens Committee for Broadcasting to stay the closing, the deal—the biggest in cable history—was consummated later in the month.

- Columbia Pictures Industries and the Outlet Co. in July signed for a merger. Under the \$165-million agreement, Outlet's five TV stations and seven radio stations would be combined with Columbia's five radio stations with Karl Eller at the head.

- The U.S. Court of Appeals in New York upheld the FCC's 1980 order that repealed the distant signal and syndicated exclusivity rule for cable. That prompted the petitioner (Malrite of New York) and its supporters to seek relief from the Supreme Court. But that high court, in early 1982, refused to review the FCC's order.

- ABC-TV President Frederick S. Pierce restructured the ABC-TV executive team in May by relinquishing the title of president of ABC Television to John C. Severino. Pierce remained as executive vice president of ABC Inc. concentrating more on corporate duties. However, Severino and three other divisions already in the Pierce chain of command, continued to report to Pierce.

Stay Tuned

1. Who was to become the FCC's first woman chairman?
2. What did the combination of direct broadcast satellites and local stations do to cable?
3. Will the U.S.-Cuban AM interference problem be resolved?
4. In what year did the Fifth Estate win full First Amendment status?
5. How did NBC fare with Grant Tinker at the helm?

**Those answers and others
in the second 50 years of
BROADCASTING**

WHERE CREDIT IS DUE

The work of several hundred BROADCASTING editors and writers, past and present, is represented in this volume. It is impossible to name them all, but we can't go to press without mentioning a few.

The late J. Frank Beatty, who served as managing editor and for years as one of the magazine's most traveled correspondents. Bruce Robertson, who joined us at the start in 1931 and served with distinction in senior editorial roles on both coasts. The late Robert K. Richards, who contributed importantly to the magazine during the 1940's. Art King, managing editor for much of the post-World War II period.

Edwin H. James, whose dedication to style, accuracy and principle has kept BROADCASTING's standards high for over a quarter century. Rufus Crater, for years the magazine's chief correspondent and forever one of its best reporters. Fred Fitzgerald, who, other than myself, has had the longest editorial tenure with the magazine, and who backstopped the accuracy of each paragraph and page herein.

And, since he rejoined the company 11 years ago, Don West, our energetic and creative managing editor, who has inspired a talented staff in bringing into focus all the technologies, old and new, that make up the Fifth Estate.

The assignment of reading all the back issues of BROADCASTING in the original and researching and writing the basic manuscript of this history was performed by Candyce Stapen Kempler, PhD, who brought to that task a fresh mind and a scholar's skill.

S.T.
Washington, D.C.
June 1982

HONOR ROLL

OF THE Fifth Estate

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

- Chloe Wellingham Aaron 2/27/78 Daniel Aaron 5/1/78 Jeffery Arthur Abel 2/26/62 Irvin Goodes Abeloff 7/9/51 Howard Phineas Abrahams 1/22/51 Eugene Aristides Accas 3/7/77 Goodman Ace 10/7/63 Harry Stephen Ackerman 3/26/50 George Perrin Adair 5/4/42 Beatrice Adams 4/24/50 Charles Francis Adams 12/20/65 David Charles Adams 12/5/55 Vincent James Adduci 10/8/73 Gerald Adler 3/31/69 Seymour Louis Adler 4/15/63 Saidie Adwon 7/19/76 Roger Ailes 11/11/68 Herbert Vestnor Akerberg 7/1/36 George E. Akerson 8/13/73 Fred Woodward Albertson 5/11/53 Emerson Anderson Alburty 5/26/47 William Carlton Alcorn 1/26/42 Ernest Fredrick Werner Alexanderson 12/24/45 Thomas James Allard 2/26/51 Joe L. Allbritton 3/22/76 Edward Walter Allen Jr. 6/30/58 George Howard Allen 4/17/44 George William Allen 8/8/60 James Edgar Allen 9/16/68 Richard Montgomery Allerton 7/28/52 Peter Ward Allport 4/17/61 Carl Joseph Ally 9/10/73 Robert Herbert Alter 9/21/81 The American Audience 10/15/56 American Broadcasting 11/5/45 Edward Moore Anderson 9/6/54 Robert Edward Anderson 10/4/65 Victor John Andrew 5/23/49 James Andrews 6/28/43 Douglas Arlington Anello 3/28/66 Reynold (Rene) V. Anselmo 5/6/74 Earl C. Anthony 7/15/32 Marvin Antonowsky 11/11/74 Philip Dean Archer 6/7/65 George J. Arkedis 2/28/77 Roone Arledge 1/1/68 Edwin Howard Armstrong 1/24/44 George W. (Bud) Armstrong 8/17/64 Charles Edward Arney Jr. 3/8/43 Desi Arnaz 9/24/62 Danny Arnold 10/29/79 Lewis Edmond Arnold 5/6/57 Campbell Arnoux 5/7/45 Leslie Goodwin Arries Jr. 11/10/75 Aubrey Leonard Ashby 3/15/39 Anne Schumacher Ashenhurst 4/1/35 Alfred Andreas Atherton 7/1/63 H. Leslie Atlass 11/1/34 Ralph Leigh Atlass 9/3/45

James Thomas Aubrey Jr. 2/13/56 □ Stever Aubrey 10/16/72 □ Harold M. (Bud) Austin 12/2/74 □ Orvon Gene Autry 12/13/48 □ Lewis Havens Avery 6/19/50 □ M.H. Aylesworth 1/1/32 □ Charles Thatcher Ayres 11/7/55 □ Emilio Azcarraga 12/7/42.

B

□ John Butler Babcock 3/4/74 □ John D. Backe 1/3/77 □ Roy Irving Bacus 9/25/67 □ Kenneth Leon Bagwell 2/22/70 □ Cy Nesbe Bahakel 12/5/77 □ Warren Arthur Bahr 1/16/67 □ Richard Eugene Bailey Sr. 4/5/71 □ Stuart Lawrence Bailey 1/3/49 □ Elizabeth Ellen Bain 1/11/65 □ Joseph Michael Baisch 7/25/55 □ Howard Henry Baker Jr. 4/16/73 □ Kenneth Hammond Baker 4/22/46 □ Walter Ransom Gail Baker 5/15/44 □ William Franklin Baker 4/23/79 □ William Reginald Baker Jr. 12/1/38 □ Winthrop Patterson Baker 7/23/73 □ Gerald Bernard Baldwin 10/27/80 □ James Wallace Baldwin 10/1/33 □ Lucille Ball 7/31/67 □ Robert Walton Ballin 5/12/47 □ Charles Balthrop 9/14/53 □ Dolly Ruth Banks 11/15/48 □ John Palmer Bankson Jr. 10/18/76 □ Glenn Franklin Bannerman 2/17/41 □ Harry Ray Bannister 4/9/51 □ Walter L. (Red) Barber 10/22/45 □ Joseph Roland Barbera 6/30/69 □ Sherlee Barish 8/25/75 □ Edmond Asa Barker 7/28/69 □ Julius Barnathan 7/16/62 □ David H. Barnow 3/30/53 □ James Earl Barr 1/4/54 □ Charles (Bud) Carroll Barry 3/16/59 □ Walter Russell Barry Jr. 3/2/70 □ Gerald Aron Bartell 4/9/56 □ Melvin Martin Bartell 8/31/59 □ George Wilkinson Bartlett 3/15/65 □ Walter Eugene Bartlett 7/13/64 □ William Marcus Bartlett 7/23/62 □ Robert Taylor Bartley 12/10/45 □ Bruce Barton 11/15/37 □ Ralph Max Baruch 11/24/69 □ David Franklin Bascom 7/27/64 □ Perry Bagnall Bascom 1/27/69 □ Charles Gordon Baskerville 7/17/50 □ John Bates 10/14/36 □ William Andrew Bates 2/5/62 □ Charles Alvin Batson 5/31/65 □ Joseph Edward Baudino 12/24/51 □ Lionel Baxter 9/10/62 □ David Lionel Bazelon 1/27/75 □ James Webster Beach 12/17/56 □ William John Beaton 3/1/54 □ Ralph William Beaudin 11/11/63 □ Aurelia Stier Becker 12/27/43 □ Ralph E. Becker 9/22/80 □ Alfred Ross Beckman 6/13/60 □ Curtis John Beckmann 9/3/79 □ Donald Casper Beelar 4/29/63 □ Francis Kenneth Beirn 11/5/56 □ Robert Harry Beisswenger 6/26/67 □ Donald Belding 9/6/43 □ Edgar Thompson Bell 6/1/36 □ Howard Hughes Bell 4/3/67 □ Henry Adams Bellows 10/15/32 □ Robert Martin Bennett 6/3/74 □ Walter Esdras Benoit 2/18/52 □ Lester Arthur Benson 6/15/34 □ Robert Gustav Benson 9/30/74 □ William Burnett Benton 7/1/38 □ Leo L. Beranek 9/29/75 □ Benjamin Hill Berentson 3/7/66 □ Arthur Bergh 5/15/34 □ Robert Irving Bergmann 6/5/67 □ Theodore Gerard Bergmann 10/7/57 □ Roger G. Berk 2/25/74 □ Kenneth Homer Berkeley 8/3/42 □ Don Bernard 12/20/48 □ John Joseph Bernard 7/16/56 □ Seymour Berns 6/2/69 □ Fred L. Bernstein 1/5/52 □ Gilbert Irwin Berry 3/24/47 □ Hugh Malcolm Beville Jr. 6/10/68 □ Charles Cornelius Bevis Jr. 10/8/51 □ Lester Martin Biederman 8/6/62 □ Joel Bigelow 12/16/46 □ George Cecil Bigger 3/18/46 □ Kenneth Whipple Bilby 3/6/56 □ Edgar Luther Bill 4/15/34 □ George Barry Bingham 6/15/36 □ Harry Murray Bitner Sr. & Harry Murray Bitner Jr. 3/29/54 □ James W. Blackburn Sr. 11/7/77 □ Hill Blackett Jr. 5/23/66 □ John Portwood Blair 2/3/41 □ James Edward Blake 2/1/71 □ Melvin Jerome Blanc 11/14/66 □ David Mordecai Blank 9/26/66 □ John Oliver Blick 9/24/51 □ Milton M. Blink 3/1/39 □ Roy Lee Bliss 1/26/81 □ Vincent R. Bliss 5/30/55 □ Richard Charles Block 12/16/63 □ Willard Block 3/20/72 □ Victor Gustav Bloede 2/26/68 □ Chuck Blore 8/4/69 □ Jack Paul Blume 10/14/74 □ Harold John Bock 2/7/49 □ John Nash Boden 3/5/79 □ Norman Boggs 3/6/50 □ Frederick Owen Bohlen 5/5/52 □ Hugh Kendall Boice 5/1/36 □ Hugh Kendall Boice Jr. 1/7/57 □ George Arthur Bolas 12/6/48 □ Linda Lou Bolen 11/26/73 □ Thomas E. Bolger 4/14/80 □ George William Bolling II 1/23/61 □ Joseph Salvatore Bonansinga 7/29/68 □ David Ford Bond 9/27/48 □ Henry Carl Bonfig 8/15/55 □ Robert Mermod Booth Jr. 6/19/61 □ Richard Albert Borel 6/16/47 □ William Coates Borrett 12/15/39 □ Edward Raymond Borroff 12/20/43 □ Frederick William Borton 3/10/41 □ Diana Bourbon 2/17/47 □ Frank Townsend Bow 10/4/48 □ Scott Howe Bowen 12/1/32 □ John Sheets Bowen 9/19/77 □ Chester Bowles 7/15/37 □ Francis Davis Bowman 11/15/36 □ Philip Boyajian Boyer 2/14/77 □ Francis Louis Boyle 1/22/73 □ Clayton Henry Brace 11/16/64 □ Rex A. Bradley 4/5/76 □ Bertha Brainard 9/1/37 □ Charles Brown Brakefield 11/18/68 □ Gustav Carl Brandborg 8/1/55 □ Richard Paul Brandt 11/26/63 □ James Carson Brantley 4/28/41 □ Verl DeChrista Bratton 7/23/51 □ William Rubble Brazzil 2/24/75 □ Robert Wilson Breckner 7/31/61 □

HONOR ROLL

Ralf Brent 6/4/62 □ Richard Michael Brescia 9/25/78 □ William John Bresnan 6/18/73 □ George Warren Brett 7/4/55 □ Stanley Gerald Breyer 11/24/52 □ Walter Cecil Bridges 3/20/50 □ Paul Clarke Brines 6/8/64 □ Emil Eli Brisacher 3/3/41 □ George Treat Bristol Jr. 7/21/69 □ Kathryn Elizabeth Flynn Broman 6/17/74 □ Edward Holland Bronson 6/2/52 □ Gene Burke Brophy 1/16/50 □ Reginald McLaren Brophy 6/15/35 □ Thomas D'Arcy Brophy 6/21/48 □ Melvin Brorby 6/26/50 □ Charles Bernard Brown 4/19/43 □ Clarke Rogers Brown 7/20/42 □ Kenyon Brown 8/5/46 □ Thaddeus Harold Brown 8/1/32 □ Thaddeus Harold Brown Jr. 6/11/51 □ Tyrone Brown 11/20/78 □ Walter Johnson Brown 7/16/45 □ James T. Broyhill 4/10/72 □ Leslie Combs Bruce Jr. 1/14/63 □ Robert Rockwell Bruce 6/18/79 □ Ralph Raymond Brunton 8/23/43 □ Joseph McKinley Bryan 2/20/56 □ Robert E. (Bucky) Buchanan 6/26/72 □ Max E. Buck 10/25/71 □ Walter Albert Buck 8/14/50 □ Richard Dimes Buckley 8/2/54 □ Richard Dimes Buckley Jr. 11/23/70 □ Robert William Buckley 12/3/45 □ Arthur Lionel Budlong 2/14/49 □ Frank Bull 6/12/50 □ Dorothy Stimson Bullitt 5/15/50 □ Edmond Cason Bunker 10/13/58 □ Walter Bunker 11/17/47 □ George McGuffin Burbach 5/15/40 □ Roy Dean Burch 12/13/71 □ Thomas Francis Burchill 2/11/80 □ Don Wesley Burden 8/3/59 □ John W. Burgard 10/22/62 □ Daniel Barnett Burke 8/7/72 □ Harold Clayton Burke 6/2/41 □ Harry Denvir Burke 3/10/47 □ John Frank Burke 9/15/58 □ Charles Lloyd Burlingham 3/8/54 □ Jack Averill Burnette 9/2/58 □ Leo Burnett 7/25/60 □ John Lawrence Burns 6/17/57 □ Robert Jay Burton 8/19/57 □ William Kay Burton 1/7/74 □ Leonard Thomas Bush 1/15/38 □ Blayne Richard Butcher 9/29/41 □ Harry Cecil Butcher 9/1/34 □ Avram Butensky 5/15/78 □ Burrige Davenal Butler 4/1/34 □ George Deal Butler 11/3/69 □ Herbert Wallace Butterworth 4/1/36 □ Edwin Leslie Byrd 1/13/64 □ Edward Armour Byron 11/15/34 □ James Aloysius Byron 3/2/59

C

□ Gene Laurence Cagle 4/2/45 □ Herbert Bernard Cahan 6/24/68 □ Albert MacNaughton Cairns 11/4/46 □ Louis Goldsboro Caldwell 10/20/47 □ Spence Wood Caldwell 8/23/48 □ Vincent Francis Xavier Callahan 5/15/37 □ Maximo Avila Camacho 5/3/43 □ Charles Laughton Campbell 9/8/41 □ Chesser Milburn Campbell 8/13/45 □ Donald Paul Campbell 2/16/70 □ Eldon Campbell 6/26/61 □ George Washington Campbell 9/18/67 □ John Edward Campbell 1/13/69 □ Horace Allen Campbell 4/15/39 □ Marianne Boggs Campbell 6/20/66 □ Martin Burroughs Campbell 6/1/34 □ Wendall Baker Campbell 6/3/46 □ Joseph Edward Campeau 10/27/41 □ Howard W. Cannon 4/10/78 □ John Quayle Cannon 7/7/52 □ Albert Lant Capstaff 6/22/59 □ Lawrence Michael Carino 3/20/61 □ Phillips Carlin 11/29/48 □ William Carlisle 10/20/75 □ Harry Kenneth Carpenter 5/15/33 □ Robert Wilfred Carpenter 7/2/56 □ Lester Hayden Carr 3/13/61 □ Sidney Eugene Carr 4/27/42 □ Carroll Carroll 5/12/52 □ Harold Robertson Carson 4/15/40 □ John W. (Johnny) Carson 5/8/72 □ Ralph Carson 5/19/58 □ Andrew Robinson Carter 10/28/68 □ Garry John Carter 7/12/48 □ Kenneth Leland Carter 7/14/52 □ Nelson Ira Carter 3/18/63 □ Dwight Leland Case 6/2/75 □ Norman Stanley Case 4/15/35 □ Norman Earl Cash 4/8/57 □ Edmund Leo Cashman 10/6/47 □ William Beal Caskey 1/21/57 □ Garnet Elmer (Chet) Casselman Jr. 11/22/71 □ Harold Wayne Cassell 1/29/45 □ Myers Bud Cather 4/10/67 □ Peter Amil Cavallo Jr. 4/18/55 □ James McCosh Cecil 10/1/35 □ Lawrence John Cervon 7/31/72 □ Joseph Alexander Chambers 4/15/36 □ John Chancellor 8/29/66 □ George Clarke Chandler 9/22/41 □ Norman Chandler 8/13/56 □ Richard Wallace Chapin 5/19/69 □ David Buckley Charnay 12/1/69 □ Shepard Chartoc 3/28/55 □ Joseph Vincent Charyk 12/3/79 □ Joel Chaseman 8/22/66 □ Ben Francis Chatfield 11/12/51 □ Thomas Webster Chauncy 12/29/58 □ Marvin R. Chauvin 2/23/76 □ Murray Howard Chercover 4/27/70 □ Howard Leonard Chernoff 4/12/43 □ Harry Woolford Chesley Jr. 4/15/57 □ Giraud Chester 9/10/79 □ Richard Earl Cheverton 1/8/62 □ Anthony Charles Chevins 4/24/78 □ Bernard Georges Chevy 4/20/81 □ Howard A. Chinn 3/25/68 □ Thomas Pescud Chisman 2/15/60 □

HONOR ROLL

Richard C. Christian 8/23/76 □ Arthur Burdette Church 4/15/33 □ Kenneth William Church 2/19/35 □ Theodore Roosevelt Wells Church 5/8/44 □ Linda Ann Cinciotta 9/29/80 □ Charles Evans Claggett 12/11/67 □ John Lindsay Clark 8/15/35 □ Thomas Campbell Clark 4/11/49 □ Earl Albert Clasen 1/1/73 □ Henry Brevard Clay 1/7/52 □ John Hyde Cleghorn 10/29/51 □ John McLean Clifford 2/18/57 □ Roger William Clipp 1/15/39 □ Terrence Clyne 8/3/53 □ Grover Cleveland Cowling Cobb 10/9/67 □ Wilton Elisha Cobb 3/17/47 □ Edward Codel 8/27/62 □ Martin Codel 4/5/43 □ Robert Lewis Coe 6/14/48 □ Ralston Hudson Coffin 10/5/59 □ David H. Cohan 2/9/53 □ Edwin King Cohan 10/13/41 □ John Colley Cohan 6/18/56 □ Barbara Stubbs Cohen 5/11/81 □ Jane Elizabeth Cohen 5/12/75 □ Philip Henry Cohen 8/16/43 □ David E. Cohn 3/14/55 □ Ralph Morris Cohn 6/10/57 □ Marcus Cohn 8/6/73 □ Grady Elgin Cole 11/1/54 □ Robert Cole 8/23/71 □ George Davidge Coleman 8/6/45 □ Robert Clark Coleson 4/8/46 □ Charles Hopson Colledge 4/16/62 □ Chester Frederick Collier 3/1/71 □ James Mitchell Collins 3/26/79 □ Jules Maurice Collins 6/6/55 □ Norman Collins 4/18/60 □ Nathan Porter Colwell 1/1/36 □ Robert Talcott Colwell 8/26/46 □ James George Cominos 9/25/50 □ Robin Dale Compton 9/12/49 □ Paul Buzan Comstock 3/29/71 □ George Richard Comte 10/6/58 □ Fairfax Mastick Cone 2/1/60 □ James Eldridge Conley 10/31/66 □ John Bernard Joseph Conley 1/6/47 □ Martin Francis Connelly 1/11/71 □ James Howard Connolly 3/10/52 □ Joseph Thomas Connolly 12/22/58 □ Richard Fitzgerald Connor 12/14/52 □ Frank Conrad 10/15/31 □ (Alfred) Alistair Cooke 8/5/68 □ Jack Kent Cooke 7/30/45 □ Thomas B. Cookerly 2/11/74 □ Clyde F. Coombs 11/17/41 □ Joan Ganz Cooney 6/7/71 □ Lloyd Everett Cooney 2/17/69 □ Edward Cooper 2/5/51 □ John (Jackie) Cooper Jr. 11/22/65 □ Moses Lindburgh (Lucky) Cordell 1/18/71 □ Maurice John Corken 6/3/68 □ Francis Edmund Corkery 12/5/49 □ John Robert Corporon 4/25/77 □ Doris Louise Corwith 4/19/54 □ Clarence Gilbert Cosby 12/15/37 □ Dora Cox Cosse 5/2/66 □ Theodore Benjamin Cott 9/8/58 □ Charles Halstead Cottington 11/1/48 □ Douglas Coulter 10/15/33 □ Daniel Thomas Cousins 9/27/76 □ Alan Daniel Courtney 9/15/67 □ Louis George Cowan 6/6/49 □ John Peter Cowden 12/14/59 □ Eugene S. Cowen 10/2/72 □ Harold Guy Cowgill 4/6/59 □ Gardner Cowles Jr. 3/15/37 □ Symon Bellock Cowles 1/16/78 □ Bruce Baldwin Cox 6/8/81 □ H. Quentin Cox 9/18/50 □ Kenneth Allen Cox 8/21/61 □ Lester E. Cox 6/1/53 □ Albert Wayne Coy 11/3/47 □ Donald Walton Coyle 2/28/66 □ John Joseph Coyle 6/10/63 □ Edwin Wilson Craig 3/15/36 □ William Fairfield Craig 5/11/64 □ Douglas Schoolfield Cramer 9/2/68 □ Edward Morton Cramer 3/10/69 □ Frank William Crane 7/23/56 □ Ruth Crane 1/26/48 □ Robert Cranston 1/20/69 □ Tunis Augustus Macdonough Craven 12/1/35 □ Bruce Edgar Crawford 5/29/78 □ Kathryn Hilton Creech 6/1/81 □ Richard Singleton Creedon 1/12/81 □ John Creutz 9/11/44 □ Lowry Hyer Crites 2/6/50 □ Arthur Howard Croghan 8/7/44 □ David Cherrington Croninger 2/24/69 □ Walter Leland Cronkite 10/15/73 □ Powel Crosley Jr. 3/1/53 □ John Storrs Cross 11/23/59 □ Aloysius Burke Crotty 5/4/59 □ Samuel Frank Crowther 10/23/80 □ Charles Harvey Crutchfield 1/21/46 □ Lester Martin Crystal 11/21/77 □ Matthew Joseph Culligan 10/1/56 □ Barton Arthur Cummings 9/26/60 □ Sanford Charles Cummings 5/9/60 □ James D. Cunningham 1/3/55 □ John Phillip Cunningham 2/29/60 □ Donnelly Brown Curran 5/20/74 □ Frederick Davidson Custer 6/25/62 □ W. Bowman Cutter 8/26/74 □

D

□ Ray Emmett Dady 11/3/41 □ Elizabeth Lundquist Dahlberg 6/25/73 □ Donald Lee Dahlman 4/2/79 □ Donald Charles Dailey 7/6/70 □ John Leighton Dales 1/22/68 □ Robert A. Daly 7/26/76 □ Vernon Dallin 6/3/57 □ Walter Jay Damm 12/1/36 □ Maxwell Dane 2/6/61 □ Harben Winfield Daniel 5/28/51 □ Draper Daniels 6/28/65 □ Ralph Hereford Daniels 8/10/70 □ Robert William Daniels Jr. 6/18/62 □ Roy Bertram Danish 5/26/80 □ Daniel Joseph Danker Jr. 8/1/40 □ Michael Harold Dann 5/20/63 □ Alexander Wolfred Dannenbaum 10/17/55 □ Madeline Bloom David 5/16/77 □ Miles David

HONOR ROLL

9/6/65 □ Jack Mason Davidson 4/25/55 □ Edward Aaron Davies 1/12/42 □ Clive J. Davis 4/17/72 □ Donald Derby Davis 2/15/38 □ Donald Dwight Davis 5/19/41 □ Elmer Davis 6/22/42 □ Gordon Winthrop Davis 9/29/69 □ Harold James Davis 2/2/70 □ John Morgan Davis 5/11/59 □ Lewis Berkley Davis 10/17/60 □ Richard Weston Davis 11/26/51 □ Thomas Edward Davis 12/25/67 □ Walter Balles Davison 11/8/48 □ Henry Seaton Dawson 3/8/48 □ Thomas Harrington Dawson 11/4/63 □ Wilfred Thomas Dawson 6/9/80 □ Charles Allen DeBare 2/19/73 □ Edward John DeGray 7/29/58 □ Donald Ferdinand DeGroot 8/18/69 □ Guy Della-Cioppa 4/20/53 □ Lincoln Dellar 7/26/43 □ Robert Lee Dellinger 11/5/62 □ Joseph Dembo 7/22/68 □ Ralph Nicholas Demgen 8/31/70 □ William Cyrus Dempsey 2/5/68 □ Charles Ruthven Denny Jr. 10/4/43 □ Neil Eugene Derrough 12/7/70 □ Richard M. DeVos 6/12/78 □ Van Beuren Wright DeVries 8/10/59 □ John Hibbett DeWitt Jr. 9/1/41 □ Francis Colt DeWolf 3/20/44 □ George William Dick 7/19/65 □ Carlton Hathaway Dickerman 6/21/43 □ Miriam Louise Dickey 9/28/42 □ Victor Christian Diehm 10/18/48 □ Sam Cook Digges 7/7/58 □ Edmund Michael DiGiulio 7/24/78 □ William Horace Dilday Jr. 4/21/80 □ Clarence C. Dill 2/1/32 □ Everett Lester Dillard 1/13/47 □ John Flint Dille 1/27/58 □ Barry Charles Diller 9/25/72 □ Robert William Dillon 2/25/63 □ Thomas Church Dillon 11/4/49 □ John David Dingell 10/5/81 □ Richard Warren Dinsmore 7/29/63 □ Anne Director 4/1/38 □ Walter Elias Disney 1/31/55 □ Douglas H. Dittrick 5/19/80 □ Paul Dobin 2/11/52 □ Eugene Benedict Dodson 9/7/64 □ Carrington Wood Doebler 7/30/56 □ John C. Doerfer 4/13/53 □ Richard Power Doherty 4/21/47 □ Charles Francis Dolan 11/24/80 □ William Brega Dolph 6/16/41 □ Scott Donahue Jr. 8/28/67 □ Benjamin Richardson Donaldson 3/15/54 □ Franklin Malcolm Doolittle 12/1/39 □ Louis Dorfsman 12/2/68 □ Louis Dorkin 12/11/78 □ Henry William Dornseif 9/15/69 □ Mary Dorr 4/28/69 □ Walter Ward Dorrell 12/24/56 □ Joseph LaDrue Dorton 3/13/78 □ James Robert Doss Jr. 1/18/43 □ Joseph Peter Dougherty 11/13/67 □ James Charles Dowdle 3/9/81 □ William McElroy Dozier 12/9/57 □ Louis Redell Draughon 6/1/64 □ Paul Drew 7/14/75 □ Joseph Carr Drilling 1/16/61 □ David Erskine Driscoll 8/27/51 □ Richard David Dudley 12/14/64 □ Willis Powell Duff Jr. 12/4/72 □ James Edson Duffy 12/23/63 □ Robert Joseph Duffy 3/24/75 □ Wesley Innis Dumm 2/9/42 □ Allen Balcom DuMont 12/11/44 □ Jules Dundes 3/4/57 □ Corydon Bushnell Dunham Jr. 6/16/69 □ Franklin Dunham 12/1/52 □ Orrin Elmer Dunlap Jr. 10/5/42 □ Arnold Davidson Dunton 11/12/45 □ Robert Edwin Dunville 8/15/40 □ Don Durgin 3/26/56 □ Roy Sarles Durstine 2/15/36 □ Gene Thomas Dyer 10/18/43 □ Kenneth Reed Dyke 1/5/42 □

E

□ Roderick Russell Eagan 9/11/78 □ George Warren Earl 4/20/70 □ Guy Chaffee Earl Jr. 2/15/35 □ Robert Edmund Eastman 5/13/57 □ Richard Eaton 6/28/71 □ Albert James Ebel 3/19/73 □ William Crawford Eddy 2/4/46 □ Robert Luther Edens Jr. 6/9/69 □ Eugene O'Brien Edwards 12/19/77 □ Webley Elgin Edwards 5/18/42 □ Stephen Richard Effros 7/20/81 □ Clement Lloyd Egnor 2/1/43 □ Lenore Gloria (Goodman) Ehrig 5/12/80 □ Wilbert Eickelberg 7/19/43 □ Sydney Hirsch Eiges 4/26/48 □ Dwight David Eisenhower 6/25/45 □ Milton Stover Eisenhower 6/29/42 □ Michael Dammann Eisner 10/4/76 □ Donald Siler Elias 3/2/42 □ Terrence Alan Elkes 2/5/79 □ Karl Eller 2/8/71 □ Elmo Israel Ellis 10/9/72 □ John Elmer 8/1/37 □ Frank Hemming Elphicke 5/27/46 □ Roy Lane Elson 1/15/79 □ Victor Eltin Jr. 4/19/71 □ John Worden Elwood 7/18/49 □ Robert Campbell Embry 8/30/48 □ Leonidas Polk Bills Emerson 1/8/79 □ Holland Everett Engle 12/1/40 □ Elmer William Engstrom 12/18/61 □ Robert Duvall Enoch 7/1/57 □ Joseph Bolen Epperson 3/11/74 □ Ellis Elwood Erdman 12/5/66 □ William Rodney Erickson 8/24/81 □ Leonard F. Erikson 9/28/53 □ Everett Howard Erlick 5/25/64 □ Samuel J. Ervin Jr. 11/27/72 □ Thomas Edgar Ervin 6/16/58 □ John Esau 3/15/48 □ William Harold Essex 8/29/49 □ Mark Foster Ethridge 3/1/38 □ Robert Charles Eunson 12/6/65 □ Herbert Emlyn Evans 8/25/52 □

HONOR ROLL

Mark Evans (Austad) 8/20/62 □ Ralph Evans 9/24/56 □ Walter C. Evans 6/1/32 □ Carl Moraine Everson 4/10/44 □ William H. Ewen 11/29/71 □ Erwin Harry Ezzes 7/2/62 □

F

□ George Milton Factor 9/30/57 □ Ted Herzl Factor 5/24/65 □ Harold Clements Fair 9/29/47 □ Richard Monroe Fairbanks 1/1/51 □ Benjamin Falber Jr. 11/2/64 □ Frank Bernard Falknor 3/29/48 □ Sam Fantle Jr. 10/2/50 □ Erica Farber 10/31/77 □ Herman Edward Fast 5/30/49 □ Louis Faust 1/4/71 □ Paul Holman Faust 3/28/49 □ William Almon Fay 3/1/36 □ Don Fedderson 5/9/66 □ Philip Feldman 7/8/57 □ Edgar Herbert Felix 10/30/44 □ Edgar Albert Fellers 11/1/35 □ Harold Everett Fellows 7/27/42 □ Norman Felton 6/6/66 □ Jerome Roland Feniger 12/4/67 □ James Henry Ferguson 2/10/75 □ Robert Willi Ferguson 12/28/59 □ Frank Westby Ferrin 4/1/39 □ Charles Daniel Ferris 10/16/78 □ John Earl Fetzer 7/5/43 □ Freddie Fields 6/17/68 □ William George Harold Finch 4/28/47 □ Jules Philmore Fine 8/14/72 □ William H. Fineshiber Jr. 1/21/52 □ Leonard Firestone 6/17/63 □ Ben Chatburn Fisher 2/12/68 □ Carl O. Fisher 4/26/71 □ Oliver David Fisher 11/15/54 □ William Cochrane Fitts Jr. 8/14/67 □ Howard Dean Fitzer 11/15/38 □ John Loyola Fitzgerald 7/18/55 □ Horace Styles Fitzpatrick 8/12/63 □ Leo J. Fitzpatrick 7/1/32 □ Francis Edwin Fitzsimonds 8/25/47 □ Joseph Anthony Flaherty Jr. 5/28/79 □ Donald Flamm 1/15/36 □ Alvin George Flanagan 12/7/59 □ Robert Waples Flanders 3/19/79 □ Adrian James Flanter 8/18/47 □ Robben Wright Fleming 9/17/79 □ Robert Henry Fleming 2/21/66 □ A.J., Frank, Fred, Floyd Fletcher 3/14/60 □ "Flood Crisis" 2/15/37 □ Joseph Lawrence Floyd 8/15/60 □ James Lawrence Fly 12/15/41 □ Frank Philip Fogarty 5/26/58 □ Joseph Robert Fogarty 12/6/76 □ Bruce Jay Fogel 8/14/78 □ Paul Foley 12/14/70 □ Frank Marion Folsom 8/14/44 □ Elmer Lee Fondren 11/20/61 □ Raul Fontaina 1/12/70 □ Richard Lindsay Foote 9/28/59 □ Frederick Wayne Ford 8/5/57 □ Johnny Clinton Formby 2/17/75 □ Albert Edward Foster 7/24/50 □ Archibald McGhee Foster 9/7/70 □ David Henry Foster 9/18/72 □ Ralph Donald Foster 5/9/49 □ Wilson Keene Foster 12/6/43 □ George A. Foulkes 6/8/70 □ John Sam Fouts 3/16/53 □ Brenda Lee Fox 12/17/79 □ John Leslie Fox 9/15/32 □ Sidney S. Fox 2/15/40 □ Lawrence Philip Fraiberg 4/27/64 □ Richard Clarence Francis 7/10/50 □ Donald William Francisco 8/15/38 □ Carlos Angel Franco 3/23/42 □ Clinton Edward Frank 11/30/70 □ Reuven Frank 9/30/68 □ Richard Harvey Frank 2/13/78 □ Sundel (Sandy) Frank 12/10/79 □ Robert Dennis Fraser 12/15/80 □ Thomas James Frawley 10/21/74 □ Stanley Victor Freberg 2/14/66 □ James Lamb Free 3/1/35 □ Patrick Freeman 3/24/52 □ Carlin Scott French 10/1/51 □ Louis Frey Jr. 2/9/76 □ Milton Dultz Friedland 8/21/67 □ Edwin Friendly Jr. 7/15/68 □ Fred W. Friendly 3/9/64 □ Augustin Frigon 10/2/44 □ Lee Conrad Frischknecht 1/17/77 □ Jack Wayne Fritz 12/11/72 □ Lewis Scott Frost 12/12/49 □ Paul Roy Fry 11/28/49 □ Edwin Keith Fuller 10/25/76 □ Julie Chase Fuller 5/1/67 □ John Fulton 8/7/50 □ Austin Owen Furst Jr. 10/13/80 □

G

□ James Jeffrey Gabbert 8/27/73 □ James Marshall Gaines 2/20/50 □ Frank Gaither 9/16/63 □ James Wes Gallagher 7/9/73 □ Frederic Russell Gamble 6/26/44 □ Earl H. Gammons 5/23/55 □ R. Ross Garrett 2/2/76 □ William George Garry 9/9/63 □ Charles Eugene Gates 3/8/65 □ Hilliard Gates 1/25/65 □ Parker Smith Gates 11/10/69 □ Connie Barriot Gay 2/2/59 □ John Harrison Gayer 10/28/63 □ Edward King Gaylord 3/5/73 □ Richard Lee Geismar 10/30/67 □ John Thomas Gelder Jr. 4/28/52 □ Henry Geller 11/4/68 □ William Harrison Genge 10/2/78 □ Edouard Paul Genock 8/11/69 □ Carl Edwin George 2/22/54 □ Clark Brower George 9/5/60 □ David Murry Gerber 10/7/74 □ David Richmond

HONOR ROLL

Gergen 7/6/81 □ James Gerity Jr. 8/9/62 □ Henry Rawle Geyelin 2/6/56 □ Leonard Thomas Giarraputo 11/5/73 □ Ruth Avery Gibson 10/29/62 □ Kenneth Rabb Giddens 5/18/64 □ Gary Milton Gielow 11/25/68 □ John Ottomer Gilbert 9/12/66 □ Thomas See Gilchrist 5/28/62 □ Clifford Long Gill 6/20/60 □ Albert John Gillen 1/6/69 □ Henry A. Gillespie 4/8/74 □ Joseph Maynard Gilliam 4/3/50 □ John Joseph Gillin Jr. 9/15/34 □ George Oliver Gillingham 7/8/46 □ Don E. Gilman 4/1/33 □ James Stanley Gilmore Jr. 6/27/66 □ Benedict Gimbel Jr. 6/23/52 □ Charles Benedict Gingold 2/18/80 □ Arthur Louis Ginsburg 8/13/79 □ Charles Pauson Ginsburg 6/14/71 □ Earl Joseph Glade 10/12/42 □ Harvey Leonard Glascock Jr. 3/14/66 □ Robert Lenard Glaser 4/9/73 □ Charles Lionel Glett 4/14/52 □ Earle J. Gluck 4/15/32 □ H. Keith Godfrey 11/17/75 □ Paul Forman Godley 12/30/46 □ Elias Isidor Godofsky 2/27/50 □ Charles William Godwin 3/14/49 □ Peter Goelet 12/11/61 □ William E. Goetze 5/2/55 □ Daniel E. Gold 5/3/76 □ Leonard Goldberg 6/15/70 □ Melvin Arthur Goldberg 8/13/62 □ Harold Golden 11/30/64 □ Leonard Harry Goldenson 4/6/53 □ Simon Goldman 1/19/53 □ Peter Carl Goldmark 9/11/50 □ Barry M. Goldwater 6/25/79 □ Joseph William Goodfellow 12/3/62 □ Maurice Lewis Goodkind Jr. 3/1/37 □ Daniel Richard Goodman 10/3/66 □ Julian Byrn Goodman 11/15/65 □ William Carroll Goodnow 5/4/64 □ Mark Goodson 2/10/58 □ Bernard Goodwin 12/2/57 □ Robert Dyas Gordon 6/30/75 □ Kenneth Francis Gorman 7/9/79 □ George Kenneth Gould 5/25/59 □ Lew Grade 10/23/72 □ George Alford Graham Jr. 6/21/65 □ Katharine Meyer Graham 3/25/74 □ Richard Harper Graham 8/4/58 □ Clifford Charles Gramer 6/15/53 □ Oliver Gramling 11/9/42 □ Harold Otto Grams 10/19/59 □ Herbert Arthur Granath 8/17/81 □ Buddy Donald Grant 8/30/76 □ William Calloway Grant 12/13/43 □ William Stewart Grant 11/13/50 □ Lynne Anne Morian Grasz 6/13/77 □ Gordon Gray 4/20/42 □ Robert Mark Gray 1/14/52 □ Henry Vincent Greene Jr. 3/22/71 □ Milton Lester Greenbaum 8/20/51 □ Herman Milton Greenspun 10/19/64 □ James Lewis Greenwald 12/22/75 □ Sherman Delos Gregory 9/1/38 □ Lloyd Griffin 7/20/59 □ Edgar Herbert Griffiths 11/22/76 □ Basil Francis Grillo 6/3/63 □ John Lawrence Grimes 8/1/39 □ John William Grimes 9/23/74 □ Gerald Connop Gross 10/31/55 □ Jack Jerome Gross 8/16/54 □ Jack Oscar Gross 10/25/43 □ Nelson Lewis Gross 2/17/58 □ Lawrence Grossman 2/16/76 □ Gayle Vincent Grubb 6/1/39 □ John Bimel Guedel 4/26/65 □ John William Guider 7/10/61 □ Ralph Chester Guild 2/7/77 □ William Mitchell Guild 8/8/49 □ Buckingham Willcox Gunn 4/12/65 □ Hartford Nelson Gunn 7/22/74 □ Wilton Louis Gunzendorfer 10/24/49 □ Raymond Frederick Guy 8/4/52 □ John Paul Gwin 8/16/71 □

H

□ Julian Francis Haas 3/11/68 □ Walter Bernard Haase 1/5/48 □ Kenneth Kennard Hackathorn 5/26/52 □ Lawrence Frederick Haeg 12/25/61 □ Kolin Donald Hager 4/13/42 □ James Campbell Hagerly 4/16/56 □ Clarence Theodore Hagman 9/23/46 □ Louis Thomas Hagopian 11/28/77 □ George Haight 4/21/58 □ Harold Fred Hale 10/11/65 □ Robert Dean Hales 1/14/74 □ Andrew Gallagher Haley 11/11/57 □ John Joseph Haley Jr. 3/10/75 □ Joyce Clyde Hall 11/3/52 □ Mortimer Wadhams Hall 12/31/56 □ Samuel Payson Hall Jr. 12/7/53 □ Wilton Earle Hall 12/25/44 □ Guy Clarence Hamilton 5/1/40 □ William Thomas Hamilton 5/12/69 □ Lee Hammett 11/23/53 □ Charles Parker Hammond 2/9/48 □ Alvin Hampel 4/9/79 □ Kenneth Malcolmb Hance 8/25/41 □ Elliot and Ruth Handler 1/9/67 □ James Hugh Hanley 9/15/33 □ James Edward Hanna 7/3/50 □ Lee Hanna 8/25/80 □ Michael Richard Hanna 1/12/48 □ Robert Blair Hanna Jr. 1/30/50 □ William Denby Hanna 6/30/69 □ Ashton Richard Hardy 6/24/74 □ Ralph Williams Hardy 8/8/55 □ William Gardner Harley 10/18/71 □ George Frederick Harm 10/29/56 □ Sidney Mortimer Harman 2/20/78 □ Ralph Newton Harmon 3/26/62 □ Paul Church Harper Jr. 11/13/61 □ Arthur Frederick Harre 2/16/48 □ John Edward Harrington Jr. 8/22/60 □ Thomas Francis Harrington 6/15/40 □ Burt Irving Harris 3/15/71 □ Credo Fitch Harris 7/1/34 □ Henry Wood Harris 7/21/75 □ Joseph Wynne Harris II 1/22/45 □ Leslie Talbott Harris 4/30/56 □ Oren Harris 2/27/61 □ Richard Harvey Harris 2/9/70 □ Wiley Pope Harris 3/11/46 □ Alfred Francis

HONOR ROLL

Harrison 3/12/45 □ Austin Allen Harrison 12/11/50 □ Charles Francis Harrison 3/5/73 □ Gerald Harrison 9/15/52 □ Thomas Collins Harrison 2/8/65 □ William Hart 8/5/74 □ Werner Karl Hartenberger 9/13/76 □ Elton Kaiser Hartenbower 11/10/47 □ Robert Hugh Harter 9/23/68 □ Joseph John Hartigan 8/22/55 □ John Harrison Hartley 9/18/44 □ George Wilkins Harvey 12/10/51 □ George Clinton Hatch 1/29/62 □ Gustave M. Hauser 7/1/74 □ Arthur H. Hausman 4/26/76 □ Wilbur Moreland Havens 9/15/40 □ Carl Haverlin 8/4/47 □ George Dewey Hay 5/1/33 □ Arthur Hull Hayes 2/21/49 □ John S. Hayes 2/26/45 □ Howard Tanner Head 10/30/78 □ Frank Milton Headley 12/27/48 □ Robert Louis Heald 10/21/68 □ William S. Hedges 5/1/32 □ Edward Joseph Heffron 9/30/46 □ Cecil L. Heftel 11/13/72 □ Stockton Helffrich 9/9/68 □ Jesse Anderson Helms Jr. 2/26/73 □ Charles George Henderson 4/8/63 □ Frieda Barkin Hennock 5/31/48 □ Alan Henry 2/3/69 □ Emil William Henry 3/22/65 □ John Milton Henry 5/1/37 □ Ragan Augustus Henry 7/30/79 □ George Theodore (Ted) Hepburn Jr. 2/23/81 □ Guy Fairfax Herbert 3/31/41 □ Jules Richard Herbuveaux 9/21/53 □ Raymond Fitzhugh Herndon Jr. 10/27/52 □ Joseph Louis Herold 7/4/60 □ George Alfred Charter Heslep 2/3/47 □ William R. Hesse 11/5/79 □ Herman Strecker Hettinger 12/15/36 □ Donald S. Hewitt 4/12/76 □ Norman Heyne 5/25/53 □ James Ormerod Heyworth 6/25/53 □ George Francis Hicks 6/19/44 □ Michael Joseph Higgins Jr. 9/22/58 □ Lawrence B. Hilford 12/3/73 □ Edward Everett Hill 5/28/45 □ Ivan Byron Hill 10/18/54 □ Justin Edgar Hill Jr. 7/11/77 □ Luther Lyons Hill 3/9/42 □ Pamela Hill 10/22/79 □ Weston Hill 7/12/43 □ Robert Henry Hinckley 8/11/47 □ Ira Arthur Hirschmann 10/26/42 □ Morris Lee Hite 10/20/52 □ Oveta Culp Hobby 5/25/42 □ Ben Hoberman 2/20/61 □ Atherton Wells Hobler 6/1/40 □ Herbert Windsor Hobler 4/21/75 □ James Richmond Hobson 5/17/76 □ Heman Leslie Hoffman 12/18/50 □ Peter Stroh Hoffman 12/18/78 □ Philip Randolph Hoffman 12/18/44 □ Roy Hofheinz 4/19/48 □ John Lawrence Hogan 12/1/80 □ John Vincent Lawless Hogan 9/20/43 □ Martin Francis Hogan 6/25/56 □ Mann (Holly) Holiner 12/2/46 □ Alfred Leo Hollender 11/31/60 □ George Phillips Hollingbery 8/28/50 □ Finlay Hollinger 5/17/54 □ Ernest F. Hollings 3/28/77 □ Joseph Herbert Hollister Jr. 8/15/39 □ Paul Merrick Hollister 11/15/43 □ Harrison Holliway 9/15/35 □ Floyd Robert Holm 5/3/48 □ Benjamin Hubert Holmes 10/25/65 □ Edgar Wolfe Holtz 10/3/77 □ Krin Crawford Holzhauser 4/29/68 □ Benjamin Lawson Hooks 7/16/73 □ Claude Ernest Hooper 1/2/50 □ Leslie Towne (Bob) Hope 6/11/45 □ James Frederic Hopkins 6/7/43 □ Jefferson Denson (John) Hopkins 6/22/70 □ Alan Frederick Horn 5/8/81 □ Charles William Horn 4/30/45 □ Harold Eugene Horn 12/8/80 □ Charles Frederick Horne 12/31/62 □ Norman Stuart Horowitz 8/29/77 □ Edward Horstman 9/5/49 □ Amos Barr Hostetter Jr. 4/22/74 □ Harry William Hoth 3/13/67 □ Harold Verne Hough 9/21/42 □ Thomas J. Houser 8/2/76 □ Bryan Houston 5/22/61 □ Frederick Stoddard Houwink 7/15/57 □ Jack Rohe Howard 4/20/64 □ Robert Thornton Howard 4/1/74 □ Royal Varney Howard 4/4/49 □ Rex George Howell 1/14/46 □ Matthew Arnold Howlett 1/15/34 □ Edwin Palmer Hoyt 5/24/43 □ Ray A. Hubbard 1/31/72 □ Stanley Eugene Hubbard 7/1/33 □ Stanley Stub Hubbard 7/3/67 □ Earl Joseph Hudson 11/28/55 □ Roy Huggins 9/4/67 □ Richard Norman Hughes 9/6/76 □ Robert William Hughes 5/21/79 □ James Helim Hulbert 9/6/71 □ David Ryerson Hull 5/18/59 □ Adolf Nathaniel Hult 11/19/45 □ Robert Lee Humphreys 1/18/65 □ Audrey June Geitz Hunt 7/18/77 □ Billy Hugh Hunt 11/19/73 □ Rollo William Hunter 3/6/61 □ George Gove Huntington 11/10/80 □ John Freeman Hurlbut 6/29/64 □ Robert Francis Hurleigh 3/25/57 □ Jerome Seymour Hyams 1/11/60 □ Rosel Herschel Hyde 11/22/43 □ Robert Francis Hyland Jr. 2/27/56 □ Malcolm Kenneth Hyman 2/19/68 □ John David Hymes 9/24/45 □ Charles S. Hyneman 6/17/46 □

I

□ Salvatore Joseph Iannucci Jr. 3/4/63 □ Frederick George Ibbett 9/15/36 □ Edward Thornton Ingle 11/10/52 □ Andrew Franklin Inglis 8/17/70 □ Ward Drummond Ingram 11/12/56 □ Clifford Don Ioset 1/16/45 □ Charles T. Ireland 12/20/71 □ George Francis Isaac 2/13/50 □ James Livingston Isham 5/29/67 □ Larry Herbert Israel 9/7/59 □

HONOR ROLL

J

Cornwell Jackson 3/31/47 Eugene Delaney Jackson 9/26/77 Felix Jackson 10/24/60 Gail Patrick Jackson 1/20/64 Herbert Jacobs 12/30/68 Robert Eakin Jacoby Jr. 1/2/78 Joshua Henry Jaffe 4/19/65 Barry L. Jagoda 11/14/77 Ernest Lee Jahncke Jr. 3/19 1 Edgar Percy Horace James 4/6/42 Eugene Francis Jankowski 10/24/77 Edward Joseph Jansen 1/17/44 Cyril Moreau Jansky Jr. 12/1/33 Theodore Pennington Jardine 1/20/47 John Frank Jarman Jr. 10/16/44 John Carl Jeffrey 9/10/51 Richard William Jencks 1/15/68 Robert Gould Jennings 1/13/41 Margaret Elizabeth Jessup 2/15/34 Ewell Kirk Jett 1/1/38 Bruce Forrester Johnson 8/28/72 Claudia Taylor Johnson 9/12/55 Earl M. Johnson 9/29/52 John Griffith Johnson 3/24/80 Leslie Clifford Johnson 1/27/47 Lyndon Baines Johnson 7/19/48 Nicholas Johnson 4/24/67 Wallace E. Johnson 11/1/71 Wyatt Thomas Johnson 10/12/70 George Coffin Johnston 9/22/47 George Donald Johnston Jr. 11/29/76 Henry Poellnitz Johnston 8/20/45 Jack Russell Johnston 9/16/46 George Wilfred Johnstone 2/1/40 Clyde Morton Joice 3/5/45 Charles Byron Jolliffe 3/1/34 Anne Patricia Jones 1/14/80 Duane Dodge Jones 1/29/51 Howard Aldred Jones 6/1/59 Merle Silas Jones 5/12/41 Rogan Jones 9/7/53 Thomas Bowie Jones 5/17/65 William Alton Jones 4/16/45 William Edward Jones 5/10/48 Raymond Preston Jordan 6/15/42 Wallace J. Jorgenson 1/9/78 Austin Everett Joscelyn 10/19/42 Kenneth Joseph 6/10/74 Marvin Josephson 9/17/73 Leslie Wells Joy 4/29/46 Tom William Judge 5/11/70 Bernice Judis 12/8/41 Richard Edward Jungers 10/5/70

K

Alvin Kabaker 4/13/64 Irving Berlin Kahn 7/1/68 Bernard Kanner 2/13/67 Alonzo William Kaney 4/14/47 Hans Von Kaltenborn 10/1/38 Howard Allen Kalmenson 4/2/73 Felix Andrew Kalinski 4/14/69 Norman Coleman Kal 10/5/51 Harriett Jan (Sis) Kaplan 7/24/72 Stanley Norris Kaplan 7/24/72 Adna Harold Karns 5/19/52 John Jacob Karol 12/19/55 Russell Harold Karp 10/12/74 Robert Diaz Kasmire 8/2/65 Harold Lawrence Kassens 5/25/81 Robert William Kastenmeier 8/10/81 Eugene Katz 7/24/44 Joseph Katz 4/25/49 Oscar Katz 2/8/60 Arthur Frank Katzentine 7/21/41 Henry Julian Kaufman 11/22/54 Jesse L. Kaufman 7/15/34 Julian Mortimer Kaufman 2/11/63 Lambdin Kay 3/15/32 Albert Eberhardt Kaye 2/19/62 Sydney Milton Kaye 4/17/50 Frank G. Kear 3/15/76 Wayne Kearl 2/19/79 John Scott Keck 8/30/54 Gordon Frederic Keeble 1/17/66 Alex Keese 12/15/52 Robert Phillip Keim 7/4/66 Henry Gaines Kelley 10/22/56 Morris Sigmund Kellner 10/14/57 Robert E., Jon S. Kelly 8/2/71 Douglas Earthman Kendrick 8/1/34 Robert Edward Lee Kennedy 6/24/57 William Harold Kennedy 1/7/72 Peter Bennett Kenney 1/24/66 Robert Samuel Kerr 7/21/47 Clifford Miner Kirtland Jr. 12/31/73 Peter Alden Kizer 3/3/80 Robert James Kizer 3/31/80 Donald Eugene Klauber 6/13/66 Donald Victor Kleffman 3/10/80 Henry Clay Klein 5/15/35 Herbert G. Klein 4/6/70 Malcolm Carl Klein 1/15/62 Paul Lester Klein 1/24/72 Robert Allen Klein 10/21/57 Robert Arnold Klein 9/14/81 John Werner Kluge 5/3/54 Victor Whitman Knauth 8/6/51 Vick Knight 5/17/43 Thomas Edson Knode 9/3/56 John William Knodel 10/5/53 Noran Edward Kersta 10/7/46 Paul W. Kesten 1/15/35 Stanton Peter Kettler 4/9/62 Lyle Oscar Keys 10/4/71 Hyla Kiczales 10/15/38 Thomas Bernard Kilbride 10/16/67 James Robert Killian Jr. 11/12/73 Gerald King 4/15/37 Wilfred Strickland King 8/4/41 William King Jr. 1/19/59 Walter Ingalls Kingsley 1/26/59 David Dawson Kinley

HONOR ROLL

11/18/74 □ Charles Robert Kinney 10/8/79 □ Robert Edmonds Kintner 11/25/46 □ Edward Montague Kirby 2/1/37 □ Alfred Henry Kirchhofer 4/23/51 □ Thelma Kirchner 1/11/54 □ Arthur Robinson Kirkham 12/22/47 □ John Stuart Kirwan 7/14/58 □ Frederick August Knorr 9/4/50 □ Archa O. Knowlton 3/3/72 □ Edgar Kobak 10/15/35 □ George Appelgate Koehler 5/6/68 □ Theodore F. Koop 1/26/53 □ Harry Clifford Kope 9/13/43 □ Kay Smith Koplovitz and William C. Koplovitz Jr. 6/30/80 □ William Clarence Koplovitz Sr. 3/3/58 □ Daniel Waldemar Kops 9/21/59 □ Bennett Henry Korn 10/30/61 □ Joseph Kotler 8/9/63 □ Albert Harold Kramer 7/19/71 □ Worth H. Kramer 12/27/54 □ Philip Ned Krasne 8/16/54 □ Erwin Gilbert Krasnow 11/15/76 □ Harold Richard Krelstein 3/4/76 □ Barton Kreuzer 4/15/68 □ Wilma Lohkamp Kriner 6/4/79 □ Herbert Louis Krueger 3/18/57 □ Jack Elmer Krueger 1/6/58 □ Thomas G. Kuhn 1/3/72 □ Eugene Herbert Kummel 3/2/81 □ Theodore Roosevelt Kupperman 2/20/67 □ Charles Bishop Kuralt 9/7/81 □

L

□ Stephen Bronislaw Labunski 5/10/65 □ Frederick Ernest Lackey 10/3/55 □ Nesbit Lee Lacy 12/23/68 □ Jack William Laemmar 9/1/40 □ Perry Lafferty 8/8/66 □ Harold Arundel Lafount 6/15/32 □ Louis Phillippe Lalonde 2/2/48 □ Brian Patrick Lamb 3/17/80 □ Edward Oliver Lamb 10/22/51 □ Robert Marion Lambe Jr. 3/2/64 □ Edward Charles Lambert 1/18/54 □ Herman William Land 1/30/78 □ Ely Abraham Landau 4/1/57 □ Klaus Landsberg 8/21/50 □ Alan Landsburg 12/24/79 □ Charles Howard Lane 12/1/47 □ Homer Logan Lane 7/15/63 □ Thomas Henry Lane 1/10/44 □ Jennings Lang 7/11/66 □ Cyril Ouellette Langlois 3/25/46 □ John Dexter Langlois, Cyril Ouellette Langlois Jr. 2/1/58 □ John Burdick Lanigan 12/21/64 □ Charles Joseph Lanphier 1/19/48 □ Edmund Abner Laport 2/14/44 □ Sigurd Stanton Larmon 12/24/62 □ Marshall Dale Larsen 3/16/64 □ George Bennett Larson 3/12/51 □ Edward Lasker 11/1/40 □ George Lasker 3/16/42 □ Philip Grossman Lasky 7/15/38 □ John Ralph Latham 8/15/37 □ Craig Robert Lawrence 9/7/42 □ Mark Lawrence 4/3/61 □ Richard Lawrence 4/11/77 □ William Lunz Lawrence 11/30/42 □ Clarence Frederick Lea 10/11/43 □ Thomas Francis Leahy 1/23/78 □ Norman M. Lear 7/3/72 □ Albert Edward Leary 1/20/41 □ William Ira LeBaron 12/1/41 □ Robert Jay Leder 1/2/61 □ Carl Lee 7/13/59 □ Robert Emmett Lee 5/24/54 □ James Millar LeGate 3/22/43 □ Roger William LeGrand 3/22/68 □ Alcuin Williams Lehman 10/8/45 □ Dennis Howard Leibowitz 11/26/79 □ Gerald J. Leider 12/26/70 □ Winslow Percy Leighton 12/3/51 □ John Gerald Leitch 5/27/63 □ Robert Wendell Lemon 1/31/66 □ Kathryn Lenard 10/13/75 □ Max Manuel Leon 2/15/54 □ William Augustus Leonard II 12/1/75 □ Peter George Levathes 2/22/60 □ Gerald M. Levin 9/8/75 □ Robert Sam Levinson 12/20/76 □ Robert Daniels Levitt 4/22/57 □ David Levy 4/20/59 □ Isaac David Levy 11/1/33 □ Leon Levy 5/5/47 □ Robert Fisher Lewine 8/18/58 □ Dorothy Moore Lewis 2/10/41 □ Fulton Lewis Jr. 5/15/39 □ Philip Morgan Lewis 10/1/73 □ Thomas Howard Lewis 6/1/42 □ William Bennett Lewis 2/16/42 □ Richard Donald Lichtwardt 10/15/79 □ Robert Merwin Light 8/26/63 □ Murray Danforth Lincoln 7/12/54 □ Carl Lindemann Jr. 2/24/64 □ George Edward Lindman 1/10/77 □ Lester William Lindow 3/24/41 □ Frank Merrill Lindsay Jr. 5/7/56 □ Arthur Gordon Linkletter 10/2/67 □ Jack Kessler Lipson 5/16/60 □ C. (Charles) Edward Little 2/21/72 □ Lee Allen Little 3/7/49 □ Fanney Neyman Litvin 1/31/44 □ James Ray Livesay 2/10/69 □ Alan Wendell Livingston 10/8/56 □ William Brewster Lodge 7/22/57 □ Lee Loevinger 1/10/66 □ Mortimer Warren Loewi 6/20/49 □ Lenox Riley Lohr 11/1/36 □ George H. Lois 6/12/72 □ Philip Joseph Lombardo 9/1/75 □ Dewey Harold Long 9/15/41 □ George Irving Long Jr. 1/18/60 □ Joseph Harvey Long 9/31/53 □ Henry Loomis 10/30/72 □ Nathan Lord 11/24/58 □ William E. Lord 5/24/76 □ Wilmot Losee 6/4/51 □ Philip Geiselman Loucks 11/1/32 □ John Jeffry Louis 12/29/41 □ Isaac Rhodes Lounsberry III 11/18/46 □ Norman Louvau 10/23/61 □ Bruce Emory Lovett 4/14/75 □ Richard H. Low 11/6/78 □ Elmer Wilson Lower 8/1/66 □ Lawrence Wise Lowman 8/19/46 □ Paul Loyet 2/10/64 □ Thomas David Luckenbill 2/3/44 □ Calvin Tompkins Lucy 11/15/35 □ Earle Ludgin 10/26/53

HONOR ROLL

□ Ben Ludy 2/23/53 □ Stephen Joseph Lukasik 7/7/80 □ Arthur Harold Lund 8/17/53 □ David Elwyn Lundy 8/3/64 □ Howard Charles Luttgens 12/15/47 □ Frederick Archibald Lynds 5/21/56 □

M

□ Ernest Finlay MacDonald 8/9/54 □ John Haskell MacDonald 1/11/43 □ Torbert Hart Macdonald 9/20/71 □ Archibald MacLeish 5/11/42 □ William Curtis MacPhail 5/27/68 □ Edward Douglas Madden 8/13/51 □ Arch Leonard Madsen 9/19/66 □ Warren Grant Magnuson 8/7/61 □ Robert Otto Mahlman 10/6/69 □ William Barling Maillefert 11/24/47 □ Guy Fred Main 1/19/70 □ Harry Maizlish 3/7/55 □ James Francis Major 3/6/78 □ Joseph Oscar Maland 9/15/38 □ Martin Francis Malarkey 6/15/64 □ Michael Patrick Mallardi 5/5/69 □ John Charles Malone 11/3/80 □ Milton Selwyn Maltz 2/4/80 □ Abraham Mandell 6/22/64 □ Herbert D. Maneloveg 8/9/71 □ Frank Fabian Mankiewicz 4/30/79 □ Mary Jo Manning 8/15/77 □ Douglas Lewis Manship 2/13/61 □ Donald Manson 9/10/45 □ Kenneth Glenn Manuel 4/10/61 □ Robert Gordon Marbut 7/27/81 □ Guglielmo Marconi 12/15/31 □ Gustav Bernhard Margraf 5/16/49 □ Robert Margulies 11/27/61 □ Hazel Kenyon Markel 7/9/45 □ George Emerson Markham 4/7/47 □ Leonard Harold Marks 12/17/45 □ Alfred Warrington Marriner 11/16/42 □ Howard Herbst March 10/27/69 □ Garry Kent Marshall 3/14/77 □ Glenn Marshall Jr. 8/27/56 □ Thomas Sherman Marshall 6/14/54 □ Donald Neil Martin 4/28/58 □ Dwight Wesley Martin 1/6/64 □ Francis Martin Jr. 1/30/67 □ John Albert Martin 10/9/44 □ Quinn Martin 3/21/66 □ Roland Martini 1/19/42 □ Richard Marvin 5/26/41 □ Frank Louis Marx 5/26/69 □ Alfred M. Masini 5/10/71 □ Leonard Sarver Matthews 10/28/57 □ Kenneth Marcenus Mason 11/13/78 □ Richard Haywood Mason 8/1/37 □ Robert Tussing Mason 11/29/65 □ John Anthony Masterson 3/1/65 □ David Mathews 12/12/60 □ Francis Patrick Matthews 7/11/49 □ William Ewart Matthews 12/19/60 □ Leslie F. Mawhinney 12/6/54 □ Edward Welch May 8/11/58 □ Herbert Mayer 11/6/52 □ William Robert McAndrew 5/29/50 □ Robert Joseph McAndrews 10/10/49 □ John Edward McArdle 2/18/63 □ Thomas Adams McAvity 7/11/55 □ James John McCaffrey 9/4/72 □ David Bruce McCall 10/17/77 □ Charles Lynden McCarthy 8/21/44 □ Glenn McCarthy 1/31/49 □ John Elroy McCaw 7/9/56 □ George Ford McClelland 12/15/33 □ Harold Mark McClelland 4/24/44 □ Thomas Alfred McClelland 11/29/43 □ Miller McClintock 1/4/43 □ Harold Leigh McClinton 4/14/41 □ Peter Francis McCloskey 10/10/77 □ Paul McCluer 7/10/44 □ Ruth McCall McClung 12/8/58 □ Clair Reuben McCollough 12/31/45 □ George C. McConaughy 5/16/55 □ Charles Bruce McConnell 5/6/46 □ James Vernon McConnell 3/1/40 □ Joseph Howard McConnell 10/17/49 □ Robert Bruce McConnell 3/10/58 □ John Caston McCormack 2/1/39 □ Michael McCormick 5/7/73 □ William Martin McCormick 10/28/74 □ Alfred J. McCosker 4/15/32 □ Arthur Hatcher McCoy 1/9/61 □ Thomas Chapman McCray 3/17/52 □ John Joseph McCrory 6/23/80 □ James McCulla 11/16/70 □ Glen McDaniel 2/19/51 □ William Kirkwood McDaniel 7/11/60 □ Thomas Joseph McDermott 1/1/62 □ Thomas Joseph McDermott 4/4/55 □ Arch Linn McDonald 7/29/46 □ Joseph Albert McDonald 3/13/50 □ Neil Hosler McElroy 1/24/49 □ Thomas Bernard McFadden 10/30/50 □ Ernest W. McFarland 8/11/52 □ Donald Henry McGannon 11/21/55 □ Emmett Connell McGaughey 5/14/56 □ Norman Schoonmaker McGee 2/7/66 □ William Byron McGill 5/31/43 □ John Peter McGoff 5/16/66 □ Edward Francis McGrady 12/15/40 □ William Bashford McGrath 11/7/49 □ Robert Minier McGredy 2/27/67 □ Charles Donald McGregor Jr. 1/25/71 □ William Alexander McGuineas 2/24/47 □ Philip Lincoln McHugh 8/23/54 □ Frank Holmes McIntosh 7/19/54 □ Thomas Earl McKinney 12/22/80 □ Clinton Dan McKinnon 9/21/70 □ Edward F. McLaughlin 9/15/75 □ John McLaughlin 4/30/51 □ Barton Robert McLendon 7/2/51 □ Gordon Barton McLendon 8/29/60 □ Renville Hupfel McMann Jr. 5/24/71 □ John Edward McMillan 6/23/41 □ Neal Kyser McNaughten 4/10/50 □ Sherman John McQueen 9/23/63 □ John Ford Meagher 5/31/54 □ Charles Stanley Mechem Jr. 1/24/77 □ Robert Charles Meeker 1/29/52 □ Robert Dewitt Clinton Meeker 11/19/51 □ Howard Sidney Meighan 3/22/48 □ Donald Menchel 7/12/76 □ Herbert Joseph Mendelsohn 10/18/65 □ Clarence

HONOR ROLL

Lester Menser 7/13/42 □ Donald John Mercer 7/13/67 □ Bruce Merrill 9/20/65 □ Eugene Hyde Merrill 10/13/52 □ Philip Merryman 1/23/56 □ Douglas Wyman Meservey 2/15/48 □ Goar Mestre 10/1/48 □ Roswell William Metzger 6/15/39 □ August Christopher Meyer 5/5/58 □ Frederick William Meyer 10/1/39 □ Lynn Leslie Meyer 3/19/62 □ Arthur Edward Meyerhoff 11/7/66 □ Carl Joseph Meyers 10/15/62 □ Reed Meyers 8/2/43 □ Willard Arthur Michaels 1/4/65 □ Werner Michel 4/19/76 □ Charles Michael Michelson 8/15/49 □ Siegfried Mickelson 1/10/55 □ James Lewis Middlebrooks 8/12/46 □ Charles Edward Midgley Jr. 10/1/40 □ Lewis Waters Milbourne 7/16/51 □ D. Thomas Miller 10/29/73 □ Joseph Leonard Miller 7/1/46 □ Justin Miller 10/1/45 □ Louis Reed Miller 10/6/75 □ Paul John Miller 12/10/56 □ Robert Oscar Miller 10/4/54 □ William Edward Miller 5/31/76 □ Kenneth Adolfo Mills 6/9/75 □ Jack Webb Minor 9/17/56 □ Newton Norman Minow 1/1/79 □ Frederick Marlin Mitchell Jr. 8/16/65 □ George Mitchell 10/14/68 □ John H. Mitchell 6/5/72 □ Maurice Bernard Mitchell 3/1/48 □ Raymond Oscar Mithun 1/25/54 □ Stanley Howard Moger 12/12/77 □ Norton William Mogge 4/27/59 □ Emil Solomon Mogul 10/2/61 □ Paul Monash 5/20/68 □ William B. Monroe 4/23/73 □ John Monsarrat 8/30/65 □ Dale Grant Moore 9/14/70 □ David Channing Moore 6/9/58 □ Ellis O. Moore 12/15/75 □ Everett Lloyd (Tod) Moore Jr. 1/28/74 □ Kyle D. Moore 10/27/75 □ Michael Moore 8/27/79 □ Richard Anthony Moore 12/28/53 □ Thomas Waldrop Moore 1/25/60 □ John Robert Moran 11/14/55 □ Paul W. Morency 1/1/33 □ James Calvin Morgan 3/3/52 □ Raymond Ritchie Morgan 6/15/37 □ Masahiko Morizono 8/8/77 □ David Hargett Morris 1/28/52 □ Robert Mills Morris 3/27/67 □ Arthur Marion Mortensen 8/9/76 □ Charles Greenough Mortimer 6/23/47 □ Thruston Ballard Morton Jr. 7/8/68 □ Michael A. Moscarello 7/2/73 □ John Arbuckle Moseley 4/3/78 □ John Edward Mosman 2/23/59 □ Charles Moss 11/20/72 □ Jerome S. Moss 1/10/72 □ Harold Edward Mott 4/30/62 □ Robert Perry Patrick Mountain 1/14/57 □ Robert Mounty 9/20/76 □ Stanley Garrison Mouse 3/8/71 □ Paul Burnham Mowrey 10/3/49 □ William Joseph Moyer 6/2/58 □ Arno William Mueller 4/28/80 □ Robert Edge Mulholland 1/19/81 □ Frank Ernest Mullen 12/1/34 □ Vernon Mullen Jr. 2/8/54 □ John Christopher Mullins 12/7/64 □ Leslie Dennis Mullins 9/13/65 □ Soren Harold Munkhof 4/13/59 □ Adrian Massey Murphy 3/31/52 □ John Thomas Murphy 2/4/63 □ Kiernan Thomas Murphy 7/5/54 □ Thomas Sawyer Murphy 10/12/64 □ James Francis Francis Murray 10/12/53 □ William Ewart Gladstone Murray 3/15/38 □ Edward Roscoe Murrow 1/25/43 □ Charles William Myers 7/15/36 □

N

□ Gary Nardino 5/14/79 □ Cyrus Harris Nathan 1/9/56 □ Don Paul Nathanson 9/17/51 □ Harold Neal Jr. 9/2/63 □ Patricia Loretto Nealin 5/13/74 □ Donald Malcolm Neill 5/14/51 □ Alvin Enus Nelson 11/1/37 □ Linnea Nelson 9/15/47 □ Louis James Nelson Jr. 12/13/65 □ Allen Harold Neuharth 7/23/79 □ Richard Mitchells Neustadt 3/27/78 □ Arthur Wesley Newby 9/2/46 □ Harold Jefferson Newcomb 9/20/48 □ Edward Noonan Ney 7/4/77 □ Nicholas John Nicholas Jr. 8/18/80 □ Carl Wheeler Nichols Jr. 11/21/66 □ Arthur Charles Nielsen 12/19/49 □ Arthur Charles Nielsen Jr. 7/14/69 □ Martin Leonard Nierman 3/21/60 □ Frederick A. Niles 2/7/55 □ Harold Franklin Niven 3/26/73 □ Edward John Noble 8/9/43 □ Vernon August Nolte 9/14/64 □ Donald Aimers Norman 8/18/52 □ Harper Qua North 8/31/64 □ Edward Lee Norton 5/21/51 □ John Hughes Norton Jr. 9/13/48 □ Victor Thane Norton 5/8/50 □ Raymond Henry Norweb 2/28/49 □ Harry Novik 5/22/67 □ Morris S. Novik 11/12/62 □ Burns Quarton Nugent 9/3/73 □ Wesley Irvin Nunn 3/5/51 □

O

□ Theodore Irving Oberfelder 1/8/51 □ Robert Hector O'Brien 4/27/53 □ Andrew M. Ockershausen 7/12/71 □ James Dunne O'Connell 9/11/67 □ Theodore William O'Connell Jr. 7/26/65 □ Harry O'Connor 9/4/78 □ Neal William O'Connor 1/21/74 □ Kenneth Robert Oelschlander 9/28/70 □ Herbert

HONOR ROLL

Raymond Ohrt 3/7/60 □ Irwin Alois Olian 8/10/42 □ Richard Allen O'Leary 5/25/70 □ Clinton Burt Oliver 5/4/53 □ Thomas Francis O'Neil 2/12/51 □ William Michael O'Neil 12/29/47 □ John Edward O'Neill 12/21/53 □ Jessurun James Oppenheimer 1/20/58 □ William Turney Orr 7/3/61 □ William Wallace Orr 11/27/44 □ William Frederick O'Shaughnessy 6/23/69 □ Joseph W. Ostrow 5/22/72 □ Kevin Patrick O'Sullivan 6/21/71 □ Roger Hillary O'Sullivan 5/3/65 □ John Edwin O'Toole 9/1/69 □ Roger Christian Ottenbach 6/5/78 □ John Martin Otter 6/6/77 □ Joseph A. Ouimet 2/2/53 □ Daniel Harrison Overmyer 5/30/66 □ Forrest Flagg Owen Jr. 2/3/58 □

P & Q

□ William Dorsey Pabst 6/8/59 □ Richard Morris Pack 9/11/61 □ Robert William Packwood 1/5/81 □ Alfred Cornwallis Paddison 6/10/46 □ Max Paglin 4/24/61 □ Lawrence Bruce Paisner 5/5/75 □ William S. Paley 4/1/32 □ Daniel David Palmer 7/24/61 □ Arden X. Pangborn 3/30/42 □ Carter Marcellus Parham 12/22/52 □ Eldon Arthur Park 9/9/46 □ Roy Hampton Park 2/3/64 □ James DeBlois Parker 4/7/80 □ Bert Parks 5/5/80 □ Floyd Lavinus Parks 10/11/48 □ James Fay Parks 10/26/64 □ Tom E. Paro 8/7/78 □ James Otis Parsons Jr. 8/22/60 □ John Orlando Pastore 1/30/61 □ Virginia F. Pate 7/20/70 □ Leonard Joseph Patricelli 1/29/68 □ Duke Moyer Patrick 1/15/33 □ James Patt 11/20/50 □ John Patt 11/20/50 □ John Francis Patt 2/1/33 □ Ralph Patt 11/20/50 □ Robert Patt 11/20/50 □ John Anthony Patterson 9/22/52 □ Richard Cunningham Patterson Jr. 5/1/34 □ Walter Scott Patterson 1/4/60 □ Robert Reinhold Pauley 10/16/61 □ William Colin Payette 6/27/60 □ Ancil H. Payne 4/24/72 □ Stuart Peabody 7/15/35 □ Roger Craft Peace 8/11/41 □ Ian Michael Peacock 2/3/75 □ Robert Swain Peare 10/29/45 □ Daniel Thomas Pecaro 7/29/74 □ Frank Elias Pellegrin 12/30/57 □ Donald Arthur Pels 5/28/73 □ Marshall Hylon Pengra 11/1/43 □ William Dean Pennington 12/15/58 □ Andrew Jerrold Perenchio 8/6/79 □ John Lawrence Perry 5/8/61 □ H. Preston Peters 8/1/36 □ Harvic Hecht Petersen 1/1/34 □ Charles Wrede Petersmeyer 8/26/57 □ Curt Peterson 11/24/41 □ Harry Austin Peterson 12/8/47 □ Edward Petry 10/16/50 □ Herbert L. Pettey 11/10/41 □ John Whitney Pettit 7/17/72 □ Don Edward Petty 2/11/46 □ Edwin William Pfeiffer 10/22/73 □ Jane Cahill Pfeiffer 10/23/78 □ Irna Phillips 11/6/72 □ Paul R. Picard 10/11/71 □ Sam Pickard 6/15/33 □ Arthur Edward Pickens Jr. 1/8/68 □ Frederick Stanley Pierce 1/20/75 □ Robert Morris Pierce 11/6/44 □ Samuel Pierce 9/1/47 □ Timatha Stone Pierce 6/2/80 □ Robert Charles Pierpoint 7/14/80 □ William Theodore Pierson 4/6/81 □ John Raymond Pike 10/13/69 □ John S. Pingel 6/19/78 □ Richard Alden Ray Pinkham 9/29/58 □ Frank Alexander Pittman 2/23/48 □ John Frank Pival 5/15/61 □ Lloyd Adolphus Pixley 1/7/46 □ Lionel Cecil Place 7/5/48 □ Raymond Alonzo Plank 9/5/66 □ Alfred Lewis (Fred) Plant 3/29/65 □ John H. Platt 12/13/54 □ Harry Morris Plotkin 5/31/71 □ Abe Plough 7/21/58 □ Curtis Blood Plummer 3/27/50 □ George John Podeyn 6/21/54 □ George Polk 8/9/65 □ John Clark Pomeroy 8/24/59 □ Irving Martin Pompadur 12/29/69 □ Alexander Mathew Poniatoff 12/15/69 □ John Hudson Poole 4/21/52 □ John Barton Poor 1/16/56 □ Leavitt Joseph Pope 3/17/75 □ Jacob Robert Poppele 11/15/39 □ Paul Aldemont Porter 3/6/44 □ William Arnold Porter 10/19/53 □ Carl Malcolm Post 12/17/62 □ Charles Edward Potter 3/22/54 □ Jean A. Pouliot 7/12/65 □ Joseph Lester (Jody) Powell Jr. 5/30/77 □ Alice Joan Heinecke Prager 9/11/72 □ Anning Smith Prall 2/1/35 □ Charles Anderson Pratt 8/5/63 □ Elmer William Pratt 6/1/33 □ Stanley Randall Pratt 9/1/52 □ Biagio Salvatore Presti 12/8/69 □ Byron Price 12/22/41 □ William Francis Price Jr. 8/30/71 □ Bernard Jay Prockter 5/10/54 □ Quentin S. Proctor 6/16/75 □ D. L. (Tony) Provost 6/9/52 □ Arthur Pryor Jr. 8/15/33 □ Roger Pryor 8/6/56 □ Weston Carpenter Pullen Jr. 4/29/57 □ Eugene Collins Pulliam 7/28/41 □ Nathaniel Henry Pumpian 8/1/35 □ Robert Mumford Purcell 9/14/59 □ William Lowell Putnam 1/19/76 □ Ward Louis Quaal 8/10/53 □ William Barlow Quarton 4/23/45 □ James Henry Quello 10/27/58 □ Harold James Quilliam 6/30/41 □ Sterling Quinlan 6/29/53 □

HONOR ROLL

R

Charles Frederic Rabell 5/30/60 Radio's Liberation Forces 6/12/44 James Thomas Ragan 6/29/81 William McCreary Ramsey II 6/4/45 Odin Sayles Ramsland 11/9/59 Clem John Randau 6/16/52 Forney Anderson Rankin 9/6/48 Martin Ransohoff 11/16/59 Bryson Brennan Rash 1/8/73 Dan Irvin Rather 12/10/73 Victor Michael Ratner 2/2/42 Lester Richard Rawlins 11/14/60 Richard Birrell Rawls 12/21/59 William Bell Ray 12/8/75 Paul Hutcheson Raymer 11/1/39 Alexander Louis Read 5/2/60 Roger Burkham Read 12/17/73 John Neil Reagan 1/17/49 Ronald Wilson Reagan 4/28/75 Joseph Harold Ream 1/13/58 Harry Reasoner 5/21/73 John Hutchins Reber 9/16/57 Robert Leigh Redd 2/9/59 Hugh McCulloch Redhead 12/21/70 Abram Kline Redmond 8/22/49 Dwight Spencer Reed 3/23/53 Pinckney Brewer Reed 7/18/60 Seymour Reed 8/14/61 A. Frank Reel 11/15/71 George Curtis Reeves 12/5/60 Hazard Earle Reeves 7/7/69 Jerome Robert Reeves 5/13/63 Walter Emil Reichel 2/12/79 Charlotte Leota Thompson Reid 1/29/73 Earl Charles Reineke 6/1/37 Manny Reiner 4/25/66 John Edward Reinhardt 7/10/78 James Leonard Reinsch 6/9/41 Sanford E. Reisenbach 4/17/78 Jeffrey Charles Reiss 5/7/79 Clyde Wallace Rembert 4/2/62 Harry Keeton Renfro 9/4/61 Ralph A. Renick 1/5/76 Leo Resnick 9/8/52 H. Earl Rettig 3/9/53 Everett Eugene Revercomb 4/4/60 John Bernard Reynolds 5/5/41 John Taylor Reynolds 7/27/59 Robert O'Dell Reynolds 6/30/47 George Richard Agar Rice 2/12/45 Roger Douglass Rice 3/9/70 Lee Morse Rich 7/17/61 William Robert Rich 9/27/65 George Arthur Richards 6/18/45 Robert Kenneth Richards 11/22/48 Laurence Edgar Richardson 11/28/66 James Cheatele Richdale Jr. 8/19/68 James Gilmour Riddell 3/17/58 Robert Blair Ridder 6/24/63 Stephen C. Riddleberger 10/8/62 Edney Ridge 4/15/38 Maurice Joseph (Bud) Rifkin 2/1/65 Volney Foster Righter 8/22/60 Andrew Donald Ring 10/1/36 Stephen Rich Rintoul 9/1/36 Fred Ramig Ripley 7/3/44 Daniel Lee Ritchie 11/27/78 Samuel Campbell Ritchie 10/10/66 Morris Rittenberg 8/15/66 E. D. Rivers 2/16/53 John Minott Rivers 9/28/64 Hal E. Roach Jr. 5/9/55 Peter M. Robeck 5/29/72 William Riley Roberson Jr. 12/30/63 Harlow Pliny Roberts 9/1/35 John David (Jack) Roberts 10/17/66 Walter Donald Roberts 5/20/46 Charles Maxwell Robertson Jr. 8/24/42 Stanley G. Robertson 5/17/71 Hubbell Robinson Jr. 6/5/44 Ira E. Robinson 1/15/32 William Peirce Robinson 8/9/48 William Northrop Robson 3/17/41 Keith Sinclair Rogers 11/11/46 Irving Emerson Rogers 9/17/45 Lawrence Harrison Rogers II 11/8/54 Walter Edward Rogers 4/6/64 Wesley DeWilde Rogers Jr. 1/17/55 Orville Wayne Rollins 8/12/57 Franklin Delano Roosevelt 11/2/70 Burton A. Rosen 9/27/71 Marcella Jung Rosen 7/21/80 Samuel Rawlins Rosenbaum 5/15/38 Robert Morris Rosencrans 7/3/78 Marvin Leroy Rosene 5/6/63 James H. Rosenfield 5/8/78 Sydney Roslow 5/22/50 Walter James Rothschild 11/19/62 Thomas Emerson Rounds III 10/6/80 John Francis Royal 6/15/38 Kenneth Clairborne Royall 7/28/47 Alvin Ray (Pete) Rozelle 8/7/67 Martin Rubenstein 11/19/79 Aaron Rubin 3/16/70 Richard Rudolph 9/3/51 Frederick Fernando Ruegg 11/7/60 William Ruess 7/15/39 Edmund Birch Ruffner 6/1/38 Meryle Stanley (Bud) Rukeyser Jr. 1/6/75 Elton Hoerl Rule 9/19/60 John West Runyon 9/15/39 Mefford Ross Runyon 7/2/45 Alvin Rush 5/19/75 Herman Eugene Rush 2/6/67 Francis Marion (Scoop) Russell 10/21/46 Frank Bourne Ruthrauff 2/18/46 Lee Ruwitch 11/16/53 John Harold Ryan 9/1/39 Quin Augustus Ryan 9/1/33 Richard Ellis Ryan 4/11/60 William Bernard Ryan 3/1/43

S

Ellen Berland 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 Salhany 3/16/81 John A.

HONOR ROLL

Salisbury 11/24/75 □ Nancy Mazur Salkin 1/3/66 □ John Salt 2/5/45 □ Russell Gerald Salter 11/8/65 □ David Elliot Salzman 6/20/77 □ Alfred Burgess Sambrook 10/11/54 □ Perry Sylvan Samuels 4/21/69 □ Hildred Evelyn Sanders 5/21/62 □ Marlene Sanders 11/8/76 □ Thaddeus Martin Sandstrom 10/9/61 □ Elliott Maxwell Sanger 3/3/47 □ George J. Santoro 1/17/72 □ Don Saraceno 1/12/76 □ David Sarnoff 10/1/32 □ Robert William Sarnoff 7/13/53 □ Thomas Warren Sarnoff 3/11/57 □ Robert Saudek 5/24/48 □ Van Gordon Sauter 5/23/77 □ Richard Nelson Savage 9/13/71 □ William Myron Savitt 4/25/80 □ Donald David Sbarra 3/4/68 □ Alfred James Scalpone 8/29/55 □ Henry Miner Schachte 1/5/59 □ Philip Haynes Schaff 11/20/67 □ Otto Sorg Schairer 7/7/41 □ Arthur William Scharfeld 6/30/52 □ Abel Alan Schechter 6/5/50 □ Rex Butler Schepp 8/2/48 □ Raymond Lewis Scherer 1/26/76 □ Edgar Jay Scherick 7/8/63 □ James Schiavone 6/11/62 □ Dorothy Schiff 7/22/46 □ Sol Schildhause 5/15/72 □ Sylvester John Schile 6/4/56 □ John Thomas Schilling 1/30/56 □ George Schlatter 7/15/68 □ Herbert Samuel Schlosser 8/12/68 □ Herbert Schmertz 7/31/78 □ Gert Schmidt 9/1/80 □ Richard Marten Schmidt Jr. 10/1/79 □ Robert L. Schmidt 6/7/76 □ Dominic Frank Schmit 2/25/46 □ Harrison Hagan (Jack) Schmitt 7/13/81 □ Kenneth Frederick Schmitt 3/26/51 □ Alfred R. Schneider 8/24/64 □ Cyril Schneider 3/17/69 □ Gene W. Schneider 6/22/81 □ John Arnold Schneider 6/29/59 □ Reese Wolfe Schonfeld 9/8/80 □ Willard Schroeder 10/12/59 □ Frank Philip Schreiber 6/17/44 □ William Arthur Schudt Jr. 10/1/37 □ Regina Schuebel 10/15/37 □ Oswald Francis Schuette 5/15/32 □ James Allen Schulke 11/2/59 □ Ernest John Schultz 9/12/77 □ Walter A. Schwartz 11/6/67 □ Richard Schultz Schweiker 8/21/72 □ Walter Schwimmer 1/15/40 □ Robert John Scott 2/7/44 □ Walter Decker Scott 2/16/59 □ David G. Scribner 11/8/71 □ William John Scripps 10/15/39 □ Don Searle 2/1/38 □ Frederick Andrew Seaton 6/11/56 □ James Dixon Secrest 7/31/50 □ Harry Sedgwick 2/15/39 □ Harold Phillip See 12/12/55 □ James Robert Sefert 11/1/76 □ David M. Segal 6/8/53 □ Joel Michael Segal 3/30/81 □ Irwin Bernard Segelstein 6/21/76 □ Edward B. Seghers 12/6/71 □ James William Seiler 11/30/53 □ William Edwin Self 12/28/64 □ Selig Jacob Seligman 2/11/57 □ Eric Sevareid 12/23/46 □ John Clement Severino 7/15/74 □ James Morgan Seward 12/2/63 □ Dan Seymour 2/17/64 □ Stephen Dana Seymour 7/8/74 □ SHAEF (Supreme Headquarters Allied Expeditionary Forces) 5/14/45 □ Raymond P. Shafer 7/10/72 □ Godfrey Richard Shafto 12/15/38 □ Theodore F. Shaker 1/22/62 □ Frank Joseph Shakespeare Jr. 3/5/62 □ Marvin Lincoln Shapiro 12/18/67 □ Myron Frederick (Mike) Shapiro 9/18/61 □ Ivor Sharp 2/28/44 □ Thomas Edward Sharp 6/18/51 □ Allen Bennett Shaw 2/4/74 □ Donald Scholefield Shaw 10/15/36 □ Harry Shaw 11/15/32 □ James Thompson Shaw 5/9/77 □ Reid Lonsdale Shaw 3/20/67 □ William Dwight Shaw 12/17/51 □ Ralph Fleming (Casey) Shawhan 11/27/67 □ Hamilton Shea 9/2/57 □ Shaun McGill Sheehan 7/28/80 □ William Edward Sheehan Jr. 8/9/74 □ Alice Louise Shein 7/27/53 □ Sidney Sheinberg 8/25/69 □ Robert Evart Shelby 7/26/54 □ John Shepard III 8/15/32 □ Robert B. Sherman 4/15/74 □ Stuart Sherman 5/15/36 □ Richard J. Shiben 12/16/74 □ Victor Adam Sholis 7/14/47 □ Erwin Henry Shomo 5/14/62 □ Harry Manuel (Chip) Shooshan III 1/31/77 □ James Ditto Shouse 1/1/40 □ Irving Edward (Chick) Showerman 4/1/46 □ George Thomas Shupert 3/23/59 □ Perry LeRoy Shupert 4/14/58 □ Edward Palmes Shurick 11/18/57 □ John Barnes Sias 6/30/70 □ Simon Bernard Siegel 11/30/59 □ Richard W. Sierk 3/2/53 □ Loyd Claunts Sigmon 12/3/56 □ Jerome Sill 1/23/50 □ John Daniel Silva 3/31/75 □ Roy Silver 10/7/68 □ Alan M. Silverbach 3/1/76 □ Fred Silverman 11/9/70 □ Frank Silvernail 3/31/58 □ Chester Robert Simmons 2/2/81 □ Al Simon 4/18/66 □ Arthur Simon 3/13/44 □ Louis Sherwin Simon 9/21/64 □ John Bell Simpson 11/10/58 □ William Pierce Sims 9/28/81 □ Joseph Samuels (Dody) Sinclair 11/25/63 □ Donald Sipes 1/29/79 □ Kenneth Leonard Skillin 10/10/55 □ Richard Jerome Sklar 5/26/75 □ Sherman Richard Slade 6/23/58 □ Samuel Jordan Slate 6/15/59 □ Henry William Slavick 4/21/41 □ Thomas James Slowie 3/19/45 □ William Jack Small 11/25/74 □ Calvin James Smith 5/17/48 □ Carleton Dabney Smith 4/7/58 □ Frank MacGregor Smith Jr. 8/20/79 □ George Severn Smith 2/25/57 □ Harold Everett Smith 12/1/37 □ Harry Mason Smith 9/20/54 □ Hassell Wendell Smith 2/8/43 □ Howard Kingsbury Smith 5/21/73 □ John Kelly Smith 1/15/37 □ Joseph Luther Smith Jr. 12/25/50 □ Louis Archer Smith 12/9/63 □ Robert S. Smith 4/4/66 □ Theodore Ainslie Smith 2/24/58 □ Charles Augustus Smithgall Jr. 12/28/42 □ Jack

HONOR ROLL

Walter Smock 3/23/64 □ William Brothers Smullin 3/27/44 □ Elmer Charles Snow 8/30/70 □ Alvin Aaron Snyder 11/17/69 □ Franklin Cooper Snyder 12/22/69 □ Glenn Snyder 7/1/39 □ James Lawrence Snyder 5/18/70 □ Kenneth Charles Timothy Snyder 3/27/61 □ Kenneth David Soble 8/31/42 □ John Block Soell 11/25/57 □ Egmont Sonderling 1/27/64 □ Robert Bandler Sour 12/27/65 □ F. C. Sowell 6/13/49 □ Paul Dewey Pinckney Spearman 8/16/48 □ Aaron Spelling 12/12/66 □ Edwin Mattis Spence 1/15/33 □ Harry Raymond Spence 11/26/45 □ Lindsey Hill Spight 10/20/58 □ Richard Stewart Stakes 2/22/71 □ Howard Lee Stalnaker 11/23/64 □ Joseph Stamler 5/7/62 □ Dennis Carothers Stanfill 9/24/73 □ Carl Minor Stanton 2/21/55 □ Frank Stanton 12/21/42 □ William David Lent Starbuck 3/15/33 □ Martin Starger 2/14/72 □ Peter Holmes Starr 7/26/71 □ Donald DeReed Stauffer 4/26/43 □ Joseph R. Stauffer 7/14/41 □ Louis Thornton (Ted) Steele 4/17/67 □ William Edward Steers 7/5/65 □ Karl Stefan 3/29/43 □ Robert Joseph Stefan 8/28/61 □ Charles Allen Steinberg 7/30/73 □ Charles Roy Steinfort 6/23/75 □ James Hale Steinman 8/28/44 □ Marion Stephenson 1/28/63 □ George Edward Sterling 7/6/42 □ Alfred Robert Stern 2/15/71 □ Edgar Bloom Stern Jr. 9/5/55 □ Allen Francis Sternberg 2/12/73 □ Carlyle Stevens 3/15/35 □ Gary Grossman Stevens 10/9/78 □ George Allen Stevens 3/3/69 □ Paul M. Stevens 6/27/77 □ David Charles Stewart 8/23/65 □ James Lincoln Stirton 7/15/46 □ Brandon Stoddard 8/21/78 □ Harold Barkley Stokes 1/10/49 □ Jerome Stewart Stolzoff 8/1/49 □ Harry Leith Stone 10/13/47 □ Martin Stone 10/26/59 □ Peggy Stone 7/22/63 □ Robert Lewis Stone 1/5/70 □ George Butler Storer 4/16/51 □ George Butler Storer Jr. 6/5/61 □ Peter Storer 1/7/63 □ Todd Storz 9/19/55 □ Horace Nicholson Stovin 6/9/47 □ Ellen Louis Sulzberger Straus 8/28/78 □ Nathan Straus 2/21/44 □ Ronald Peter Straus 2/12/62 □ Theodore Cyler Streibert 1/8/45 □ Arthur Campbell Stringer 11/20/44 □ Hunt Stromberg Jr. 7/6/64 □ Alexander Stronach Jr. 11/9/53 □ Sidney Nicholas Strotz 10/6/41 □ Ben Strouse 6/28/48 □ Norman Hulbert Strouse 4/23/56 □ Eugene M. Strul 6/14/74 □ Harvey James Struthers 2/25/52 □ Charles Rossiter Stuart Jr. 10/21/63 □ Harold Cutliff Stuart 11/28/60 □ William Raymond Stuhler 10/15/34 □ Gordon Taival Stulberg 3/18/68 □ Proctor Arnold Sugg 5/12/58 □ Donald Dennis Sullivan 10/10/60 □ Edward Vincent Sullivan 4/12/54 □ John Van Buren Sullivan 10/3/60 □ Harrison Boyd Summers 8/10/64 □ John Benjamin Summers 9/2/74 □ William Howard Summerville 11/27/50 □ Bruce G. Sundlun 7/25/77 □ David H. Susskind 7/17/78 □ David Van Dorn Sutton 9/26/55 □ Robert Patrick Sutton 4/23/62 □ Thomas James Swafford 6/11/73 □ John Walter Swallow 12/15/35 □ Wilmer Cressman Swartley 12/4/61 □ Kevin Brandan Sweeney 5/23/60 □ Robert Dwight Swezey 8/27/45 □ Allan Byron Swift 1/21/80 □ George Richard Swift 12/31/51 □ Robert Henry Swintz 1/15/51 □ Eugene Octave Sykes 3/1/32 □

T

□ William H. Tankersley 5/1/72 □ Morris Tarshis 12/23/74 □ Brandon Rick Tartikoff 3/23/81 □ Sarkes Tarzian 5/1/50 □ Gerald Wilson Tasker 11/17/58 □ Arthur Edward Tatham 9/30/63 □ Donn B. Tatum 3/13/72 □ Donald Vardy Taverner 6/1/70 □ Arthur Robert Taylor 12/18/72 □ Edward Leon Taylor 2/9/81 □ Edward R. Taylor 6/20/55 □ Eugene Taylor 12/9/68 □ Glenhall Taylor 7/7/47 □ Herbert Edward Taylor 6/28/54 □ James Davidson Taylor 1/28/46 □ John Pratt Taylor 5/28/56 □ Marlin Raymond Taylor 6/11/79 □ O. L. Taylor 8/1/38 □ Rolland Woodmansee Taylor 9/9/57 □ William Arnold Taylor 12/4/78 □ David William Tebet 4/29/74 □ Robert Clarke Temple 3/30/59 □ Donald George Tenant 12/26/66 □ James Robinson Terrell 1/13/75 □ William D. Terrell 12/1/31 □ William Dandridge Terrell 8/30/43 □ Hugh Berkley Terry 2/24/41 □ Marshall Northway Terry 9/26/49 □ Theodore Olin Thackrey 7/22/46 □ Jack Glover Thayer 6/12/67 □ Edward Morton Thiele 4/11/66 □ Chester Louis Thomas 9/19/49 □ Danny Thomas 10/26/70 □ Eugene Shorb Thomas 5/13/46 □ Lloyd Creighton Thomas 3/15/34 □ Lowell Jackson Thomas 4/1/68 □ Norman Ashley Thomas 2/4/52 □ Anthony Denis Thomopoulos 5/22/78 □ Roy Thompson 12/15/32 □ Arnold Campbell Thomson 7/24/67 □ James Sutherland Thomson 2/22/43 □ Roy Herbert Thomson 5/19/47 □ Donald Wayne Thornburgh 5/1/38 □ John Foldberg

HONOR ROLL

Thorwald 10/25/48 □ Fred Mitchell Thrower Jr. 12/14/53 □ Harold Heath Thurber 1/21/63 □ Samuel Thurm 5/8/67 □ Donald A. Thurston 7/7/76 □ Walter Allison Tibbals 2/14/55 □ Ellsworth Lozier Timberman Jr. 10/24/66 □ Raymond Joseph Timothy 8/31/81 □ Robert Ronsheim Tincher 12/26/49 □ Grant Almerin Tinker 11/18/63 □ Thomas Garland Tinsley II 1/1/45 □ Jack Knight Tipton 11/1/65 □ William Walter Tison 10/20/41 □ Wayne Tiss 10/27/47 □ Ruth Montez Tjaden 11/6/61 □ William Seldon Todman 2/10/58 □ Adolph James Toigo 6/13/55 □ Arthur Mac Tolchin 8/17/59 □ Russell Willard Tolg 10/31/49 □ James J. Tommaney 3/6/72 □ Merritt Edward Tompkins 3/15/40 □ Franklin Austin Tooke 7/18/66 □ Rolland Velton Tooke 7/20/53 □ Charles Harrison Topmiller 7/26/48 □ Sidney Topol 5/10/76 □ Alan Lee Torbet 1/28/80 □ John M. Torbet 3/27/72 □ Russell Charles Tornabene 6/4/73 □ Charles Henry Tower 7/6/59 □ George Rea Town 3/25/63 □ Sam Willard Townsend 4/12/48 □ Donald James Tragesser 6/19/67 □ Niles Trammell 1/1/39 □ Herminio Traviesas 4/5/65 □ Harry Trenner 9/3/62 □ Oliver Ernest Treyz 11/29/54 □ William J. Tricarico 6/26/78 □ Harry Davis Trigg 2/18/74 □ Merle Hicks Tucker 3/11/63 □ Nathan Albert Tufts Jr. 11/13/44 □ Esther Van Wagoner Tufty 12/26/60 □ Richard William Tully 5/13/68 □ Henry Rutherford Turnbull 7/31/44 □ George Spencer Turner 7/21/52 □ Robert Edward (Ted) Turner III 6/28/76 □ Willson Masters Tuttle 3/24/58 □ Reginald Wofford Twiggs 5/27/57 □ E. L. (Ty) Tyson 9/1/32 □

U

Guy Maxwell Ule 5/20/57 □ Martin Bass Umansky 3/9/59 □ Cecil Parks Underwood 9/14/42 □ Alvin Earl Unger 8/1/60 □ Oliver Archibald Unger 11/4/57 □ Henry Untermeyer 9/23/57 □ Stuart Barnard Upson 9/24/79 □

V

□ E.R. Vadeboncoeur 3/18/74 □ Jack Valenti 9/16/74 □ Jay Van Andel 6/12/78 □ August Raymond Van Cantford 3/12/79 □ Charles Vanda 6/25/51 □ Lionel Van Deerlin 2/28/72 □ Arthur Floyd Van Dyck 2/23/42 □ Edwin Thomas Vane 8/11/80 □ Francois Van Konynenburg 2/1/54 □ John James Van Nostrand Jr. 6/7/48 □ Lewis Whiting Van Nostrand 2/15/65 □ Neil Richard Vander Dussen 5/14/73 □ Ellis J. Veech Jr. 4/7/69 □ Thomas Anthony Velotta 7/4/49 □ Lloyd George Venard 11/21/60 □ Richard Paul Verne 1/22/79 □ Leonard Adrian Versluis 5/7/51 □ Herb Victor 10/11/76 □ Victory 5/14/45 □ Daniel Dario Villanueva 9/22/75 □ Sheldon Conyer Vinsonhaler 11/8/43 □ Samuel Bradshaw Vitt 4/4/77 □ Abe Jacob Voron 8/26/68 □ Edward Everett Voynow 2/4/57 □ Wayne Rodger Vriesman 12/13/76 □

W

□ Alfred George Waack 1/23/67 □ Lester E. Waddington 1/12/53 □ Albert Geoffrey Wade II 6/2/47 □ Walter Albert Wade 4/1/37 □ Isadore James Wagner 10/23/44 □ Morton Jules Wagner 12/16/57 □ Walter Eugene Wagstaff 1/2/56 □ James Wahl 12/4/44 □ Lee Boswell Wailes 7/1/40 □ Willard Eugene Walbridge 1/12/59 □ Richard Charles Wald 2/5/73 □ Asbury Prose Walker 7/6/53 □ Frederick Elmer Walker 7/20/64 □ Larry Walker 11/3/58 □ Paul Atlee Walker 6/24/46 □ William Edward Walker 5/2/56 □ Judith Waller 4/3/44 □ George Edward Wallis 10/5/64 □ Robert Sylvester Walsh 11/5/79 □ John Walson 6/27/74 □ Norman Edward Walt Jr. 11/9/64 □ Barbara Jill Walters 7/28/75 □ John Joseph Walters Jr. 8/16/76 □ Theodore H. Walworth Jr. 3/29/76 □ Carl Small Ward 6/27/55 □ James Truman Ward 10/1/34 □ Sean X. Ward 5/4/70 □ Robert McCollum Ward 9/5/77 □ Frederic Malcolm Waring 9/13/54 □ Albert Lyman Warner 10/15/45 □ Kenneth Bryant Warner 5/1/44 □ Gerald Lee Warren 3/3/75 □ William Willard Warren 3/12/56 □ John Petersen Warwick 2/6/78 □ Abbott Mc-

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Abbreviations Used in Index

AFM	American Federation of Musicians	MBS	Mutual Broadcasting System
AFRA	American Federation of Radio Artists	MPAA	Motion Picture Association of America
AFTRA	American Federation of Television and Radio Artists	NAB	National Association of Broadcasters
AGMA	American Guild of Musical Artists	NAITP	National Association of Independent Television Producers and Distributors
AMP	Associated Music Publishers	NARTB	National Association of Radio & Television Broadcasters
AMST	Association of Maximum Service Telecasters	NCTA	National Cable Television Association
APR	Associated Press Radio	NRA	National Recovery Administration
ASCAP	American Society of Composers, Authors and Publishers	NTIA	National Telecommunications & Information Administration
ASRA	American Society of Recording Artists	OTP	Office of Telecommunications Policy
ATC	American Television & Communications Corp.	OWI	Office of War Information
BMI	Broadcast Music Inc.	RCTV	Rockefeller Center Television
FCC	Federal Communications Commission	RTNDA	Radio-Television News Directors Association
FDA	Food and Drug Administration	TBA	Television Broadcasters Association
FRC	Federal Radio Commission	TVB	Television Bureau of Advertising
FTC	Federal Trade Commission	UPI	United Press International
HBO	Home Box Office	UPT	United Paramount Theaters
INTV	Association of Independent Television Stations	USIA	United States Information Agency
ITT	International Telephone & Telegraph Corp.	WARC	World Administrative Radio Conference
ITU	International Telecommunication Union		

