

Cable's big week in the courts □ Keeping up
with AT&T □ The top 50 agencies

Broadcasting Jan 18

The News Magazine of the Fifth Estate □ Vol. 102 No. 3

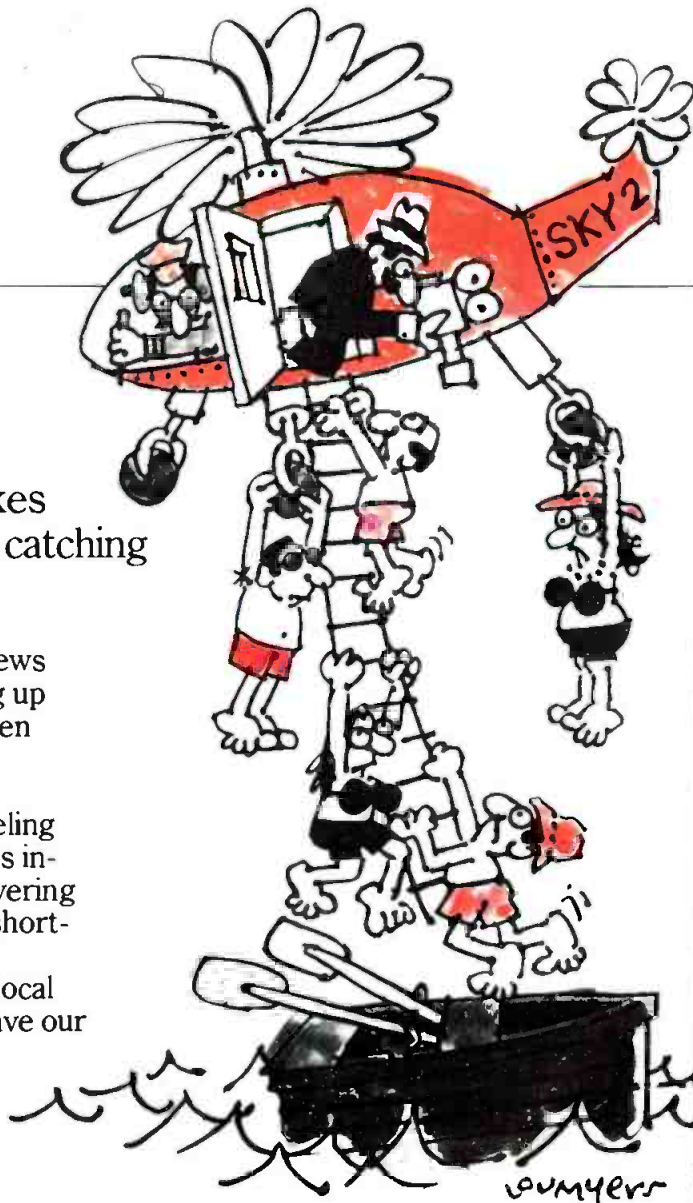
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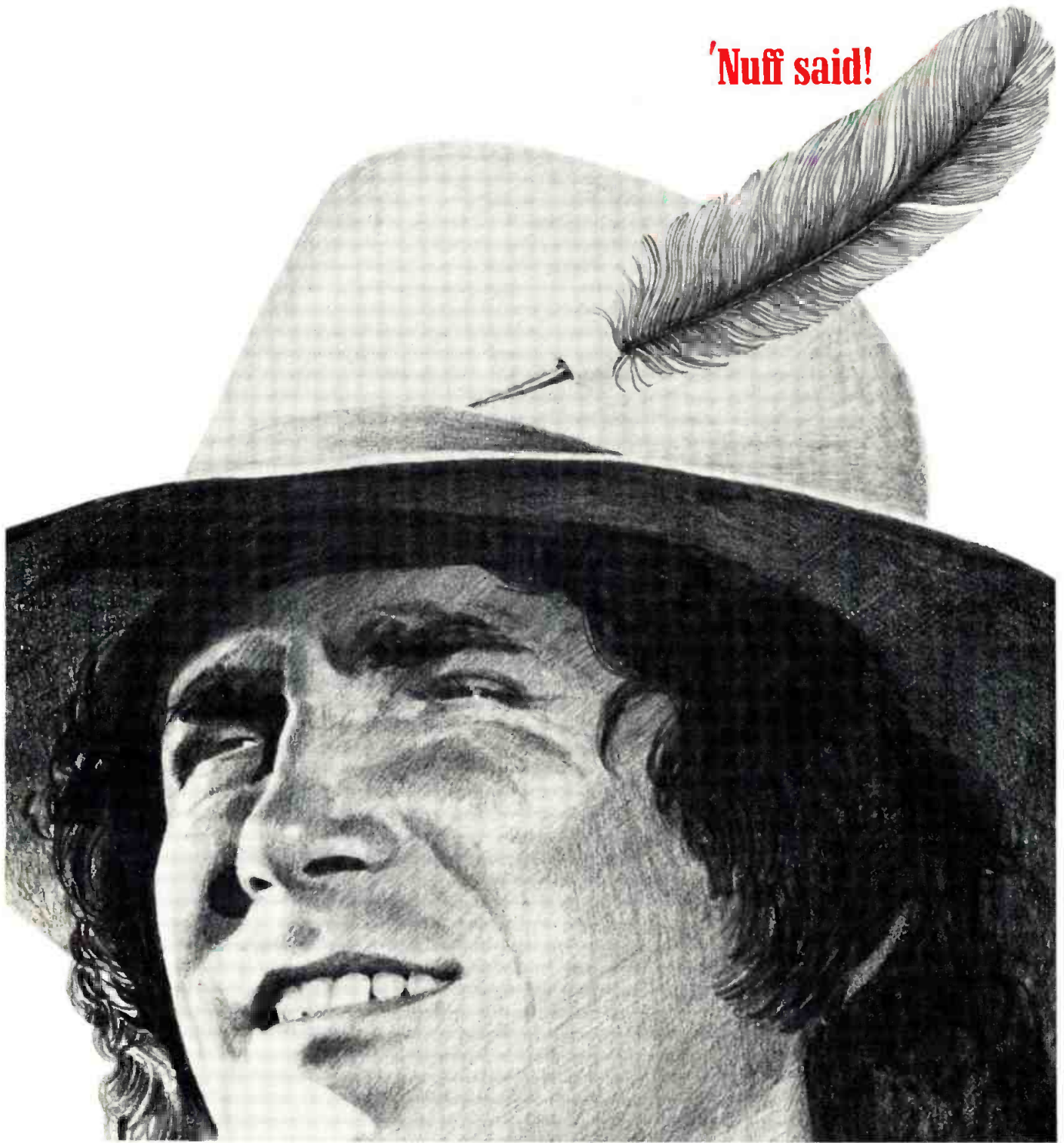
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Nielsen overnight average rating Oct. 29-Nov. 25, 1981.

The Week in Brief

TOP OF THE WEEK

HECTIC WEEK IN COURT FOR CABLE □ In case involving restraint of trade charges against Boulder, Colo., Supreme Court rules that municipalities are vulnerable to antitrust suits filed by losing cable franchise applicants. Supreme Court refuses to review FCC's elimination of distant-signal and syndicated exclusivity rules. In Utah, federal judge declares state's cable obscenity law unconstitutional. **PAGE 27.**

FIRST STEP □ CBS files with FCC to seek PTAR waiver for longer news in 13 markets, but 7:30-8 p.m. time period remains untouched. **PAGE 29.**

LIFE AFTER DIVESTITURE □ Telecommunications gets ready for information age in wake of proposed settlement of AT&T and government differences. Industry factions voice varying reactions. **PAGE 30.** But neither Judge Greene nor Congress is ready to immediately accept settlement. **PAGE 32.** Whatever else its ambitions might be, videotext is smack in middle of AT&T's sights. **PAGE 33.**

FDR'S WHITE HOUSE TAPES □ University of Washington professor writes about special recording component FDR used to record conversations. **PAGE 34.**

NCAA'S KEEPER PLAY □ Houston convention votes down attempt to decentralize TV football control. Association of Independent Television Stations criticizes NCAA plan as "unduly burdensome." **PAGE 34.**

SPECIAL REPORT

BLUE CHIPPERS GET BLUER □ With broadcasting billings of more than \$863 million, Young & Rubicam again leads all ad agencies in electronics media buying. BROADCASTING's 30th annual survey finds out how and why 50 top shops pushed their total radio-TV placements over \$9 billion mark in 1981. **PAGE 37.**

LAW & REGULATION

ON FCC'S BACK BURNER □ AM stereo consideration delayed, reportedly to allow commissioners more time for study. EEO package also faces postponement. **PAGE 54.**

SEARCH FOR COMMON GROUND □ Eight trade groups weigh strategy for united effort to get deregulation legislation. **PAGE 58.**

JOURNALISM

LOPEZ'S CHANGE OF HEART □ Los Angeles newsman explains why he dropped claim to reporters' privilege and testified in "freeway killer" case. **PAGE 66.**

PROGRAMING

COMING JUNE 4 □ RCA Cable and Rockefeller Center set starting date for The Entertainment Channel, joint pay cable venture that will offer at least 10 Broadway productions. **PAGE 70.**

NETWORKS MEET CRITICS □ During Television Critics Association Day, Brinkley gives some reasons he switched to ABC. CBS bobtails its participation and NBC changes mind about bypassing event. **PAGE 70.**

BUSINESS

RATING NEW MEDIA □ Broadcast Rating Council will establish task force to consider structure and financing of tallies in emerging fields. Second group will deal with functions. **PAGE 75.**

TECHNOLOGY

LOCAL PHONE LOOPS □ Speculation abounds on effects on broadcasters of proposed AT&T divestiture of local companies. Consensus is that it's too early to tell, but many see incentive to go satellite. **PAGE 78.**

MEDIA

HELP FOR NONCOMMERCIALS □ NAB task force on public broadcasting funding hopes to offer recommendations by April 1. **PAGE 82.**

PROFILE

DOING IT HIMSELF □ Frustrated by rebuffs to his ideas, Ike Blonder became business entrepreneur. That turn in his career eventually brought him to chairmanship of Blonder-Tongue Laboratories, major manufacturer of TV reception and STV gear. **PAGE 111.**

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The hosts of this fascinating and involving weekly series that ran in prime time on the ABC television network are Burgess Meredith, Jim Stafford and Priscilla Presley. They are joined by regular guests including famed underwater explorer Jacques Cousteau and Joan Embury of the San Diego Zoo. It's a program the entire family will enjoy and one of which advertisers can be proud!

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MCA TV

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Closed Circuit®

Insider report: behind the scene, before the fact

In wings: Washburn

There is no formal confirmation, but preliminary clearance has been obtained from State Department authorities for designation of FCC Commissioner Abbott Washburn to head U.S. delegation to Region 2 Administrative Radio Conference (RARC) in Geneva next June 13 to July 16. Washburn's term on FCC expires June 30, and presumption is he later will be designated staff ambassador at conference, which is to be confined to broadcast satellite agenda (12.2 to 12.7 ghz). Washburn held ambassadorial rank in 1970-71 as chairman of Intelsat, first conference on satellite allocations, in Washington.

With expiration of Washburn's seven-year term, strong indications are that FCC General Counsel Stephen Sharp will be selected by President Reagan to fill vacancy, retaining balance of four Republicans and three Democrats.

Rapprochement

Will it be Chicago in April 1984 for annual convention of National Association of Broadcasters? If reaction to pitch made for return of industry's biggest gathering for first time since 1975 is criterion, NAB will be back two years hence when record attendance of 27,000 is expected. NAB, however, insists no commitment was made. Mayor Jane Byrne, flanked by labor, hotel and McCormick Place exhibit hall executives, met with NAB President Vincent T. Wasilewski and key NAB executives last Thursday at session arranged by Ward L. Quaal, former head of Chicago-based WGN Continental. At Chicago's Mid-America Club luncheon, enthusiasm ran high on both sides.

NAB convention this year is in Dallas, April 4-7 and is committed for Las Vegas for 1983 and tentatively for 1984. But schedule is believed sufficiently flexible to effect shift to McCormick Place with assurances that there will be peace and tranquility where labor unions are concerned. Last convention produced complaints of labor gouging.

Hawaii calling

On eve of National Association of Broadcasting board meeting this week in Hawaii there was notion that while something must be done about funding plight of public broadcasting (see page 82) immediate answer is not in special impost on licensees or spectrum users on grounds it would discriminate against broadcast (and possibly cable and satellite) users. One idea advanced (see Lawrence

Grossman "Monday Memo Jan. 4) was that licensees would thus be freed of challengers for facilities unless they violated laws. Matter is on agenda of NAB Futures Committee, chaired by Thomas E. Bolger, who will report at board meeting.

While funding proposals might not trigger action, two other TV agenda items will. Television code amendment to redefine contraceptive advertising acceptance appears to be without much support. Whether to leave teletext standards to marketplace or ask FCC to adopt single compatible standard will be most hotly contested issue. NAB previously has endorsed marketplace concept.

Pitch for PTAR

Controversy over possible repeal or modification of FCC's prime-time access rule will receive unscheduled attention at NAB board meeting this week. Prominent member of television board will ask NAB to support retention of rule on grounds that network affiliates, faced with growing competition from emerging media, would be unable to survive without income generated from 30 minutes of access to prime audience each day.

Motion to get NAB to back PTAR was kept off agenda for this week's meeting, but will be made anyway. Backers of motion decided to make it before CBS's petition to FCC to modify rule became known (see story, page 29).

Parental concern

Although NBC executives say company is keeping eye on possibilities of cable programming a la CBS Cable and ABC's varied efforts (NBC was on exhibit floor at recent Western Cable Show), view from top continues to be that NBC has other fish to fry first. RCA Chairman Thornton Bradshaw, interviewed for upcoming BROADCASTING "Profile," says: "We have given the task to NBC of improving network television... We want to make sure NBC realizes its potential as a network."

Out and in

Reshuffling is reported under way in executive suites of Seltel Inc., New York-based station representative. Roy Edwards, senior vice president and Los Angeles manager, and Phil Corper, vice president and general sales manager and 25-year veteran of Seltel and predecessor companies, have resigned. Joe Eisberg, vice president of Seltel's Independent Division, is slated to succeed Corper, and

Raymond Johns, vice president and manager of Los Angeles office of Peters, Griffen, Woodward, is to succeed Edwards. Jim Bloom, VP and New York sales manager, has been named to newly created post of vice president, marketing. Moves are said to be "shake-out" from merger about year ago of Meeker Television and HR Television to form Seltel.

Little bit commercial

Noncommercial television stations planning to participate in proposed 18-month advertising experiment, supervised by Temporary Commission on Alternative Financing for Public Telecommunications, have now been asked to work as consortium and present proposal to TCAFPT at its next meeting Jan. 29. Meeting last week in Chicago for strategy session, stations looked at ways to cope with potential union problems and methods of presenting advertising on public television stations. Some methods under consideration: enhanced underwriting, cluster advertising, public service orientation. They're to meet with unions this week.

TCAFPT is expected to limit participation in experiment to TV stations. Only three of 13 radio stations originally interested in project want to continue—too few, in commission's opinion, to constitute credible test.

In business

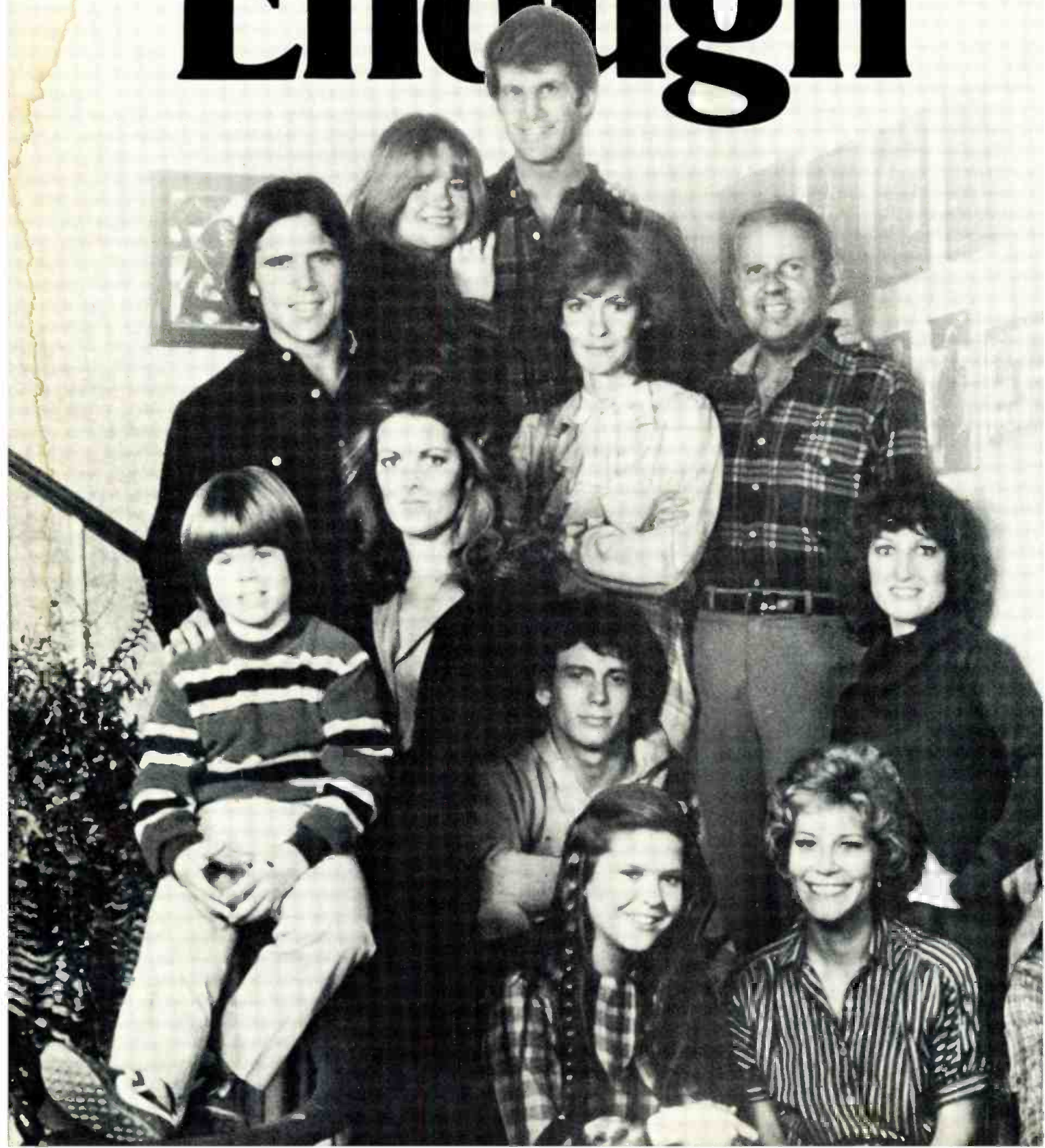
First investments by two-year-old Broadcast Capital Fund Inc. (BROADCASTCAP) are expected to win approval of BROADCASTCAP board by late this week and to be finalized by end of January. Investments, approved by BROADCASTCAP's investment committee last Friday, are loan of close to \$100,000 to Mississippi broadcaster seeking to purchase second radio station and another of about \$200,000 to minority applicant planning to put new FM on air in southern California.

BROADCASTCAP is nonprofit minority-enterprise, small-business investment corporation founded by National Association of Broadcasters in late 1979.

Flyweight recorder

First product to emerge from Ampex's arrangement with Kudelski-SA, manufacturer of high-quality audio recorders under Nagra name, may be portable one-inch videotape recorder, smaller, lighter and more rugged than Ampex's current portable machines.

Eight Is Enough



Their Shining Hour

Thank You...

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DALLAS
HOUSTON
PITTSBURGH
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TACOMA
ATLANTA
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TAMPA/
ST. PETERSBURG
DENVER
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LITTLE ROCK
SHREVEPORT
TEXARKANA
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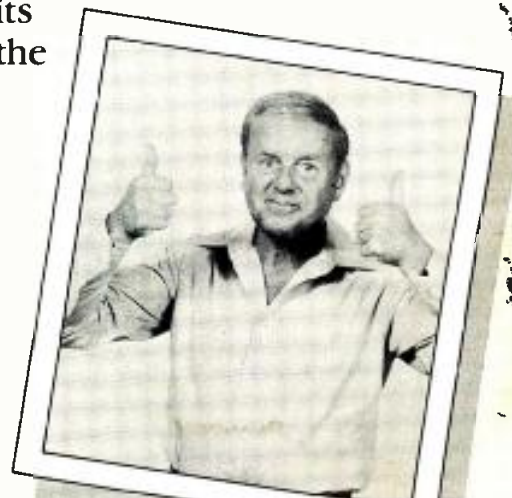
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LAS VEGAS
EL PASO
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AMARILLO
YAKIMA
WICHITA FALLS-
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From Los Angeles to New York...from Chicago to Houston it's clear that both small and large markets applaud EIGHT IS ENOUGH as the perfect choice for success in early fringe. EIGHT IS ENOUGH consistently reaches women 18-49, teens and kids in huge numbers. In fact, its audience breakdown perfectly matches the available 4-8 pm audience. So get the Bradfords on your side and prove that our shining hour can be your golden opportunity.

LORIMAR

Los Angeles New York Chicago Atlanta Dallas



Business Briefly

TV ONLY

Michigan Consolidated Gas □ Begins this week for six weeks in four Michigan markets. Prime access, fringe, news and prime times. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. Target: adults, 25 and over.

Krystal Restaurants □ Chicken sandwiches. Begins Feb. 22 for five weeks in 13 markets. Fringe and prime times. Agency: Cargill, Wilson & Acree, Atlanta. Target: adults, 18-49.

Nissin Foods □ Top Romen Cup o' Noodles. Begins Jan. 25 for five weeks in 28 markets. Early fringe, fringe and day times. Agency: Young & Rubicam, New York. Target: women, 18-49.

Ground Round □ Restaurants. Begins Feb. 22 for four weeks in 15 markets. Fringe and prime access times. Agency: Griswold-Eshleman Co., Cleveland. Target: adults, 18-34.

Blue Cross of Northern California □ Begins Jan. 25 for four weeks in under 10

markets. Fringe and news times. Agency: Allen & Dorward Advertising, San Francisco. Target: total adults.

Freeman Cosmetics □ Sea Kelp Shampoo. Begins this week for three weeks in Las Vegas; Denver; Cleveland; Washington, Norfolk, Va.; Richmond, Va., plus four California markets. Day and prime times. Agency: Ed Libov Associates of California, Los Angeles. Target: women, 18-49.

Shasta □ Diet Shasta beverages. Begins Jan. 25 for three weeks in 62 markets. Day and fringe times. Agency: Needham, Harper & Steers Advertising, Chicago. Target: women, 18-49.

Kraft □ Sealtest orange juice. Begins Jan. 25 for two weeks in under 10 markets. Day and prime times. Agency: NW Ayer, New York. Target: women, 25-54.

Rich Products Corp. □ Frozen foods. Begins Feb. 1 for two weeks in Boston; Hartford-New Haven, Conn; Providence,

R.I.; Cleveland and Youngstown, Ohio. Agency: Campbell-Mithun, Chicago. Target: women, 25-54.

RADIO ONLY

Geico Insurance □ Begins in January for first quarter in Atlanta, Washington, New York, San Diego and Norfolk, Va. Agency: Wunderman, Ricotta, Kline, New York. Target: men, 25-54.

Coleman Co. □ Heating and air conditioning. Begins March 22 for 10 weeks in about 25 markets. Agency: Associated Advertising Agency, Wichita, Kan. Target: adults, 25-54.

Commerce Drug □ Ora Jel (pharmaceutical product). Begins Feb. 1 for 10 weeks in over 25 markets. Agency: Media Department, New York. Target: women, 25-54.

Honda □ Motorcycles. Begins Feb. 1 for eight weeks in over 20 markets. Agency: Dailey & Associates, Los Angeles. Target: men, 18-34; men, 35-49.

BMW □ Automobiles. Begins Jan. 25 for four weeks in New York and Los Angeles. Agency: Ammirati & Puris, New York. Target: men, 25-54.

Doxsee Foods □ Clam chowder. Begins Jan. 25 for four weeks in Miami, Tampa

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Rep Report

WEZL(FM) Charleston, S.C.: To Blair Radio from Jack Masla & Co.

□

WTFM(FM) New York: To Major Market Radio from Buckley Radio Sales.

□

WMKE(AM)-WBGS-FM Milwaukee: To RKO Radio Sales from Torbet.

□

WBUK(AM) Kalamazoo, Mich.: To Lotus Rep from Pro Radio.

□

WIVQ(FM) Peru/LaSalle, Ill.: To Lotus Rep from Frederick W. Smith.

□

WITH(AM) Baltimore: To Hillier, Newmark & Wechsler from Lotus Rep.

□

WHYL-AM-FM Harrisburg, Pa.: To Hillier, Newmark & Wechsler from H/R Stone.

□

WLAN-AM-FM Lancaster, Pa.: To Hillier, Newmark & Wechsler from H/R Stone.

IT HAS RISEN AGAIN

COLLIN
1796

DETROIT
DALLAS
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LOUISVILLE
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FRESNO
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PORTLAND, ME.
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ATLANTIC CITY

Dark Shadows



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and West Palm Beach, all Florida.
Agency: Richardson, Meyers, Donofrio,
Baltimore. Target: women, 18 and over.

Treesweet □ Fruit juices. Begins March 1
for four weeks in Detroit, Cleveland and
Grand Rapids, Mich. Agency: Della
Femina Travisano & Partners, Los
Angeles. Target: women, 25-54.

Borg-Warner □ York division (heating
and air conditioning). Begins March 1 for
four weeks in about 35 markets. Agency:
Aitkin-Kynett Co., Philadelphia. Target:
adults, 35-54.

Jim Dandy Dog Food □ Begins Jan. 25
for one to six weeks in about 16 markets.
Agency: Liller Neal Weltin, Atlanta.
Target: adults, 25-49.

'California' Magazine □ Begins first
quarter for various weeks in San
Francisco, Los Angeles and San Diego.
Agency: Spencer Granville Agency, San
Francisco. Target: adults, 25-49.

Mount Zion □ Nurse recruitment. Begins
in mid-January for one week in Buffalo,
N.Y., and Minneapolis. Agency: Rainoldi-
Bowles, San Francisco. Target: women,
24-34.

RADIO AND TV

Amoco Oil □ Begins this week for seven
weeks in 45 markets. Agency: D'Arcy-
MacManus & Masius, Chicago. Target:
adults, 18-49.

**"The person
you describe
is the person
we'll deliver"**



**Joe Sullivan
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Advantage



for Chevrolet is Campbell-Ewald. Pictured (l-r): Lou Schultz, senior vice president, Campbell-Ewald; Thomas A. Staudt, general marketing manager, Chevrolet; Thomas F. Burchill, president, RKO Radio Networks, and David Martin, senior vice president, Campbell-Ewald.

□
Midwest expansion. Cincinnati-based Fahlgren & Ferris has acquired Matthews, Muhlenan, McLean, Charlotte, N.C., bringing the former's billings to \$55 million. New division of Fahlgren & Ferris adds accounts including McDonald's, Central Carolina Co-op, National Automotive Parts Association, ARMA hardware stores and Carowinds theme park, division of Taft Broadcasting.

□
Personified product. Subaru of America, with help of ad agency Levine, Huntley, Schmidt, Plapler and Beaver, New York, will introduce new TV spot for Subaru Brat, which features veteran actress Ruth Gordon. Adjectives such as "unique, irreverent, durable and reliable" were given to both actress and automobile in spot that breaks on Jan. 24 during Super Bowl. After debut, 30-second spot will be placed into Subaru regional and national schedules.

□
Interactive advertisers. Group of nation's leading advertisers will participate in The Cablesop, joint venture in interactive advertising of J. Walter Thompson Co. U.S.A. and Adams-Russell Co. Advertisers signed for project include Ford division, Reynolds Metals, Scott Paper Co., Arrow Shirts, Investors Diversified Services, National Credit Union Associations, Kraft, Campbell Soup Co., Uncle Ben's, Genesco, Franklin Mint, Prudential Insurance Co., Monroe Automotive Equipment and Walker Manufacturing Co. Cablesop, which will be launched officially March 1, will enable advertisers to present three to seven-minute informational advertising messages on Adams-Russell systems in Peabody, Mass., serving 8,000 subscribers. Viewers may select messages they wish to see from guide channel, and then call special phone number and code that will program their requests within three minutes on one of Cablesop's three other channels.

□
Bad, but some good. Doyle Dane Bernbach, New York, had good news and bad news last week. It lost the estimated \$40 million in billings of Pan American World Airways, which it landed last June after resigning American Airlines, DDB client for 20 years. DDB said Pan Am's action came as "total surprise." Picking up Pan Am was Wells, Rich, Greene, New York. Account usually allots about 35% of its budget to TV and radio. The good news for DDB was that it picked up Murjani International Ltd. (jeans and sportswear), which bills more than \$10 million, heavily in TV.

□
More ad buys for ESPN. Entertainment and Sports Programming Network has three new advertisers that add \$1.2 million in billings for 1982. Tampax, through William Esty Co., Red Carpet Real Estate, through Bozell & Jacobs, and U.S. Postal System, through Young & Rubicam, have made first ad placements this month. Top advertisers returning to ESPN "with sizable six-figure placements" are Owens-Corning and Exxon.

□
Driven to USA. USA Cable Network has attracted Chevrolet as newest sponsor on its *Night Flight* rock music series, and introduces exclusive 90-second spot for cable TV and movie theaters created by Campbell-Ewald Co. Ford Motor Co. also has made buy on USA's *Greatest Sports Legends*.

□
Spreading its wings. Lexington Broadcast Services, New York, which has specialized in acquiring national advertisers on barter basis for programs it distributes, is broadening its base to act as national sales representative for programs syndicated by other distributors. It has created new division, LBS Media, to perform that function and reports its first client is *Soap World* half-hour show to begin next September. That program is produced by Barry & Enright Productions in association with King World Productions and is syndicated by Colbert Television Sales.

How much would you give to add one day to your week?

Give your audience One Day at a Time and watch what happens. One Day at a Time ranks #1 in its competitive time period. Also #1 in share, homes, total women and total men.



One Day at a Time has been #1 in its time slot against competition like Mork & Mindy, Eight is Enough, Charlie's Angels, CHiPS, World of Disney, Jaws II, Saturday Night Fever and Smokey and the Bandit. Your competition can't be any tougher.

One Day at a Time ranks #2 in total women viewers among all prime time comedies and out-delivers the average comedy by 24%.



One Day at a Time ranks #3 against all prime time comedies in total men. It out delivers the average comedy by 22%.

One Day at a Time is consistently young at heart with 56% of all total adults between 18 and 49. And 66% of all its viewers are under 50.



One Day at a Time. 163 half-hour episodes available Fall 1982. It makes everyone laugh... except the competition.

One Day at a Time

AVAILABLE THIS FALL

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Monday Memo®

A broadcast advertising commentary from Harriet Berger, media director, Bowes/Hanlon Advertising, Atlanta

Taking on the large company in your backyard

This is a story of how radio advertising is helping to solve a retailer's identity problem. It goes like this:

Dunaway Drugs, a client of Bowes/Hanlon Advertising since 1972, found itself caught in the same sticky situation that faces many small drug chains.

The Marietta, Ga.-based chain of 15 stores in north Atlanta and Cobb county is well known and respected in the community, yet has budget problems competing with the drug giants. Dunaway lacks the advertising budget to match organizations like Eckerd's, Super X and Revco that flourish in this part of the country.

What we had here, as the chain gang boss told Paul Newman in "Cool Hand Luke," was "a failure to communicate."

Enter Bowes/Hanlon. The account team decided it was time to revise Dunaway's marketing strategy. For years, Dunaway had concentrated on price-item campaigns prior to key selling seasons like Christmas, back-to-school and Mother's Day. The main vehicles were direct mail, flyers and ads in suburban weekly newspapers. The big Atlanta papers and television stations were out of the question, because the company's total annual ad budget was limited. However, minimum-support radio schedules were purchased as a secondary vehicle.

Meanwhile, Eckerd's and the other big guys were blitzing television viewers with flashy commercials and running a regular schedule of ads in the metropolitan and suburban newspapers.

Bowes/Hanlon recommended an attitudinal and awareness research study to test the results of previous Dunaway campaigns. The results were fascinating.

Dunaway's advertising recall was surprisingly high. About 65% of the respondents were able to recall specifics about the company's promotional program and 94% remembered receiving a Dunaway mail circular.

Dunaway also enjoyed high "top of mind" awareness. When asked to name drug stores, Dunaway was mentioned more often than any other chain in the area.

Imagewise, Dunaway also fared extremely well. Our client rated at or near the top in important categories like being well stocked, carrying brand-name products, employing highly qualified pharmacists, hiring a knowledgeable and friendly staff and maintaining a neat and clean store.

With scores like that, it's hard to believe



Harriet (Schwartz) Berger joined Bowes/Hanlon, Atlanta, as media director last November, after six and a half years as media buyer and planner for Cole, Henderson, Drake, also in Atlanta. Berger holds a degree in journalism and advertising from the University of Georgia. She began her media career at the Cargill, Wilson & Acree agency and has had wide experience with all media.

that a problem existed. However, the study uncovered a serious shortcoming and it's spelled V-A-L-U-E. Simply put, Dunaway had a weak rating in terms of offering low prices for both prescription and nondrug merchandise.

This is the age of the bargain-hunter and nowhere is it more prevalent than in the drug store business. Savvy shoppers, ravaged by unrelenting double-digit inflation and nagging fears of unemployment, are hungry for discounts. Dunaway didn't have the budgetary firepower to advertise with big drug chains, mass merchandisers and discounters.

What's more, a closer examination of the advertising recall results revealed other concerns. Dunaway registered the impressive scores mainly through the support of older, less-educated and less-affluent consumers. The client was having a difficult time reaching the 18-49 age bracket and consumers earning more than \$24,000 a year. This upwardly mobile, better-educated segment is expanding rapidly

in the Atlanta market.

We shared these facts with Dunaway and proceeded to design new media and marketing tactics. It became obvious that youth and affluence must be better served, and our top priority became targeting this 18-49 audience. The research indicated the group was most concerned with a drug store's prices. These shoppers also admit they are willing to switch store loyalties if bargains are available.

Now we had to devise an effective, yet economical, method of tapping this mobile target group. Conventional wisdom has it that radio is the optimum vehicle for reaching the young and active. Both client and agency agreed the airwaves offered the best way to implement the new strategy.

Dunaway budgeted for a new radio campaign. The Bowes/Hanlon media department structured the program to generate an effective price image for the client. Heavy schedules were placed for late August (back to school), pre-Christmas and the Christmas periods. Lighter, though regular, flights were scheduled for nonsales periods.

We have bought time on three stations (country and western, adult contemporary and a middle-of-the-road) and rotated the commercials among morning drive, early afternoon and evening drive.

The commercials themselves directly address Dunaway's emerging price image. The theme is that Dunaway always has "100 unadvertised items on sale." An aggressive in-store signage campaign supports the radio commercials.

We're also emphasizing that the client does more than sell the increasingly popular generic drugs. Dunaway pharmacists, our advertising notes, "lead the consumer through the complex maze of saving money on prescriptions."

Our ultimate goal is to wipe out the misconception that Dunaway charges higher prices than the competition. There's no better way to tell the story than with radio.

While radio has developed into the client's most visible vehicle for change, we'll continue to support the campaign with mailers and local newspaper ads. We're convinced this package will turn the tide.

Ken Bowes, our president, likes to say that every client comes to us with a problem. It may be a desirable problem, like maintaining a sales lead, but it is a problem nevertheless. And it is our job to solve it. This view of our role keeps us alert and responsive, and discourages passive assumptions.

We believe that to move a "product," we must first move the consumer.

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RANK	PROGRAM	NTI RATING/SHARE
1	M*A*S*H	23.9/35
2	JEFFERSONS	23.6/35
3	ALICE	23.5/34
4	DIFF'RENT STROKES	23.4/35
5	HAPPY DAYS	23.2/34
6	ONE DAY AT A TIME	23.1/33
7	THREE'S COMPANY	23.0/34
8	FACTS OF LIFE	22.8/35
9	ARCHIE BUNKER'S PLACE	22.6/33
10	LAVERNE & SHIRLEY	22.1/32
11	TOO CLOSE FOR COMFORT	22.0/33
12	HOUSE CALLS	21.1/30
13	BRADY BRIDES	20.5/33
14	BARNEY MILLER	19.7/30
15	TAXI	19.3/29
16	MORK & MINDY	19.1/29
17	HARPER VALLEY P.T.A.	18.7/30
18	SOAP	18.6/28
19	BOSOM BUDDIES	18.3/27
20	IT'S A LIVING	17.8/28
21	WKRP IN CINCINNATI	17.1/29
22	BENSON	16.5/28
23	FLO	16.3/25
24	I'M A BIG GIRL NOW	16.1/26
25	LADIES' MAN	15.1/23

Source: NTI Nov. 1980 and Feb. 1981

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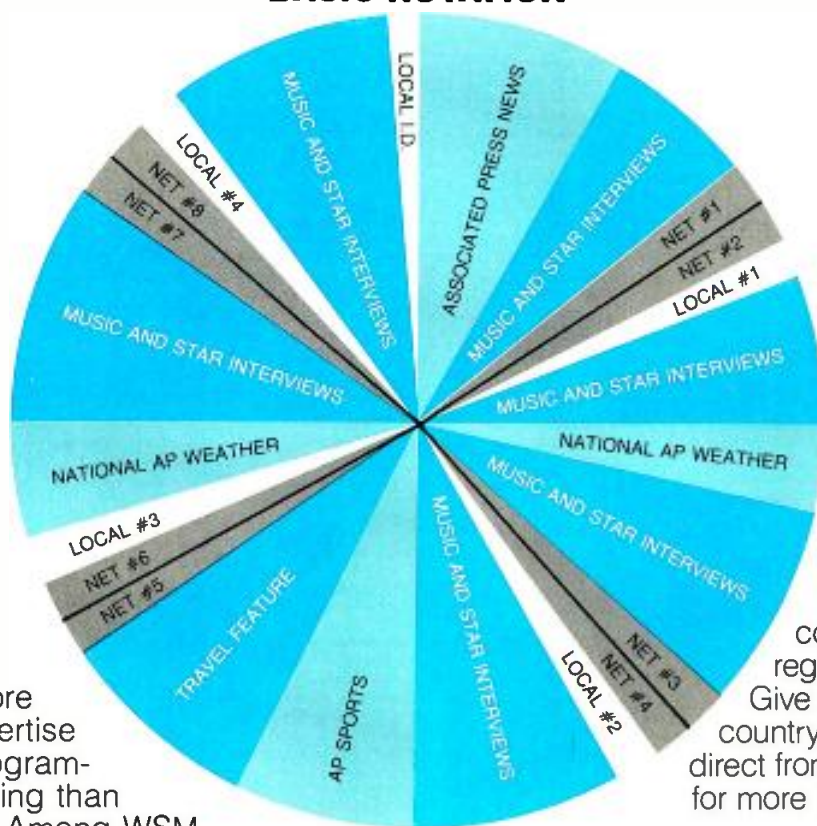
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■ indicates new or revised listing

This week

Jan. 17-20—*Pacific Telecommunications Conference*, focusing on telecommunication services in Pacific hemisphere, Americas, Asia and Oceania. Meeting will be opened by Bernard J. Wunder Jr., assistant secretary of commerce for communication and information for the United States. Ilikai hotel, Honolulu.

■ **Jan. 18**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in dinner. Preview showing of CBS comedy series, *Baker's Dozen*. Copacabana, New York.

■ **Jan. 18-20**—*Georgia Association of Broadcasters* 37th annual Radio-TV Institute. Speakers include CBS News correspondent Douglas Edwards. Georgia Center for Continuing Education. University of Georgia, Athens, Ga.

Jan. 18-21—*Washington Journalism Center* conference for journalists, "Environmental Issues—1982." Watergate hotel, Washington.

Jan. 18-22—*National Association of Broadcasters* joint board of directors meeting. Waiohai hotel, Kauai, Hawaii.

Jan. 19—*FCC en banc* meeting. FCC, Washington.

■ **Jan. 19**—*National Citizens Committee for Broadcasting* brown bag lunch, "The Information Explosion." Speaker: Hugh Downs, host of ABC-TV's *20/20*. Carnegie building, Washington.

Jan. 20—*Federal Communications Bar Association luncheon*. Speaker: FCC Broadcast Bureau Chief Larry E. Harris. Touchdown Club, Washington.

Jan. 20—*Ohio Association of Broadcasters* legal answers workshop. Dublin Stouffer's, Columbus, Ohio.

Jan. 20—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Jan. 20-22—*Colorado Broadcasters Association* winter convention. Stouffer's Denver Inn, Denver.

■ **Jan. 21**—*Southern California Broadcasters Association* meeting. Brown Derby, Los Angeles.

Jan. 21-22—*Practising Law Institute* seminar, "Current Developments in TV and Radio." New York Hilton, New York.

■ **Jan. 21-23**—*National Federation of Local Community Programers* Southwest regional conference, "Community Programing and Production." Other sponsors: Austin Community Television and University of Texas at Austin. Thompson Conference Center, University of Texas at Austin.

Jan. 22-23—*Radio-Television News Directors Association* board meeting. Hilton Palacio del Rio, San Antonio, Tex.

Also in January

Jan. 23-27—*Association of Independent Television Stations* (INTV) ninth annual convention. Sheraton Washington, Washington.

■ **Jan. 25**—Deadline for comments on FCC proceeding considering loosening rules governing TV auxiliary services. FCC, Washington.

■ **Jan. 25**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in dinner. Topic: "Dance on TV—The Most Glamorous and Sensuous of the Performing Arts." Copacabana, New York.

Jan. 25—Deadline for entries for Sigma Delta Chi Awards for distinguished service in Journalism, sponsored by *Society of Professional Journalists, Sigma Delta Chi*. Information: SDX, 840 North Lake Shore Drive, Suite 801 W, Chicago, Ill., 60611.

Jan. 26-28—*American Newspaper Publishers Association*, Electronic Publishing Seminar. Shoreham hotel, Washington.

■ **Jan. 27**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Jeff Greenfield. CBS News. Copacabana, New York.

Jan. 27—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

■ **Jan. 27-28**—*U.S. Telecommunications Suppliers Association* seminar on "The Legal Realities of Antitrust, Patents, Trademarks and Licensing." Hyatt on Union Square, San Francisco.

■ **Jan. 28**—*Philadelphia Cable Club* luncheon. Speaker: James Mooney, vice president, National Cable Television Association. GSB Building, Philadelphia.

■ **Jan. 28**—*Illinois-Indiana Cable Television Association* reception for members of the Indiana legislature. Columbia Club, Indianapolis.

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Jan. 28-30—*Global Village's* first annual conference and exposition on low-power TV. Sheraton Washington, Washington. Information: Global Village, 17 Washington Street, Norwalk, Conn., 06854, (203) 852-0500.

Jan. 29-31—Southeast regional conference of *Alpha Epsilon Rho*, national broadcasting fraternity. University of South Florida, Tampa.

Jan. 29-31—*Florida Association of Broadcasters* midwinter conference. Royal Plaza hotel, Lake Buena Vista, Fla.

Jan. 29-31—30th annual *Retail Advertising Conference*. Drake hotel, Chicago.

Jan. 30—One-day reporters' workshop, sponsored by *UPI broadcasters and newspapers of Louisiana*. Best Western motel, Lafayette, La.

■ **Jan. 30**—*UCLA Extension* seminar, "Cable TV: Journalism's New Frontier." Dodd Hall, UCLA, Los Angeles. Information: (213) 825-0641.

■ **Jan. 31**—Deadline for entries in *National Press Photographers Association's* annual television news photography competition. Information: Sheila Keyes, NPPA, Arizona State University, Department of Journalism and Telecommunications, Tempe, Ariz. 85287.

■ **Jan. 31**—Deadline for entries in *Roy W. Howard Awards* for radio or TV programs designed to promote public good. Information: WPTV(TV), 622 North Flagler Drive, West Palm Beach, Florida 33401.

Jan. 31-Feb. 2—*Radio Advertising Bureau's* second annual managing sales conference. Opening day luncheon speaker: Philip Smith, president, General Foods. Amfac hotel, Dallas.

February

Feb. 1—Deadline for entries in Broadcast Journalism Awards competition, sponsored by *Muscular Dystrophy Association*, to recognize radio and television broadcasts that increase public understanding of neuromuscular diseases and stimulate support of efforts to conquer them. Information: (212) 586-0808.

Feb. 1—Deadline for entries for 25th annual *American Bar Association* Gavel awards. For information: (312) 621-9249.

Feb. 3—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

■ **Feb. 3**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Roy Danish, director, Television Information Office, Copacabana, New York.

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

■ **Feb. 4**—Deadline for entries in *Martin R. Gainsbrugh Awards* for excellence in economic reporting. Information: Fiscal Policy Council, 100 East 17th Street, Riviera Beach, Florida 33404, (305) 845-6065.

Feb. 4-5—*New York University's* School of the Arts course, "Videotext: Market Experience and Development." Course will be offered by Interactive Telecommunications Program, graduate program specializing

Major Meetings

Jan. 23-27—*Association of Independent Television Stations (INTV)* ninth annual convention. Sheraton Washington, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Feb. 5-6—*Society of Motion Picture and Television Engineers* 16th annual conference. Opryland hotel, Nashville.

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

March 11-16—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 4-7—*National Association of Broadcasters* 60th annual convention. Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

April 17-22—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 23-29—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

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

May 4-8—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

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

May 16-18—*NBC-TV affiliates* annual meeting.

Century Plaza, Los Angeles.

May 23-26—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

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

July 18-21—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency Chicago.

Sept. 9-11—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

Aug. 29-Sept. 1—*National Association of Broadcasters* Radio Programming Conference. New Orleans Hyatt.

Sept. 12-15—*National Radio Broadcasters Association* annual convention, Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

Sept. 12-15—*Broadcast Financial Management Association* 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

Sept. 18-21—Ninth *International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 30-Oct. 2—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

Nov. 7-12—*Society of Motion Picture and Television Engineers* 124th technical conference and equipment exhibit. New York Hilton, New York.

Nov. 17-19—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

Nov. 17-19—*Television Bureau of Advertising* 28th annual meeting. Hyatt Regency, San Francisco.

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Feb. 4-5—*Forum Committee on Communications Law, American Bar Association and ABA Section on Labor Law* seminar on media labor law. Mayflower hotel, Washington. Information: ABA Media Labor Law seminar, 1155 East 60th Street, Chicago 60637.

Feb. 4-6—*South Carolina Broadcasters* winter convention. Speaker: FCC Chairman Mark Fowler. Hyatt Regency Greenville, Greenville, S.C.

Feb. 5-6—*Society of Motion Picture and Television Engineers* 16th annual conference. Theme: "Tomorrow's Television." Opryland hotel, Nashville.

Feb. 5-7—Third annual "Journalism Opportunities Conference for Minorities," sponsored by *California Chicano News Media Association* and *Media Institute for Minorities*. Davidson Conference Center at University of Southern California.

Feb. 6—*UCLA Extension* program, "Pay TV: Challenges and Opportunities for the Creative Community." Dickson Hall Auditorium, UCLA, Los Angeles.

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

Feb. 7-10—*National Religious Broadcasters* annual convention. FCC Chairman Mark Fowler will be Feb. 9 luncheon speaker. Sheraton Washington, Washington.

Feb. 8—*UPI Michigan Broadcasters* presentation of National Broadcast Awards and investigative reporting seminar at Michigan Association of Broadcasters meeting. Harley hotel, Lansing, Mich.

Feb. 8-9—*Michigan Association of Broadcasters* winter meeting. Harley hotel, Lansing, Mich.

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

Feb. 9-10—*Cabletelevision Advertising Bureau* conference. Waldorf-Astoria, New York.

■ **Feb. 10**—Deadline for comments on FCC proceeding to permit broadcasters to offer teletext services (extended from Jan. 11). FCC, Washington.

■ **Feb. 10**—*National Academy of Television Arts and Sciences*, New York chapter drop-in luncheon. Speaker: Ray Timothy, president, NBC-TV. Copacabana, New York.

Feb. 10—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

Feb. 10—*Texas Association of Broadcasters* TV day. Hilton Palacio del Rio, San Antonio, Tex.

Feb. 11—*Southern Baptist Radio and Television Commission* 13th annual Abe Lincoln Awards. Americana hotel and convention center, Fort Worth.

Feb. 12-14—14th annual *Midwest Film Conference*, featuring creative short films and feature length films. Chicago Marriott O'Hare. Information: Midwest Film Conference, P.O. Box 1665, Evanston, Ill., 60204, (312) 869-0600.

■ **Feb. 15**—Deadline for entries in *Broadcasters Promotion Association/University of Nebraska International Gold Medallion* 21st annual awards competition. Information: Pat Evans, BPA, 248 West Orange Street, Lancaster, Pa. 17603, (717) 397-5727.

Feb. 15—Deadline for entry in 10th annual *Women in Communications* Clarion awards. For information (512) 345-8922.

■ **Feb. 17**—*Cable Television Administration and Marketing Society* Texas Show "Track Day" San Antonio Convention Center, San Antonio, Tex. Information: Emily Burch, (202) 296-4218.

Feb. 17—*Advertising Club of New York* "Cable TV Meets the Press" forum. Sheraton Center hotel, New York.

Feb. 17—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 17—*New York chapter of Women in Communications* course titled "Basics of Cable." Urban Coalition, 1515 Broadway, New York.

Feb. 17-18—*Arkansas Broadcasters Association* convention. Royal Vista Inn, Hot Springs, Ark.

Feb. 17-19—*Texas Cable TV Association* convention. Convention Center, San Antonio, Tex.

Feb. 18—*Religion in Media's* fifth annual Angel Awards. Sheraton Universal hotel, Hollywood, Calif.

Feb. 18-21—*School of Communications at Howard*

University, Washington, 11th annual Communications Conference. "The Future of Communications: a Battle for the Human Mind." Howard University's main campus, Washington.

Feb. 23-25—*Cable News Network* production seminar on news production, commercial production and advertising. Atlanta Hilton. Information: Jayne Greenburg, (404) 898-8500.

Feb. 24—*Association of National Advertisers* television advertising workshop. Speaker: John Chancellor, NBC News. Plaza hotel, New York.

Feb. 24-26—*American Newspaper Publishers Association*, Newspaper and Cable TV Seminar. The Fairmont hotel, Denver.

Feb. 25—*Association of National Advertisers* media workshop. Speaker: J. Richard Munro, president, Time Inc. Plaza hotel, New York.

Feb. 26-27—*Country Radio Seminar*, Opryland hotel, Nashville. For information: (615) 327-4488.

Feb. 26-28—*Oklahoma Broadcasters Association* annual winter meeting. Lincoln Plaza, Oklahoma City.

Feb. 28—Deadline for entries in *Morgan O'Leary Award* for Excellence in Political Reporting in Michigan. Information: Department of communication, 2020 Frieze building, University of Michigan, Ann Arbor, Mich. 48109.

March

March 1—*International Radio and Television Society* Gold Medal anniversary banquet. Norman Lear named to receive Gold Medal. Waldorf-Astoria, New York.

March 1-3—*Advertising Research Foundation* 28th annual conference and research expo '82. New York Hilton.

March 2—*Academy of Television Arts and Sciences* luncheon. Speaker: Thomas Wyman, CBS president. Century Plaza hotel, Los Angeles.

March 2—*Florida Association of Broadcasters* Washington reception for Florida's congressional delegation. Florida House, Washington.

March 2—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal reception-dinner. Washington Hilton, Washington.

March 3-5—*National Association of Broadcasters* state presidents and executive directors conference. Speakers include FCC Chairman Mark Fowler. Washington Marriott hotel.

March 3-7—*CBS Radio Affiliates Association* board meeting. Disney World, Orlando, Fla.

March 7-9—*Ohio Cable Television Association* annual convention and trade show. Hyatt Regency, Columbus.

March 9—*West Virginia Broadcasters Association* sales seminar. Lakeview Inn, Morgantown, W. Va.

March 10—*West Virginia Broadcasters Association* sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

■ **March 10-13**—National Conference for Working Journalists, "International Affairs and the Media," sponsored by *Foundation for American Communications*. Washington Hilton, Washington. Information: Foundation, 3383 Barham Boulevard, Los Angeles, Calif., 90068 (213) 851-7372.

March 11-16—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton.

■ **March 12**—Deadline for reply comments on FCC proceeding to permit broadcasters to offer teletext services (extended from Feb. 10). FCC, Washington.

March 15-16—Digital telephony course sponsored by *UCLA extension* program. URC Conference Center, UCLA, Los Angeles.

March 16—Seventh annual Big Apple radio awards luncheon sponsored by *New York Market Radio Broadcasters Association*. Sheraton Center hotel.

March 18—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 18-19—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Four Seasons, San Antonio, Tex.

March 19-20—*Radio-Television News Directors As-*

sociation region nine and *Alabama United Press Broadcasters Association* meeting. Huntsville Sky-center, Huntsville, Ala., airport.

March 24-27—National broadcasting society, *Alpha Epsilon Rho*, 40th annual convention. Statler. New York.

March 28-April 3—European and North American public television producers annual INPUT '82, *International Public Television Screening Conference*. Toronto.

March 31-April 3—*Southern Educational Communications Association* conference titled "Best Little Ideahouse in Texas." St. Anthony hotel, San Antonio, Tex.

March 31—*Advertising Research Foundation* "Key Issues Workshop on Advertising Frequency" conference. New York Hilton.

April

■ **April 2-3**—*International Association of Satellite Users* second annual Satcom conference. Hyatt Regency at Reunion, Dallas.

April 2-4—*California AP Television-Radio Association* 35th annual convention. Miramar hotel, Santa Barbara, Calif.

April 4-7—*National Association of Broadcasters* 60th annual convention. Convention Center, Dallas.

April 4—*UPI broadcasters of Iowa* annual meeting. Gateway Center hotel, Ames.

April 6-8—*North Central Cable Television Association* annual convention. Amway Grand Plaza hotel, Grand Rapids, Mich.

■ **April 7-10**—*International Television Association* 14th annual conference, "Video Horizons." Loew's Anatole hotel, Dallas.

April 9-10—*Black College Radio's* fourth annual black college radio conference. Paschal's hotel, Atlanta.

April 12—*Academy of Television Arts and Sciences* luncheon. Speaker: Thornton Bradshaw, RCA chairman. Century Plaza hotel, Los Angeles.

April 14-19—*Pennsylvania Association of Broadcasters* spring convention. Loews Bermuda Beach hotel, St. George's, Bermuda.

April 16—*Northeastern University*, journalism department, conference on telecommunications and First Amendment. Eli Student Center, Northeastern University, Boston. Information: Bill Kirtz, (617) 437-3236.

April 17-22—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 19—*Florida Association of Broadcasters* "Broadcasting Day" University of Florida, Gainesville, Fla.

April 19-20—*West Virginia Broadcasters Association* spring meeting. Canaan Valley State Park Lodge, Davis, W. Va.

April 20—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 20-22—*Advertising Research Foundation* fourth annual business advertising research conference and fair. New York Hilton.

April 23-29—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

April 24—Fifth annual *Great Lakes Radio Conference*. Moore Hall, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3852.

April 25-27—*Minnesota Association of Broadcasters* spring meeting. Thunderbird hotel, Bloomington, Minn.

■ **April 30-May 1**—*Society of Professional Journalists, Sigma Delta Chi* region two conference, featuring Distinguished Service Award. Williamsburg, Va.

May

May 2-5—*National Cable Television Association* annual convention. Convention Center, Las Vegas.

May 4-8—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Fran-

cisco.

May 5—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

May 7-8—*Florida AP Broadcasters* annual convention. Hilton, Tallahassee, Fla.

May 7-9—*Texas AP Broadcasters* annual convention. Hyatt Regency, Austin, Tex.

May 8—*Radio-Television News Directors Association* Region 13 meeting, with Virginia AP Broadcasters Association. Fort Magruder hotel, Williamsburg, Va.

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

May 14-16—*Pennsylvania Associated Press Broadcasters Association* annual convention. White Beauty View Resort, Lake Wallenpaupack, Pa.

May 16-18—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

■ **May 16-18**—*University of Wisconsin-Extension* workshop. "Municipal Administration of Cable TV." Wisconsin Center, 702 Langdon Street, Madison, Wis.

■ **May 20-22**—*First Amendment Congress*, comprising news media organizations, seminar on First Amendment values in changing information system. Steve Nevas, First Amendment counsel, National Association of Broadcasters, and Jean Otto, op ed page editor, *Milwaukee Journal*, are co-chairmen. Xerox International Center, Leesburg, Va.

May 23-26—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

May 25—*International Radio and Television Society* annual meeting with Broadcaster of the Year award. Waldorf-Astoria, New York.

June

June 3-5—*AP Broadcasters* convention. Crown Center hotel, Kansas City, Mo.

June 7-9—*Great Lakes Conference and Exposition*, sponsored by *Illinois-Indiana Cable Television Association*. Indiana Convention Center, Indianapolis.

June 6-10—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers' Association* fifth annual seminar. St. Francis hotel, San Francisco.

June 11-18—*Radio-Television News Directors Association of Canada* annual meeting. Mount Royal hotel, Montreal.

June 12-16—*American Advertising Federation* annual conference. Omni International, Atlanta.

June 13-14—*Radio-Television News Directors Association* board meeting. Mount Royal hotel, Montreal.

June 13-16—*Kansas Association of Broadcasters* 32d annual meeting. Halidome, Hutchinson, Kan.

June 16-19—*Maryland-District of Columbia-Delaware Broadcasters Association* convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 17-18—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Washington Plaza, Seattle.

June 20-23—*National Association of Broadcasters' Children's Television Conference*. Capitol Hill Hyatt Regency, Washington.

June 22-25—*National Broadcast Editorial Association* national convention. Mayflower hotel, Washington.

June 23-26—*Florida Association of Broadcasters* annual convention. Innisbrook Resort, near Tarpon Springs, Fla.

June 27-30—*Virginia Association of Broadcasters* summer meeting. Wintergreen Resort, Wintergreen, Va.

July

July 14-16—*Arbitron Television Advisory Council* meeting. Silverado, Napa, Calif.

July 14-17—*Colorado Broadcasters Association* summer convention. Manor Vail, Vail, Colo.



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Applause for Region 2 delegation

EDITOR: Last year at this time there was concern among broadcasters that the FCC and the State Department would not be well prepared for the Region 2 conference in Rio.

I am happy to report that these fears were unfounded.

I was in Rio as chairman of the National Association of Broadcasters Radio Allocations Task Force and watched our delegation in action the last week of the conference and they were outstanding.

Within the area of the possible they accomplished everything they went after. They preserved what we have, and they set up an orderly plan for future expansion in the AM band.

This was only possible through the negotiating skill, intelligence, hard work and dedication of the entire team.

While I was there, I attended the plenary sessions, received all reports and was shown every courtesy and consideration by the U.S. delegation. I was fully aware of what was transpiring at all times.

Remembering that the U.S. had only one vote, the same as the smallest country, the behind-the-scenes work of our delegation was masterful.

I congratulate Chairman Kalmann Schaefer and his delegation for a job well done.—*Michael O. Lareau, chairman, NAB Radio Allocations Task Force, Washington.*

PBS proposal

EDITOR: No doubt public broadcasting must be rescued ("Editorial," Jan. 4). But Larry Grossman's proposals in his "Monday Memo" of that date are hardly the way to go. They merely postpone the day of reckoning, while compromising the public

interest.

Take his suggestion that in return for "substantial license deregulation," commercial broadcasters earmark license fees to support public radio and TV. There are valid arguments for deregulation, but many in the public broadcasting audience would be offended by a decision on these complex issues made solely on the basis of a payoff to those in the public broadcasting business, such as Mr. Grossman.

This is a solution based on the self interest of PBS, not the public interest. After all, in the absence of a network of non-commercial TV stations, PBS-type programming would continue to be available in most markets, thanks to the advent of cable and subscription services. And maybe such fees, if indeed swapped for deregulation, ought to be earmarked for more worthy causes, such as the truly needy.

After all, budget cuts in various federal assistance programs have placed a greater emphasis on the need for help from sources other than the government. Why should PBS be the sole beneficiary of such fees? And why should PBS get first crack at a substantial block of prime time for fund raising, as Grossman suggests, when there are more deserving charities?

The problem with the Grossman approach is that it perpetuates the privileged position of PBS without coming to grips with the technological revolution that could render public broadcasting irrelevant. A little less reliance on handouts from others—government, or as Mr. Grossman would have it, the networks—is in order, a little more effort to market PBS product through the new media is called for.

With experience in marketing entertainment, I would be only too happy to license the rights to some of the excellent programming I have enjoyed on PBS for sale and rental on videodisk and videotape. Just think of it. *Masterpiece Theater* on

cassette, packaged to look like leather-bound books.—*Steve Nelson, Manchester, Mass.*

Record straightening

EDITOR: Since BROADCASTING is the bible of the communications industry, it's absolutely crucial to correct an error in that bible or that error will take on a life of its own.

In your Jan. 4 issue on page 72 under your description of Viacom, you list *Louise Rukeyser's Business Journal* as a co-production between Viacom and Metromedia.

The program is, in fact, a co-production between Viacom and Gateway Productions, Inc., a wholly owned subsidiary of the Gannett Co.—*Dick Hubert, Gateway Productions Inc., New York.*

More debate on AM stereo

EDITOR: I'm writing in reference to the letter of Peter Maynard of Englewood, N.J., printed in the Dec. 7, 1981, issue.

His major misconceptions about the capabilities of AM radio for sound quality, with reference to AM stereo, remind me of the similar misconceptions widely held until recently about the sonic capabilities of compact cassettes. When interest increased for high fidelity and stereo in this tape system, the technology was developed to implement it. This is what is widely hoped will happen with AM stereo. Most problems with AM audio quality now relate to the quality of the receiver, and with all but the Kahn/Hazeltine system, entirely new and advanced receiver design will be required.

To respond to the misconceptions in Mr. Maynard's letter: AM's greater susceptibility to static than FM is at least partly offset by the higher signal levels of AM transmission, and can be much further offset by use of synchronous detectors (which most of the proposed AM stereo systems will accommodate) and the use of noise reduction systems such as the Dolby system, now already in widespread use in FM transmission. Although AM may fade around tunnels and some structures, it is not susceptible to multipath distortion, which is a greater problem for FM than tunnels are for AM. And the statement that a higher frequency automatically results in higher fidelity is absurd; in fact, AM is capable of *higher* fidelity transmission than FM.—*Eric G. Norberg, vice president/general manager, Consolidated Communications Consultants, La Crescenta, Calif.*



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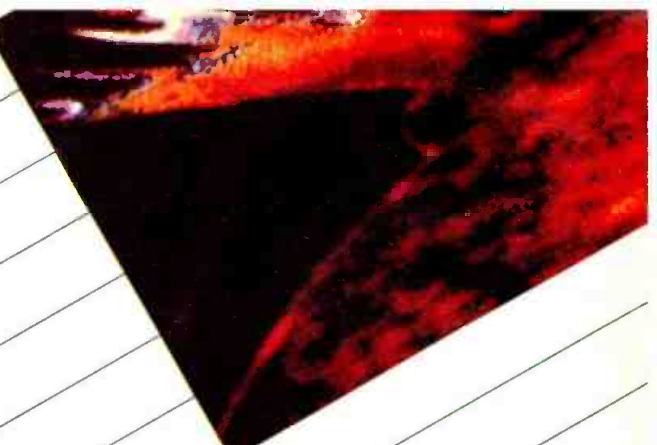
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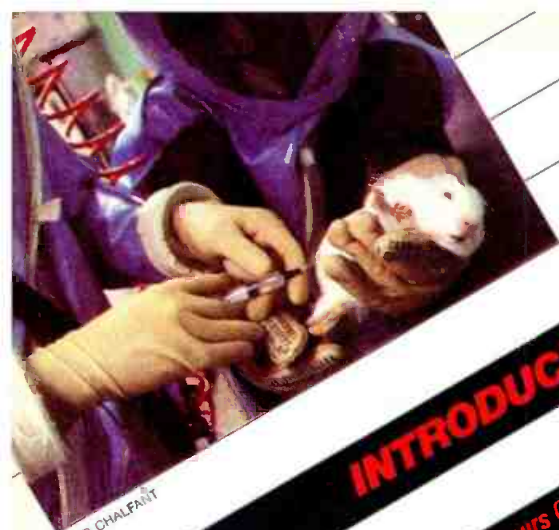
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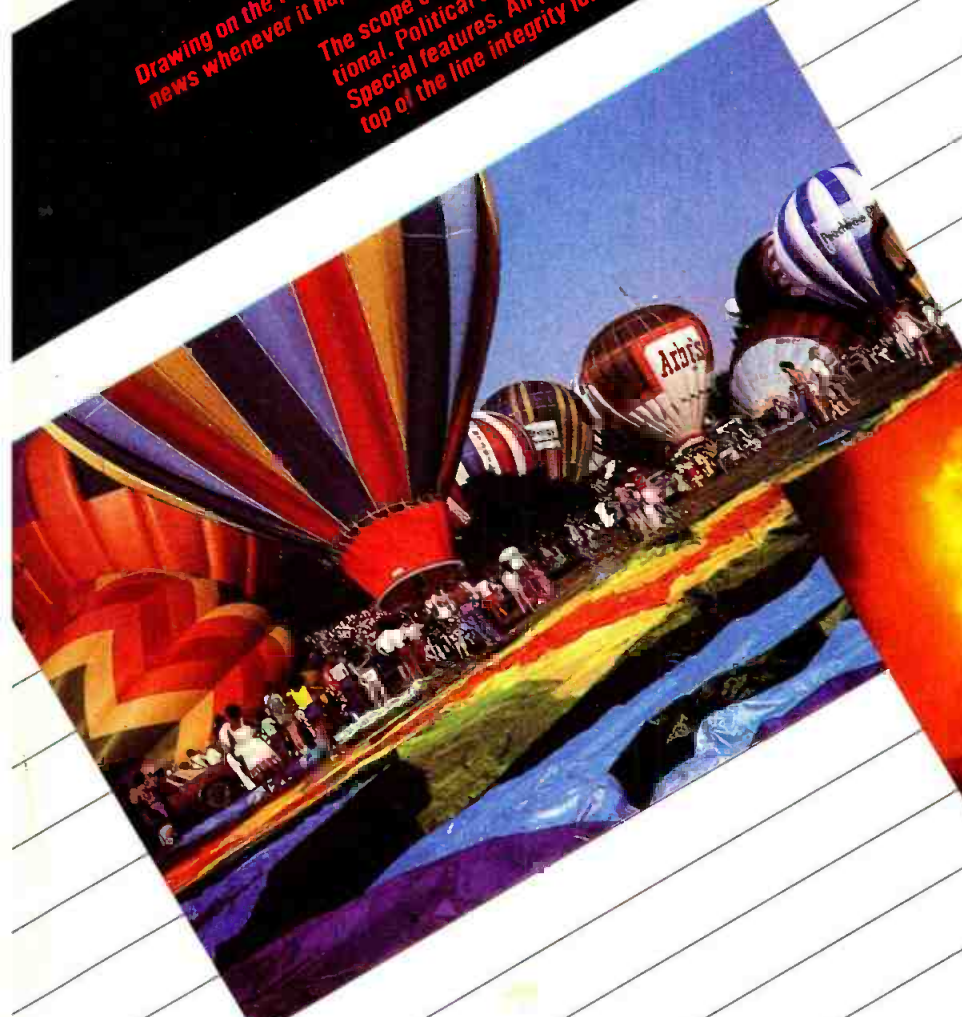


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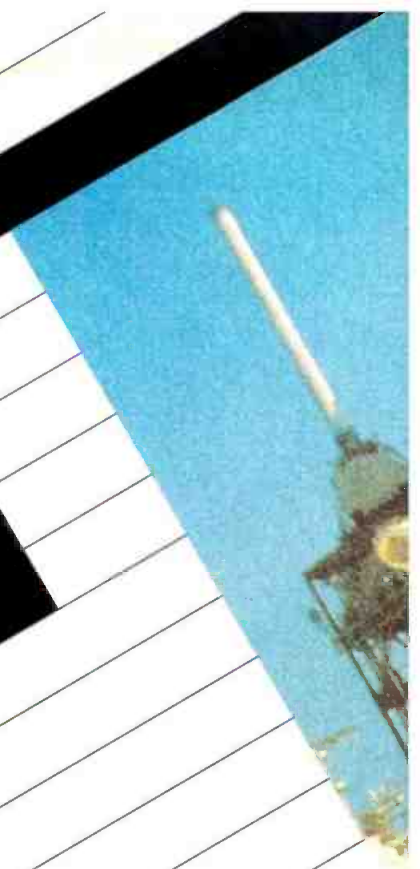
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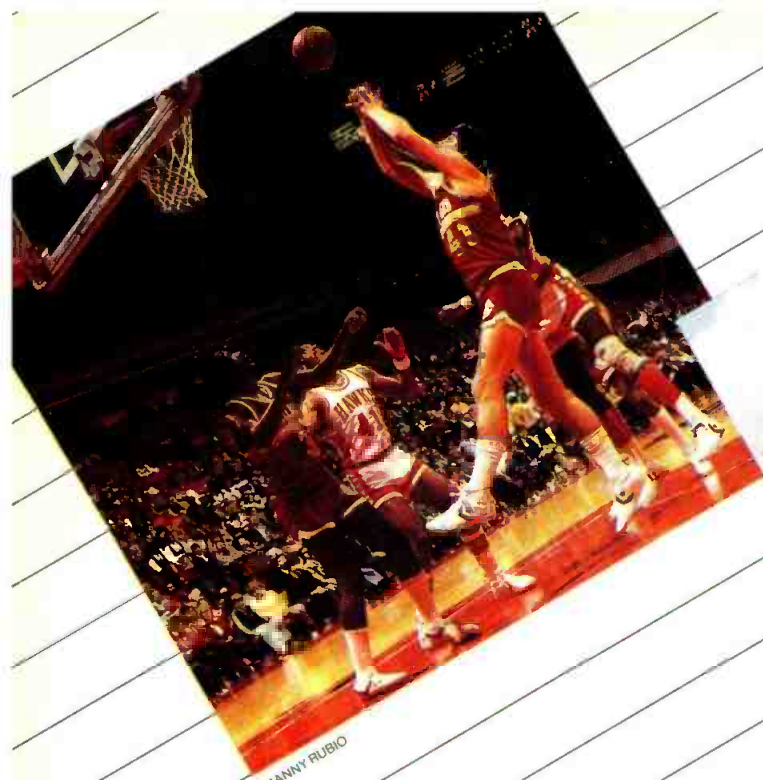
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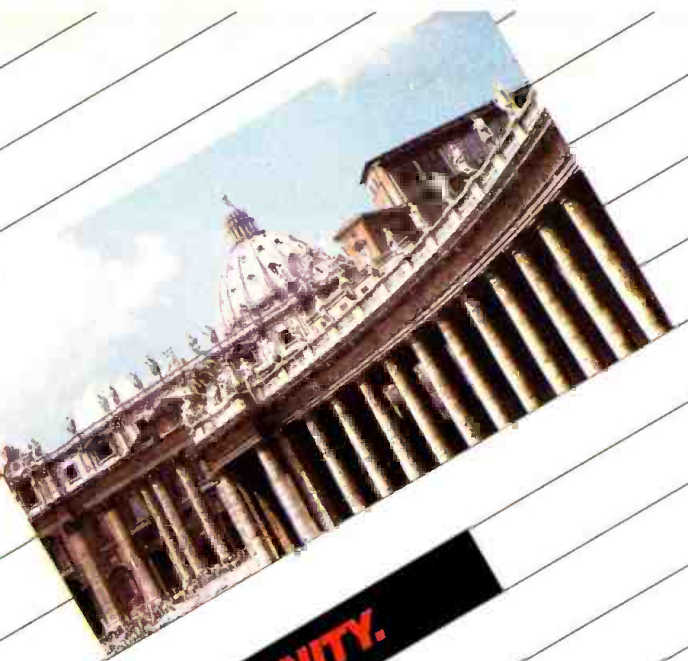
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TOP OF THE WEEK

Cable: It can't lose for winning

For cable television, it was three-for-three in the courts last week. At the Supreme Court in Washington, justices upheld that medium's new hold on distant signals and freedom from syndicated exclusivity prohibitions. And, in the Boulder case, they opened cities to antitrust attack and may have weakened their hold on the franchising process. While in Utah, a federal judge struck a First and Fourteenth Amendment blow for the medium in enjoining an obscenity statute being used to keep sexual acts and nudity off cable. Those stories follow.

In Boulder-TCI case, Supreme Court rules that city's prohibition against wiring was illegal restraint of trade

The Supreme Court ruled last week that municipalities are vulnerable to antitrust suits filed by losing cable franchise applicants or any other private company denied the opportunity to operate in the municipality.

The court's 5-to-3 decision stemmed from a quarrel between Tele-Communications Inc., the nation's third largest MSO, and the city of Boulder, Colo., begun over two years ago. TCI, which operated a system serving about one-third of the city, sued the city after the city imposed an "emergency" 90-day moratorium on TCI's plans to expand and decided to entertain cable bids for the unwired portions of the city from other companies.

TCI won a preliminary injunction in the U.S. District Court, which held that Boulder unlawfully attempted to prevent TCI from obtaining new customers. The city's action, the court said, was an illegal restraint of trade. The court also rejected the city's argument that it could not be sued on antitrust grounds, an immunity inherent in the "home-rule" power it derived from the state.

But on appeal, the U.S. Court of Appeals for the 10th Circuit (Denver) lifted the injunction, ruling that the city was immune to antitrust suits.

The Supreme Court, however, chose to read narrowly the court's 1943 *Parker v. Brown* decision, which protects states from antitrust suits and which Boulder claimed also encompassed it and other home-rule cities. Justice William J. Brennan, who delivered the opinion, said the *Parker* exemption does not automatically extend to cities. "Ours is a 'dual system of government,'" Brennan said, "which has no place for sovereign cities." The city's moratorium cannot be immune "unless it

constitutes the action of the state itself . . . or municipal action in furtherance or implementation of clearly articulated and affirmatively expressed state policy." The moratorium, Brennan said, failed to qualify on both counts.

Justice William H. Rehnquist, in his dissenting opinion, said the court's ruling will "impede, if not paralyze, local government's efforts to enact ordinances and regulations aimed at protecting public health, safety and welfare for fear of subjecting the local government to liability under the Sherman Act.

"As I read the court's opinion," Rehnquist said, "a municipality may be said to violate the antitrust laws by enacting legislation in conflict with the Sherman Act, unless the legislation is enacted pursuant to an affirmative state policy to supplant competitive market forces in the area of the economy to be regulated."

The decision, he continued, will "radically alter the relationship" between cities and states and destroy the "home-

rule" movement in the country.

Chief Justice Warren E. Burger and Justice Sandra Day O'Connor were the other dissenters.

In a concurring opinion, Justice John Paul Stevens said that "dissent's dire predictions . . . should . . . be viewed with skepticism." The ruling will not affect the merits of TCI's suit against the city, which "should be resolved in the first instance by the district court. . . . The violation is not nearly as simple as the dissenting opinion implies."

Procedurally, the case is remanded to the 10th Circuit Court, but most, like Justice Stevens, expect that it will ultimately wind up back at the district court where the case can be heard on its merits.

Cynthia Pols, of the National League of Cities, which has supported the city as the case has wended its way through the legal system, was hopeful that the appellate court would once again overturn the lower court's decision on other grounds. There are several good reasons for reversing the decision, she said. The appeals court could simply say: "'So what, the city is subject to antitrust; we have already found that it didn't violate it anyway,'" she said.

Since it encompasses all permits and franchises issued by "home-rule" cities, the court's decision reaches far beyond the confines of cable television. "It makes cities in home-rule states subject to a suit for any kind of governmental decision that is discretionary and . . . has any kind of exclusionary effect," Pols said. If the city permits only one vendor to sell hot dogs in the park, she said, every other vendor in

Spielvogel advises prudence in ad spending, says 'days of the annual double-digit increase in prices are over' for conventional TV.

Advertising agencies were urged last week to restudy their ways of conducting business this year because of recession and the squeeze on profits. So advised Carl Spielvogel, chairman and chief executive officer of Backer & Spielvogel, New York, at a meeting of the Eastern Region of the American Association of Advertising Agencies in New York. He warned that the media, particularly television, "are going to have to accept the fact that the days of the annual double-digit increase in prices are over."

Spielvogel said clients are seeking efficiencies in marketing budgets with the same intensity that they bring to other facets of their business, and added: "Traditionally, advertising agencies go through three-year cycles in which expense excesses and frill build up. With the economy getting weaker, now is the good time for agencies to go back to business basics."

Spielvogel observed that as a result of the inroads of cable, clients are "asking a great many questions about the changing dynamics of the network television audience." He added that agencies are asking these same questions too. "Clearly, it's not business as usual," Spielvogel commented.

the city denied permission could sue.

But, according to the victors, the ruling has some important implications for cable. If TCI had lost the case, said TCI's counsel, Harold Farrow, "it would have indicated to the cities that there were few if any limits on the nature of the irrational and extraordinary demands that they can make on cable operators."

Does the ruling send a message to cities involved in franchising? "Only that they have to obey the law like everybody else," Farrow said.

John Malone, president of TCI, said the ruling should serve to remind cities "that they have to be cautious in terms of negotiating in the manner that could be construed as violating the antitrust laws."

The ruling is "very positive," Malone said. It gives the cable industry a certain measure of protection against its rights being violated by local communities, he said.

Although the cities see the ruling as weakening their ability to regulate cable television, Brenda Fox of the National Ca-

ble Television Association said it is a blow to a city's cable authority "only if it wants to regulate in violation of the antitrust laws."

Supreme Court sides with FCC on elimination of distant signal and syndicated exclusivity rules

Broadcasters, program syndicators and sports interests lost another big one to cable television last week when the U.S. Supreme Court refused to review the FCC order repealing two of its principal cable rules—those limiting the importation of distant signals and protecting stations' exclusive rights to syndicated programs.

In so acting, the court brought the so-called "Malrite case" to the end of its judicial road. The issue has been raised in petitions filed by the National Association of Broadcasters, along with 15 other broadcast industry representatives (including Malrite Broadcasting, the first to file at the appeals court level) and the National Football League.

Not surprisingly, Thomas Wheeler, president of the National Cable Television Association, said he was "pleased" that the Supreme Court had "agreed there was no rational basis for the FCC's signal carriage and exclusivity rules."

Wheeler said the "court's acceptance of the FCC's economic conclusions is also a dramatic illustration of the significant compromises made by NCTA in the pending copyright legislation. The Supreme Court's recognition of the validity of the cable industry's position strengthens NCTA's resolve to resist vigorously any further changes in the copyright bill reported by the House subcommittee."

(The House Subcommittee on Courts, Civil Liberties and the Administration of Justice, chaired by Representative Robert Kastenmeier (D-Wis.), narrowly approved new copyright amendments last month [BROADCASTING, Dec. 21].)

The NAB, on the other hand, said it was "extremely disappointed." President Vincent Wasilewski said that "issues of copyright and fundamental fairness are at

"It is the nightmare, the tragedy that many had feared." — *Newsman John Goldsmith of WDM-TV.*



WDM-TV recorded this helicopter plucking crash survivors from jet debris in river. Woman is lifted onto skids of helicopter (at top) while another woman (bottom picture) hangs on to tow line as helicopter lifts her ashore.

A WJLA-TV crew was on the Virginia shore as two rescuers dove into river to save a woman survivor who was in shock and drowning (at top). Camera gets close-up of same survivor being pulled from river and lifted to stretcher (below).

WRC-TV captured some of the other grisly aspects of the crash on the bridge, as one commuter whose trip home was cut short is wheeled to a waiting ambulance (at top) while police and others cluster around one of the demolished cars.

Bad scene. The carnage was everywhere; it looked like war. An Air Florida jet, bound for Tampa, lost out to gravity as it tried to pull up and away from Washington's National Airport last Wednesday (Jan. 13) and came down on a bridge jammed with homeward bound commuters. Fortuitously, from a journalistic point of view, cameramen and reporters from local news stations had just finished taping stories at the airport, which earlier that afternoon had been closed because of foul weather. A crew from WDM-TV was packing its gear at the airport when it got word, and rushed to the crash site within minutes. Another team, from WJLA-TV, was heading back with tape of a similar story. Within minutes it too was on the banks of the Potomac, recording scenes of a helicopter trying to pick frozen survivors out of

the ice-encrusted water. WRC-TV's crews abandoned their cars in snarled traffic and ran two miles to begin taping. Cars on the bridge were shown crushed like "pancakes," as one TV reporter put it, with their drivers inside. Local stations had their crews on the bridge, some before it was closed by the police. Along with the horror, the cameras recorded heroes as well. Among the scenes was one of a bystander diving into the water to save a victim too insensible to grab a life preserver tossed beside her. Viewers watched police and paramedics cut open a car with a blow torch to free its trapped driver. As night fell, television kept up its electronic vigil, running special reports and up-to-the-minute briefs through the night and following morning.

CBS asks selective waivers for PTAR

stake. We look to Congress to rectify this inequitable situation. Broadcasters and copyright holders believe that all should recognize that it is a fundamental right for the owner of a product to control its sale and distribution. We are hopeful that the Congress, through the copyright legislation presently being debated, recognizes this inequity and will right the balance. The issue becomes increasingly important as more and different technologies are introduced and vie for audience attention."

Erwin Krasnow, NAB general counsel, however, caught a glimpse of a silver lining in the cloud. He contended that the Supreme Court action strengthened the NAB's cases before the Congress and the Copyright Royalty Tribunal.

The repeal, Krasnow said, strengthened NAB's case before Congress because the FCC order had "ignored" and "flouted" basic contract law. According to Krasnow, the order essentially told cable operators that they were free to ignore whatever contracts broadcasters made with syndicators over exclusive rights to a program in a market.

Because the FCC order is now final, Krasnow added, the CRT was compelled by statute to launch a rate-adjustment proceeding to account for dropping the rules.

Val Pinchbeck, NFL director of broadcasting, said the NFL, too, was disappointed. Nonetheless, Pinchbeck said the NFL would continue to oppose the repeal, taking its case to the public and Congress.

District court ruling calls statute banning partial nudity 'incurably broad'; appeal probable

The sizable victory won last November in Utah by pay-cable programmers, when a federal judge permanently enjoined the enforcement of a state cable obscenity statute, was reinforced last week when the judge, Bruce Jenkins, of the district court at Salt Lake City, handed down a decision declaring the law unconstitutional. The statute, ruled Jenkins, violates both the First and 14th Amendments.

The statute prohibited cable operators from transmitting programing which described or portrayed "illicit" sexual acts and also banned nudity or partial nudity. Under Utah law, any publicly displayed sexual act is defined as illicit. The cable statute, if enforced, would have precluded the airing of films including "Kramer vs. Kramer" and "Coal Miner's Daughter."

In determining that the statute violated the First Amendment, in this particular case, the operator's right of freedom of expression, Jenkins reasoned that the law was overly broad. As explained by an assistant to the judge, "nudity alone is not obscene." Said Jenkins: "As I view the statute, it is overly broad; it is impermissibly broad; it is incurably broad." The 14th Amendment applies the First to the states.

Robert Wallace, the lawyer who litigated the case for the state's attorney general's office, was quoted last week as saying that the state "is strongly considering an appeal" to the 10th U.S. Circuit Court.

Network requests that FCC suspend rule for 13 markets in which technicalities prohibit longer form, although it doesn't say affiliates want it; petition avoids frontal attack on PTAR, steers clear of 7:30-8 p.m. slot

CBS began notifying affiliates last Friday that it was filing with the FCC a plan for a one-hour evening newscast that would be broadcast prior to prime time in all but 13 markets affected by the prime-time access rule.

The purpose of the FCC filing, submitted late Friday, was to seek waivers of PTAR in those 13 markets so that CBS-TV affiliates there would be free, like all other affiliates, to carry the expanded newscast if they chose to.

The expansion is scheduled for the first quarter of 1983. That is the target time announced by CBS last fall after a reportedly tense meeting with its affiliate board, many of whose members protested a news expansion on grounds that it would encroach on local time in violation of PTAR (BROADCASTING, Nov. 23, 1981).

The new plan seeks to overcome that problem by scheduling the hour news before prime time in all time zones except Eastern. It would run at 6-7 p.m. in the Pacific time zone and at 5-6 p.m. in the central and mountain zones. In the Eastern zone it would be fed at 6:30-7:30 p.m., with the last half-hour thus falling into prime time.

PTAR, which applies only to affiliates in the top 50, already permits stations to carry network news in the first half-hour of prime time if a full hour of continuous locally produced news is immediately adjacent. CBS says 15 of its 28 top-50 markets in the Eastern zone already carry one hour or more of news immediately preceding the *CBS Evening News*.

The 13 that don't—and therefore would need PTAR waivers to carry the expanded CBS news—are affiliates in Cincinnati, Columbus and Dayton, Ohio, all of which carry an hour of local news but bracket it in half-hour segments around the network news, and Cleveland; Miami; Buffalo, N.Y.; Orlando, Fla.; Kalamazoo, Mich.; Spartanburg, S.C.; Providence, R.I.; Louisville, Ky.; Charleston, W. Va., and Norfolk, Va., all of which carry a half-hour of local news preceding the network news.

In asking for waivers for these 13 markets, CBS told the commission that its petition did not pretend to speak for the view of these 13 stations as to whether the evening news should be expanded, whether they would carry an expanded news or whether they support the petition. The only purpose of the petition, CBS said, was to make sure that all of its affiliates in the top-50 markets would be free to

exercise their independent judgments regarding clearance of the expanded news.

The petition also emphasized "what CBS is *not* seeking." It is not seeking a change in the type or amount of network programing now permissible in prime time, it said, and thus is neither attacking nor challenging PTAR. (In a footnote, the petition cited CBS's contention in comments on PTAR itself that the rule has failed to achieve FCC objectives and after an appropriate rulemaking proceeding should be abolished, but the petition argues that the requested waivers do not relate to—and can and should be granted without regard to—that broader review of the rule itself.)

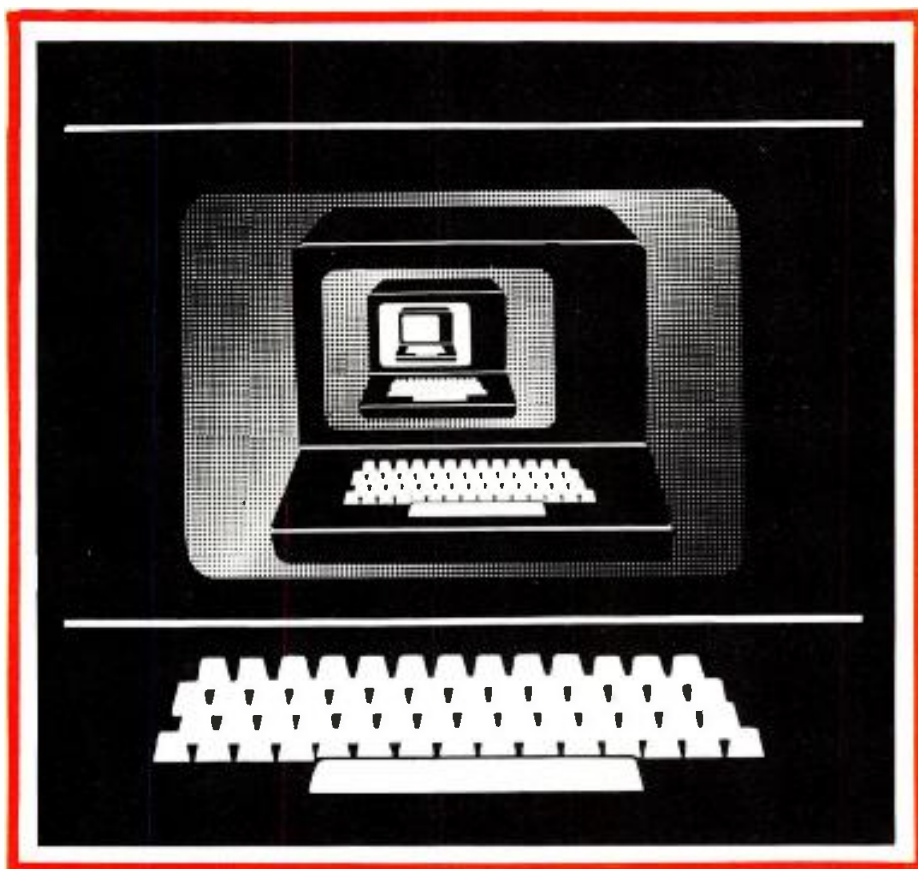
In no way, CBS emphasized, does the expanded news plan encroach on the 7:30-8 p.m. NYT access time period.

Gene F. Jankowski, president of the CBS/Broadcast Group, said that as announced after the affiliate board meeting in November, "CBS is proceeding with its planning for the expansion of its early-evening news in the first quarter of 1983. This request—if granted—would give CBS affiliates the freedom to choose, based solely on the individual station's judgment, whether to carry a one-hour evening news service. FCC approval is essential to our ongoing planning for an expanded evening news."

The petition itself emphasized that the FCC historically has acted to ease PTAR inhibitions on network news, and that there has been a public demand for expanded news coverage at both network and local levels. The networks have increased their coverage, two 24-hour cable news networks have come into being and two more are planned, CBS noted, while CBS affiliates in the top-50 markets have expanded their local news from a total of 34 hours per evening in 1971 to a total of 47 hours an evening in 1981, an increase of 38%.

Executive Director George Back of the National Association of Television Program Executives, learning of the CBS plan, issued a statement condemning it as an attempt "to use the FCC to bludgeon the stations into line." Moreover, he said, waivers erode PTAR and thus compromise its intent.

"If CBS is successful in effecting a change in what has become the traditional news period," Back said, "stations could lose half of their local news time to the networks. The real loser, however, will be the public, which will continue to receive only one and one-half hours of news, two-thirds of which will be national. The enormous demand for local news by viewers that we have seen develop in the last few years is proof that Americans are best served by stations providing local and regional news and community affairs."



TELECOMMUNICATIONS GETS READY FOR THE INFORMATION AGE

After the breakup, the breaking away

The recurring analogy used by AT&T Chairman Charles Brown in describing his company's reason for accepting the proposed settlement of the federal antitrust suit (BROADCASTING, Jan. 11) was that of a "fence with a one-way hole." AT&T, he said, had been confined by the 1956 consent decree that restricted it to regulated services. A one-way hole had since been opened in that fence—letting competitors like MCI and ITT enter the provision of telephone services while keeping AT&T restricted within the confines of its historical businesses. The new settlement resolves the inequality AT&T perceived in that situation by removing the fence.

While AT&T was voicing confidence that its contemplated divestiture of local operating companies would serve to "bring the benefits of the information age to America"—even before Judge Harold Greene on Tuesday held up implementation of the settlement when he ordered the government and AT&T first to resolve procedural issues (page 32)—it was clear that many important questions that would affect the shape of telecommunications in the "information age" remained unanswered by the settlement.

Among them: Will the new AT&T be

permitted to be an information provider, and not just a conduit for such services; can either the new national AT&T, or the separate local companies, enter the cable television business; what new services is AT&T capable of and interested in providing to business and home customers; what will be the impact on local and long distance rate structures?

One certainty is that AT&T remains committed to provide new services through the as yet unchristened subsidiary it had been setting up to comply with the FCC's directives. "Baby Bell" is what outsiders call it; AT&T calls it "Free Standing Subsidiary (FSS)." FSS is structured into three divisions—a consumer products division, a business service group and a marketing organization for the products and services of the latter. AT&T will admit to having earmarked specific services for those groups, but won't yet say just what they are.

Perhaps the most essential set of questions that would have to be addressed in the immediate future are those dealing with the manner in which the 22 local Bell operating companies would be spun off from the parent, and the subsequent reorganization of those companies. The con-

sent decree agreed to by the government and AT&T does not specify what must happen in this regard, and as it stands would allow a range of alternatives from the establishment of a single operating corporation to 50 separate entities (one per state), with such variants as turning loose the 22 as they currently exist or bundling them together into an undetermined number of regional clusters falling somewhere in between.

As reported previously (BROADCASTING, Jan. 11), AT&T would keep the intercity long-distance network, Western Electric, Bell Telephone Laboratories and all customer premise equipment; AT&T put an approximate value of \$80 billion, two-thirds of its assets, on the local assets that would be spun off under the agreement.

But the very accounting involved in the division of assets holds the potential for serious controversy—critics have argued over the years that the book value of AT&T assets has been inflated by such mechanisms as artificially long depreciation schedules for equipment—and there's speculation that the reorganization of the company envisioned under the consent decree will have to be accompanied by

some hefty write-downs. Whether those write-offs then get covered by the "residual" AT&T or the newly freed locals is one of the gray areas left unilluminated by the agreement as it stands.

Many last week felt it was too early to tell just what the impact and implications of the settlement might be. For example, Robert Marbut, president of Harte-Hanks Communications, and one who had been deeply concerned by the now-abandoned plans AT&T had to test an electronic Yellow Pages in Texas, told BROADCASTING that "my concern all along was the unfair competitive advantage" AT&T would have had in electronic publishing, and that until such matters as just how the new AT&T would be able to become involved at the local level and how it would interface with local delivery systems are made clear, "I don't know how to evaluate what competitive advantage they might have" in the future.

Irving Kahn, the president of Broadband Communications, who has long taken the position that AT&T is *the* competition about which cable should be most concerned, found the settlement a "disappointment." Kahn is convinced the deal as it stands is "a far piece from what we'll end up with" (for more on the regulatory picture, see page 32), but believes that if things proceed as allowed under the decree, "it will be a disaster."

"AT&T would have taken away from them all of their problem areas, all the billions in overstated assets and obsolete equipment, while Western Electric and Bell Labs would be left in a dominant position" and be free to "knock the hell out of" the competition, says Kahn.

As far as competition with cable is concerned, Kahn sees the settlement letting the new AT&T "into all areas of dynamics" that cable would feel are its own turf, while on the local level, the telephone operating companies, thanks to their long-standing relationships with the state public utility commissions that will be regulating local service, will have a competitive advantage over cable operators who have been used to organizing their lobbying efforts on the national level, and not before state PUC's.

Some broadcast executives who have followed the AT&T case speculated—although they emphasized that like everyone else their knowledge of settlement details was skimpy—that the competitive effect would be felt more by IBM and other computer companies than by broadcasters and cable operators. As one put it, "I think they'll be moving away from competition with broadcast and cable and more into business and computer applications."

One broadcast economist suggested that there were a couple of projects that made sense for AT&T prior to the settlement, but seemed to make much less sense when the local companies are spun off and AT&T lacks its own access to homes. In that context, he asked: "Why would they want to go into cable? I don't think they will want to." Similarly, he said, "I'm not

sure they will want to get into videotext" in the new scheme of things.

One potential competitor of new services from AT&T who finds the settlement "generally good" is Gerald M. Levin, group vice president, video, at Time Inc. "It's certainly the most profound adjustment in the telecommunications infrastructure that I've seen or that I'm likely to see," he said, adding that "this thing will take a long time to sort itself out."

Levin evinced "respect" for the agreement, which he characterized as "a profound and creative settlement . . . for all the interests involved." "One reason I respect it," he said, is "that it tries in general form to state certain principles" and provides a "charter" for restructuring the industry that is in the form of "a living document." Significantly, he feels "it ends the long period of end-to-end control" that AT&T had maintained and "begins to resolve the [issue of] local loop dominance." Looking to the future, Levin sees the settlement making it easier to develop a mixed local loop system that includes, in addition to the twisted pair, "local cable

Two ways to look at the AT&T settlement

"It will be a disaster."

—Irving Kahn

□

"I respect it."

—Gerald Levin

hookups, satellite delivery, microwave and cellular radio." Levin said he thinks "it's more important to the American information industry and productivity to have a flexible system than one that may no longer meet the needs [of various customers]."

Levin also sees the new AT&T "applying technology and research to information," and feels "a lot of that relates to the business world."

That's made quite clear by Charles Marshall, the former president of Illinois Bell, who is now serving as vice president for planning of the nascent unregulated Free Standing Subsidiary. Talking about the "office of the future," Marshall says, "we'd like to be active in that marketplace . . . bringing information out of a data base . . . moving data around."

"The real evolution of productivity in the future is white collar productivity," says Marshall, who places the consent decree against a background where "communications and computers are moving closer together." Discussing AT&T's interest in maintaining the link between Bell Labs and Western Electric, Marshall claims, "we'd like to bring on more computer oriented applications of voice and data."

Some of those applications in which AT&T is interested are consumer applica-

tions—developing telephones that will call back busy numbers at a later time or leave messages, establishing computer techniques that would permit individuals to, say, call a common number for an automobile club and have the call rung through the nearest club facility.

Others would be geared more exclusively to business users—the example perhaps most frequently cited by AT&T executives, Marshall and Chairman Brown included, being the Advanced Communications Service (ACS), a packet-switched network for inter-computer communications that would not just be able to let two like-minded computers converse, but would provide translation for those that speak different languages. AT&T, Marshall says, not only wants to be able to communicate data, but "massage" it as well.

Something else AT&T has been "anxious to bring on," in Marshall's words, is cellular radio—although he says it's uncertain whether that business would fall to the new AT&T or the severed operating companies under the agreement. Similarly, on the subject of possible cable system ownership by the telephone entities, Marshall maintains that as of this point "we haven't really thought that one through." Local operating companies would still be prohibited from owning systems in localities where they provided telephone service, but whether they would be permitted ownership elsewhere, or whether the new AT&T might be able to own systems is not yet known, he said.

It would further appear the agreement reached between the government and AT&T would permit the restructured national company to enter the electronic information field. Yellow Pages and Dial-It services are supposed to become part of the new AT&T, and the company could conceivably start to assemble its own data bases on various subjects.

While Marshall says "there's no work under way" at AT&T on the latter score, communications industry analysts see that as one of the major questions that has to be answered before any full assessment of the settlement's impact on other companies in, or interested in, electronic publishing can be judged.

John Reidy of Drexel Burnham Lambert says his reading of the situation is that Congress won't permit AT&T to get into the origination of data services—but that in any case the anticipated lowering of long-lines rates in the envisioned competitive long-distance environment could of itself help speed the development of national electronic information services.

Wall Street initially welcomed the news of the agreement, trading the price of AT&T shares up \$1.875 last Monday, to close at \$60.50. But by Thursday, most of the edge had been taken off that gain as the stock settled back to \$59. Still, that was nothing like what happened to the price of MCI, one of AT&T's principal long-distance competitors. Its shares, traded over the counter, fell \$7.875 between Thursday

and Monday to close at \$26.125 bid. By Thursday, the stock had climbed back to \$27.875.

It remains to be seen what the full impact of the settlement will be on AT&T borrowing and that of its subsidiaries. The Moody's and Standard & Poors bond rating services both indicated in separate actions that changes might be made in ratings of various telephone company instruments.

AT&T settlement: Neither court nor Congress ready to let go

**Judge Greene feels outsiders
should have chance to comment
before settlement is accepted;
Wirth, Packwood plan hearings**

A U.S. District Court judge threatened last Tuesday (Jan. 12) to prevent settlement of the Justice Department's historic antitrust case against AT&T and accused both parties of trying to circumvent the law. At the same time, key members of Congress promised legislation to complement the settlement and scheduled hearings for next week.

Judge Harold Greene, who has presided over the AT&T trial since March 1981, said at a hearing last Tuesday that settlement of the case should take place in Washington, where the case has been litigated and where public comment on the settlement would be required, instead of in the New Jersey court holding jurisdiction over the government's previous (1956) consent decree with AT&T, which barred the company from offering unregulated services.

Justice Department and AT&T attorneys said they filed in New Jersey because they hoped first to have the earlier (1956) decree modified and then to have the New Jersey court transfer the settlement proceeding to Washington, where Greene would have a chance to review it. Judge Vincent Biunno, of the U.S. District Court in New Jersey, surprised both parties by accepting the settlement. Last Friday, Biunno transferred the case to Greene, who is expected to begin public review of the case soon. Greene cannot modify the settlement, but he can refuse to accept it until it is modified.

The Justice Department maintained last week that settlement of its case against AT&T effectively dismissed the case and negated the requirement for public review.

Antitrust laws require that the public have 60 days to comment on major settlements. It is not clear whether the same law, known as the Tunney Act, applies to the modification or dismissal of consent decrees and the Justice Department is presently arguing in a California court that it

does not apply.

Senate Commerce Committee Chairman Bob Packwood (R-Ore.) said local telephone rates could increase dramatically, especially in rural areas, if the settlement is not accompanied by legislation. Much of the bill he maneuvered through the Senate last year (BROADCASTING, Oct. 12, 1981) tried to prevent AT&T from subsidizing its future unregulated services with local phone revenues and so has been rendered unnecessary by the settlement. Other parts of the bill, however, remain valid, according to a committee aide, and with some modification, should become law.

Packwood's bill (S. 898) was a "better solution to problems" in the communications industry, said Ward White, senior counsel to the Commerce Committee, because it addressed problems not dealt with in the settlement, such as a national subsidy for local phone rates, national network planning, national defense and security and the promotion of competition in telecommunications. Provisions in S. 898 would require the FCC to prevent precipitous increases in local telephone rates and to deregulate telecommunications markets wherever possible, provided it finds sufficient competition exists. It also would have required the appointment of a joint board of experts, including some FCC commissioners and state regulators, to monitor the transfer of assets from AT&T to its proposed unregulated subsidiary and to approve access charges to be paid by long distance carriers to local telephone companies.

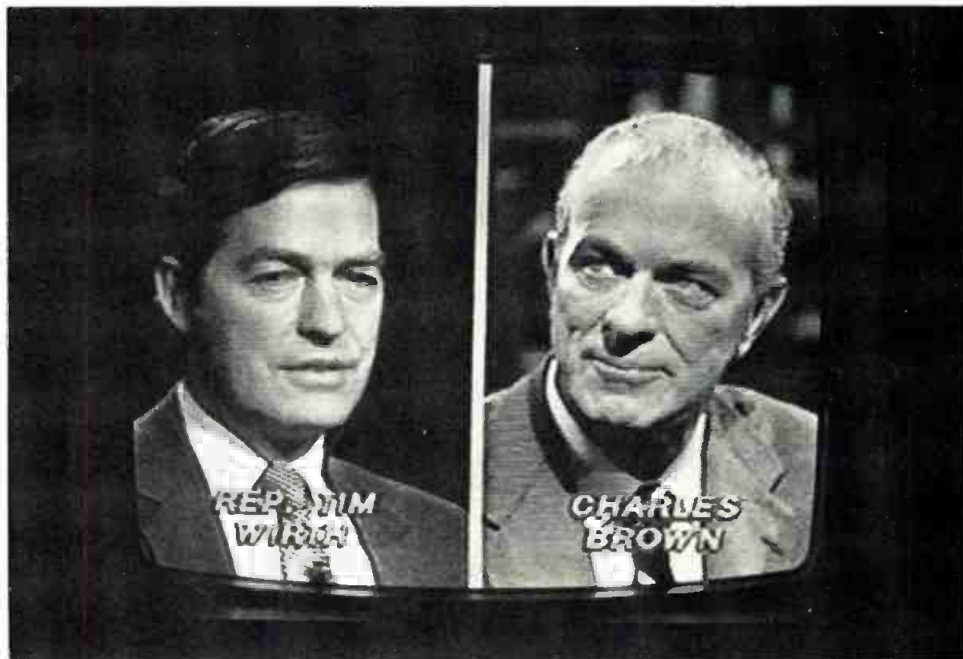
The Commerce Committee will hold a hearing on Monday (Jan. 25) to review the settlement and to begin deciding how S. 898 might be modified. White said Packwood does not anticipate trying to pass a new bill this year, but will try to amend S. 898 during conference with the House, if it passes similar legislation.

House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) said the need for legislation is made "more urgent" by the settlement and speculated that Congress, now threatened during an election year with vast increases in local telephone rates, might be inclined to pass a bill. The settlement "is absolutely workable," said Wirth, if accompanied by legislation such as that he introduced just before Congress adjourned (BROADCASTING, Dec. 14, 1981).

In a televised interview last Monday and at a press conference last Wednesday, Wirth said he has three concerns that are unaddressed by the AT&T settlement. A national subsidy of local rates, collected through access fees paid by long distance carriers, is only part of the solution to keeping local rates reasonable, according to Wirth. The value of inside wiring, embedded equipment and the Yellow Pages all presently contribute to AT&T's subsidy of local rates, he said, and Congress must control or prevent the transfer of these assets from AT&T's local operating companies to the surviving parent company. The Justice Department's settlement would permit all these assets to go immediately to the parent, he said, and S. 898 would permit their transfer too soon.

The settlement also fails to protect the quality of local phone service, according to Wirth, because it would permit the surviving AT&T to compete with its divested local operating companies. AT&T could offer through microwave, wire or cellular technology an alternative, enhanced telephone network to large corporate users, said Wirth, leaving small users and consumers with an antiquated, deteriorating network.

Wirth also said the settlement alone will not necessarily prevent the surviving national AT&T from cross-subsidizing its unregulated affiliates with regulated, long distance telephone revenues. AT&T still



Wirth and Brown on MacNeil/Lehrer

controls 70% of the long distance market, Wirth said, and as a result, competition in that market is not effective. Legislation is necessary to prevent AT&T from exercising undue market power, he said.

AT&T spokesmen said last week that the company decided to settle with the Justice Department because Wirth's bill and late amendments to S. 898 were too restrictive, and would add new layers of regulation restricting the company's ability to compete in emerging telecommunications markets. Appearing with Wirth on the Public Broadcasting Service's *MacNeil/Lehrer Report* last Monday (Jan. 11), AT&T Chairman Charles Brown said he agrees that the 1934 Communications Act "needs to be modernized," but indicated that because states regulate local telephone service and the FCC regulates long distance, there is no need for legislation to include further restrictions "to prevent or

slow down AT&T's entry into some services." No law, said Brown, "can guarantee service to anyone."

Neither Wirth nor Brown on *MacNeil/Lehrer* addressed the issue of AT&T's entry into such information services as news and advertising, but at his press conference, Wirth said his position on that issue—that the provider of information should not also own monopoly control of the conduit through which it flows—still stands. AT&T will no longer own local telephone lines under the settlement, but it will control most long distance lines, and Wirth's bill, according to one of his aides, will continue to address the need for separation between "content and conduit."

The American Newspaper Publishers Association, which has fought AT&T's entry into information services on the ground that the company controls local telephone lines, has accepted the AT&T

settlement in its broad outlines. But in a statement by Katharine Graham of the Washington Post Co., ANPA's president and chairman, the association warned it would carefully scrutinize terms of the settlement as they are finalized and would continue to advocate a competitive information marketplace.

Wirth said he'll stick to the timetable he'd set earlier on working toward passage of H.R. 5158, which includes hearings in February and March, markup in late March and passage by the House in early summer. His subcommittee plans its first hearing on the settlement and his legislation on Tuesday, Jan. 26.

Also planning hearings on the settlement are the House and Senate Judiciary Committees, which have jurisdiction over antitrust law. Hearings on the House side will begin Thursday, Jan. 28, and on the Senate side on Monday, Jan. 25.

Videotext: smack in the middle of AT&T's sights

Wherever else its ambitions may lie, there's little doubt that it plans to lead the way into information networking

Over the past few years, AT&T has become keenly interested in videotext and—if its settlement with the Justice Department goes into effect as agreed—it will have unrestricted access to the home information marketplace as system operator, information provider and equipment supplier.

AT&T has made no secret of its desires to become a videotext system operator and information provider. The telephone giant tested a videotext system in Albany, N.Y., in 1979 and tried to start up another in Austin, Tex., in 1980. It also pressed for language in the Senate's telco bill (S. 898) last year that would have permitted it to enter the business through a separate subsidiary.

Its intention to become a major force in videotext equipment manufacturing became apparent last May when it issued a sophisticated videotext standard that was quickly endorsed by other major videotext proponents. Since then it has agreed to supply videotext home terminals and computers, built to the standard, to CBS and Knight-Ridder for separate trials.

To head off some of the opposition to S. 898 that was building last spring, AT&T sent Senator Barry Goldwater (R-Ariz.), one of the sponsors of the bill, a "policy statement" detailing its intentions in "electronic information services." AT&T said it would like to provide electronic versions of directory listings, call-guide information (listings found in the front of printed directories), Yellow Pages and time, weather and sports information, already provided in audio call-up form.

"Electronic display of this information," AT&T added, "is viable today as part of a total 'information package.' Information service can be 'interactive,' permitting the

users to order merchandise and store their own messages for delivery."

Most of the opposition to AT&T's entry into videotext came from the American Newspaper Publishers Association, which contended that no telephone company with a government sanctioned monopoly should be permitted to control the information transmitted over its facilities. Although S. 898 would have required AT&T to offer videotext services through a subsidiary separate from its regulated telephone services, ANPA felt that the separate subsidiary concept was an inadequate safeguard against anticompetitive practices by AT&T. As the *New York Times* editorialized last May: "If Ma Bell and its vaguely distanced subsidiaries are not confined to data transmission their awesome revenues from a protected phone business could crush other media.... AT&T can be a trustworthy carrier of other information services only if it does not directly compete with them."

Although AT&T promised last spring to restrict itself to electronic versions of its existing print and audio services and not to become involved in "creating and controlling news or editorial features ordinarily found in a newspaper or magazine," all bets are off if the settlement is accepted. The independent AT&T would be able to provide whatever kind of information it desired. Whether it wants to go beyond the services it proposed last year is another question.

Because of its size, AT&T will have the ability to dominate the videotext market. As Ben Smylie, head of Field Electronic Publishing, put it: "It is foolish to think that a company as big as AT&T will not be a big player in videotext. How big I don't know because I don't know what's going to shake out" from the regulators.

Smylie said he could see AT&T as a massive central videotext systems operator, managing information poured into its computers by information providers

throughout the country. "It would be good for the videotext industry," he said. "It's going to take a big, big company with a lot of knowledge in communications. And they're the biggest and best in the world."

Harry Smith, vice president of technology for CBS, on the other hand, sees no need for a "central gateway." "The business is going to grow based on a large number of companies providing information services," he said. In the future, people will be able to call up "any one of hundreds or thousands of computers, each one of which will represent a business selling information product and transaction product." The businesses that are successful will be those that package their services properly, he said.

Although the nature of AT&T's future videotext services is unclear, there is no doubt about its desire to become a major supplier of videotext terminals and computers through Western Electric, which it gets to keep under terms of the new deal. Because of AT&T's position in the market and because of its compatibility with the Canadian Telidon and French Antiope videotext standards, it will probably become the country's de facto standard.

According to Smith, AT&T will provide all the technology and terminals for the joint AT&T-CBS videotext trial—involving some 200 homes in Ridgewood, N.J.—now scheduled to begin in mid-September. Smith said he doesn't expect the AT&T settlement to have any effect on the trial.

AT&T supplied terminals for a "concept trial" conducted by Viewdata Corp. of America, a subsidiary of Knight-Ridder, from July 1980 to September 1981 in Coral Gables, Fla. Delighted by the results of that trial—which involved 204 homes—VCA plans to stage a full-blown market test of videotext in south Florida in 1983, involving 5,000 homes in the first year and growing, it is hoped, into a thriving commercial service. Mort Goldstrom, marketing director for VCA, said that it plans to use the new AT&T equipment in the test.

NCAA strengthens its control over TV-cable football

Action is result of move by College Football Association to gain rights to contests; INTV complains of too many NCAA restrictions preventing coverage of college games

The National Collegiate Athletic Association, challenged in the past year by strong football schools belonging to the College Football Association, solidified its control over television policy last week and extended its jurisdiction to cable television.

NCAA members attending the annual convention in Houston voted overwhelmingly to retain control over television rights to members' games in the association, quashing attempts by the 61 members of the CFA to gain television rights to their own games.

For more than 30 years the NCAA has controlled regular-season television contracts through a bylaw in its regulations that stipulates: "The football television committees shall be responsible for the formulation and administration of the association's football television policy and program subject to the approval of the membership."

The members went even further, approving a regulation that said, "The telecasting, cablecasting or otherwise televising of intercollegiate football games of member institutions shall be controlled by bylaws enacted by the association."

Last Monday (Jan. 11) the NCAA members voted to reject an amendment by the University of Texas that would have given control of football television property rights to the individual institutions. There are two court cases outstanding affecting the college football television issue. The University of Georgia and the University of Oklahoma, both CFA members, have filed suits in U.S. District Court in Oklahoma City, contending that they, and not the NCAA, should control their football TV rights.

The NCAA signed a four-year contract with CBS and ABC last summer for the telecasting of games in 1982 through 1985 at a combined cost of \$263.5 million. The CFA subsequently signed a tentative agreement with NBC covering the same four years at a total cost of \$180 million, but the proposed pact was abandoned last month when an insufficient number of CFA schools agreed to participate (BROADCASTING, Dec. 21, 1981).

■ In a separate action, the Association of Independent Television Stations (INTV) urged the end of "unduly burdensome" NCAA restrictions on the live telecasting of local college football games.

Herman W. Land, president of INTV, explained that through its "Football Television Plan," the NCAA sells networks the exclusive right to telecast a limited number of its members' games and places severe restrictions on the more than 2,000 games not carried by the net-

works. He said that, with limited exceptions, the NCAA prohibits live, non-"series" telecasts of a Division I school's home games that are not complete sellouts, and these schools cannot telecast an away game unless it is completely sold out or takes place more than 400 miles from the visiting school campus.

Land said the ostensible purpose is to protect the home team's live gate but he added that an INTV survey of its 74 member stations showed that the "great majority" were interested in carrying live intercollegiate football but "only a handful

are actually able to do so." He said the INTV has been in touch with the NCAA by letter and a meeting, and is hopeful that restrictions on non-"series" telecasts can be voluntarily eliminated.

Land said that INTV attorneys have advised the group that there are "substantial questions raised as to the legality of the NCAA TV plan and network contracts" on antitrust and federal communications policy grounds. He indicated that if these concerns are not addressed, INTV will be forced to appeal to appropriate government agencies.

Another legacy of Sarnoff years: Roosevelt's secret White House tapes

RCA chief had special recording system developed for President; It comes to light 42 years later

David Sarnoff, while RCA president in 1940, gave President Franklin D. Roosevelt an experimental device that secretly recorded press conferences and private conversations in the White House Oval Office for 11 weeks that year.

R.J.C. Butow, professor at the University of Washington at Seattle, reports that discovery in the February/March issue of *American Heritage* magazine. Butow's article, based on three years of research, not only details the recordings he uncovered at the FDR Library in Hyde Park, N.Y., but also how the "continuous-film recording machine" was obtained and then used at the White House.

According to Butow's research, Roosevelt wanted a way to vindicate himself if sensitive discussions were leaked to the press and misquoted. Harry Payne, an inventor and friend of White House stenographer Henry Kannee, "personally toyed with the problem for a while before handing it to David Sarnoff of RCA, where ... just such an experimental recording device was subsequently developed."

The device used a motion picture soundtrack without a camera. Butow wrote:

"The main feature, as Mr. Kannee remembered it not long before his death last September, was that the recording needle moved back and forth across 'six ribbons of motion picture film' that ran over a metal mandrel. The film was fed from reels in a compartment beneath the machine to corresponding reels above it."

"[Press Secretary] Steve Early was told of this development and of Sarnoff's desire to present the machine to the President as a gift from RCA. Early asked Kannee to tell FDR. An appointment was set up for Sarnoff on June 14, 1940. ..."

Butow also wrote that Kannee told him that RCA supplied "a couple of years' worth of film; the machine was installed in

the basement under the Oval Office, and a microphone was hidden in FDR's desk lamp.

After the story broke last week, RCA began its own research on the subject. Although RCA said it could not confirm that Sarnoff made such a gift to the former President, a spokesman there explained that it could have developed through the old RCA Photophone Laboratories that worked on sound recording for motion pictures. A 1944 Photophone in-house magazine mentioned that equipment was supplied to the government for special installations. "These included one in the White House for the use of the President and his advisers," it said.

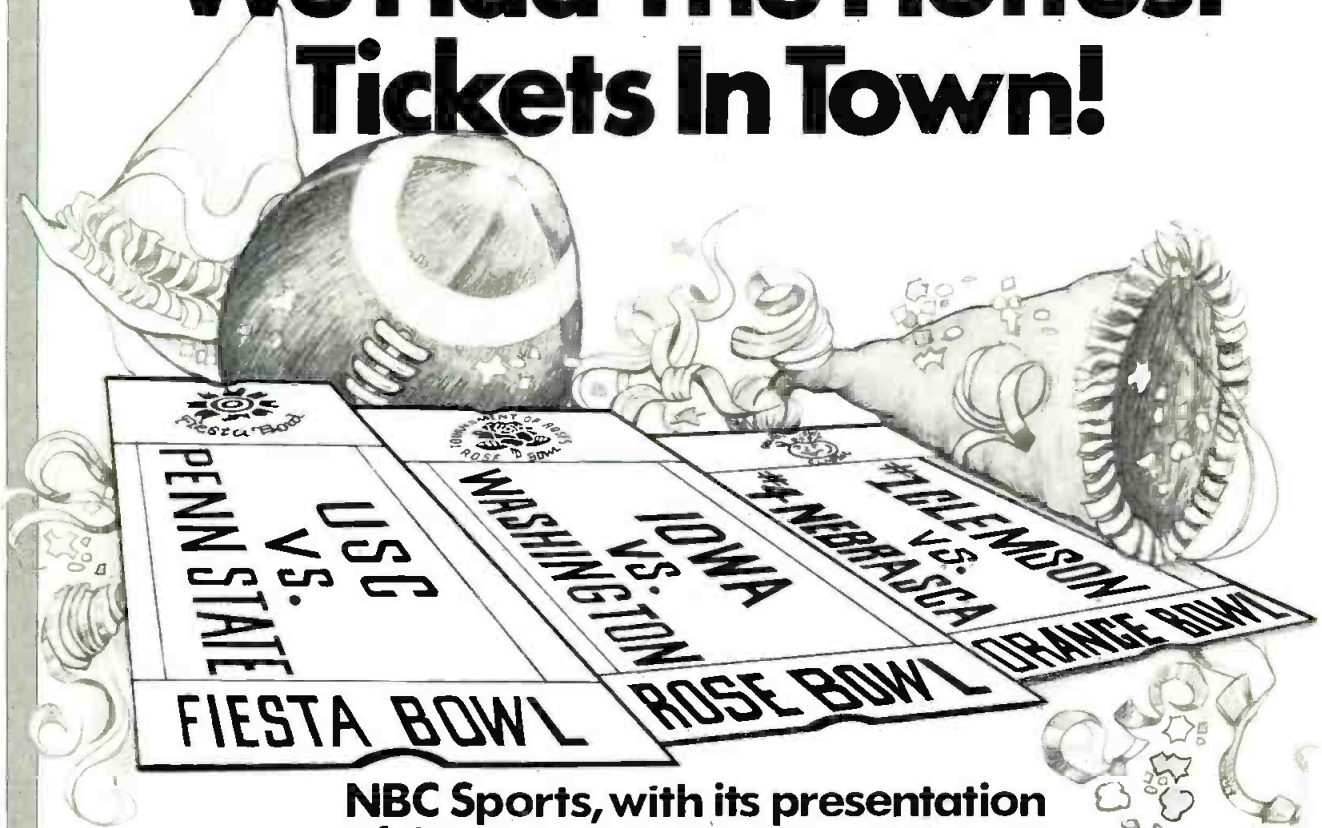
As for an available microphone small enough to be hidden in FDR's desk lamp, RCA also has found a report that in 1937 two of its scientists, Harry Olson and John Preston, developed what was characterized as a "novel 15 1/2-ounce unidirectional microphone."

In his article, Butow speculated that Roosevelt stopped using the machine after 11 weeks because he became dissatisfied with it and also because he feared political repercussions if it were uncovered.

Butow wrote that the film, which had deteriorated, was destroyed after it was transferred to disk in 1947. Furthermore, he added: "Even if it still had been available, it could have been played only in the machine FDR had used—a prototype that never went into production. It had been dismantled years ago, thus becoming as much of a mystery as the 'continuous-film' it used." The recording set-up itself is believed to have been removed from the White House during Harry Truman's administration in 1945.

Among the conversational artifacts made public in the *American Heritage* article: that Roosevelt discussed starting rumors about an extramarital affair involving his Republican rival, Wendell Willkie, and some pre-Pearl Harbor views of America's readiness "to pull the trigger if the Japs do anything."

On New Year's Day, We Had The Hottest Tickets In Town!



NBC Sports, with its presentation of three consecutive bowl games, brought home the three top-rated games for New Year's Day.

	Rating*	Audience Share
✓1. ROSE BOWL	25.0	42
✓2. FIESTA BOWL	19.3	36
✓3. ORANGE BOWL	18.0	28
4. Cotton Bowl	15.7	29
5. Sugar Bowl	11.8	18

*Source: Nielsen, January 1, 1982. Subject to Qualifications Available on Request.

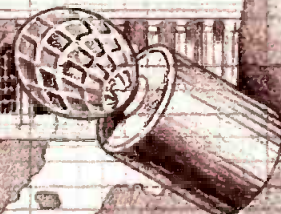
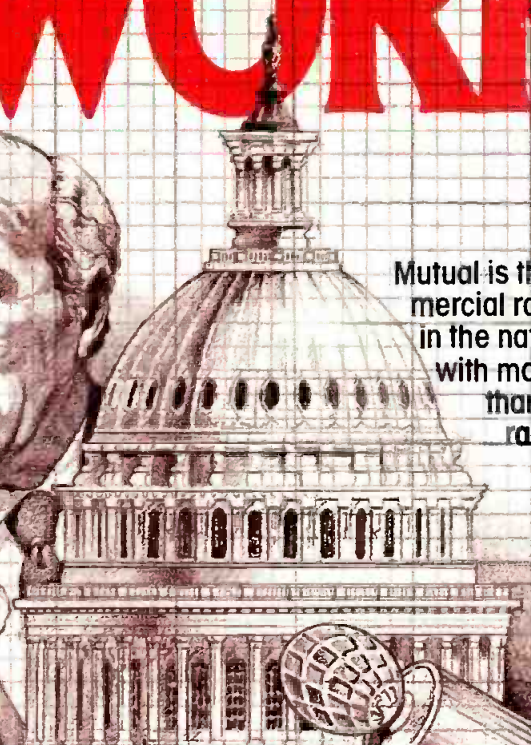
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Only Mutual delivers insider exclusives from Jack Anderson; authoritative business wrap-ups from "The Forbes Magazine Report;" and housing updates from "On the Homefront."

Forbes

Mutual's radio satellite feeds the news to America, 24 hours a day, through its expansive, coast-to-coast network of affiliates. Mutual affiliates receive 66 newscasts every broadcast day.



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Radio is our only business.

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Leo Burnett

Calet, Hirsch, Kurnit & Spector

Campbell-Ewald

Campbell-Mithun

Chiat/Day

Compton

Creamer

Special Report

Cunningham & Walsh

Dancer Fitzgerald Sample

D'Arcy-MacManus & Masius

Della Femina, Travisano & Partners

BROADCASTING'S

TOP

W.B. Doner

Doyle Dane Bernbach

A. Eicoff

Eisaman, Johns & Law

50

William Esty

Foote, Cone & Belding

Gardner/Advancers

Grey

AGENCIES

Humphrey, Browning, MacDougall

Jordan, Case & McGrath

Kenyon & Eckhardt

KM&G International

Kornhauser & Calene

Laurence, Charles & Free

Al Paul Lefton

Marschalk

McCaffrey & McCall

McCann-Erickson

John Murray

Needham, Harper & Steers

Ogilvy & Mather

Parkson

Ross Roy

Scali, McCabe, Sloves

SSC&B

Tatham-Laird & Kudner

J. Walter Thompson

Tracy-Locke

Waring & LaRosa

Warwick, Welsh & Miller

Wells, Rich, Greene

Young & Rubicam

Broadcast billings pass \$9 billion for top 50 agencies

Y&R remains number one with JWT close behind; cable ads contribute another \$50 million

Television and radio investments by the top 50 broadcast agencies surged to new heights in 1981 with domestic TV and radio billings at a record level.

In figures compiled for BROADCASTING's 30th annual survey of leading broadcast agencies, TV spending in 1981 surpassed 1980 by slightly more than \$1 billion and radio climbed by \$260 million. Total

broadcast billing for the top 50 agencies amounted to almost \$9.3 billion.

These figures edged out the previous record gain achieved in 1979 when combined TV-radio billings jumped by about \$1.05 billion over 1978. In that year TV spending jumped by \$996 million and radio climbed by \$45 million.

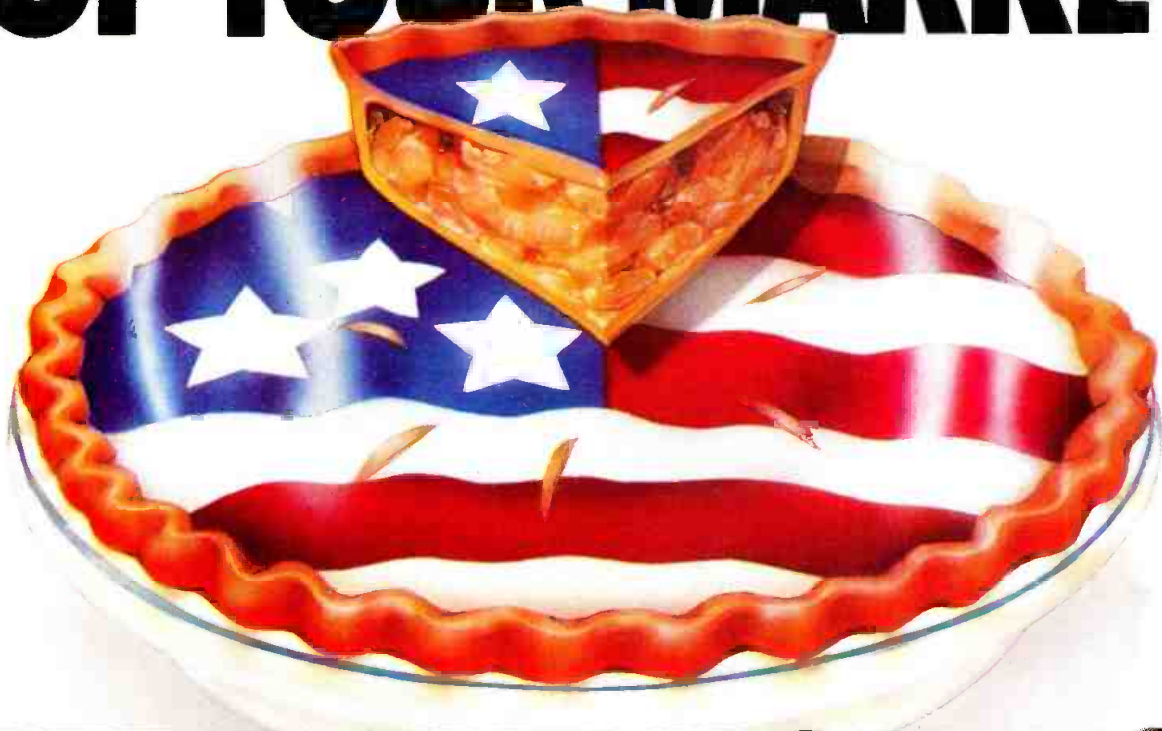
For the fourth straight year Young & Rubicam led the agency parade with combined broadcast billings of more than \$863 million, a boost of more than \$118 million over 1980.

Closing in on Y&R was J. Walter Thompson, which had been the perennial leader until 1978, when it was dislodged. JWT reported a mammoth increase of \$149 million in broadcast expenditures, lifting its total in 1981 to \$851.7 million, less than \$12 million behind Y&R.

Remaining in third place in 1981 was BBDO, which gained more than \$40 million in billings to increase its total to \$447 million. The Leo Burnett Co. climbed up a notch from fifth to fourth in 1981 atop a \$57.5 million TV-radio increase to

Agency	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Broadcast percent of agency's total billings	Broadcast billings change from 1981	Agency's rank in 1980
1. Young & Rubicam	863.6	785.7	547.6	238.1	77.9	21.5	56.4	62.0	+118.5	1
2. J. Walter Thompson	851.7	781.8	480.7	301.1	69.9	22.1	47.8	67.0	+149.0	2
3. BBDO	447.0	406.0	276.0	130.0	41.0	11.0	30.0	55.0	+40.2	3
4. Leo Burnett	446.5	423.9	309.4	114.5	22.6	4.3	18.3	53.4	+57.5	5
5. Dancer Fitzgerald Sample	409.2	387.9	204.9	183.0	21.3	7.2	14.1	78.7	+7.3	4
6. Ogilvy & Mather	393.8	360.5	216.0	144.5	33.3	9.0	24.3	57.0	+74.3	6
7. Grey Advertising	386.5	365.9	261.7	104.2	20.6	3.3	17.3	62.3	+88.8	7
8. Doyle, Dane, Bernbach	365.0	340.0	210.0	130.0	25.2	4.0	21.0	50.0	+95.0	12
9. McCann-Erickson	341.2	294.0	184.0	110.0	47.2	6.2	41.0	70.9	+56.2	8
10. D'Arcy-MacManus & Masius	321.0	276.0	160.0	116.0	45.0	10.0	35.0	67.0	+37.5	9
11. Benton & Bowles	295.0	275.0	170.0	105.0	20.0	2.0	18.0	69.0	+25.0	11
12. Foote, Cone & Belding	289.2	258.7	188.2	70.5	30.5	8.1	22.4	53.5	+15.1	10
13. Ted Bates	267.7	253.1	159.9	93.2	14.6	5.6	9.0	77.2	+11.1	13
14. William Esty	251.0	226.0	151.0	75.0	25.0	7.0	18.0	56.0	+23.0	14
15. Needham, Harper & Steers	232.7	203.7	172.4	31.3	29.0	15.3	13.7	59.2	+5.6	15
16. Compton Advertising	227.0	217.0	169.0	48.0	10.0	5.0	5.0	66.0	+71.0	19
17. Wells, Rich, Greene	207.7	182.6	125.7	59.9	22.1	2.0	20.1	48.0	+5.6	16
18. SSC&B	204.7	189.7	151.0	38.7	15.0	2.3	12.7	74.2	+54.2	22
19. N.W. Ayer	163.4	134.1	109.5	24.6	29.3	11.6	17.7	52.4	-11.4	18
20. Gardner/Adanswers	157.5	146.0	110.0	36.0	11.5	1.0	10.5	78.0	+6.9	21
21. Kenyon & Eckhardt	152.3	120.0	74.0	46.0	32.3	1.5	30.8	70.0	+9	20
22. Campbell-Ewald	149.2	123.2	101.7	21.5	26.0	3.5	22.5	50.0	-40.5	17
23. Backer & Spielvogel	144.8	121.2	97.4	23.8	23.6	2.2	21.4	74.9	+39.0	24
24. Cunningham & Walsh	135.0	125.0	69.0	56.0	10.0	2.0	8.0	48.0	+25.2	23
25. Bozell & Jacobs	110.4	82.5	10.7	71.8	27.9	3.6	24.3	50.0	+24.8	28
26. Della Femina	102.7	85.1	29.4	55.7	17.6	—	17.6	70.0	+11.2	25
27. Campbell-Mithun	102.5	87.6	23.0	64.6	14.9	—	14.9	58.3	+11.7	26
28. Marschalk	95.0	85.1	48.2	36.9	9.9	0.8	9.1	56.0	+8.0	27
29. KM&G	94.3	84.7	40.2	44.5	9.6	1.2	8.4	33.0	+29.6	30
30. Scali McCabe	77.0	65.0	29.0	36.0	12.0	1.0	11.0	51.0	+7.0	29
31. Kornhauser & Calene	70.7	68.3	48.8	19.5	2.4	1.7	0.7	81.4	+18.6	35
32. Creamer	70.0	63.5	42.5	21.0	6.5	—	6.5	40.0	+16.6	32
33. Jordan, Case & McGrath	67.0	56.0	20.0	36.0	11.0	3.0	8.0	61.0	—	—
34. Tracy-Locke	65.0	56.0	32.0	24.0	9.0	2.0	7.0	81.0	+4.7	31
35. McCaffrey & McCall	64.4	58.3	52.2	6.1	6.1	1.2	4.9	50.0	+6.4	33
36. W.B. Doner	63.0	49.0	2.0	47.0	14.0	1.0	13.0	63.5	+12.9	37
37. Ross Roy	58.6	37.4	7.4	30.0	21.2	4.4	16.8	57.0	+6.1	34
38. Parkson Advertising	53.1	53.0	50.0	3.0	0.1	—	0.1	90.0	+3.0	38
39. Laurence, Charles & Free	52.0	49.0	29.0	20.0	3.0	0.5	2.5	47.0	+7.2	41
40. A. Eicoff & Co.	51.1	49.0	2.4	45.6	3.1	—	3.1	94.7	+2.5	39
41. Eisaman, Johns & Law	48.7	36.1	11.8	24.3	12.6	3.7	8.9	50.0	+3.2	40
42. Tatham-Laird & Kudner	44.6	43.0	24.5	18.5	1.6	0.65	0.95	45.5	+6.2	46
43. John F. Murray	43.3	40.6	23.0	17.6	2.7	—	2.7	86.0	+4.5	44
44. Calet, Hirsch, Kurnit & Spector	41.8	38.0	22.8	15.2	3.8	3.0	0.8	55.0	+3.3	45
45. Waring & LaRosa	40.8	36.0	27.0	9.0	4.8	2.5	2.3	68.0	0	42
46. Warwick, Welsh & Miller	40.6	34.3	23.0	11.3	6.3	1.5	4.8	39.0	-1	43
47. Bloom Co.	39.2	25.4	8.7	16.7	13.8	0.9	12.9	38.3	—	—
48. Chiat/Day	37.9	28.7	9.2	19.5	9.2	1.0	8.2	30.0	+11.7	49
49. Humphrey, Browning, MacDougall	34.6	31.5	13.7	17.8	3.1	1.2	1.9	60.0	—	—
50. Al Paul Lefton	32.0	24.0	15.0	9.0	8.0	—	8.0	60.0	—	—

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The Hot Ones—26 one-hour specials blending the music and interviews of today's chart toppers in hit contemporary music such as Jackson Browne, Pat Benatar, Bob Seger and Styx. Co-produced by RKO and NKR Productions and hosted by John Leader, Executive Editor of **Radio & Records**.

Weekly Music Magazine—Three dramatic hours of a Top 30 Countdown plus a review of the week's music news with behind-the-scenes interviews and observations... hosted by RKO-owned WRKO, Boston's Charlie Van Dyke. Co-produced by RKO and Drake-Chenault, the nation's largest producer of specialized programming.

FOR ADULT CONTEMPORARY STATIONS

Musicstar Specials—26 one-hour in-depth portraits of top contemporary music artists or groups such as America, George Benson, Seals & Croft and Diana Ross — their music, words and personal reflections on their careers. Co-produced by RKO and IS, Inc. and hosted by Dave Roberts.

Solid Gold Saturday Night—Five live stereo hours (7PM—12 Midnight EST) of music that deserves the title "gold"—from Chuck Berry to the Everly Brothers; Elvis Presley to John Lennon. With a **live call-in request** 800-line to keep listeners involved in every aspect of the show. Co-produced by RKO and RKO-owned WFYR, Chicago and hosted by WFYR's "Oldies King," Dick Bartley.

FOR ROCK STATIONS

Captured Live!—The music and extraordinary stage presence of performers such as Foreigner, REO Speedwagon, Jefferson Starship and The Kinks are **Captured Live!** in 26 one-hour rock specials recorded in the electric environment of a live concert. A backstage glimpse of the artist before curtain and fan reaction after the performance heightens the inherent tension and excitement of each show. Co-produced by RKO and Reel Time Productions.

FOR COUNTRY STATIONS

Kenny Rogers and NKR Present Country Star Countdown—A three-hour countdown of country favorites hosted on a rotating basis by country favorites such as Larry Gatlin, Ronnie Milsap, Dottie West, Loretta Lynn, Merle Haggard, Charlie Price, Eddie Rabbitt, Barbara Mandrell and Mac Davis. Co-produced by RKO and NKR, a Kenny Rogers Company.

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\$446.5 million. Dropping from fourth to fifth was Dancer Fitzgerald Sample, which registered a relatively modest boost of \$7.3 million to slightly more than \$409 million.

The year ended on an upbeat note for most agencies, with 42 rolling up gains in billings, three registering losses and one remaining even. There are four new agencies represented in the compilation.

Included in the agencies registering dramatic gains were JWT, up \$149 million; Young & Rubicam, up \$118.5 million; Doyle Dane Bernbach, up \$95 million; Grey, up \$88.8 million; Ogilvy & Mather, up \$74.3 million; Compton, up \$71 million; Burnett, up \$57.5 million; McCann-Erickson, up \$56.2 million; BBDO, up \$40.2 million, and D'Arcy-MacManus & Masius up \$37.5 million.

The only agencies showing significant losses in billings were Campbell-Ewald and N W Ayer. A spokesman for C-E said the \$40.5 million loss can be explained by the shift of billings for another Interpublic agency, Tinker-Cambell-Ewald, from C-E in 1980 to another Interpublic unit, Marschalk, in 1981, plus an overstatement

of 1980 C-E billings when they were estimated in that year. For Ayer, it was a somber year after a hot 1980. Ayer lost the lucrative Pan American account, estimated at \$35 million, plus several smaller accounts for a drop in broadcast billings of \$11.4 million.

New agencies qualifying for the top 50 compilation for 1981 were Jordan, Case & McGrath; Bloom Co; Humphrey, Brown-Ing, MacDougall, and Al Paul Lefton. Dropped from the listing for 1981 were Keller-Crescent; Lee King & Partners; Sawdon & Bess and Arthur Meyerhoff (Meyerhoff was acquired by BBDO last year and now functions as BBDO's Chicago office with its billings incorporated into those of BBDO).

During the year Daniel & Charles merged with F. William Free Advertising and the combined company now is called Laurence, Charles & Free.

As expected, the two leading agencies in broadcasting, Young & Rubicam and JWT, divided the honors in various categories of the broadcast business. Y&R was the top agency in total broadcast billings (\$863.6

million), total TV billings (\$785.7 million), network TV billings (\$547.6 million), total radio billings (\$77.9 million) and spot radio billings (\$56.4 million). JWT was number one in spot TV billings (\$301.1 million), network radio billings (\$22.1 million) and in largest broadcast gain (\$149 million).

BROADCASTING also canvassed the top 25 broadcast agencies for an estimate of their investments in cable television advertising in 1981. A sizable percentage declined to state a figure, saying that at this time the expenditure is "not significant." The best projection is that the top-25 group allotted in the neighborhood of \$50 million of the \$100 million estimated for cable advertising in 1981. The leaders appear to be Young & Rubicam, \$12 million; D'Arcy-MacManus & Masius, \$7 million; BBDO, \$5 million, and Dancer Fitzgerald Sample, \$4 million.

The following is an alphabetical listing of the first 50 broadcast-billings agencies. Most figures were obtained from the agencies themselves; in others, estimates were gathered from various sources.

19

NW Ayer □ A billings drop of 6.5% was experienced by this agency whose combined radio and TV billings totaled \$163.4 million in 1981. Part of the decrease can be attributed to the resignation of two major accounts—Pan American World Airways and Nestle. The biggest drop in billings occurred in TV which went down \$19.5 million from \$153.6 in 1980. Radio expenditures were up 38%, to \$29.3 million. Ayer's client list includes Formfit Rogers, First Interstate Bank of Oregon and Jet Propulsion Laboratory. New in 1981 were Chemical Bank (wholesale banking services), Harlequin Enterprises (romance novels), Howard Johnson, Lehn & Fink, National Council on Alcoholism, Time Life Books, Sears, Roebuck & Co. (business systems centers), Kawasaki Trading Co. (art and jewelry), Orthopedic Hospital, The Plant Network (nationwide houseplant delivery), Temcor (space structure design), and Yamaha Electronics (audio components). NW Ayer placed about \$400,000 in cable advertising during 1981 for AT&T, General Motors, Kraft and the U.S. Army.

23

Backer & Spielvogel Inc. □ With spectacular gains in both television network placements, which were up 60% to \$97.4 million, and radio billings, which rocketed 171.3% to \$23.6 million, this agency's combined broadcast billings rose 36.9%. B&S's TV spot billings were down 33.9%, however, to \$23.8 million, and its radio network billings declined 19.3% to \$2.1 million. Combined broadcast billings accounted for 74.9% of the agency's total domestic billings. The agency added several major accounts in 1981, including Miller Brewing Co.'s Magnum Malt Liquor; several lines of products belonging to the Campbell Soup Co.; Bon Jour International, Ltd., manufacturer of jeans and other apparel, and Noxell Corp.'s Lestoil and some new product lines. Cable billings for B&S in 1981 totaled \$4 million.

13

Ted Bates □ A modest 4.3% increase in total broadcast billings was obtained by Ted Bates in 1981. With \$268.7 million in total radio and TV spending, the agency's biggest gain was in TV advertising at \$254.1 million, an increase of almost \$13 million over 1980. Not included in that figure is \$1 million spent by cable advertisers. Radio, however, showed a slight decrease in network expenditures, from \$9.4 million in 1980 to \$5.6 million in 1981; and spot radio added \$2 million to the previous year's \$7 million. Among Ted Bates's major clients are Warner Lambert, Schweppes U.S., Maybelline, General Foods, ITT, Colgate-Palmolive, American Cyanamid and RCA. No accounts were resigned in 1981.

3

BBDO □ A raft of new accounts helped to raise BBDO's TV-radio expenditures in 1981 by more than \$40 million. Included in the acquisitions were Gillette Atra, General Electric (air conditioners), Pillsbury (various products), Church's Fried Chicken, Del Monte fruit juices and Union Bank. Resigned during the year were Wesson Oil, Sunlite Oil, Vick Health Care Division and Timex Gift advertising. Program sponsorships via BBDO were made in support of General Electric, Gillette, Pepsi-Cola and Armstrong World Industries. Heavy TV advertisers also included Firestone, DuPont, Armstrong, Campbell soup, Black & Decker and Quaker Oats. BBDO allotted an estimated \$5 million to cable television in 1981 for clients including Pepsi-Cola, Firestone, General Electric, Gillette, American Cyanamid, Thom McAn and Campbell Soup.

11

Benton & Bowles □ Combined broadcast billings for B&B in 1981 were up 9.2% to \$295 million, representing 69% of the agency's total domestic billings. TV placements totaled \$275

million, up 10.9%, comprising \$170 million in network and \$105 million in spot. Radio billings placed by the agency were down 9.1% to \$20 million, with \$18 million in spot and \$2 million in network. Major accounts that the company added in 1981 included Marriott hotels (Chicagoland); Jos. Garneau Co., a division of Forman Distillers (Ambassador Scotch, Cella Wines, Martell Cognac); Estech Inc., a division of Esmark; Magic Pan Restaurants; RCA Music Service, a division of RCA Records; Emery Worldwide Inc.; Pinkerton Tobacco, a division of Liggett & Meyers; Showtime; Richardson-Vicks (Sinex nasal spray); Texas Commerce Bankshares; Blistex, and Procter & Gamble (Crest Gel). Accounts resigned included Holland America Cruises; several divisions within AMF Corp. (although the corporate account was retained); Fiat Motors of North America; Sara Lee, and Jacobsen. Cable billings for the agency totaled \$4 million in 1981 (included in the overall TV billings figure). Major cable clients included Procter & Gamble; Hardee's; McCulloch, and Morton-Norwich.

47

Bloom Co. □ With the acquisition of Mathieu, Gerfen & Bresner, New York, and of such new accounts as Braniff Airlines, Schering-Plough's Di-Gel, Libby, McNeill & Libby (processed food products) and Bulova Watch Co. (special markets), Bloom makes BROADCASTING's list with TV-radio billings of \$39.2 million. Dropped during 1981 were Pet Grocery Products Division, Dallas Federal Savings, Six Flags over Texas and Southwest Airlines. Broadcast spenders in the Bloom fold were Zale's Corp., Riviana Foods, Anderson Clayton Foods, Block Drug, Braniff, Bulova and APS Inc. (auto parts stores).

25

Bozell & Jacobs □ Total TV and radio billings for Bozell & Jacobs in 1981 were up 29% to \$110.4 million, representing 50% of this

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agency's total domestic billings. Total television placements were up 19.9% to \$82.5 million, with spot dollars rising 68% to \$71.8 million while network billings plummeted 59% to \$10.7 million. Radio billings for Bozell were up 64% to \$27.9 million, with network billings totaling \$3.6 million and spot \$24.3 million. Accounts added by the agency in 1981 included Armstrong Co., Johnson Matthey Jewelry, Norwegian American Cruises, Union Carbide, Days Inn of America, Godfather's Pizza, American Airlines, Litton Microwave Cooking, L.S. Heath & Sons, Houston National Bank, Speedy Muffler King, and Onan Corp. Accounts resigned included Sambo's, Stauffer-Dyfonate, Minolta Photographic, Pearle Vision and Quaker. Major accounts in addition to those in 1981 include Greyhound, Tenneco, Zale, VF Corp., and Mutual of Omaha.

4

Leo Burnett □ Paced by the acquisition of the \$75-million McDonald's account from Needham, Harper & Steers, Burnett rolled up broadcast billing gains of more than \$57 million in 1981. Burnett was active in program sponsorship on all three TV networks, with Procter & Gamble, Kellogg and United Airlines buying substantial portions of various specials and sports events. Its long list of TV-radio spenders included Allstate Insurance, American Bankers Association, H.J. Heinz, General Motors (Oldsmobile), Kellogg, Kimberly-Clark, Maytag, Memorex, Pillsbury, P&G, Nestle, RCA Corp., Star-Kist, Union Carbide, Union Oil, United Airlines and Wilson Sporting Goods. Burnett clients spent \$2.3 million on cable TV this year, and that figure is included in Burnett's television billings. Represented on cable last year were RCA Corp., Kellogg, Nestle and Procter & Gamble.

44

Calet, Hirsch, Kurnit & Spector □ With 55% of its total domestic billings from broadcasting, Calet, Hirsch, Kurnit & Spector had expenditures of \$41.8 million in television and radio. That's 8.5% more than during the previous year. PepsiCo International Wines & Spirits was major new account; Remington left. Other major accounts include Corning Glass Works, Tropicana Hotel and Casino, Toshiba America, Pocket Books, America Enka, Alitalia Airlines, Ricoh of America, Thermos and AAMCO Transmissions.

22

Campbell-Ewald □ Broadcast billings at C-E dropped by an estimated \$55 million, but a substantial portion was said to be related to a change in the reporting structure of Interpublic agencies. Whereas in 1980 Campbell-Ewald's figures included Tinker-Campbell-Ewald, in 1980 T-C-E billings were shifted to another Interpublic agency, Marschalk, reducing Campbell-Ewald's total. C-E invests in television and radio via such General Motors divisions as Chevrolet, Delco, and General Motors Acceptance Corp. and through such clients as Bil-Mar Foods Inc., Goodyear Tire & Rubber Co., Libbey-Owens-Ford, Magnavox Consumer Electronics, Rockwell International and Burroughs Corp.

27

Campbell-Mithun □ Total TV and radio billings for Campbell-Mithun in 1981 were up 12.9% to \$102.5 million, representing 58.3% of that agency's total domestic billings. Total television placements were up 18.9% to \$87.6 million with network billings rising 53.3% to \$23 million and spot placements climbing 10% to \$64.6 million. Campbell-Mithun's overall radio billings were down 12.9% from the previous year, to \$14.9 million, with spot accounting for the entire sum. Accounts added by the agency in 1981 included 3M corporate, Tombstone pizza, Republic Airlines, North Dakota Department of Tourism, Melville Shoes, Ashlay's and McGraw-Edison. Accounts resigned included Northwest Airlines, Coke Foods, Toro and Munsingwear. The agency's list of major accounts includes GMI, Heilman Brewing, Land 'O Lakes, Ray-O-Vac, Dairy Queen, American Egg Board and Fisher Nut Co.

48

Chiat/Day □ With Olympia Beer and Apple Computers leading the list of added accounts in 1981, Los Angeles-based Chiat/Day surged 44.7% in broadcast billings over the previous year, to \$37.9 million. That represents about 30% of the company's total domestic billings. For Olympia and Apple as well as Chiat/Day's major Yamaha Motors and Transamerica accounts, the agency participates in network and spot TV and spot radio. It also places network radio for Apple.

16

Compton □ Total broadcast billings for Compton climbed 45.5% to \$227 million with TV spending rising to \$217 million from \$136 million the previous year. Radio billings surpassed 1980's figures, rising \$8 million over that year's \$2 million. Major accounts added in 1981 were Buitoni Food, American Motors Corp.'s Eagle, and *The National Enquirer*. Heavy broadcast advertisers included Johnson & Johnson (Tylenol, Sine-Aid and Duonex), Jones Dairy Farm and Procter & Gamble (packaged soap, bar and household cleaning division, foods division, toilet goods division and Folgers coffee). Resigned in 1981 was Showtime Entertainment.

32

Creamer □ Broadcasting is Creamer's bread and butter—100% of the agency's 1981 billings (\$70 million) flowed through television and radio. That total was up 16.6% over Creamer's 1980 billings and reflected growth in television network and spot and radio spot advertising (the agency has no radio network billings). While the Narragansett Brewing and Nixdorf accounts were resigned this year, on the plus side of the ledger Creamer gained Progresso and the Italian Trade Association in spot TV, Duffy Mott and Taylor Rental in spot radio.

24

Cunningham & Walsh □ Due largely to a 98.6% increase in TV spot placements (which totaled \$56 million), Cunningham's combined

broadcast billings rose 23% in 1981 to \$135 million. Total TV billings were \$125 million, up 19%, although network placements declined by 10.2% to \$69 million. Total radio billings increased 7.5% to \$10 million, comprising \$8 million spot and \$2 million network. Broadcast billings accounted for 48% of Cunningham's total placements. Major accounts added in 1981 include Crush International Inc. (Procter & Gamble Co.); Winthrop Laboratories (Sterling Drug Inc.), Sunbeam Appliance Co. and Skil Corp.

5

Dancer Fitzgerald Sample □ Dancer reported an increase of \$7.3 million in billings for 1981, during a year marked by both gains and losses in accounts. On the bright side, DFS acquired Greater New York Toyota Dealers Association, Fundimesions (division of General Mills Toy Group), General Mills' Donutz cereals and Occidental Petroleum. Lost during the year were Nikon, Chase Manhattan Bank and Olympia Beer. Heavy contributors to radio-TV spending were Toyota, General Mills, Procter & Gamble, Leggs, Life Savers, Wendy's, American Cyanamid, CPC International, Peter Paul Cadbury Inc., Ciba-Geigy and Consolidated Foods. In 1981 Dancer reported expenditures in cable TV of approximately \$4 million for such clients as Toyota, General Mills, Bluebell Inc. (Wrangler jeans), Ciba-Geigy and Ethan Allen (furniture).

10

D'Arcy-MacManus & Masius □ D'Arcy added a robust \$37.5 million in broadcast billings in 1981, abetted by such new accounts as Alberto-Culver (three products), International Harvester, Jewel Food Stores, Fawcett Books, Banquet Foods Corp., Good Earth (restaurant chain) and Westclox. Lost during the year were the Bank of America, Brown Shoe Corp. and Laker Airlines. Among its busy accounts during the year were ESPN (Entertainment & Sports Programming Network), Heublein, Mars Inc., CPC International, Ace Hardware, Amoco, Allied Van Lines, Cadillac, General Tire & Rubber Co. and Anheuser-Busch. D'Arcy logged \$7 million in cable billings in 1981. Its major cable clients for that year included ESPN, Ace Hardware, Beechnut Chewing Tobacco, Cadillac, Pontiac and Anheuser-Busch.

26

Della Femina, Travisano & Partners □ Combined broadcast billings for this agency in 1981 increased 12.2% to \$102.7 million, representing 70% of Della Femina's total domestic billings. Television billings totaled \$85.1 million (up 13.5%), with \$55.7 million in spot placements (up 98.2%) and \$29.4 million in network billings (a decline of 37.3%). The agency's radio billings in 1981 (which were all spot) totaled \$17.6 million, an increase of 6.7%. Major accounts added by Della Femina in the past year include Airborne Airfreight, Coopervision Optics, Weight Watchers, WNBC(AM) New York, Ale-8-One, and Beechnut. Accounts resigned included Emery Air Freight, Borden Dairy and Carte Blanche. Other major accounts in the Della Femina portfolio include Dow Chemical, American Isuzu, Airwick Industries, Chemical Bank, Connecticut General, Sharp Electronics and Becks Beer. Cable billings for the agency

Number 2 in a Series:

The Marketing Gamble.

Just look at the facts. For the past 11 years, Bonneville has consistently been the top-rated programmer of Beautiful Music ...the ultimate in reliable quality service, brought to you by the most creative and dedicated professionals in the business.

So, why rock the boat? Why change? The answer is satellite radio, a dramatic step into the future that we're going to share with broadcasters now...so you can provide the best to your listeners and top revenues



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This move will transform Bonneville from a "subscription-fee" programming service to an "advertiser-supported network."

How does it work? How can you, as a station, actually get *paid* a compensation for joining our satellite network?

Call Gary Donohue at (800) 631-1600. He'll give you all the facts.

The new Bonneville Broadcasting System. You'll be hearing more from us.

BONNEVILLE BROADCASTING SYSTEM, 274 COUNTY RD. TENAFLY, NJ 07670

totalled \$750,000. Major cable accounts in 1981 included Dow Chemical, Becks and ESPN.

36

W.B. Doner □ Spot billings, in both radio and television, provide the bulk of this agency's broadcasting dollars, which in turn accounted for some 63% of Doner's total 1981 billings. The broadcast total was up 25% in 1981 to \$63 million, with \$49 million of that in television and \$14 million in radio. Principal accounts, active in both radio and television spot campaigns, include Colt 45, Hygrade, Pizza Hut (regional advertising) and Vlassic.

8

Doyle Dane Bernbach □ Experiencing a healthy 35.2% gain in broadcast billings over the previous year, Doyle Dane Bernbach accounted for \$365 million in radio and TV spending. The majority of these expenditures were in network television where \$210 million was spent. Some \$3 million was spent by cable advertisers, including Mobil Oil, GTE, Atari, Porsche-Audi, Polaroid, Citicorp, IBM, Stroh's beer, Universal Studios and Volkswagen. Spot TV billings were \$130 million, a 38.2% gain over 1980. Radio billings also rose, as network spending accounted for \$4 million and spot radio jumped to \$21 million from \$13 million. Major accounts gained for DDB were Allied Corp., Paine Webber, Pan American Airways and Teledyne Water Pik. Accounts lost in 1981 were American Airlines, Ponderosa Systems and Standard Brands Corp.

40

A. Eicoff & Co. □ Spot dollars are the most significant for A. Eicoff & Co., which counted close to 95% of its total 1981 billings in broadcasting. Of \$51 million in broadcast, \$45.6 million was placed in spot television, just over \$3 million in spot radio and the remainder in network TV. Major accounts picked up in 1981 included AT&T, Craftways Corp., Ziff-Davis Publications, National Wildlife Federation, Allstate Insurance, Sizzler Steakhouses and Columbia House.

41

Eisaman, Johns & Law □ Estimated broadcast billings of this agency in 1981 were \$48.7 million, close to half of the agency's total billings for the year. Among major broadcast accounts are the dozen regional Chevrolet dealers associations Eisaman counts as its clients, along with Acme Markets, Alpha Beta Supermarkets, Pennzoil, Carta Blanca, Bohemia beer, and Suzuki motorcycles.

14

William Esty □ The William Esty Co. enjoyed a 10% increase in broadcast billings, primarily due to the recruitment of several major accounts. Esty's total broadcast billings were \$251 million; and with the exception of network radio, all other figures showed a marked increase. Network TV spending, for example, rose \$13 million to \$151 million. Spot radio added \$2 million to 1980's \$16 million. The agency's roster of clients expanded in 1981 to include Marriott Corp. (Great America theme parks), Minolta, Ecko Housewares, Ayer's

Laboratories, Chesebrough-Ponds (Vaseline Dermatology Formula), Interbanks Card Association (Gold Mastercard and Mastercard Travelers Cheques), Union Carbide (Energizer battery). Warner-Lambert (Listerine mouthwash) and the addition of two products from long-time client Nabisco: Waverly crackers and Mister Salty pretzels. Resigned in 1981 were Gala towels and Northern tissues, both from American Can.

12

Foote, Cone & Belding □ The agency added a substantial number of accounts during the year, including Dreyer's Ice Cream, Oakes Communications, Sara Lee, Speed Queen while dropping Sunbeam and Interstate Brands. FCB ended the year with a \$15.1-million gain in TV-radio expenditures. Substantial clients during the year were Sears, Roebuck & Co., Hallmark, Clorox, Mazda, S.C. Johnson & Son, Levi Strauss, Clairol, Arnold Bakers, Frito-Lay, Noxell and Adolph Coors Co. Foote, Cone had \$2.3 million in cable billings in 1981. Cable advertising clients in that year included Mazda, Levi Strauss, Sears, Hallmark, Swift, Newsweek, Clairol, British Airways, S.C. Johnson and Speed Queen.

20

Gardner/Advanswers Media Programming □ Combined broadcast billings for Gardner/Advanswers in 1981 rose 4.6% to \$157 million, representing 78% of the agency's total domestic billings. TV placements were up 4.4% to \$146 million with network billings accounting for \$110 million and spot \$36 million. Radio billings rose 6.5% to \$11.5 million, with \$10.5 million in spot and \$1 million in network. New accounts for the agency in 1981 included Ralston Purina, Monsanto Co., Southwestern Bell Telephone, Pet Inc. and Sun Co. The agency lost the account of L.S. Heath & Sons. Other major accounts include Lincoln National Life, Six Flags Over America and Mercury Marine Co. Cable billings for Gardner/Advanswers in 1981 totalled \$500,000. A major cable client for the agency is Ralston Purina.

7

Grey Advertising □ Grey put together a banner year in 1981, bolstering its TV-radio billing by almost \$89 million. The agency landed a long list of new clients and additional product assignments from accounts including Northwest Orient Airlines, Panasonic, STP, Remington, Revlon, Mennen, Timex, Kenner, International Harvester and White Stores. Dropped during 1981 were Elaine Powers and Kendall Oil. Grey's roster of TV-radio spenders included General Foods, Procter & Gamble, Block Drug, Mennen, Borden, Esmark, Revlon, Carter-Wallace, Sentry Insurance, Timex, Heinz U.S.A., Canon, Kenner, RCA Records and Warner Bros. Involved in program sponsorships on network TV were Revlon, Timex, Canon and Kenner. Active in radio were Procter & Gamble, Block Drug, Revlon, Carter-Wallace and RCA Records. Cable billings represented about 1% of Grey's total. Buys were made for Borden Foods, Canon, Timex and Shearson/American Express.

49

Humphrey, Browning, MacDougall □ New to BROADCASTING's top 50 survey, this Boston-based agency totalled more than \$34 million in

radio and TV billings during 1981. Most of HBM's broadcast expenditures were in spot TV (\$17.8 million) followed by network TV, where spending totalled \$13.7 million. Among the agency's major broadcast clients are Parker Brothers, A&W Root Beer, Stanley Works (tools) and Acushnet (golf balls). Added during the year was Consumer Value Stores. No accounts were resigned last year.

33

Jordan, Case & McGrath □ The agency went on a new business spree last year, gaining such accounts as Squibb (Theragram vitamins), Mentholatum, Tums, Nestle (\$100,000 Candy Bar, Cocoa Mix, Montclair), Block Drug (TNT Chemicals) and Bausch & Lomb (Ray Ban). Dropped during the year was Banquet Foods. With television and radio billings of \$67 million in 1981, JC&M joins BROADCASTING's list of top broadcast agencies. Included in the agency's list of TV-radio investors during 1981 were Tums, Aetna Life & Casualty, Welch Foods, Nestle, Long John Silver's restaurants, Drackett and Vicks.

21

Kenyon & Eckhardt □ Combined broadcast billings for this agency rose slightly (.6%) to \$152.3 million in 1981. Heaviest spending by K&E was in network TV which dropped 14.5% to \$74 million. Spot TV spending was \$46 million, showing a gain of 23.7%. In radio, while network billing fell \$2.1 million to \$1.5 million, spot increased \$6.8 million to \$30.8 million. K&E's active broadcast clients include Chrysler (whose TV sponsorship included NFL games, the Rose Bowl and *60 Minutes*), Colgate-Palmolive (including Fresh Start laundry detergent, Curad adhesive bandages and Curity first aid products), Wm. Underwood Co., Wine Spectrum, Turtle Wax and AJP Food Products. No major accounts were added during the year, one loss was the Savings Bank Association of New York.

29

KM&G International Inc. □ Combined broadcast billings for KM&G in 1981 climbed 45% to \$94.3 million. Total TV billings increased by 52.9% to \$84.7 million, with network billings up 60.8% to \$40.2 million and spot up 46.4% to \$44.5 million. Radio billings for KM&G were up slightly (3.2%), to \$9.6 million. Thirty three percent of the agency's billings are derived from broadcast placements. Major accounts added in 1981 include Bank of America; Hunt-Wesson; Seven-Up Co.; Rockwell International; New York Air; General Consumer Electronics, and the Beef Industry Council. Major accounts resigned in 1981 include Johnson & Johnson, TreeSweet, and Texas Commerce Bank.

31

Kornhauser & Calene □ Broadcast billings of Kornhauser & Calene climbed 35.6% in 1981, to \$70 million. Growth was led by a near doubling of spot television placements—to \$19.5 million from \$10.8 million, and a 22% rise in network TV spending to \$48.8 million. Radio billings were \$2.4 million, about double the volume of the year before with that growth coming in both network and spot. Major Kornhauser & Calene accounts are American

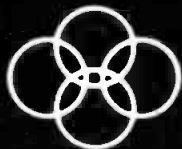
Welcome Back!

WEZW FM 104 MILWAUKEE



Anthony A. Durpetti, McGavren Guild Radio executive vice president, welcomes the return of Dr. John Timm, station manager, and WEZW radio.

Now represented by
National Radio's Best Trained,
Most Professional And Experienced Sales Team.



M^cGAVREN GUILD RADIO

Tuned-in to tomorrow...today.

CRITICS SAY CNN OFFERS THE BEST N

Of course, that's not news to us. We've known it all along. But it's nice to know that the word is out. So we've decided to reprint a few of those words. These, in particular, come from Richard Morehead of THE DALLAS NEWS.

Refreshing look at the news.

Ted Turner's Cable News Network deserves the recognition it is getting by offering the best news coverage of any television network.

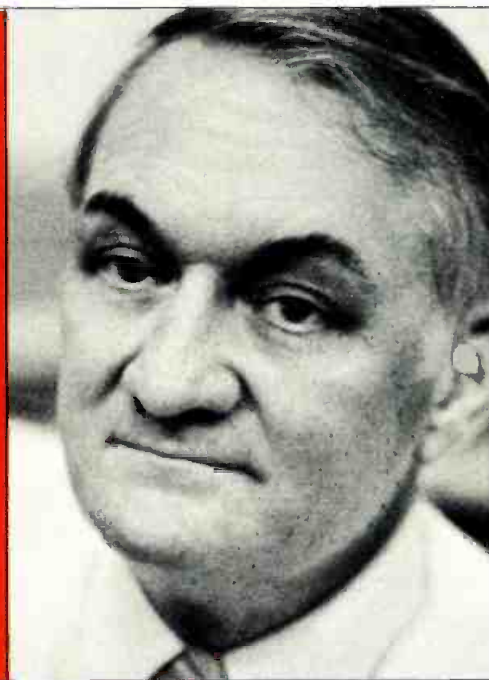
"Cable News Network met with NBC, CBS to discuss merging." The *Wall Street Journal* headlined recently. The story added that ABC officials have been conferring with Wes-

tinghouse Broadcasting about beginning an all-news network like Turner's.

Aside from offering more news than the other networks, CNN has another important appeal.

It offers news without bias. At least its anchor people make a great effort to be objective.

Cities with television cable service, like Austin, increasingly are taking CNN on one 24-hour news channel. The Atlanta-based service first came



Thank you, Mr. Morehead. We appreciate the kind words. But, as we say, we knew we had a good thing all along. And now, so do the critics. And so can your subscribers.

So, if you haven't discovered what a great thing CNN can be for your subscribers, we have some great news for you. Just call Nory LeBrun at (404) 898-8500 or write him at Cable News Network, 1050 Techwood Drive, Atlanta, Georgia 30318.

WS COVERAGE OF ANY TV NETWORK.

to our attention last year, and it is spreading across the nation via satellite.

It is my favorite TV news source, and I marvel at its ability to provide 24 hours, day and night, of interesting news and commentary. My appetite for news doubtless exceeds the average and admittedly even CNN can give me an overdose.

A fellow needs sleep sometimes.

But CNN is a refreshing experience after years of frustration from depending on the

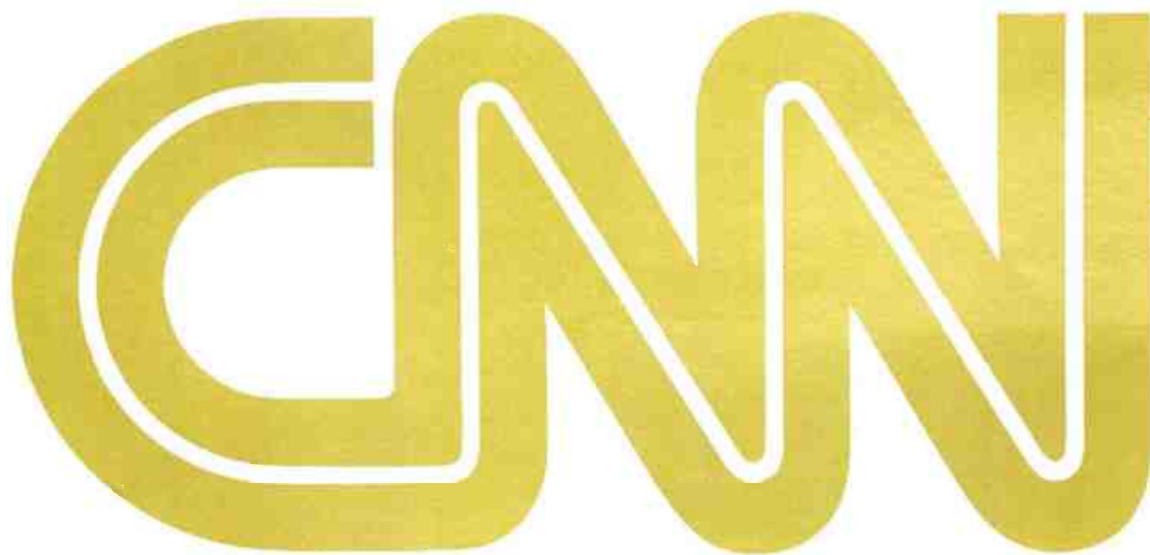
three major networks' announcers-experts to express their conventional wisdom about news events. There are exceptions, but credibility of reporting has suffered greatly.

Now comes CNN with staff people to summarize the news, then give the viewer the bigger picture to see for himself/herself. That's what old-time journalism teachers described as the way to report news.

Unless labeled as opinion, CNN broadcasts seldom indi-

cate the views of its reporters. It does occasionally offer short commentaries, ranging from Bella Abzug to Barry Goldwater, and it has talk shows with opinions.

Turner spends a fortune every week on his new venture, and we wish him success with it. CNN deserves to stay in business, if for no reason other than that the regular networks (Turner calls them "nitworks") are being forced to re-examine their news program policies.



CABLE'S MOST IMPORTANT NETWORK.

TURNER BROADCASTING SYSTEM

1050 TECHWOOD DRIVE, NORTHWEST, ATLANTA, GEORGIA 30318

Home Products, with placements in network and spot in both radio and television, Bahamas Air in spot television and radio, Church and Dwight in network and spot television and spot radio, new account Commodore Computer Systems in network radio, and Del Labs, J.P. Stevens and Purdue Frederick—all in spot television.

39

Laurence, Charles & Free □ This agency, resulting from the merger of the Daniel & Charles and F. William Free companies late last year, reported \$52 million in broadcast billings for 1981. That amounted to 47% of the agency's total domestic billings. Major accounts added during the year were Extra Strength Bufferin, Endust and Comtrex Night Time; an account resigned was Oscar de la Renta menswear. Among Laurence, Charles & Free's other major accounts are Ban. Gortons, Sally Hansen, Selsun Blue, Murine Ear Drops and Mr. Muscle.

50

Al Paul Lefton □ Lefton is new to the top 50 ranking this year with TV-radio billings of \$32 million. New accounts gained during 1981 were Kendall Refining Corp., Dictaphone Corp. and Delaware River Port Authority. Kendall and Dictaphone are substantial network and spot TV advertisers. Lost during the year were Saxon Business Machines and Union Mutual Life Insurance Co., which are not active in broadcast. Other accounts on the Lefton roster are Borden Co., Chrysler/Plymouth Dealer Association of Pennsylvania and New Jersey, Michelin Tire Corp. and People's Bank and Trust Co.

28

Marschalk □ During 1981 Marschalk's TV-radio expenditures swelled by \$8 million. Marschalk, an Interpublic agency, includes billings from Tinker-Cambell-Ewald in its total. Among Marschalk's broadcast spenders are Cluett Peabody & Co., Coca-Cola Co., Gillette Co., Sterling Drug, Maybelline, Stroh Brewery, Norton-Thayer and Paine, Webber, Jackson & Curtis.

35

McCaffrey & McCall □ Last year saw an 11% improvement in the broadcast billings of McCaffrey & McCall, which closed 1981 at \$64.4 million. A nearly \$6 million drop in spot television to \$6.1 million was more than made up in increased network television billings, which topped \$52 million. Radio accounted for another \$6.1 million, most of it in spot. A major broadcast account resigned in 1981 was Exxon Office Systems. Total broadcast billings in total account for about half of the agency's billings.

9

McCann-Erickson □ Growth in existing accounts and the acquisition of the Nestle Quik and Nescafe business with \$15 million in TV billings added an estimated \$56.2 million in broadcast expenditures to McCann last year. The agency, the largest unit in the Interpublic

complex, represents an array of broadcast-active clients, including Coca-Cola, Buick, Pabst, Heublein, Sony, Gillette, L'Oreal and Nestle. Active in program sponsorships on television were Buick on *Monday Night Football (ABC)* and *Universe (CBS)*; Pabst, on various sports programs, and Coca-Cola on various awards presentations. Coca-Cola sponsored concerts on both ABC Radio and NBC's *The Source*.

43

John Murray □ Broadcast expenditures at Murray, house agency for American Home Products Corp., increased by an estimated \$4.5 million in 1982, overwhelmingly in television. For American Home, Murray represents clients for corporate media buying and is assigned to products of Boyle-Midway and Whitehall Laboratories. Products from Boyle-Midway include Easy-off Window Cleaner, Aerowax, Sani-Flush In-Tank. From Whitehall Laboratories are Anacin, Preparation H, Tendar, Sudden Beauty, Oxipor, Maximum Strength Anacin and various new products.

Biggest spenders

Total broadcast billings

Young & Rubicam—\$863.6 million

Total TV billings

Young & Rubicam—\$785.7 million

Network TV billings

Young & Rubicam—\$547.6 million

Spot TV billings

J. Walter Thompson—\$301.1 million

Total radio billings

Young & Rubicam—\$77.9 million

Network radio billings

J. Walter Thompson—\$22.1 million

Spot radio billings

Young & Rubicam—\$56.4 million

Biggest broadcast gain

J. Walter Thompson—\$149.0 million

15

Needham, Harper & Steers □ With nearly 60% of its total billings derived from radio and television, Needham Harper & Steers garnered an additional \$6.6 million in 1981, for \$232.7 million in total broadcast billings. This gain was most visible in its radio spending which added \$6.3 million to the 1980 network figure of \$9 million and nearly \$3 million to its 1980 spot radio expenditure of \$10.3 million. On the television side, network TV spending increased just over 1% to \$172.4 million, while spot TV decreased \$5.5 million to \$31.3 million. During 1981, a multitude of accounts were added including Dorsey Labs, General Mills (Wheaties cereal), Dutch Boy Paints (new products), Rubbermaid Inc. (new products), Shasta Beverages, *The Washington Post* and Merchant's Tire and Auto Centers. Resigned accounts included Triangle Publications, McDonald's, Campbell Soup Co., Columbia Pictures, the *Los Angeles Times* and Northrop Corp. The agency's major radio and TV advertisers were Anheuser-Busch, Amtrak, Columbia Pictures, Armour-Dial and Campbell Soup Co. Needham logged \$1 million in cable billings in 1981. Its major cable clients included Xerox, Campbell Soup, Kraft, S.C. Johnson and General Mills.

38

Parkson Advertising □ Parkson experienced 6% growth in broadcast billings in 1981, to \$53.1 million, with a full \$50 million of that placed in network television. Another \$3 million went into spot TV, \$100,000 into spot radio. The broadcast total accounted for 90% of Parkson's 1981 billings. During the year, Parkson added major network participations from Better Cheddar, Country Crackers, Chips Ahoy, and Team Flakes; Nabisco is a major client, as is J.B. Williams.

37

Ross Roy □ While network television billings for Ross Roy declined \$3 million in 1981 to \$7.4 million, healthy growth in radio and television spot placements and a doubling of network radio billings to \$4.4 million pushed the agency's total broadcast billings up 11.6% over the year earlier. Those billings, in turn, accounted for 57% of Ross Roy's total billings last year. Major accounts at Ross Roy include K-Mart, active in all areas including sponsorship of NFL football, Upjohn in network and spot television, Michigan Bell and McDonald's (Michigan and Ohio) in spot television and spot radio and La-Z-Boy (in network television and radio). Upjohn was an account added this year, along with Coca Cola Detroit Bottlers and Tuff Cote. International Merchandising was a resigned account.

30

Scali, McCabe, Sloves □ Combined broadcast billings for this agency increased 10% over 1981 to \$77 million. TV billings totaled \$65 million, up 12%, and comprised \$29 million network and \$36 million spot. Radio billings remained flat at \$12 million. Fifty-one percent of the agency's total billings were placed with broadcast media. New accounts in 1981 included Nikon and Showtime. Scali's list of major accounts includes Hertz (network and spot TV); Sperry (network TV and spot radio); Volvo, American Can, Prince Matchabelli, Maxell and Perdue (all spot TV).

18

SSC&B □ Combined broadcast billings for this agency climbed 36% during 1981 to \$204.7 million. Proportionately, the most dramatic increases came on the radio side where billings were up 233.3% to \$15 million, of which \$12.7 million was in spot. Total TV billings climbed 30% to \$189.7 million with network up

Give yourself 3 TV premieres and a Christmas bonus.

Anchored by a classic holiday ratings winner, Fox Fanfare 1982 provides special entertainment for the whole family. It's sure to repeat the broad appeal of our previous Fanfare groups in 1980 and 1981, which also featured "Miracle on 34th Street" and three world premiere movies.

Fox Fanfare 1982 is offered on a national advertiser supported basis. Each film is two hours, in color, with 18 commercial minutes divided between distributor and broadcaster.

FOX FANFARE 1982

Moving Violation The TV Premiere

A tense action-mystery,

*starring Stephen McHattie, Kay Lenz,
Eddie Albert, Lonny Chapman and Will Geer.*

Available March/April 1982.

Dreamer The TV Premiere

A romantic sports drama,

*starring Tim Matheson, Susan Blakely
and Jack Warden as Harry.*

Available May/June 1982.

Second Wind The TV Premiere

Family drama with an unusual twist,

*starring Lindsay Wagner
and James Naughton.*

Available September/October 1982.

Miracle on 34th Street
The Classic Christmas Story,
*starring Sebastian Cabot, Jane Alexander,
David Hartman, Suzanne Davidson,
Jim Backus and Roddy McDowall.*
Available November/December 1982.



Waring & LaRosa □ This agency reported \$40.8 million in broadcast billings for 1981—accounting for 68% of its total domestic billing. During the year, Waring & LaRosa added AMF's Voit sports equipment, Pacer track and field equipment and Whitley fitness equipment; Great Waters of France's Perrier mineral water and Poland Spring water, and Julius Wile Sons & Co.'s Souverain wines. Swissair, however, left. Among Waring & LaRosa's other major accounts are Ragu, Fisher-Price, Prince Matchabelli, Cutex, SCM and Sony.

Warwick, Welsh & Miller □ With 39% of its total domestic billings derived from broadcasting, this agency spent \$40.6 million on television and radio in 1981. New accounts added during the year included Pfizer's Coty division (Emeraude fragrances, Stetson cologne), Costa Cruises and Prestige Appliances' Guardian Group. Warwick, Welsh & Miller also took on new assignments from Lehn & Fink, Economics Laboratory and Plough. Among the agency's other major accounts are U.S. Tobacco, Benjamin Moore, Burlington Industries, King Cola, Grolsch beer, Prince Manufacturing, *Parade* magazine and CPC International.

Wells, Rich, Greene □ The agency added \$5.6 million to its broadcast spending in 1981, having acquired such accounts as Chase Manhattan Bank, Gallo Wines, Sahara Hotel, Pet Inc., Union Underware and Continental Airlines. Lost during the year were Braniff Airlines, Standard Brands and Citizen Watch. Wells, Rich started the new year with the acquisition of \$40-million Pan American account, but this expenditure will be reflected in 1982. WRG's extensive list of broadcast accounts includes Bic Pen, Diners Club, Ford Motor Co., J.C. Penney, Procter & Gamble, Ralston Purina, Savin Business Machines, Foodmaker Inc., Max Factor and Midas.

Young & Rubicam □ Young & Rubicam retains its first place spot in BROADCASTING's top 50 agency ranking for the fourth straight year with TV-radio billings of \$863.6 million, up \$44.6 million from 1980. Y&R garnered over \$100 million in new billings during the year, including business from AT&T, Atari, 7-Eleven Stores, United Vintners, Vicks Formula 44 and 44D and Jamaica Tourism. Lost during the year were Gallo wines and Eastern Airlines, the latter a major defection amounting to an estimated \$35 million. Contributing to Y&R's hefty broadcast spending during 1981 were American Home Products, Dr. Pepper Co., Eastman Kodak, Frito-Lay, General Foods, Gulf Oil, Johnson & Johnson, Kentucky Fried Chicken, Lincoln-Mercury Division of Ford, General Electric, Thomas J. Lipton Inc., Oil of Olay, Procter & Gamble, Time Inc., Curtis Mathes, Miller Brewing and Clorox. Y&R is reputed to be the agency most active in cable television advertising and reported expenditures of \$12 million in 1981. It includes cable in its TV billings. Major cable accounts: General Foods; Merrill Lynch, Pierce, Fenner & Smith; Johnson & Johnson; Lincoln-Mercury Division of Ford; Gulf Oil; Metropolitan Life Insurance, and Clorox.

ENTER NOW!

Roy Howard Awards
\$4,500 in prizes • Jan. 31 deadline

Send tape of your best public-service effort aired in 1981. Radio or television, any format or length...No entry fee, no explanations necessary. Any station or group eligible, but no networks.

For television, send ¾" video cassette. For radio, ¼" audiotape 7½ ips or 3¾ ips.

Enclose one authorization form per entry.

Station or Group _____

Address _____

Materials Enclosed

(no.) video cassettes for television

(no.) audio cassettes for radio

(no.) audio reels for radio

Submission for Roy W. Howard
Public-Service Awards authorized by:

(signature of officer or manager)

Send to:

ROY W. HOWARD AWARDS
c/o WPTV
622 N. FLAGLER DRIVE
WEST PALM BEACH, FL 33401



21% to \$151 million and spot up 75% to \$38.7 million. Major accounts added in 1981 include Citicorp, Van Munching & Co. (Heineken beer), Homelite-Jacobson division of Textron, and Kenwood Electronics. The agency lost its account with Sperry & Hutchinson Co. Broadcast billings account for 72.4% of the agency's billings, in 1981, up slightly more than two points from 1980.

Tatham-Laird & Kudner □ This agency experienced 16.1% growth in broadcast billings during 1981 to \$44.6 million. Major accounts added were R. J. Reynolds Tobacco (Royal Comfort pipe tobacco, Prince Albert pipe tobacco), Miles Laboratories (Bactine Hydrocortisone), Ralston Purina (Top Secret cat litter deodorizer) and Kimberly-Clark (Tough Cat cleaning cloths). New to TLK Direct Marketing were Mattel's U.S. Toys division and Hearst/ABC Video Services cable TV promotions. The direct marketing arm, however, lost RCA Music Services.

J. Walter Thompson □ JWT's TV-radio billings grew by a huge \$149 million in 1981, attributable to new accounts and increased spending by its long list of clients. Its surge put Thompson only \$12 million behind the number-one agency, Young & Rubicam, which reported 1981 broadcast billings of \$863.6 million. Among the accounts gained by JWT during the year were Southern Pacific Communications Co., Terson Co. (candy), Castle & Cooke Foods, Lowe's Inc., two product assignments from Nestle and one from Kellogg. Resigned in 1981 were Teledyne Water Pik, Mentholatum Co., Bausch & Lomb and Salada Foods. Thompson's roster of broadcast-active clients includes Ford Motor Co., Lever Bros., Beatrice Foods, Burger King, Eastman Kodak, Miles Laboratories, Scott Paper, Samsonite, Standard Brands, S.C. Johnson & Son, Kraft, Oscar Mayer, Schlitz Brewing, Uncle Ben's Foods and Sears, Roebuck. JWT would not disclose its cable TV advertising billing, saying it's not a "meaningful" figure, but pointed out that the agency is experimenting with various forms of cable. Some of its major advertisers active in cable last year were Kraft, Quaker Oats, Hyatt Hotels, Sears, Roebuck, Eastman Kodak, 20th Century-Fox and Reynolds Metals.

Tracy-Locke □ The \$65 million in broadcast billings tallied by Tracy-Locke in 1981 accounted for 81% of the agency's total billings that year. Those broadcast billings divided into \$32 million on network television, \$24 million on spot television, \$2 million on network radio and \$7 million on spot radio. The network television figure was down \$4 million from the year earlier, while spot television was up over \$7 million. Radio experienced growth in both areas. The broadcasting total grew 7.8% in 1981. Resigned accounts at Tracy-Locke were Pizza Inn and Old El Paso. The Shasta Beverage and Castle & Cooke Foods accounts left when Tracy-Locke closed its San Francisco office in anticipation of a pending merger with BBDO. Accounts added during the year were Lays Potato Chips (Frito Lay), Best Products, Pepsi Bottling Group (11 markets), Borden Dairy Service and AMF's Ben Hogan golf clubs.

**Now that you have done
all the things
that you usually do
each January
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FCC postpones major items

AM stereo and EEO proposals are absent from commission meeting, first delayed for two weeks, other postponed for five months

The FCC got off to a quick start last week, moving briskly through a long roster of housekeeping items at its first open commission meeting of the year. But it refrained from action on AM stereo and EEO.

Although sources had indicated that the commission would start the new year with a bang—tackling at least both those issues—that explosive beginning did not materialize.

The Broadcast Bureau had intended to have its long-awaited AM-stereo item on the agenda, but that item was dropped, reportedly because several commissioners had wanted more time to study the issue. (It is now tentatively scheduled to be addressed at the open meeting Jan. 28.)

And although many observers had predicted that the FCC would take up its package of proposals aimed at easing broadcasters' equal employment opportunity reporting requirements, that item apparently fell through the cracks as well. (According to observers, the EEO item probably won't resurface for at least another four or five months.)

Perhaps the most controversial of the EEO proposals would have sought comment on a directive from the Office of Management and Budget that the FCC stop requiring licensees to file model EEO program forms at renewal time on a blanket basis (BROADCASTING, Nov. 30, 1981).

A second item would have requested

comment on an FCC proposal to exempt all licensees with 15 or fewer employees from having to submit affirmative action reports. And a third item would have sought comment on a proposal to reduce the frequency with which broadcasters had to file affirmative action reports.

The item was pulled at the request of Chairman Mark Fowler's office, sources said. Randy Nichols, Fowler's administrative assistant, said Fowler had requested that the item be withdrawn from consideration to restudy the proposals.

At the meeting, the commission denied a request to reconsider its November 1980 report and order denying a proposal to amend its program definition rules for commercial broadcast stations.

The Communications Committee of the United States Catholic Conference, the Communication Commission of the National Council of Churches of Christ and about 70 other religious organizations had petitioned the FCC to add a "community service" programming category and to change its definition of "public affairs" programming.

The commission rejected the petition, concluding that the "community service" programming category, which would have been produced by or in conjunction with nonprofit organizations, wouldn't have achieved the goals the groups had envisioned. The FCC rejected the proposal to amend its definition of public affairs programs—to include dramatizations produced by nonprofit organizations—noting that in rare instances dramatizations could be included under the existing definition of public affairs, but that there wasn't any reason to limit this possibility.

The FCC rejected the coalition's petitions for reconsideration, noting that the groups hadn't presented new evidence or information.

The FCC also denied a request by the

American Legal Foundation to reconsider a September 1981 action by the Broadcast Bureau dismissing the group's petition for a rulemaking to require that agreements between broadcast licensees and the public be announced over the licensee's station and filed with the commission.

The bureau had held that such a rule was unnecessary and contrary to the FCC practice of limiting the scope of announcements that broadcasters must air.

In other action, the FCC amended its rules to implement the Equal Access to Justice Act, which mandates that parties who prevail over the federal government in certain administrative and court proceedings be awarded attorney's fees and other expenses.

The commission also changed its standards for professionals seeking reimbursement of expenses as a condition for withdrawing an application in a broadcast proceeding by, in effect, reinstating rules that existed before Dec. 28, 1979.

Before that date, the FCC required attorneys only to supply affidavits detailing the amount of professional expenses incurred. After that, however, the rule was changed to require professionals to submit detailed affidavits describing the number and job levels of persons providing professional services, descriptions of the services, and itemizations of out-of-pocket costs.

Although the staff had recommended that the FCC go back to the old policy, Commissioner Henry Rivera said the concept of requiring attorneys to file affidavits "offended" him. The other commissioners apparently agreed that the policy was offensive. As a result, under the new policy, attorneys will only be required to submit signed letters.

In still another action, the FCC denied a petition from the St. Louis Broadcast Coalition that urged the FCC to reconsider its March 1981 action granting KSDK Inc.



En banc. The Fowler FCC at last week's open meeting (l to r): Commissioners Mimi Weyforth Dawson, Joseph Fogarty, James H. Quello, Chairman Mark S. Fowler, Commissioners Abbott Washburn, Anne P. Jones and Henry Rivera.

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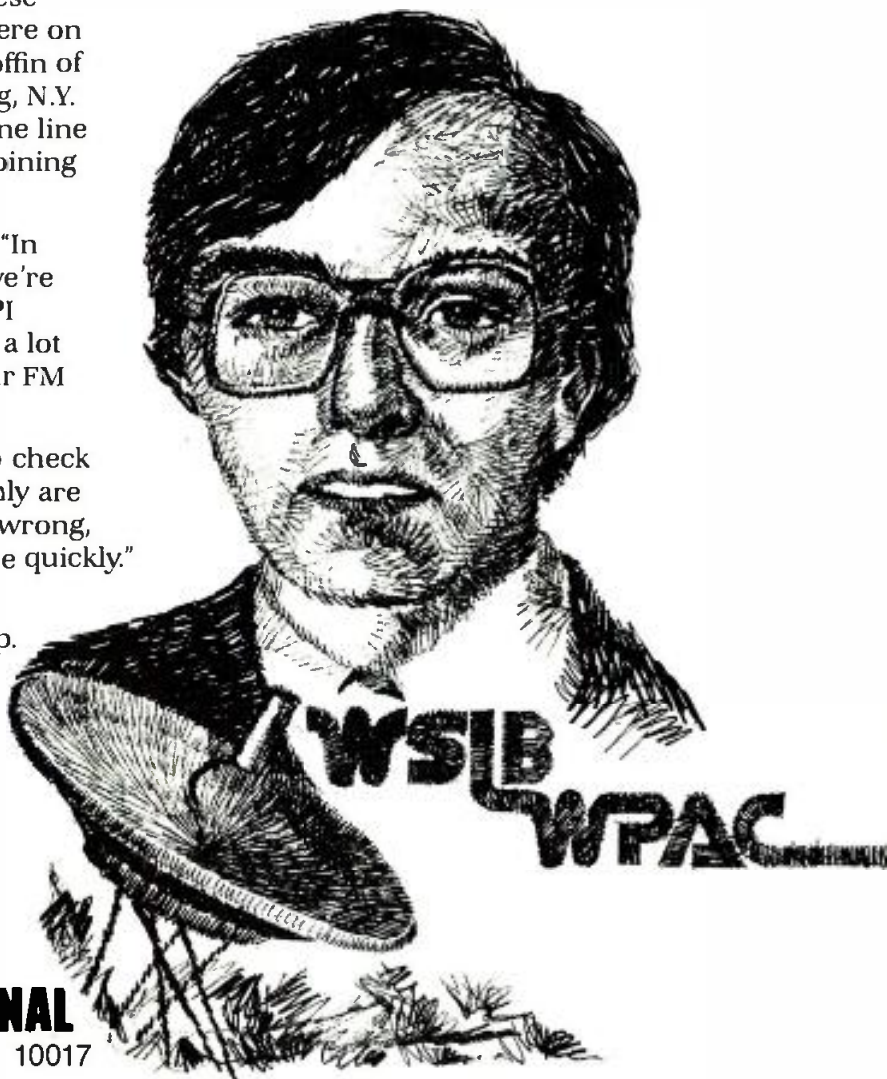
“Are we glad we did!” Mr. Coffin says. “In addition to the economic advantages, we’re thrilled with the signal quality of the UPI Audio Network by satellite. That means a lot since we’ve just gone on the air with our FM stereo station.”

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renewal of its license for KSDK-TV St. Louis.

The coalition had filed a petition to deny KSDK-TV's license, alleging that the station discriminated against blacks and women. The FCC, however, rejected the coalition's petition, stating that KSDK's employment statistics demonstrated that its employment of women and minorities was reasonable throughout its license period, as were its recruitment, hiring and promotion practices.

The FCC also rejected a petition to deny filed by the same group against Doubleday Broadcasting Co.'s renewal of KWK(AM) St. Louis.

The coalition had alleged that Doubleday had failed to meet promises it made in its previous application on programming and minority employment.

The commission also affirmed its 1977 renewals of KQED Inc., licensee of non-commercial stations KQED-TV, KQEC-TV and KQED-FM San Francisco. At the same time, the commission granted KQED its 1980 renewals.

A number of San Francisco community organizations, including the Committee to Save KQED and the Community Coalition for Media Change, had filed petitions for reconsideration of KQED's 1977 renewals, alleging that KQED had made misrepresentations.

The coalition sought denial of KQED's 1980 renewals alleging misrepresentation, closed board meetings, operation of KQED-TV for profit, discriminatory employment practices and the impropriety of KQED's application for STV authorization.

The FCC denied the 1977 petitions to deny for failing to present specific, factual allegations.

It denied the petition to deny renewal for 1980, stating that the coalition had failed to support its allegations.

In still other action, the FCC denied a petition by Vivian Goodman, a former employe of Washington Radio Inc., asking that the company's renewal for WTOP(AM) Washington be denied.

Goodman had contended that Washington Radio had engaged in discriminatory employment practices by firing her because she sought maternity leave, and because the station had allegedly refused to cooperate in the investigation of her complaint by the Equal Employment Opportunity Commission.

The FCC, however, had found that action wasn't warranted because Goodman was litigating her complaint.

In denying Goodman's petition, the commission granted WTOP's renewal application subject to whatever action, if any, the FCC deemed appropriate as a result of the final determination in Goodman's lawsuit against the station.

The FCC also amended its rules, deleting provisions that formerly required cable television operators to pay an annual fee and file accompanying forms.

In 1974, the Supreme Court, in *National Cable Television Association v. United States*, found that collecting annual fees from cable operators exceeded the FCC's jurisdiction.

Fowler declares victory in Region 2

U.S. got all it went after, he declares in post-conference assessment; the ball is now in Cuba's court, Schaefer asserts

With key members of the U.S. delegation seated with him on the stage of the theater next door to the FCC building, FCC Chairman Mark S. Fowler offered a "well done" to the U.S. Delegation, who he called "the boys from Brazil," on its work at the recently concluded second and final session of the western hemisphere conference on AM broadcasting, in Rio de Janeiro. The U.S. had six major goals, Fowler said, "and all were obtained."

Much of the work of the conference remains to be done, however. The plan, under which all AM stations in the hemisphere would operate without causing or receiving interference, was not completed; as a result, the countries involved will be meeting in subregional or bilateral groupings to resolve remaining incompatibilities. The work is likely to continue even after the agreement comes into force, on July 1, 1983.

Nor is that all. Cuba, whose inventory of operating and planned stations presents the U.S. with the most serious interference problems, remains outside the plan following its walkout from the conference in its final week (BROADCASTING, Dec. 21, 1981). Kalmann Schaefer, who headed the U.S. delegation, last week restated his view that the initiative for starting talks between the two countries rests with Cuba. He also noted that Cuba poses political problems that are within the province of the State Department. But he said the U.S. is prepared to talk if Cuba is.

Fowler, who with the key delegation members was providing the first post-conference briefing for members of the Advisory Committee on AM Broadcasting, took the occasion to disclose the goals with which the U.S. entered the conference. Schaefer had earlier revealed the most basic one: preservation of the existing service (BROADCASTING, Nov. 9, 1981).

The others included maintaining capacity for growth of the system and for accommodation of changes growing out of technological and other developments, retaining control of the domestic AM service (that is, guaranteeing that the resolution of incompatibilities rests with the affected parties), playing a major role in the work of the conference "to assure its success," and preserving U.S. government broadcasting operations.

The last involved obtaining places in the plan for the Voice of America's Radio Marathon and the new station the administration plans to install for broadcasting to Cuba—Radio Marti. The U.S. success in that regard helped propel Cuba out the door.

The U.S., which succeeded in placing in the plan List A—for stations causing and receiving no more interference than affected parties will accept—90% of the 5,000 stations in its inventory (BROADCASTING, Jan. 4), still has much work to do. Planning for bilateral and multilateral meetings is one. Verifying the computer data base and developing procedures for implementing the agreement are two more. To do the work, Schaefer said Incoming Broadcast Bureau Chief Laurence E. (Larry) Harris is considering establishing a special unit.

As for the Cuban problem, its resolution is not yet in sight. But the consequences of that might be as serious for Cuba as for other countries in the region. Under the leadership of the U.S., the conference set Jan. 1, 1982, as the cutoff date for Cuban accession to the "Final Acts" of the conference. With the passage of that date—and until Cuba does sign the acts—the U.S. and other countries need not protect Cuban stations in their efforts to move stations from List B—for which coordination is necessary—to List A, the preferred list.

Possibly in response to that conference action, Cuba, prior to Jan. 1, sent an "extensive note" to the International Telecommunication Union, Schaefer reported. He said the contents, which are still being studied at the State Department, are "vague, not positive." He declined to speculate on note's implications until he has more information.

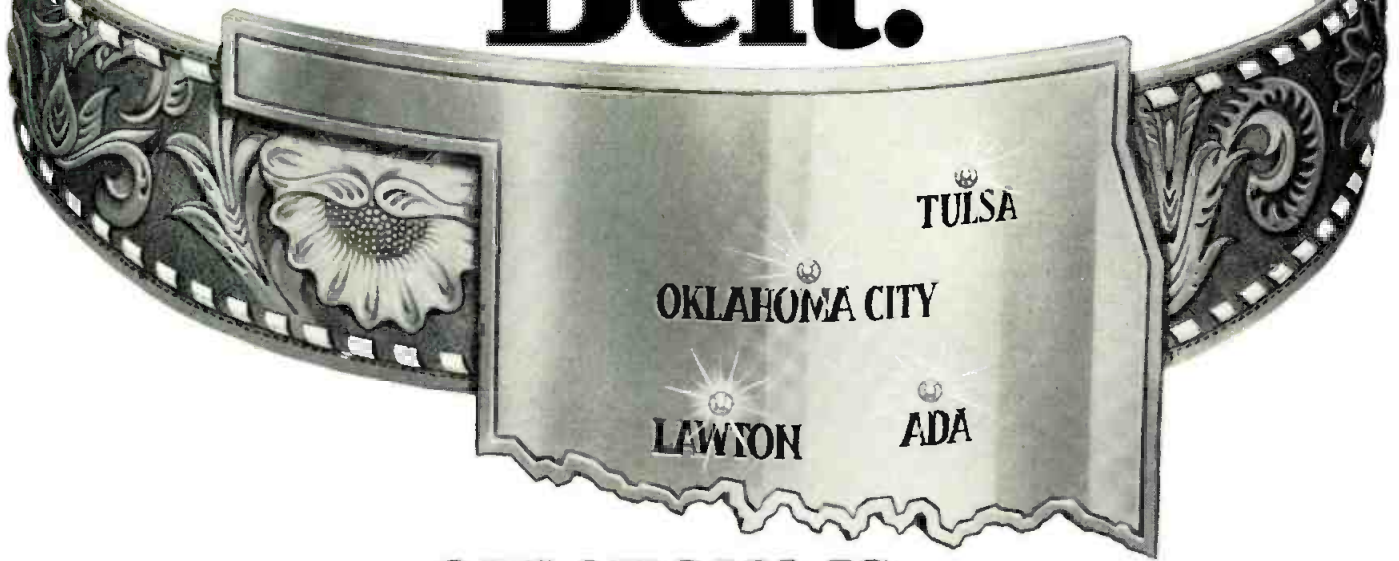
But Schaefer noted that, in operating outside the plan, Cuba could cause problems for stations in the region. Cuba may register its stations with the ITU, he noted, making them "bona fide" even if they caused interference to stations that are operating under the plan.

But "if Cuba decides to continue discussions [with the U.S.] within the framework of the agreement, to resolve differences, we are prepared to do so," Schaefer said. "In the absence of that, I don't know what the U.S. would do." In short, the ball, as he said, "is in Cuba's court."

Schaefer also noted that the issues cannot be resolved only in terms of an AM agreement. "When you deal with Cuba, you're dealing with issues larger than broadcasting," he said. They have to be decided "in a broader context," one that would require participation by the State Department.

Joining Schaefer in the briefing session were William Jahn of the State Department and Wilson LaFollette of the FCC, who were vice chairmen of the delegation; Vincent Pepper, of Pepper & Corazzini; William Hassinger, of the FCC, senior adviser to the delegation, and Louis Stephans, an FCC staff member and a delegation member who will serve as chairman of the radio advisory committee.

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TULSA: KGCT - Ch 41, KJRH - Ch 2, KOKI - Ch 23, KOTV - Ch 6, KTUL - Ch 8

SOURCES: Oklahoma City University Business Research Center, ADWEEK (August 1981), Bureau of Labor Statistics.

Searching for a common ground

Broadcast groups gather in Washington to explore possible combined lobbying effort in support of dereg legislation

Representatives of eight broadcast trade associations and National Public Radio met in Washington last Tuesday (Jan. 12) to see whether they can work together toward securing deregulation legislation from the 97th Congress. The group formed an informal committee to look further into the question and scheduled its next meeting for Tuesday, Feb. 23.

Participants in the two-hour meeting, which took place at the Washington Hilton hotel, said it was primarily an "informal, get-to-know-you meeting." Delegates defined their organizations' positions on various efforts by Congress and the FCC to deregulate broadcasting and described lobbying efforts, if any, under way at each group.

Five of the organizations agreed to coordinate the group's activities and set the agenda for its next meeting. They are the National Association of Broadcasters, National Radio Broadcasters Association, National Public Radio, Daytime Broadcasters Association and National Religious Broadcasters.

Other groups present at the meeting were the National Association of Public Television Stations, Radio-Television News Directors Association, National Association of Farm Broadcasters and Broadcast Financial Management Association.

The group discussed legislation pending in Congress but did not agree to lobby together for passage of any bill in particu-

lar, according to Harriet (Sis) Kaplan, president, SIS Radio Inc., Charlotte, N.C., and president of NRBA, which organized last Tuesday's meeting. The ad hoc committee will look into whether all the groups involved can agree on supporting specific measures, she said, and it will also invite other groups, including the American Newspaper Publishers Association, National Association of Spanish Broadcasters and National Association of Black-Owned Broadcasters to participate.

Robert McAuliffe, executive director, Broadcast Financial Management Association, said he doubts the group will ever be unanimous in supporting any one deregulation bill, because some of the groups, among them his own, have priorities in specific areas of broadcasting and have neither budgets for grass-roots lobbying nor a consensus among their memberships for pursuing broad deregulation. "What you might see," said McAuliffe, who chaired last week's meeting, "is some of the groups involved deciding to support a bill."

At least two groups may consider a broader legislative approach as a result of last week's meeting. Ernie Schultz, managing director of RTNDA, said he will ask his group's board of directors, meeting in San Antonio, Tex., on Friday and Saturday (Jan. 22-23), to consider supporting a broader approach to broadcast deregulation. Until now, RTNDA has supported repeal of the fairness doctrine and other political broadcasting rules and has opposed certain amendments to the Freedom of Information Act, but has not considered a broader effort. "I think we should consider it," said Schultz. "You can't come out in favor of something just on philosophical grounds and oppose similar efforts."

Ben Armstrong, executive director of the National Religious Broadcasters, has

asked his organization's general counsel for a review of deregulation legislation sponsored by Representative James Collins (R-Tex.). The NRB will be holding its annual convention in Washington next month (Feb. 7-10), said Armstrong, and could decide to work on behalf of Collins's bill while meeting with members of Congress that week.

There were differences of opinion at last week's meeting about what to work for in the way of legislative change, said Schultz, "but those differences are not important." The broadcast groups "need to keep exchanging ideas" and to "concentrate on what we can do together."

Fowler down on PTAR

In speech to ATAS, FCC chairman says programing rule conflicts with his deregulation philosophy

The prime-time access rule distorts the marketplace for programing and pre-empts the judgment of marketplace participants—networks, program producers and network affiliates, FCC Chairman Mark Fowler said in a speech slated to be given last week.

As a result, the rule "reflects a kind of judgment the government should not make if we truly believe in a marketplace orientation," he said.

"For these reasons I question the wisdom of the rule," Fowler told the Academy of Television Arts and Sciences in Los Angeles. Fowler also told the academy of his deregulatory philosophy and how he had urged the commission to move away from the "trusteeship" concept of broadcast licensees.

Instead of prescribing rules to dictate how the broadcaster should serve the community, he said he advocated a "marketplace" approach. "Under this rationale, the public's interest defines the public interest in broadcasting," he said. "It is measured by the success and failure of stations in the marketplace, their programs and their schedules, one against the other, as well as against competing technologies."

Fowler reiterated that the old rationales for retaining the "trustee" concept of regulation of broadcasting—the so-called scarcity of outlets as well as the impact of broadcasting—didn't justify a "system where the government tries to tell broadcasters what the people want or what the people should want."

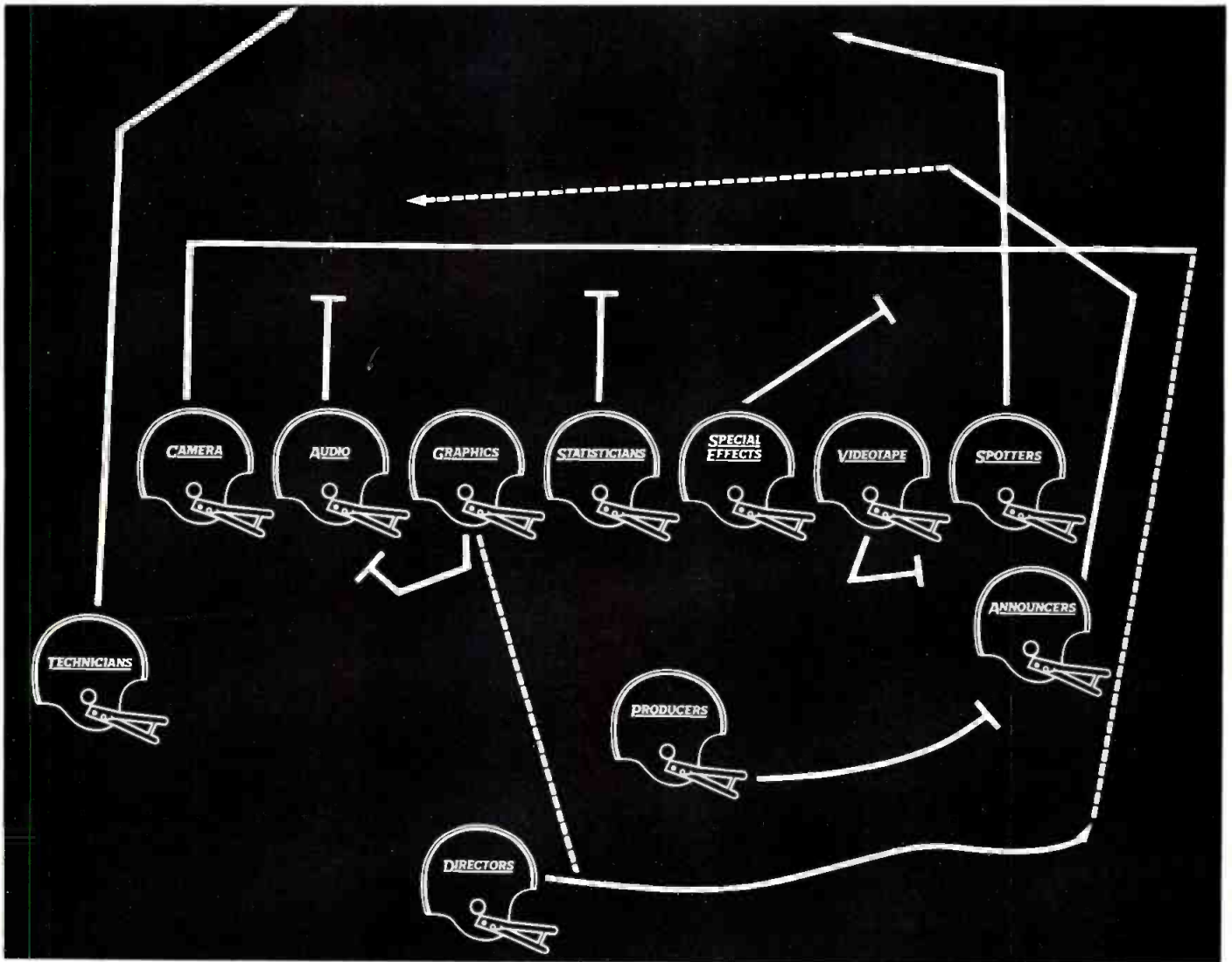
Again affirming his support for a repeal of the fairness doctrine, Fowler also repeated that he thought the First Amendment prohibited the sorts of content regulation "that characterizes some FCC handiwork."

Fowler also told the academy that the "FCC wants to get out of your way and stay out of your way as you explore the limits of creativity in video." He added that in the future the "challenges to the



Seeking a consensus on deregulation last Tuesday were (seated, l to r): James Popham, National Association of Broadcasters; Shelley Sadowski, National Association of Public Television Stations; Jim Wychor, Daytime Broadcasters Association; Thomas Schattenfield and Harriet (Sis) Kaplan, National Radio Broadcasters Association; Ben Armstrong, National Religious Broadcasters; Ernie Schultz, Radio-Television News Directors Association and Robert McAuliffe, Broadcast Financial Management Association. (Standing, l to r): Abe Voron, NRBA; Ray Livesay, DBA; Robert Herpe, NRBA; Gary Capps, DBA; Craighton Kanou, National Association of Farm Broadcasters; Lisa Friede, NRBA and Rev. Ken Beachboard, NRB.

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*Source: Nielsen Television Index, SIA Preliminary Average Minute Household Rating Estimates, Football Sunday Daytime, September 6-December 20, 1981. Viewers based on Nielsen audience composition estimates, viewers per thousand households times projected household audience, September 14-December 20, 1981. Subject to qualifications upon request.

Repeal is in the air. FCC Chairman Mark Fowler has been given an update on lobbying efforts by four prominent industry associations in behalf of repeal of the fairness doctrine and political broadcasting laws. At a meeting Fowler convened late Friday, Jan. 8, representatives of the National Association of Broadcasters, National Radio Broadcasters Association, National Cable Television Association and Radio-Television News Directors Association formed an ad hoc committee to coordinate some of their lobbying efforts.

Ernie Schultz, managing director, RTNDA, and chairman of the ad hoc committee, said the group's first goal will be to educate memberships on issues involved in repeal of political broadcasting laws. "There are a lot of lawyers making decisions journalists should make in radio and TV," he said. Many broadcasters "don't know where they stand" when a question involving the fairness doctrine or equal-time law comes up.

The ad hoc committee will prepare a fact sheet on the laws and why they should be repealed, said Schultz, and will invite other groups, including the American Newspaper Publishers Association and the American Society of Newspaper Editors, to join the effort.

The four groups represented at the meeting with Fowler have met before to coordinate efforts, said Schultz. Fowler, who with other commissioners asked Congress to repeal the political broadcasting laws in a package of legislative proposals submitted last fall (BROADCASTING, Sept. 21), "wanted to find out what each organization was doing," said Schultz, "and to discuss how best to get repeal."

Fowler termed the meeting "an informal gathering" held "so I could know where the industry groups are" in their efforts to obtain legislative relief. "This agency has a real interest in repeal," he said.

Support from the Reagan administration is considered crucial to the campaign for repeal. Although Fowler said he has not approached President Reagan himself, he is said to have been in touch with White House aides on the subject and to have been optimistic at the meeting with industry representatives that the President will lend his support.

Andrew Schwartzman, executive director, Media Access Project, said Fowler's meeting with industry representatives may have violated the Federal Advisory Committee Act, which prohibits agency officials from meeting in private and without advance public notice to receive information or advice on a matter of public policy. Schwartzman said it's "a matter we're considering pursuing."

creative community will not come from federal regulators."

On a different note, Fowler said that although "some observers" had concluded that the networks were on "an irreversible course toward their demise, a victim of uncontrollable costs and steadily eroding audiences." He said the FCC "must remain neutral when it comes to which of the many delivery systems in place and on the drawing boards will be in place" in the future.

"Just as the commission can no longer insist on a trusteeship obligation from broadcasters, so we can no longer be looked at to protect established video delivery systems from competing technologies," he said.

On the other hand, Fowler said, the commission must "strike down those barriers that have prevented established players from participating in these video delivery systems. Open entry, not closed-door compromises to benefit existing delivery modes, must characterize our regulatory strategy."

Fowler told the academy that such open entry would perhaps be the most significant tenet of his regulatory philosophy for academy members. "The more channels to exploit your talents, the more outlets for return on your performances; in short, the more sellers to buy your creative wares, the more creative activity there will be in this town and around the nation," he said.

Although Fowler said that sometimes when the thought of the younger generation—the post-Vietnam era youth who "find their futures so bleak"—he was tempted to depart from his principles of staying out of the content-regulation busi-

ness.

Nonetheless, he said, although parents, educators and religious groups urged the FCC to intervene against programming they judged to be excessively violent or that they thought depicted unpopular or controversial ideas, Fowler said he favored alternatives to having the "heavy hand of government" interfering.

"Supervision of a child's viewing habits is of the essence of good parenting," he said. "Adults who find programs offensive have the option of turning the set off—pulling the plug. Through negotiation, protest and boycott, concerned groups can and have let programmers and advertisers know what they think. All these methods are preferable to even indirect efforts by government regulators to determine what is seen or heard over the air. All are consistent with the democratic process."

Supreme Court to review KCET-hearing impaired case

Public stations hope high court will overturn decision requiring efforts to serve handicapped; in other case, Newark denial stands

Making a move that could spell relief for noncommercial broadcasters, the U.S. Supreme Court at the request of the FCC and noncommercial KCET (TV) Los Angeles, agreed last week to review a lower-court

ruling that held that noncommercial stations are subject to a specific requirement that they demonstrate efforts to meet the needs of the hearing impaired.

In a separate action, the Supreme Court refused to review an FCC decision denying the license renewal of WHBI(FM) Newark, N.J.

The first action came in response to challenges filed by Sue Gottfried, a hearing-impaired resident of Los Angeles. In October 1977, Gottfried had petitioned the FCC to deny the renewals of seven commercial television stations—and non-commercial KCET—in Los Angeles, arguing, in part, that the licensees had failed to determine or meet the needs of the hearing impaired.

Her petition cited the public interest standard of the Communications Act and Section 504 of the Rehabilitation Act of 1973, which bars those who receive federal funds from discriminating against the handicapped.

The FCC, however, rejected the challenge, contending that none of the stations had violated its rules or policies. Although the FCC acknowledged that the Rehabilitation Act should apply to KCET, it said the Department of Education was responsible for developing guidelines specifying public broadcasters' obligations under the act. Because the department had not yet specified such guidelines, the FCC said, it would be unfair to penalize a station in a renewal hearing for noncompliance with the statute.

On appeal, however, the U.S. Court of Appeals for Washington disagreed (BROADCASTING, April 27, 1981). It said that in view of the statute involved, "settled legal principles compel the conclusion that the FCC must, at a minimum, weigh this congressional policy in making 'public interest' determinations."

The court's opinion, written by Judge J. Skelly Wright, also said it was "unreasonable" to believe that a public station would operate in the public interest "without at least attempting to satisfy its statutory obligations." As a result, the court said the commission must review KCET's record at least to determine its "good faith" effort to meet the legislative goals of the Rehabilitation Act.

Although the court held that commercial broadcasters had no direct obligation to meet the needs of the hearing impaired under the law, it also said the commission's responsibility to pursue the public interest requires it to protect the interests of the hard of hearing to "meaningful access to commercial broadcasting," preferably through a rulemaking. That would be "a better, fairer and more effective vehicle for considering how the broadcast industry is required" to serve the hearing impaired, the court said.

Although Wright said the record warranted renewal of the seven commercial stations, observers suggest he has left the door open to future litigation on the issue. The commission, he noted, "has a wide range of discretion in assessing what commercial stations must do in the public interest, and in consideration of both its ex-

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pertise and its efforts in this area, we defer to its judgment at this time."

The Supreme Court left intact that part of the lower court's "advice" to the FCC on policy for commercial stations.

In the other action, the Supreme Court refused to review an FCC decision to deny the renewal of Cosmopolitan Broadcasting Corp. for WHBI(FM) Newark, N.J.

In 1974, the FCC had refused to renew Cosmopolitan's license, contending that the station had virtually abdicated control over the selection and content of its programming and had committed other violations—including the promotion of a lottery, broadcasting false and misleading advertising, failing to meet filing requirements and failing to keep adequate records.

At that time, nearly 70% of the station's schedule featured ethnic programming, which was produced for a fee by "time brokers" who were allowed to sell commercials.

The U.S. Court of Appeals for Washington agreed with the FCC in June 1976, but remanded the case to the FCC for further findings and conclusions on whether WHBI's programming was meritorious enough to warrant renewal despite the violations.

In September 1978, the FCC reaffirmed its decision. Although the FCC decision was challenged once more, the appeals court upheld the FCC's decision last June.

Localism tips FCC scales in FM grant

Review Board grants license in Hart, Mich., to West Michigan Broadcasting because of local ownership interests, overturning ALJ decision in favor of minority-owned applicant

In what is being called the first decision of its kind, the FCC Review Board has granted the applicant in a comparative hearing preference because of local ownership interests over an applicant wholly owned and controlled by a minority.

In so doing, the review board has overturned a decision by Administrative Law Judge Edward J. Kuhlman.

At issue were competing applications to establish a new FM station in Hart, Mich. In an initial decision in April 1981, Kuhlman had selected Waters Broadcasting Corp. as the better comparative applicant on the basis of a "slight preference for quantitative integration and a clear preference for qualitative enhancement."

Waters Broadcasting Corp. is wholly owned by Nancy Waters, a black who has no other media interests.

The competing applicant, West Michigan Broadcasting Co., which is 24% owned by a woman, challenged the decision, arguing that Waters should have been given a comparative demerit under the FCC's diversification criterion, and that West Michigan should have received

substantial credit for its superior integration proposal.

The Review Board, however, determined that neither applicant had a diversification advantage, and that both applicants were equal on quantitative integration since both proposed to integrate 100% of their owners full time. "Thus, the only basis for decision provided on this record is narrow—the qualitative integration enhancements of the participating owners," the Review Board said.

The Review Board said that West Michigan was entitled to substantial enhancement for local residence and past participation in Hart's civic activities, whereas Waters should receive "very slight" enhancement because Waters's residence and civic activities aren't connected to Hart.

But, it added, Waters is entitled to substantial enhancement for 100% minority and female ownership, while West Michigan's enhancement for female participation would be less.

As a result, the final choice must be made between the "historical preference for local ownership, accompanied by civic participation and the more recent merit for minority ownership," the Review Board decided.

The Review Board said its choice was "close," but that it had concluded that West Michigan would provide the best service to Hart, because of its "superior local residence and civic participation of its owners."

Although the board said that the Waters application had received "substantial merit" for minority ownership, it also said that such merit wasn't dispositive in comparative cases.

It said the concept of localism continues to be an important element of service in the public interest. "Thus, the result here is consistent with this fundamental commission objective and a grant of West Michigan's application will better serve the public interest, convenience and necessity."

Washington Watch

Representation. FCC is investigating ways shortwave operators' presence can continue at international meetings (BROADCASTING, Dec. 7, 1981). FCC has instructed general counsel's office to examine legality of high-frequency broadcasters' reimbursing commission for coordinators' travel expenses through nonprofit corporations, source said. In meantime, there is money under continuing resolution funding FCC for 1982 to defray costs of coordinators' trips to New York and London (total of about \$2,400). Unless alternative means of funding become available in 1983, however, such trips appear unlikely in future, source said.

FM rulemaking. FCC last week released notice of proposed rulemaking that would permit noncommercial FM broadcasters to use subsidiary carrier authorizations to turn profits (BROADCASTING, Dec. 21, 1981). Although noncommercial broadcasters currently can only offer noncommercial, educational programming with SCA's, rulemaking proposes to permit noncommercial and commercial stations "to stand on the same footing," chiefly to help noncommercial broadcasters make up slack in cuts in federal funding. Comments are due Feb. 11; reply comments are due Feb. 26.

AAAA support. American Association of Advertising Agencies has come out in support of FCC recommendation to repeal fairness doctrine (BROADCASTING, Sept. 21, 1981). Association contends that doctrine is necessary "only to extent marketplace forces are deficient." And AAAA says repeal of doctrine would "provide the electronic press with the same First Amendment guarantees that protect the written press." Statement also contains other arguments against doctrine including claim that: "The fairness doctrine has never been applied with any precision and only results in long and costly legal proceedings."

Station denied. Supreme Court has left intact lower court dismissal of civil rights suit brought against wcvb-tv Boston and one of its reporters by man erroneously arrested in February 1978 as suspect in Los Angeles "Hillside Strangler" case. But in dismissing \$3.45-million suit of Peter Jones, Los Angeles resident working as janitor at time of his arrest, Justices left open his right to sue in state court for alleged slander and invasion of privacy. High court's ruling was on appeal from decisions of lower courts that station and reporter Michael Taibbi could not be charged with violating Jones's civil rights under 1870 civil rights law. Wcvb-tv became involved in case when Taibbi learned that Massachusetts prison inmate, in discussing murders with Los Angeles police, had implicated Jones.

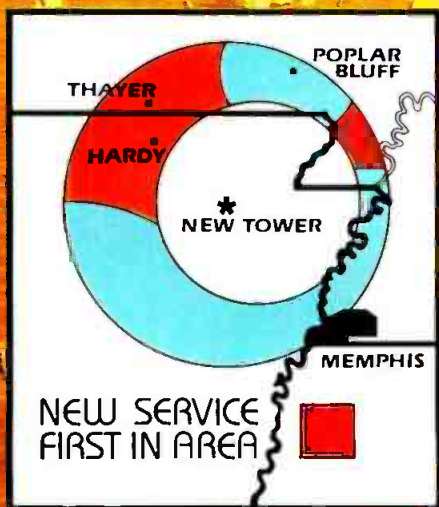
ACT for home taping. Action for Children's Television has joined those endorsing legislation to permit home taping of TV programs (BROADCASTING, Dec. 7, 1981). In letter to House and Senate Judiciary Committee chairmen, ACT President Peggy Charren said home taping enhances access to children's programs, many of which are not aired during children's "prime time" hours of 2 p.m. to 6 p.m. weekdays.

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FCC says again: KNXT did not discriminate

Since 1974, Los Angeles women's group has opposed the renewal of KNXT there; for third time, FCC says there is no proof station didn't meet standards

The FCC has reaffirmed its 1976 and 1980 decisions renewing the license of CBS for KNXT(TV) Los Angeles, once again rejecting claims that the station discriminated against women.

The commission said the Los Angeles Women's Coalition for Better Broadcasting, which had opposed KNXT's renewal in 1974 and appealed the commission's decision to renew the station's license in 1976, had failed to prove the station's employment practices did not meet FCC standards or demonstrate that KNXT or CBS had discriminated intentionally.

On appeal, the U.S. Court of Appeals for the District of Columbia had sent the case back to the FCC for further consideration in 1978. But the FCC, in October 1980, found again that "KNXT has a result-oriented affirmative action program and that the station's record of employment of women does not indicate that the station's hiring practices were dis-

crimatory."

However, the coalition filed a supplemental statement with the court, again challenging the FCC's decision, charging that the FCC had failed to address additional data regarding KNXT's alleged discriminatory behavior.

The court, in January 1981, directed the FCC to respond to the supplementary statement, and, at the FCC's request, remanded the case to the FCC last May.

According to the FCC, the additional information supplied by the coalition chiefly alleged that KNXT had misclassified some female employees in its 1974 Annual Employment Report (Form 395), basing part of its charge on information an employee of KNXT had gained in a class action, sex-discrimination lawsuit. The coalition, according to the FCC, said that date, and information on KNXT's hiring and promotion practices during 1975 through 1978, indicated that KNXT had misstated the number of women employed at the station in the officials and managers and professional categories, and demonstrated that the situation hadn't improved since 1974.

Nonetheless, the FCC said the coalition hadn't provided support for either the misclassification or discriminatory employment claims. Moreover, according to the FCC, KNXT's subsequent employment statistics demonstrated that KNXT had maintained an active and result-oriented affirmative action program and has made progress in the employment of women.

Cable privacy concern in N.Y.

State attorney general submits bill to protect cable subscriber rights

New York State's attorney general, citing gains made in two-way cable technology, last week submitted a bill proposing privacy legislation to that state's legislature. Saying "1984 is around the corner," Attorney General Robert Abrams maintained that the use of two-way cable in various service applications will give cable operators information "of the most detailed and intimate nature" on their subscribers, and he said those subscribers "must be assured that this information will not be disclosed to third parties or to government authorities without their authorization."

Under the provisions of the Abrams bill, operators could not disclose information without a subscriber's consent, subscribers would have to be provided with a "complete description" of what the information would be used for, and subscribers would have the right to demand copies of such information and changes in any errors they discovered. Once a cable operator had finished with in-house uses of any data it had gathered, the material would have to be destroyed under the Abrams bill.

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KNXT's Lopez takes the stand in trial of 'freeway killer'

Reporter twice refuses to cooperate with prosecution and wins court backing, but in change of heart, decides to testify that defendant had admitted murders to him



Lopez

"I feel relieved, and satisfied I did what I had to do." For most reporters, that kind of statement might signify a stand in defense of journalistic privilege. For Dave Lopez, of KNXT(TV) Los Angeles, the statement described his feeling in taking the stand and testifying as to the confession that had been made to him in confidence, testimony that helped convict the "freeway killer," William Bonin, of the murders of 10 young boys.

Lopez has been criticized by some in the press for testifying for the prosecution. The attorney for Bonin, William Charvet, not surprisingly, was bitter. Lopez "hurt the newsman's privilege," he said, in an interview with CBS News. But generally, Lopez has been treated as a hero. He has been thanked and praised as courageous in more than 300 pieces of mail he says he has received from all parts of the country.

The ethical question Lopez's actions raises is not simple. In some respects, he could be considered a defender of newsman's privilege. Before deciding to take the stand, Lopez twice resisted prosecution subpoenas aimed at forcing his cooperation. And twice he won court rulings upholding the state's constitutional amendment that protects reporters who wish to shield news sources.

Why did Lopez, 33, a reporter for 10 years and with KNXT since 1977, change his mind? In part, he says, because he felt Bonin had broken his part of the bargain. In part, too, it was a matter of conscience.

Lopez says he met with Bonin in jail on



Bonin

a number of occasions between December 1980 and April 1981. It was on Jan. 9, 1981, Lopez says, that Bonin admitted he had murdered 21 young boys, whom he was also accused of torturing and sodomizing. But, according to Lopez, he was not to broadcast the story except in connection with a report on the agreement Bonin hoped to make with the prosecution that would enable him to escape the gas chamber. In return, Bonin said, according to Lopez, he would not give the same information to other reporters. But in April, a reporter for the *Santa Ana Register* published three articles containing much of the same information that Lopez says he understood was to be his exclusively. Later, he heard Bonin was attempting to sell his story for a motion picture.

Finally, on June 29, 1981, Lopez went on the air with a story of the confession. Though it was light on detail, it caught the attention of the prosecutor, who sought Lopez's cooperation. But Lopez was not ready to join the prosecution camp. So in July he was subpoenaed.

Lopez describes CBS, licensee of KNXT, as very supportive at this time. Station and company officials said they would back him, whatever his decision. And when he decided to resist the subpoena, CBS provided the lawyer. CBS did again, in November, when he resisted the second subpoena.

But by that time, Lopez was experiencing "mixed emotions," as he put it. The prosecution was facing a "difficult trial," Lopez says. "There was not a lot of evidence on Bonin. I never felt comfortable... I kept thinking of all the young people who had been killed." The prospect of Bonin escaping conviction weighed on him. Then, too, he says, there was what he considered Bonin's betrayal of their agreement.

So on Dec. 12, Lopez agreed to testify—"to tell the court and jury what they had a right to know—that Bonin had confessed to killing 21 boys."

If Lopez does not feel he broke his agreement with Bonin, neither does he

think he hurt the case of reporter's privilege in California. "What I didn't want to do was give in [to the subpoenas] without testing the [constitutional amendment]. I challenged subpoenas twice, and won."

Lopez's arguments have been treated with some sympathy by at least one media representative who is normally the most uncompromising in his attitude toward press freedom and reporters' privilege—Jack Landau, of the Washington-based Reporters Committee for Freedom of the Press. He feels Lopez's victories in court on the privilege issue are significant, and he does not think Lopez's decision to testify for the prosecution will weaken reporters' claims of privilege in the future. Given the conditions under which Lopez acted, Landau said, "I don't see how anyone can fault him morally. There's nothing anyone can sit in judgment on."

But Lopez's decision to testify did not resolve all questions in his mind. When a person's duty as a reporter and duty as a citizen appear to be in conflict, which should prevail? Lopez says: "I'm a citizen first, a journalist second." Does that mean he would have testified even if Bonin had kept his part of the agreement? "I really can't give an answer," he says, "I really wish I could tell you, but the whole situation would have been different."

But as things turned out—with the jury finding Bonin guilty with "special circumstances," a designation that allows for the death penalty—Lopez says: "I have no regrets."

CBS's Wallace taped making ethnic joke

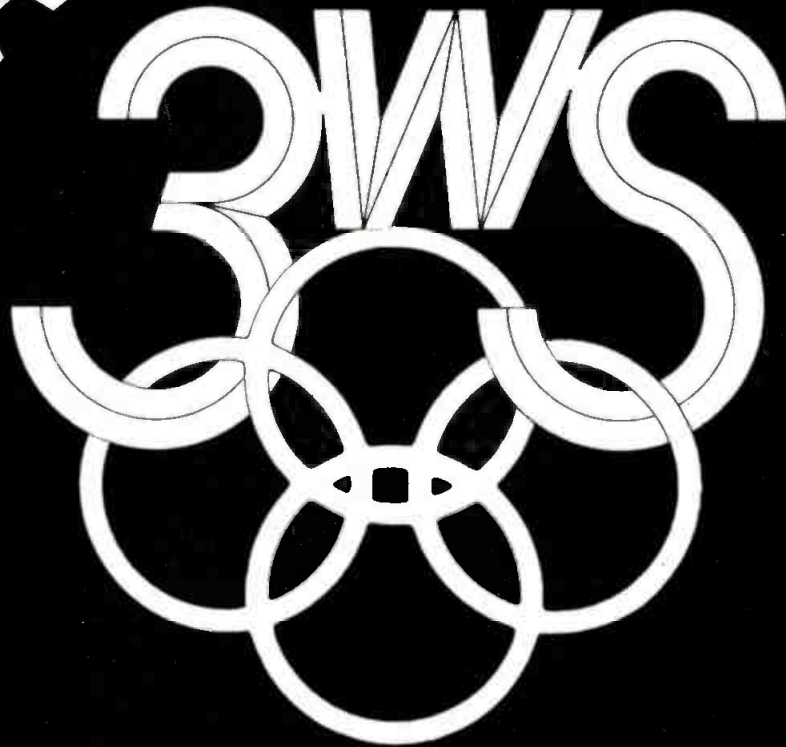
Report surfaces that '60 Minutes' co-anchor, while filming segment last March at San Diego bank, made 'off-hand' remark

Mike Wallace, the *60 Minutes* co-anchor who often elicits remarks his interview subjects have come to regret, has found himself wishing he had kept a tighter lip.

Reports surfaced last week that Wallace had said that blacks and Spanish-speaking people may have been too busy with "watermelons and tacos" to read contracts they signed. The comment reportedly came during an interview Wallace conducted last March with a San Diego Federal Savings and Loan executive while *60 Minutes* was investigating alleged fraud in the home-improvement business.

A formal statement from the CBS News division said, "CBS News regrets, as does Mike Wallace, his off-hand remark during

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a break in an interview. The story, as it was broadcast on *60 Minutes* [Nov. 22, 1981], was accurate and fair and in no way reflected that remark."

Wallace later was quoted as saying he frequently tells ethnic jokes but that his record in the business as well as his friendship with the minority community over the years speak for themselves. He also was said to have explained that his remark was off the record and that it was made partly to see if the person he was interviewing had any racist leanings.

While the remark was not broadcast in the *60 Minutes* segment, it was taped by the bank which had its cameras rolling simultaneously with *60 Minutes*. Neither Wallace nor the bank executive would confirm the actual comment; it reportedly was brought to light by others present during the interview.

According to a report, Wallace had suggested that the bank erase the comment since the bank's recording was permitted only for the interview itself. Minutes later, however, Wallace was said to have told the bank not to, so that such an action wouldn't be misinterpreted.

San Diego Federal Savings and Loan last week said it did not wish to get involved in the controversy over Wallace's remark, characterizing its employes as "unwilling witnesses to this event." It said it taped the Wallace interview just for its own record.

Administration wants clamp down on leaks

President Reagan took steps last week to plug leaks of classified information, which, he said, has become "a problem of major proportions."

Reagan was particularly concerned by the "unauthorized disclosure" of the discussions and activities of the National Security Council and of classified intelligence reports.

Reagan ordered that anybody who plans to meet with a reporter to discuss the NSC or classified reports clear it first with a senior official. He also directed that a memo on the meeting be written "as soon as possible after the contact."

To tighten control of sensitive materials, the President said the number of officials with access to such documents will be kept to a minimum.

Since the administration hasn't been successful in locating the source of leaks in the past, Reagan said, government employes with access to sensitive material will be "subject to investigation, to include ... all legal methods."

In issuing the directives, Reagan said he has tried to balance two of his responsibilities under the Constitution—to protect the First Amendment rights of the press and to insure that government functions efficiently and effectively. "I do not believe," he said, "that the Constitution entitles government employes, entrusted with the confidential information critical to the functioning and effectiveness of the

government, to disclose such information with impunity," the President said. "Yet this is precisely the situation we have. It must not be allowed to continue."

Cameras-in-the-court debate goes to high court in Illinois

Present rule prohibits taking of photographs and broadcasting in courtrooms; CBS among those requesting amendment of rule

The battle for further media access to courtrooms shifts to Springfield, Ill., tomorrow (Jan. 19). There the Illinois Supreme Court will hear oral arguments on petitions to modify rules governing broadcast and photographic coverage of appellate and trial court proceedings in the state. Petitioners are CBS Inc. (WBBM-AM-FM Chicago), the Chicago Council of Lawyers and the Illinois Freedom of Information Council.

At present, Illinois Supreme Court rule 61(c)(24) prohibits the taking of photographs and the broadcasting of proceedings within courtrooms.

The CBS petition requests that the rule be amended to read:

"61(c)(24). *Photographing, broadcasting or televising court proceedings.* Proceedings in court should be conducted with fitting dignity, decorum, and without undue distraction. Subject to the authority of the presiding judge to (i) control the conduct of proceedings before the court, and (ii) insure the fair administration of justice in the pending cause, and subject to any legal right which a witness may have concerning coverage of his testimony, electronic media and still photographic coverage of public judicial proceedings in the appellate and trial courts of this state shall be allowed in accordance with standards promulgated by the Supreme Court."

In the alternative, CBS has asked that the court appoint a special commission to propose appropriate rules and standards for electronic media and still photographic coverage of judicial proceedings. Members of the judiciary and trial bar as

well as representatives of the public and the press would serve on that commission.

duPont-Columbia award nominees

Twenty-one nominees have been selected for the 1980-81 Alfred I. duPont-Columbia University Awards in Broadcast Journalism, with the winners to be announced Thursday, Feb. 11 on a PBS telecast. The awards, are in their 14th year under the sponsorship of Columbia's Graduate School of Journalism. The nominees include:

KCTS-TV Seattle for *Hard Choices*.

Jon Else and KTEH-TV San Jose, Calif., for *The Day After Trinity*.

KUED-TV Salt Lake City for *The Deadly Winds of War*.

WBBM-TV Chicago for *Election Night Coverage*.

WCBS-TV New York City for *The First Amendment Project*.

WCCO-TV Minneapolis for *The Moore Report*.

WFAA-TV Dallas for *Kelly Air Force Base*.

WGBH-TV Boston for *World*.

WHAS(AM) Louisville, Ky., for *Vengeance of Justice?*

Paul and Holly Fine and WJLA-TV Washington for *Until We Say Good-bye*.

William Miles and WNET-TV New York for *I Remember Harlem*.

WPLG-TV Miami for *The Billion Dollar Ghetto*.

National Geographic Society and WQED-TV Pittsburgh for *Gorilla*.

Robert Spencer Productions and WTTW-TV Chicago for *Six O'Clock and All's Well.**

National Public Radio for *Father Cares: The Last of Jonestown*.

ABC-TV for *America Held Hostage: The Secret Negotiations*.

David Productions and ABC-TV for *Closeup: Can't It Be Anyone Else?**

CBS-TV for *CBS Reports: The Defense of the United States*.

CBS-TV for *CBS Reports: The Saudis*.

CBS-TV for *Sunday Morning*.

Betsy Aaron, Joseph DeCola and NBC-TV for *Inside Afghanistan*.

(Programs with an asterisk are independent productions.)

NewsBeat

Reporter safety. CBS News announced last Monday (Jan. 11) plans to purchase bulletproof vests for camera crews, correspondents and others who cover President Reagan. Camera crew members were first to request vests, citing those close to President that wear them. CBS officials say request was made before reports of Libyan "hit squads" surfaced. Cost of vests is estimated at \$115 each.

Rhode Island first. One-year experiment in state court of Rhode Island, which allows TV cameras inside courtroom during trial, almost came to halt this month, due to request from defendant in murder trial. Case involves financial consultant Claus C. Von Bulow who was indicted on two counts of assault with intent to murder his wife. Attorney for defendant contended that TV coverage of event could jeopardize Von Bulow's chances of receiving fair trial, but Superior Court Judge Thomas H. Needham, after deliberation, decided not to bar cameras. In first major trial to be covered by TV in Newport, R.I. court pool, coverage is handled by weekly rotation between stations WJAR-TV Providence, WINE(TV) New Bedford, Mass., and WPRI-TV Providence.

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New York Magazine

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Comedy Magazine

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Newsday

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Programing

Entertainment Channel debut date—June 4

Sizeable deal for Broadway plays also made by RCA-Rockefeller

The Entertainment Channel, the pay cable joint venture of RCA Cable and Rockefeller Center, will be launched on June 4 at 6 p.m. Eastern time. That word came last Tuesday from Entertainment Channel Chairman Arthur Taylor at a press conference during which the network's senior vice president, programing, Arnold Huberman, broke the news of a cable programing deal for Broadway plays that, he said, "was of a size and scope that has never been made before."

The Entertainment Channel has signed a "multiyear licensing agreement" with Broadway producer RKO/Nederlander Productions that gives The Entertainment Channel pay cable rights (including varying exclusivity windows) to at least 10 Broadway productions, with an option for more. The first five properties RKO/Nederlander (itself a joint venture between RKO Pictures and the Nederlander Organization) will make available are "Sweeney Todd," "Emlyn Williams as Charles Dickens," "I Do, I Do," "The Canterbury Tales" and "Lena Horne, The Lady and Her Music." Five more titles will be announced in the future. Productions would become available after the conclusion of their Broadway runs—in the case



Taylor



Huberman

of the Lena Horne production, after the completion of a contemplated national tour.

Huberman called this agreement "the commitment in this business to provide the best Broadway productions" to cable viewers. Asked about the size of the financial commitment involved, Taylor labeled it "multimillion dollar" figure, which would be applied to the first 10 properties in the package.

The RKO/Nederlander productions would in turn provide the backbone of a *Broadway-on-the-Entertainment Channel* series that Huberman (in a reference to other pay-cable services) said "is our cover movie." It's expected that Broadway productions would make up 25% or 30% of Entertainment Channel offerings. Also on tap are BBC productions to which The Entertainment Channel has obtained first-run exclusivity in this country (BROAD-

CASTING, Dec. 15, 1980).

Asked about commitments from cable operators and potential subscriber figures, Taylor reiterated the news from the Western Cable Show that United Cable would be offering the service on all its systems, and said he expected a further major affiliate announcement "in the next day or so." Later Taylor said he had hoped to be able to make that announcement at the press conference, but the agreement was "missing one signature." He expects further announcements about affiliations to follow "every two or three days" through launch. The Entertainment Channel will start selling itself to cable subscribers six weeks prior to launch, Taylor said.

For the time being, Taylor indicated plans to seek advertiser support (in addition to pay fees) had been "put on the back burner."

Consumer press tours: an amended version

ABC, PBS go all out, while CBS holds shorter than usual one-day tour; NBC, originally not participating, changes mind and shows up for 'TCA Day'

NBC News, according to that network's recently departed David Brinkley, has become "rather slow" and "hasn't done anything new in a long time." Brinkley, who left NBC last September to become anchor of ABC's *This Week* public affairs program, made his remarks during a question-and-answer session with members of the consumer press tour in Los Angeles on Jan. 8. ABC held a three-day tour, PBS a two-day session, and CBS a shorter-than-usual one day tour. NBC originally planned to sit out the winter press tours this year, but changed its mind and decided to participate in the Television Critics Association Day at the Century-

Record year. Daily household television viewing in 1981 was at an all-time high for each of the 12 consecutive months, according to A. C. Nielsen data released by the Television Bureau of Advertising.

Daily household viewing for December 1981 rose to seven hours, 16 minutes, breaking the record of seven hours and 5 minutes set in December 1979. The 1981 daily household average was six hours and 45 minutes, nine minutes more than the previous all-time high set in 1980.

	1975	1976	1977	1978	1979	1980	1981
Jan.	7:04	6:59	7:16	7:08	7:20	7:18	7:35
Feb.	6:55	6:49	6:55	7:00	7:11	7:22	7:23
March	6:31	6:35	6:32	6:36	6:41	7:05	7:07
April	6:20	6:11	6:05	6:05	6:26	6:38	6:44
May	5:39	5:52	5:32	5:46	5:53	6:07	6:19
June	5:31	5:36	5:24	5:28	5:50	5:55	6:05
July	5:12	5:33	5:13	5:32	5:46	5:48	6:00
Aug.	5:16	5:44	5:35	5:42	5:55	6:00	6:16
Sept.	5:55	6:03	5:55	6:09	6:16	6:16	6:21
Oct.	6:04	6:28	6:12	6:25	6:32	6:40	6:52
Nov.	6:26	6:49	6:30	6:44	6:56	7:02	7:05
Dec.	6:36	6:52	6:46	6:51	6:53	7:05	7:16
Yearly average	6:07	6:18	6:10	6:17	6:28	6:36	6:45

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PJ 5000	550	220	280	750	300	1200	1600	525 li./60 fps; 625 li./50 fps	(1)
PJ 5050	1250	500	650	750	300	1600	2150	525 li./60 fps; 625 li./50 fps	(1)
PJ 5800	550	200	280	750	600	1200	1600	875 lines, 60 fps	(2)
PJ 5850	1250	500	650	750	600	1600	2150	875 lines, 60 fps	(2)
PJ 5100	550	200	280	750	650	1200	1600	1023 lines, 60 fps	(2)
PJ 5150	1250	500	650	750	650	1600	2150	1023 lines, 60 fps	(2)

MONOCHROME PROJECTORS

PJ 7000	1000	600	750	800	400	1000	1350	525 li./60 fps; 625 li./50 fps	(3)
PJ 7050	1700	1000	1250	800	400	1000	1350	525 li./60 fps; 625 li./50 fps	(3)
PJ 7055	3300	2000	2400	800	400	1500	2000	525 li./60 fps; 625 li./50 fps	(3)
PJ 7800	1000	600	750	800	650	1000	1350	875 lines, 60 fps	(3)
PJ 7850	1700	1000	1250	800	650	1000	1350	875 lines, 60 fps	(3)
PJ 7855	3300	2000	2400	800	650	1500	2000	875 lines, 60 fps	(3)
PJ 7100	1000	600	750	800	750	1000	1350	1023 lines, 60 fps	(3)
PJ 7150	1700	1000	1250	800	750	1000	1350	1023 lines, 60 fps	(3)
PJ 7155	3300	2000	2400	800	750	1500	2000	1023 lines, 60 fps	(3)

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GENERAL  ELECTRIC

Plaza hotel.

"ABC is very lively, very energetic and ambitious," said Brinkley, when asked to describe differences between the two news operations, "I found [at ABC] the kind of spirit we had at NBC 15 years ago, when people were excited to be there." Brinkley said he became frustrated with what he considered NBC's overreliance on traditional broadcast forms, adding, "I didn't want to do any of those things."

The former anchor of *NBC Magazine* said he "detested" some of the requirements imposed on him during production of that weekly series. "I didn't like being told what to do and I thought I knew as much as the people there—maybe more." Sore points, according to Brinkley, included types of stories selected for broadcast, inclusion of spot news segments, and the necessity for Brinkley to commute from his Washington home to New York every week. He said he was also unhappy with the scheduling of *NBC Magazine*, and compared its one-time position opposite CBS's *Dallas* to "lying down in front of a steam roller."

Asked about his reported strained relationship with NBC News President William Small, Brinkley said, "There wasn't bad blood in the sense of kicking trash cans and screaming. It was an editorial disagreement about how the magazine should be done."

Brinkley said he has "not thought much" about how he and ABC News will approach 1982 and 1984 national election coverage, but expressed support for gavel-to-gavel political convention coverage. "A good deal of it is slow and tedious and boring," he acknowledged, "but I'm in favor of keeping it."

Senior executives of NBC made it clear last week that the network considers pilot production, at least in its current form, a wasteful process it intends to change.

"I do feel that all networks make too many pilots," explained NBC's chairman

and chief executive officer, Grant Tinker, last Tuesday (Jan. 12) at a press conference in Los Angeles. "There are other ways [to develop new shows]. The networks should select creative people with whom they have confidence and let them do the job."

Tinker's remarks, presented as part of the semiannual Television Critics Association Day at the Century Plaza hotel, came a day after NBC Entertainment President Brandon Tartikoff, speaking to TCA members in Burbank, said, "There's always going to be development money for pilots, but they're not going to be the whole ball of wax." Tartikoff said NBC will stress more script development activity and production of short demonstration films or tapes. The "demos" would consist of two or three scenes from a proposed series. Other options include outright series commitments to proved talents and production of movies-for-television as "pilots."

Tinker emphasized that NBC will spend "almost exactly the same" amount of money on development, but will spend it more efficiently. "We may not make quite as many pilots, but we will make up the difference in demos."

On Monday, Tartikoff had pegged pilot production costs for a half-hour comedy at \$450,000 to \$500,000 and as much as \$1.6 million for a one-hour drama pilot. By comparison, "demo" costs are said to be generally under \$200,000 each and scripts can be ordered for about \$25,000 each.

NBC President Robert Mulholland, who shared the dais with Tinker and NBC Vice Chairman Irwin Segelstein, contended: "The pilot process does not necessarily tell you what the series is going to be like . . . Maybe we can get more bang for the buck without pilots."

On another topic, Tinker acknowledged that NBC's daytime programming could use "substantial" improvement. He said the network is trying to move away from the game show format in morning hours, citing Regis Philbin as one example of the

type of personality and service programming NBC is seeking. He noted that an agreement with Richard Simmons "is very close to completion." If Simmons joins the network, he will contribute a physical fitness program similar to the show he currently hosts in first-run syndication.

Tinker said NBC plans to revitalize its afternoon serials by refocusing on central characters and strengthening scripts.

Asked at what point his influence would be felt in prime-time programming, Tinker predicted the schedule would not reflect his decisionmaking until next fall. "Obviously, the shows we now have on the air, with a few exceptions, are mostly what we inherited [from former NBC Chairman Fred Silverman]." Tinker said he plans to be less active than Silverman in program decisionmaking, leaving that responsibility primarily to Tartikoff. He said he has no "master plan" for the network, though he foresees NBC "will not forever be in third place." Tinker said he plans no major personnel changes and feels "there is a wealth of talent at NBC."

Asked at what point competing new video technologies will have a significant impact on the commercial TV networks, Tinker joked: "Late May of 1996." In a serious response, he said he envisions over-the-air television appealing to a mass audience in the future, with cable and other media catering to specialized tastes.

NBC was originally not going to participate in the consumer press tour this month. The network was the only one not scheduling events or interviews for the visiting television critics but apparently changed its mind after receiving a lengthy telegram from TCA President Ron Miller, columnist for the *San Jose (Calif.) Mercury-News* (BROADCASTING, Jan. 11). In that message, Miller objected to NBC's allegation that rude behavior by reporters at previous press gatherings had been the primary reason for NBC's withdrawal.

"NBC's decision to go public with its discussion of the 'civility' issue was a public relations gaffe of immense proportions," Miller wrote. "It was surely not calculated to smooth out press-network relations, but rather to stir them up further." Miller invited Tinker to the TCA Day event as "a peacemaking gesture." The TCA, said Miller, is forming a standing committee to include representation from network publicity departments as well as the television critics in order to "work out these kinds of problems together, in a reasonable fashion."

The president of the Public Broadcasting Service painted a gloomy long-range federal funding picture for public television stations, suggesting cutbacks could result in as many as 300 public TV stations going off the air. Lawrence Grossman told reporters attending the semiannual consumer press tour in Los Angeles on Jan. 10 that there is a "high risk" that long-range federal support will disappear from public broadcasting.

"Looking for ways to offset financial cuts" will be at the head of the agenda at the PBS board meeting in Washington this

PlayBack

Black culture. National Public Radio's Black History Month begins in February with series of weekly hour-long specials planned. Included in specials are: *Shades of Brown*, look at life and career of jazz trumpeter, Clifford Brown; *Gospel: Preaching in Word and Song*, study of teachings and music of black church, and *Maya Angelou*, portrait of poet and author.

Horizons, NPR's weekly documentary series will focus on present and future interests of black America and series of five-minute profiles on black pioneers in variety of fields also will air. NPR also began five-part series last Tuesday (Jan. 12), on Polish history, *Poland: A Half Century of Struggle*, which will air on *All Things Considered* and *Morning Edition*.

New name. Drake-Chenault Enterprises has changed name of its *Weekly Top 30* syndicated radio program to *The Weekly Music Magazine*. Change for three-hour weekly series is result of syndicator's "new arrangement to provide programming for the RKO Network's satellite feed." Company says virtually all stations which aired *Weekly Top 30* will be taking *The Weekly Music Magazine*. It also has introduced *Hitparade*, new radio format designed to appeal to 40-and-over age bracket, beginning Feb. 1. *Hitparade*, first new format for Los Angeles-based syndicator in several years, will highlight MOR and nonrock hits of 1950's, 60's, and 70's.

In the marketplace . . . *Country Two 20* two-hour specials have cleared 110 markets containing 95% of U.S. television homes, says Leonard Koch, president of Syndicast Services. New advertisers for two-hour barter series are: Bristol-Myers, Coleco Toys, Faberge, J.C. Penney, Maybelline, Menley-James, Nestle and Union Carbide.

Thursday (Jan. 21), according to Grossman. He noted the federal appropriation to public broadcasting will be cut from \$172 million in 1981 to \$85 million in 1985, which will probably result in PBS concentrating harder on fewer programming "items."

"The very time we are reaching heights in quality television," said Grossman, "is the very time we're feeling an uncertain future." He was referring to the second half of PBS's prime-time season for 1981-82, which Grossman described as "the greatest week" in the network's history.

One piece of good news delivered by Grossman was his announcement that a weekly, 26-edition, one-hour documentary series is being produced by a consortium of five PBS stations through a \$5 million challenge grant from the Corporation for Public Broadcasting. The grant is the largest of its kind ever awarded by CPB.

Jacobs casts a jaundiced eye on cable programming

Consultant says profusion of channels will only result in more mediocrity and will fractionalize audience to such an extent that none will benefit

Herb Jacobs, the outspoken president of Telcom Associates, consultant and program forecaster, pretty much writes off cable—or at least much of the glitter commonly associated with its promise.

He seemed, at least, to do so in a speech to the Broadcast Advertising Club in Chicago, where he envisioned more bad programming than a viewer could possibly handle, no improvement in quality and audiences so fractionated that they'll be of little use to advertisers.

"Frankly," Jacobs said, "I do not share [enthusiasm] infatuation with the wonders of technological proliferation, or agree with their overblown promises of creative abundance. Nor do I expect a renaissance of any social significance—but most of all there ain't gonna be no financial bonanza, for all, either."

He attacked "con men who have been putting out pledges of more and better programming for 20 years and still haven't delivered any," whose "only source of good product is what they've been stealing from free TV all these years" and who now are "back again with bigger, brasher and more hallucinatory [sic] promises, counting on technology to help them inundate the suckers with 30, 40, 50 or 100 channels of greatest programs on earth. Who the hell are they kidding? ... 100 times nothing is still nothing."

Among his contentions:

■ Program quantity. A TV station currently programs about 18 hours a day, or 6,570 hours a year. A 30-channel cable

system programming at that rate would turn out 197,000 hours a year. Thus, "if a viewer spent eight hours a day every day watching cable, it would take 68 years to see one year's output. If we cut that figure by 50% for discriminating viewers, who don't watch repeats, it would take them only 34 years."

■ Program quality. "We'll be swamped with a melange of the most innocuous crap money can buy." The networks, he noted, are spending \$3 billion this year on programming—and yet traditionally have a failure rate close to nine to one. Syndicators' track record "is even worse," Jacobs added. "Why should anyone believe that cable's Johnnies-come-lately, who don't have any of these talents or anywhere near the money, know-how or experience, will be able to do 30, 40 or 50 times better? So why do we need 200,000 hours of mediocrity? ... We don't, but we'll get them and a raft of horrible, cheaply made facsimiles and bushels of religious hucksters to shake down the lonely,

frightened, tired and socially starved."

■ Shortcuts. "Trying to satisfy every demographic persuasion will be an enormously expensive proposition. Cutting corners won't work because viewers have been weaned on network quality (such as it is), so cable's efforts will have to at least match those standards to even be competitive. The unions and guilds are not going to work for less, and scripts and finished product will be priced at whatever the market will bear."

■ Promotion costs. "Promo and advertising will run into millions because in a marketplace glutted with 30, 40, 50 or more choices, success will depend upon not only drawing attention to a particular channel or a particular show, but how to find it."

■ Advertisers. Cable systems "have created their own Catch 22. Spreading audience over 30, 40, 50 choices dilutes it to the point of not being an efficient buy for the advertiser. That, in turn, prevents it from earning enough to afford the best

Monitor

In the marketplace. *Madame's Place* is "adult strip" in works for fall at Paramount Television Domestic Distribution. Geared for late night or access, strip (with weekend edition available) features Wayland Flowers's puppet, other characters, regular cast and guest stars. Paramount stresses strip will have well-developed comedic story line ... D.L. Taffner is offering *That Awful Quiz Show*, prime-time or late-night strip for September. Created by *Real People's* John Barbour, comedy quiz features contestants with off-beat jobs or interests answering gossipy questions about people and places. Hosts are John and Greg Rice, three-foot tall identical twins ... Because of "unusual nature" of program "and its importance" Mobil says its Feb. 18 presentation of half-hour *The Children's Story* will be aired without commercials. James Clavell teleplay is parable about "vulnerability of young minds ..." Gold Key Entertainment has 15 "first-run undersea adventure films" in *Poseidon Files* "all-family" package ... Australian *Punishment* series of dozen movie-length episodes is available for pay-TV from Satori Productions. About "people whose lives revolve around Longridge Prison, series is produced by Reg Grundy Organization ... *Bureau Report*, half-hour magazine show with "insider's perspective" on news from Washington bureau of *Newsweek*, began airing this month; it's produced by Newsweek Video and distributed by JWT Syndication ... Telepictures Corp. has worldwide syndication rights to NBC-TV's *Real People*. Available for fall 1982 release are 130 half-hour episodes. Series is from George Schlatter Productions, which will tailor episodes from original hour form ... Half-hour sports special, *Countdown to Superbowl XVI*, is being distributed by Carter-Grant Productions. It's produced by Fantasy Productions in association with CBS-owned TV's ... MCA TV has off-network *Buck Rogers* available for syndicated play beginning June 1982. Thirty-seven hours can be scheduled in individual hour episodes or as 25 one-hour programs and six two-hour movies (including theatrical "Buck Rogers in the 25th Century") ... BBI Communications is offering barter hour on 1982 Boston Marathon. For use on night of race (April 19), special with Curt Gowdy is to include highlights, interviews and features ... *Music Makers* is new monthly series from Lexington Broadcast Services. Premiering next April and pre-sold to WNEW-TV New York among other stations, performances series will spotlight performers and groups ranging from Abba to Sammy Davis Jr. ... Also for play beginning in April is *The Greatest Journey*, Firestone Program Syndication's two-hour special (or two one-hour episodes) on space race. It has *Star Trek's* William Shatner as host and is written by Isaac Asimov ... MCA TV also is distributing *The Road to Los Angeles*, pre-Olympic barter series with 30 hours for January 1983 Trans World International is producing ...

□
Nova probe. Public broadcasting's *Nova* explores history and future of television in *Television Explosion*, set to debut Feb. 14. Program includes interviews with FCC Chairman Mark Fowler; Henry Geller, former head of National Telecommunications and Information Administration and currently with Duke University's Washington Center for Public Policy Research; Tom Wheeler, president, National Cable Television Association; George Gerbner, dean, Annenberg School of Communications, and Rose Goldensen, professor of sociology, Cornell University. In addition to examining history of television, program will examine effect of new technologies and issues surrounding those technologies. Fowler and Geller will debate merits of regulation in communications field, and Goldensen will take look at sociological impact of television.

product, which they need to attract audiences large enough to attract the advertisers. And let's not forget when they fractionalize their audiences 30 to 40 to 50 or more times, they fractionalize their income proportionately."

■ Profits. "For businessmen as clever and mercenary as the new breed is sup-

Ratings Roundup

CBS-TV continued to beat its prime-time competition in the new year as it chalked up its seventh consecutive ratings victory. For the week ended Jan. 10, the network outdistanced ABC-TV by more than four rating points and NBC-TV by more than five.

The weekly averages brought CBS a 21.9 rating and 33 share to ABC's 17.7/27 and NBC's 16.7/25.

Of the week's top-10 rated broadcasts, CBS had eight and ABC two. Leading the week and boosting CBS's average was Sunday's San Francisco-Dallas conference championship football game which pulled a 47.2/64 during its prime-time runover (7-8:15 p.m.).

With that lead-off, followed by regular series programming, CBS averaged a 33.9/46. CBS also scored above a 40 share on Friday with *Dukes of Hazzard*, *Dallas* and *Falcon Crest* averaging a 26.5/42.

For the week, CBS won Thursday through Sunday, ABC took Monday and Tuesday, and NBC won Wednesday.

Among specific programs, an ABC Theater: *The Elephant Man* special on Monday performed well with a 20.8/31. NBC had its highest scores yet for Thursday's *Hill Street Blues* (21.6/36). Thursday's premiere of series replacement *Fame* brought NBC a second-place 16.1/24.

For the season's 14 weeks to date (begun Oct. 5), CBS averaged a 19.5/31, ABC an 18.2/29 and NBC a 15.5/25.

The First 20

1.	NFC championship game (runover)	CBS	47.2/64
2.	NFC championship post game	CBS	41.0/55
3.	<i>60 Minutes</i>	CBS	33.6/44
4.	<i>Dallas</i>	CBS	32.1/49
5.	<i>Three's Company</i>	ABC	26.0/37
6.	<i>Dukes of Hazzard</i>	CBS	24.8/39
7.	<i>Too Close For Comfort</i>	ABC	24.5/36
8.	<i>Magnum, P.I.</i>	CBS	24.4/36
9.	<i>One Day At A Time</i>	CBS	23.7/33
10.	<i>M*A*S*H</i>	CBS	23.6/33
11.	<i>Laverne & Shirley</i>	ABC	22.7/32
12.	<i>Falcon Crest</i>	CBS	22.6/38
13.	<i>Happy Days</i>	CBS	22.5/33
14.	<i>Archie Bunker's Place</i>	ABC	22.5/31
15.	<i>Hart to Hart</i>	ABC	22.3/36
16.	<i>Love Boat</i>	ABC	22.2/34
17.	<i>Real People</i>	NBC	22.2/33
18.	"Diamonds Are Forever" (movie)	ABC	21.8/32
19.	<i>Hill Street Blues</i>	NBC	21.6/36
20.	<i>House Calls</i>	CBS	21.4/31

The Final Five

66.	<i>Open All Night</i>	ABC	11.0/11
67.	<i>Palms Precinct</i> (special)	NBC	10.1/13
68.	"The Late Show" (movie)	NBC	9.8/16
69.	<i>Here's Boomer</i>	NBC	9.6/13
70.	<i>McClain's Law</i>	NBC	9.4/16

posed to be, it's surprising that someone hasn't stopped to figure out how they're going to get their money back."

And then, Jacobs said, there's the question of the viewer's time:

"No matter how many over-the-air signals are available, no matter how many additional channels cable makes available, no matter how many channels pay TV makes available, no matter how many superstations are launched, no matter how many direct broadcast signals are available from satellites, no matter how many videotapes, disks or cassettes are available and no matter how many multipoint distributors, satellites or tape players are available to deliver them—and no matter that they all happen at once—man's time is limited to only the *one* he chooses to watch—just one.

"That's the epitome of fractionalization—just one—and that one will have to be good to be selected from the abundance that will then be available at any given moment. And, as always, the marketplace itself will separate the winners from the losers, as it has since the dawn of time."

Hoberman forecasts radio's changes

Satellite delivery and new sales techniques cited by ABC Radio president

Stressing the need to "redefine the way in which we sell radio to advertisers and audiences," Ben Hoberman, ABC Radio president, offered his prognosis for radio in 1982 and beyond to the California Broadcasters Association at a meeting last week.

Hoberman speculated that a change in sales approach is likely to occur and recommended increased use of daily cume information as "an even more important sales tool to attract more business to radio from newspapers." Among benefits acquired from such information, Hoberman added, would be as "another tool to re-examine spot pricing on a day-by-day basis based on demand, as well as allowing for better control over inventory by forcing buying in all dayparts."

Serious consideration will be given to promotion budgets, predicts Hoberman, who said that "more and more radio stations are recognizing the importance of a unified marketing campaign to develop audiences."

Businesswise, Hoberman said that radio is growing. "It's estimated that radio attracted some \$4 billion in revenue during 1981... an increase of 20% over 1980. And some are predicting that \$4 billion could soar to \$28 billion or more by the end of the century," said Hoberman.

Referring to the new networks that are "seemingly born by the week," Hoberman explained that this was a case of the networks listening to local stations which demanded increased news service, more features and long-form programming. This explosive proliferation of networks was accompanied by technological changes noted

Hoberman. "Stations may now take satellite feeds from national program sources and seamlessly cut in and out, adding the key ingredient—local flavor and identification."

PubSat starts publicity service by satellite

Information is distributed over NPR's Westar I transponder to 236 public radio stations

A new audio press release service begins Tuesday (Jan. 19) on National Public Radio. The service, called PubSat, is offered free to the 236 radio stations that receive distribution services from NPR.

PubSat (Public Affairs Satellite System Inc.) according to one of its founders, John Sullivan, public service program producer, will distribute press releases to the public radio stations via satellite. PubSat, he explained, signed a distribution agreement to use NPR time on Westar I to distribute programs to public radio stations. The service will be incorporated into two program formats. He added that he and partner Tom Tucker, of Tucker & Roberts, a Washington public relations firm, hope to expand the service and reach commercial stations. He said negotiations with potential users have begun. The service would be offered to commercial stations free.

PubSat is furnished with a 15-minute window on NPR's transponder Tuesday, Wednesday and Thursday at 6 p.m. ET. "Providing press releases via satellite is a way of supplying this material and avoiding the logjam of Washington media," he said. PubSat has signed the Washington public relations firm of Burson-Marsteller as its first client. Sullivan said that Gray & Co., another Washington firm, also has expressed interest in the service.

"One of the two program formats is *Focus USA*, which consists entirely of one-minute segments—for example, a speech, congressional testimony, and hard news," Sullivan said. The service will provide actualities, he said. The other program format, *Forum*, is designed to accommodate features of 90-second to five-minute lengths on an issue. Calling *Forum* "our soft news examination," Sullivan said clients provide the copy and actuality and PubSat offers production and editorial services. "We adapt it to the feed, doing the final voicing and production," he said.

PubSat, he acknowledged, is based on a similar service provided by Western Union's Public Relations News wire service. However, Sullivan contended that "as far as we know nobody else offers a service exactly like this."

"Our service enables those with the news to go directly to the media," he added. In addition to public relations firms, Sullivan hopes to attract many of the trade associations based in Washington. He noted that the U.S. Chamber of Commerce has requested PubSat service.

Democrats to air documentary after President's state of union address

The Democratic party will present its own view of conditions in the U.S. immediately following President Ronald Reagan's state of the union address on Tuesday (Jan. 26). It will do so on all three major networks in a half-hour documentary being produced by Robert Squier, an independent television consultant who has produced TV campaigns for Democratic candidates for over a decade.

The Senate and Congressional Campaign Committees and the Democratic National Committee are sharing the cost of producing the program. Evan Zeppos, a spokesman for all three groups, would not speculate on how much the project will cost, because as of last week, production barely had begun.

The groups had not decided as of last week who would narrate the program or which prominent Democrats would appear on it, said Zeppos, who indicated the program would deal with issues important to members of Congress in different parts of the country and would be filmed in other places besides Washington.

The three major networks will air the documentary at no charge to the Democratic party, said Zeppos, and the Public Broadcasting Service has agreed to air the program twice, but has not yet decided when to do so. Zeppos said the committees are also trying to convince the Cable News Network and Cable Satellite Public Affairs Network (C-SPAN) to air the program.

ASCAP, BMI reach licensing accord

The two major music licensing organizations—the American Society of Composers, Authors and Publishers and Broadcast Music Inc.—announced last week they had reached an agreement on distribution of their cable compulsory license fees through 1981 and of jukebox compulsory license fees through 1982.

But, they said, terms of the agreement were confidential and would not be disclosed. A clue, however, may be found in the 1978 distribution by the Copyright Royalty Tribunal, which determines who gets how much when competing copyright owners do not reach a voluntary agreement. For 1978, the tribunal awarded ASCAP 54% and BMI 43% of the music pot. ASCAP appealed the decision but BMI did not.

To maintain confidentiality of the agreed-upon division, ASCAP and BMI will ask the tribunal to pay their joint sum to a disbursing agent, which would then divide it according to the agreement's formula.

Business

Measuring the new media

Broadcast Rating Council moves to set standards for emerging media; two task forces established

First steps toward broadening the scope of the Broadcast Rating Council to encompass other electronic media were taken last week by the council's futures committee at its first meeting, held Tuesday in New York.

The committee, headed by George C. Hatch and including several members from outside broadcasting, agreed that BRC should have a broader scope—and a new name to reflect it—in light of the actual and impending growth of so-called "new media."

Chairman Hatch, who is president of Standard Communications Inc., Salt Lake City, and an experienced broadcaster and cable operator, is to name two task forces, one to consider the structure and financing of the new council and one to deal with its functions.

The task forces will include nonmembers as well as members of the futures committee, officials said, to get a broadly based representation of all electronic media involved.

The BRC, which itself initiated the move to expand its scope and structure (BROADCASTING, June 22, 1981), basically performs three functions in accrediting radio and TV rating services: It establishes standards and requires accredited services to adhere to them; it requires services to disclose fully how they operate in producing their audience data, and, through auditing by independent firms, it makes

sure that they perform as they say they do.

The council also serves as mediator, catalyst and sometimes initiator to bring about changes or solutions that it feels desirable, but its basic work relates to accreditation. Whether this so-called "charter" is too restrictive and should be expanded to include other functions or responsibilities—in addition to including other media—is one question to be considered by the futures committee.

BRC President Daniel W. Kops, head of Kops-Monahan Communications, New Haven, Conn., reminded the meeting at the outset that much has happened since BRC was formed in 1964, when the reliability of a good deal of audience research was under challenge.

In addition to higher standards being set and met, Kops said, "cable has emerged as an important medium. Its push-button selectors offer the potential of almost limitless program selections. Satellites revolutionized program delivery to stations and satellites may yet broadcast directly to homes.

Kops interpreted the council's mandate to the futures committee as being "to foster a Communications Industry Rating Council—an organization concerned with standards and audience measurements for the broader spectrum of electronic communications, with representation and financial support from those elements of the communications industry that have significant audiences."

Although Kops used the term "Communications Industry Rating Council," other leaders said no decision had been reached on what the new name should be.

Kops also quoted Willard Schroeder, former BRC chairman, as offering the advice that in broadening its role to include other media, the council's "weapon is ob-



Looking ahead. Broadcast Rating Council Futures Committee members (l-r): George C. Hatch, committee chairman, Standard Communications; Daniel W. Kops, BRC chairman, Kops-Monahan Communications; Hugh M. Beville, BRC executive director, and John Schneider, committee member, Warner Amex Satellite Entertainment.

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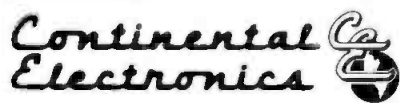
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viously the rifle and not the shotgun," because, for one thing, the council's funds are limited and the number of services is growing fast—although, Schroeder ventured, "only a small percentage of the goodies will be viable and develop into significant elements of the communications mix."

Schroeder, Lops said, concluded that "BRC should concentrate for the present in identifying those technologies that give evidence they will survive and prosper. It seems to me this is best done by studying the activities and performance of the suppliers and the reactions of the consumers."

The committee's next meeting is set for March 25. The Nielsen and Arbitron rating services will be invited to report on what they're doing in measurement of other media and give their views on future developments in the field.

Hugh M. Beville Jr., retired NBC research and planning vice president, is executive director of the rating council and

is expected to work closely with the futures committee.

Committee members, in addition to chairman Hatch, are Robert Alter, Cabletelevision Advertising Bureau; Dr. William Baker, Westinghouse Broadcasting; Gerald Baldwin, Young & Rubicam; Thomas F. Burchill, RKO Radio Networks; Gary Chapman, WLNE(TV) Providence, R.I.; Kathryn Creech, Hearst/ABC Video Features; Miles David, Radio Advertising Bureau; Howard H. Frederick, Mid-America Media, Peoria, Ill.; Herbert A. Granath, ABC Video Enterprises; Robert J. Kizer, Avery-Knodel Television; BRC Chairman Kops (ex officio); Gerald Levin, Time Inc. video division; Lawrence Patrick, National Association of Broadcasters; Roger Rice, Television Bureau of Advertising; James Rupp, WCCO-TV Minneapolis-St. Paul; Herbert Schlosser, RCA; John Schneider, Warner Amex Satellite Entertainment Co., and a representative of the Association of National Advertisers to be appointed.

Bottom Line

Yearly total. Rogers Cablesystems has announced results for year ended Aug. 31, 1981. In Canadian dollars, revenue for year was \$109,625,000, up 56% while net earnings dropped to \$2,600,000, 12 cents per share, from \$12,371,000, 50 cents per share. Revenue growth was attributed to acquisition of Premiere Communications and U.S. cable operations. (Not included are results of merger with UA-Columbia Cablevision). Decline in profitability was laid to rapid expansion program and start-up losses.

Oak offering. San Diego-based Oak Industries Inc. last week filed registration with Securities and Exchange Commission covering \$100-million convertible subordinated debenture offering. Offering, which Oak expects to complete by end of January, will be used to finance capital expenditures and for general corporate purposes.

CPI buy. Columbia Pictures Industries has acquired 31% of motion picture exhibitor Walter Read Organization. Price paid was \$2 per share—roughly \$3.4 million for 1.7 million-plus shares.

AETN notes. American Educational Television Network has announced it has entered into letter of intent with Miller Technology & Communications Corp. whereby AETN would merge into subsidiary of Miller for consideration consisting of Miller common stock. Consummation of deal remains subject to approval by boards of directors of both companies. Miller Technology & Communications is involved in technological training, computer systems and audio/visual communications activities.

Vertical integration. Matrix Enterprises Inc., small cable MSO based in Franklin, Tenn., has acquired half interest in Hutson Construction Co., cable and telephone construction company. Price of deal was not disclosed. Under terms of agreement between two companies, Matrix may entertain construction bids from Hutson, but is not obligated to award contract to Greenup, Ill., firm. Matrix, operator of 11 cable systems in four states serving approximately 20,000 subscribers, acquired half interest in Skycom Corp., Milwaukee satellite master antenna system (SMATV) operator, last year by putting up \$1 million for that company's expansion.

Safe harbor. In month of December Metromedia says it acquired, for total cash payments of \$28 million, rights to claim investment tax credits and depreciation deduction on equipment with aggregate federal income tax cost basis of some \$115 million. With previously announced and reported transactions, in 1981, Metromedia acquired for total cash payments of \$123 million, rights to claim depreciation deductions on equipment with aggregate federal income tax cost basis of \$567 million and investment tax credits on approximately \$46 million worth of equipment.

Acton sundering. Today (Jan. 18) is date for spinoff of food businesses of Acton Corp.; stockholders of record as of Jan. 4 will receive on one-for-one basis shares of newly formed Beltran Corp. Acton Corp. shares will continue to trade on American Stock Exchange and Beltran has applied for Amex listing.

Stock Index

Exchange and Company	Closing Wed. Jan 13	Closing Wed. Jan 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	32 7/8	32 7/8			7	928
N Capital Cities	71 3/4	73 1/2	- 1 3/4	- 2.38	12	934
N CBS	44 7/8	46 3/8	- 1 1/2	- 3.23	7	1,253
N Cox	31 7/8	33 1/2	- 1 5/8	- 4.85	16	934
A Gross Telecasting	28	29 1/4	- 1 1/4	- 4.27	7	22
O LIN	35 1/2	36	- 1/2	- 1.38	12	181
N Metromedia	166	166			12	659
O Mooney	4 3/4	5 1/4	- 1/2	- 9.52	10	3
O Scripps-Howard	19 1/4	20 1/4	- 1	- 4.93	11	198
N Storer	25 1/2	26 3/8	- 7/8	- 3.31	15	405
N Taft	29 5/8	32	- 2 3/8	- 7.42	9	283
O United Television	7	7 1/4	- 1/4	- 3.44	11	84

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	19 3/4	19 3/8	+ 3/8	+ 1.93	15	76
A Affiliated Pubs.	28 1/2	30	- 1 1/2	- 5.00	10	147
N American Family	7 5/8	7 5/8			6	102
N John Blair	23	24 5/8	- 1 5/8	- 6.59	7	86
N Charter Co.	8 1/8	8 1/8			12	175
N Chris-Craft	33 1/2	34 3/8	- 7/8	- 2.54	16	84
N Cowles	29 1/4	30 1/2	- 1 1/4	- 4.09	18	116
N Dun & Bradstreet	62 1/8	63 5/8	- 1 1/2	- 2.35	15	1,742
N Fairchild Ind.	12	12 7/8	- 7/8	- 6.79	4	155
N Gannett Co.	33 1/4	33 5/8	- 3/8	- 1.11	11	1,763
N General Tire	20 5/8	21 1/2	- 7/8	- 4.06	6	476
O Gray Commun.	39	40	- 1	- 2.50	8	19
N Harte-Hanks	31 1/4	30 3/4	+ 1/2	+ 1.62	12	303
O Heritage Commun.	9 3/4	10	- 1/4	- 2.50	33	70
N Insilco Corp.	16	15 1/2	+ 1/2	+ 3.22	7	228
N Jefferson-Pilot	24	25	- 1	- 4.00	5	524
O Josephson Intl.	8 3/4	8 3/4			4	34
N Knight-Ridder	28 5/8	29 1/2	- 7/8	- 2.96	9	918
N Lee Enterprises	28 1/8	28 1/2	- 3/8	- 1.31	10	195
N Liberty	13 3/4	14 1/4	- 1/2	- 3.50	6	175
N McGraw-Hill	45 3/8	50 1/8	- 4 3/4	- 9.47	12	1,126
A Media General	35	37 3/8	- 2 3/8	- 6.35	8	247
N Meredith	58 1/4	62 3/4	- 4 1/2	- 7.17	7	185
O Multimedia	31 1/2	32	- 1/2	- 1.56	13	319
A New York Times Co.	33 7/8	35 1/8	- 1 1/4	- 3.55	9	419
N Outlet Co.	37	37 3/4	- 3/4	- 1.98	109	97
N Post Corp.	27 1/4	27 1/4			17	49
N Rollins	16 1/8	16 5/8	- 1/2	- 3.00	10	443
N San Juan Racing	22 1/8	22 1/8				95
N Schering-Plough	27 3/4	27 1/8	+ 5/8	+ 2.30	8	1,475
O Stauffer Commun.	45	45			11	45
A Tech Operations	14 1/2	15 7/8	- 1 3/8	- 8.66	7	15
N Times Mirror Co.	45	45 3/4	- 3/4	- 1.63	11	1,536
O Turner Bcstg	10 1/2	10 1/2			24	213
A Washington Post	28 3/4	30 7/8	- 2 1/8	- 6.88	14	404
N Wometco	18	20 1/2	- 2 1/2	- 12.19	10	242

CABLE

A Acton Corp.	10 3/8	12	- 1 5/8	- 13.54	13	49
N American Express	41 1/8	42 1/4	- 1 1/8	- 2.66	7	3,767
O Burnup & Sims	11 5/8	12 1/2	- 7/8	- 7.00	11	99
O Comcast	20	20 1/2	- 1/2	- 2.43	19	89
N General Instrument	39 1/2	42 3/8	- 2 7/8	- 6.78	15	1,212
O Rogers CableSystems	7 3/4	7 1/2	+ 1/4	+ 3.33	23	149
O Tele-Communications	19	19 1/4	- 1/4	- 1.29	46	530
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	34 3/4	36 3/4	- 2	- 5.44	15	1,679
O Tocom	11	10	+ 1	+ 10.00	17	54
N United Cable TV	26 3/4	26 3/4			33	291
N Viacom	20 1/2	22 1/4	- 1 3/4	- 7.86	13	231

Exchange and Company	Closing Wed. Jan 13	Closing Wed. Jan 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	1 7/8	2 1/4	- 3/8	- 16.66	31	10
N Columbia Pictures	42 1/4	43	- 3/4	- 1.74	10	336
N Disney	49 3/4	52 1/2	- 2 3/4	- 5.23	13	1,613
N Filmways	6 3/8	6 3/8			1	37
O Four Star	2	2			20	1
N Getty Oil Corp.	55 5/8	60	- 4 3/8	- 7.29	5	4,569
N Gulf + Western	14 7/8	15 5/8	- 3/4	- 4.80	4	1,126
N MCA	39	40 7/8	- 1 7/8	- 4.58	9	929
N MGM Film	6 5/8	7 3/4	- 1 1/8	- 14.51	10	329
O Reeves Commun.	27	30 1/3	- 3 1/2	- 11.47	14	200
O Telepictures	7 3/8	7 3/4	- 3/8	- 4.83	14	34
O Video Corp. of Amer.	6 1/2	6 3/8	+ 1/8	+ 1.96	17	10
N Warner	54 1/2	51 1/2	+ 3	+ 5.82	17	3,341
A Wrather	23 5/8	23 1/4	+ 3/8	+ 1.61	19	55

SERVICE

O BBDO Inc.	39 3/4	39 3/4			8	106
O Compact Video	5 1/2	6 7/8	- 1 3/8	- 20.00	4	17
N Comsat	59 1/4	60 5/8	- 1 3/8	- 2.26	15	474
O Doyle Dane Bernbach	17	17 1/2	- 1/2	- 2.85	10	93
N Foote Cone & Belding	27 3/4	27 1/4	+ 1/2	+ 1.83	7	74
O Grey Advertising	71	71			6	41
N Interpublic Group	30 7/8	31 7/8	- 1	- 3.13	9	142
N JWT Group	33	33 1/2	- 1/2	- 1.49	14	172
O MCI Communications	27 7/8	32 3/8	- 4 1/2	- 13.89	45	1,324
A MovieLab	3 3/4	3 5/8	+ 1/8	+ 3.44	38	6
A MPO Videotronics	6 3/8	6 3/8			10	3
O A.C. Nielsen	46	45	+ 1	+ 2.22	14	516
O Ogilvy & Mather	31 1/2	31 1/2			10	134
O Telemation	2 1/8	2 1/8			13	2
O TPC Communications	2 3/8	2 1/8	+ 1/4	+ 11.76	3	2
N Western Union	30 3/4	33 3/4	- 3	- 8.88	14	488

ELECTRONICS/MANUFACTURING

O AEL	9 3/4	11	- 1 1/4	- 11.36	5	19
N Arvin Industries	14	15 1/8	- 1 1/8	- 7.43	6	95
O C-Cor Electronics	16	17 1/4	- 1 1/4	- 7.24	25	47
A Cetec	4 3/8	4 3/8			8	9
O Chyron	18 1/4	18 3/8	- 1/8	- .68	16	48
A Cohu	4 7/8	5	- 1/8	- 2.50	7	8
N Conrac	24	24 1/4	- 1/4	- 1.03	14	51
N Eastman Kodak	69 3/4	71 3/8	- 1 5/8	- 2.27	9	11,257
O Elec Missile & Comm.	15 1/2	13 1/2	+ 2	+ 14.81	82	42
N General Electric	55 3/4	57 1/4	- 1 1/2	- 2.62	8	12,703
N Harris Corp.	36 3/8	38 1/2	- 2 1/8	- 5.51	12	1,137
O Microdyne	14	14 3/4	- 3/4	- 5.08	16	63
N M/A Com, Inc.	23	23 3/4	- 3/4	- 3.15	22	877
N 3M	52 1/4	53 7/8	- 1 5/8	- 3.01	11	6,124
N Motorola	52	54 3/4	- 2 3/4	- 5.02	9	1,641
O Nippon Electric	89 1/8	91 3/4	- 2 5/8	- 2.86	33	3,443
N N. American Philips	37 1/2	37 1/4	+ 1/4	+ .67	6	511
N Oak Industries	28	30 1/4	- 2 1/4	- 7.43	13	397
A Orrox Corp.	9 1/4	9 1/8	+ 1/8	+ 1.36	33	17
N RCA	16 3/4	18 1/8	- 1 3/8	- 7.58	129	1,262
N Rockwell Intl.	28 5/8	30 7/8	- 2 1/4	- 7.28	7	2,172
A RSC Industries	4 1/8	4 3/8	- 1/4	- 5.71	59	9
N Scientific-Atlanta	25	26 1/2	- 1 1/2	- 5.66	26	533
N Sony Corp.	16 1/8	17 1/2	- 1 3/8	- 7.85	12	3,476
N Tektronix	51 3/8	55	- 3 5/8	- 6.59	12	956
O Telemet (Geotel Inc.)	1 5/8	1 7/8	- 1/4	- 13.33		4
A Texscan	14 1/2	15 7/8	- 1 3/8	- 8.66	20	66
N Varian Associates	27 1/4	28 7/8	- 1 5/8	- 5.62	34	216
N Westinghouse	24 3/4	26	- 1 1/4	- 4.80	5	2,108
N Zenith	11 1/8	11 5/8	- 1/2	- 4.30	6	75

Standard & Poor's 400

Industrial Average 128 86 132.75 - 3.90

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computer, company registered net loss. *** Stock split two for one. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Clouded future ahead for local phone loops

Speculation abounds over effects AT&T divestiture of local phone companies will have on services used by broadcasters; many see it as incentive to go satellite

What effect will the proposed divestiture of AT&T's operating companies (see "Top of the Week"), if implemented, have on the transmission services—local loops and long hauls—that the conglomerate now provides to television and radio stations around the nation? The strongest consensus that emerged last week from a BROADCASTING survey of industry participants and observers was that it's too early to tell and that nobody knows for sure what the latest AT&T developments will mean until finer details are available.

As to the question of rate changes for transmission services after divestiture, the survey turned up no predictions that charges would decline but some reluctance to forecast increases, perhaps out of desire to avoid self-fulfilling prophecies.

How the rate structure will change will depend in part on the rates of return allowed for each of the operating com-

panies that are spun off. The current rate of return that the FCC allows Ma Bell to realize is 12.75%. Should the Bell operating companies (BOC's) be spun off as planned, state public utility commissions would have the final say on the rate of return for the BOC's under their jurisdiction. Whether the rates of return and local tariffs would increase by the substantial margins that some have predicted no one can really say with authority at this stage, but with the addition of up to 22 independent players providing local transmission services, and perhaps as many regulating entities presiding over them, the room for rate variance is greatly expanded.

Although no consensus emerged, concerns were expressed by a number of those surveyed as to the administrative problems that may arise in dealing with more than one company to procure a desired transmission service. Another concern is the possible decline in the availability of occasional-user services, often unprofitable, but which AT&T could justify when other more profitable services were taken into account.

Will the rush to satellite transmission services be accelerated with the breakup of

the Bell system? Some say yes; others contend that satellite transmission services are the wave of the future regardless of what the composition of the new AT&T eventually turns out to be.

The FCC's Kenneth Levy, a specialist in common carrier tariff matters, said that the pending settlement, by itself, should not cause rates for local loops or long hauls to increase. "It's hard to say how anything in the pending agreement would cause that," he said. Levy noted that under the separate-tariff structure rates could vary from region to region, possibly costing less in a more concentrated metropolitan area than in outlying areas.

Preston Padden, an attorney for Metromedia, said: "I don't think anybody knows what it all means" yet. If it turns out that AT&T has been cross-subsidizing certain services, he said, the costs "of private line services might come down" under divestiture.

Harlan Rosenzweig, vice president, general counsel of Westinghouse Broadcasting, suggested that transmission rates would not be any different, since cost justification would still be required. He also suggested that with the divestiture of less profitable businesses, AT&T would have less justification for increasing its long lines rates in the future. Competitive pressures would serve to slow down increases for those rates as well, he said.

Rosenzweig noted a current trend "to eliminate the local loop" in favor of satellite transmission capability, which will in the long run eliminate dependence on "hard-wired lines." In the foreseeable future, however, he suggested that "an additional phone call" may be the only difference between how a customer now procures terrestrial transmission services and how he will have to do it after the proposed breakup of Bell.

Roy Steinfort, AP vice president and director of broadcast services, speculated that the settlement would speed, or at least insure, the transition to satellite transmission of program services. AP currently has 400 satellite earth stations in place and is budgeted to install 500 more in 1982, with both broadcast and newspaper clients in many markets sharing the same dish via local loops. If the cost of local loops goes "sky high," as he thinks it might, the economic desirability of satellite transmission, already proved, will become even more certain. In time, Steinfort thought, all AP members may have their own dishes.

Similarly, Jim Darr, communications consultant to UPI, noted that UPI is moving into satellites for delivery of service to broadcasters and newspapers and hopes

InSync

TV goes mod. Orban Associates, San Francisco, claims that users of its Optimod-TV audio processor for television will experience "significant increases in transparency, naturalness and consistency when compared to conventional processing techniques." Based on Orban's ubiquitous Optimod-FM, Optimod-TV permits multiband compression, high-frequency limiting and control of peak levels and output spectrum. Its built-in 15 khz low pass filters insure compatibility with future multiplex stereo systems. Unit sells for \$4,195 and should be available this month.

Mutual cuts cord. Terrestrial networking is thing of past for Mutual Broadcasting System. National networking of service has been converted to radio broadcasting via satellite. MBS will maintain emergency backup lines between Washington and New York, and variety of local lines will be continued for small market, secondary and special program affiliates, with tie-ins to satellite earth terminals.

Northward ho! Scientific-Atlanta has signed agreement with Canadian equipment distributor, MicroSat : Communications, under which S-A will provide MicroSat with coaxial cable, industrial satellite products and headend electronics for sale to Canadian market.

Cooperation. Warner Amex Cable Communications of Cincinnati and WCET-TV in that city announced agreement giving cable system production facilities, office space and support staff at public broadcasting station's studios.

Title news. A.F. Associates announced development of new title card camera that it says can be used in both mobile and studio operations. Called Slate Camera System SC-300, unit has 19-inch slide mount, is 8 3/4 inches high, 20 inches deep. It comes with adjustable timer and cool light source.

Changing name. Magnetic Video Corp., major distributor of audio and video products, has changed its name to 20th Century-Fox Video. Firm has been wholly owned subsidiary of motion picture studio since 1979.

Books for Broadcasters

T5779 MUSIC SCORING FOR TV AND MOTION PICTURES, by Marlin Skiles. Bridges the gap between musicians and producers/directors. Composers and arrangers will learn how to turn out effective music scores for TV and motion pictures, and directors will learn how to produce the best possible marriage of story and score with the least possible investment of manpower, time, and money. Skiles is a noted film composer/arranger of more than 135 scores; in writing this book, he called upon the more notable of his peers for their suggestions, opinions, ideas, and acquired secrets of the trade. All of these he has tastefully and skillfully woven into the framework of this important text—the result is a beautifully simple exposition of the scoring techniques of the masters. 266 pps., 166 illus. **\$12.95**

T51051 ALL-NEWS RADIO, by Phillip O. Keirstead. A thorough introduction to the history and operation of all-news radio. It's a comprehensive guide to all phases of radio operation, including the people involved in each step of production. This fact-filled source book includes complete coverage on promotion, mini-documentaries, interviews, formats, features, syndicators, national and regional networks, public affairs programming, general station operation, editorials, how to sell advertising for an all-news format, the audience, computerized test editing, automation, engineering and technology, etc. There's also a section on the history of all-news radio and where it is heading today. All-news radio had long deserved a special book, and this volume is a valuable addition to broadcast journalism literature, plus an indispensable guide to radio stations. 210 pps., 40 illus. **\$14.95**

T51125 THE ART OF INTERVIEWING FOR TELEVISION, RADIO AND FILM, by Irv Broughton. A journalist's bible on professional techniques: how to plan, prepare and conduct a film, video or radio interview for any purpose. It's a guide

for *anyone* involved with interviews ... in any capacity ... doing any type of interviewing. Covering everything from selecting a subject and a personality to asking the right questions and preparing for the interview, this book will help the reader become a more professional, competent interviewer. There are hints and suggestions on how to ask questions, how to act and react, the legal aspects, how to familiarize yourself with the scope and limitation of technical equipment, and more. It's a book of problem-solving techniques that distill the essence of which good interviews are made, and it's for everyone: the newscaster, writer, disc jockey, talk show host, documentary filmmaker. 266 pps., 33 illus. **\$14.95**

T5755 COLOR TV STUDIO DESIGN & OPERATION: for CATV, School & Industry, by Oliver Berliner. Provides a wealth of data in very condensed form. Applicable to any small TV studio, school or industrial studio, CATV or broadcast station, this book gives all the answers to all the questions any studio owner or operator might ask, from design of the building to equipment maintenance and calibration. The author describes single and multiple studios, plus a bare-bones "economy" layout that includes only the essentials but puts out professional-grade productions. Text covers lighting of sets, basic studio practices, antenna considerations, production practices, plus vital information about video tape recorders and their applications. 168 pps., 69 illus. **\$9.95**

T5733 DIRECTIONAL BROADCAST ANTENNAS: A GUIDE TO ADJUSTMENT, MEASUREMENT & TESTING, by Jack Layton. A complete and practical—but non-mathematical—book about directional antennas. Describes the directional antenna and its construction from the ground up, providing a better working knowledge of the DA than most mathematical texts ever could ... and, it's written in a language you can readily un-

derstand. Two big sections are devoted to planning and building the DA system. The book describes both directional and non-directional field-strength measurements and the DA proof of performance. 210 pps., 60 illus. **\$12.95**

T5751 PROMOTION & PUBLICITY HANDBOOK FOR BROADCASTERS, by Rolf Gompertz. A practical handbook showing how to get free space to show off a political figure, a movie or TV personality, a forthcoming show, or an aspiring professional in the best possible light. Crammed with illustrations and concrete examples, this new guidebook is an invaluable tool for anyone working in radio or television publicity; for media people who wish to improve their communications with publicists and press agents; or for anyone who would like to enter this exciting field. You'll learn how to prepare and announce a news story, how to follow it up, wrap it up, develop a story line, prepare a press kit, use photos ... *everything* you need to be an effective publicist. There's also a detailed rundown of the critical and invaluable outlets for the work: editors, columnists, and others. 336 pps., 105 illus. **\$14.95**

T5511 HOW TO SELL RADIO ADVERTISING, by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll accompany him on actual sales calls. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialogue between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage, and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportune moment," and how to convert a "No" to a "Yes." 320 pps., 62 illus. **\$12.95**

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Brainstorming for alternative fund raising

Task force will examine list of proposals designed to help noncommercial stations become less dependent on government money; options range from renting satellite time to subscription television

An excise tax on the sale of new TV sets, liberalizing current underwriter identification restrictions and arguing for restoration of full federal funding are only a few of the alternatives being considered by the National Association of Broadcasters Task Force on Public Broadcasting Funding. The task force, which met for the first time Thursday (Jan. 7), is studying a number of alternatives to help noncommercial broadcasters raise private funds (BROADCASTING, Jan. 11).

Composed of commercial and noncom-

mercial broadcasters, the task force will "re-evaluate" the alternatives, and expects by its next meeting, Feb. 1 in New York, to "prioritize" those options, according to the task force chairman, Thomas Bolger.

The broadcasters hope to present recommendations by April 1. Bolger explained that the group examined a list of 24 alternatives prepared by the Temporary Commission on Alternative Financing for Public Telecommunications for its notice of public inquiry. The task force also discussed other alternatives along with options offered by Public Broadcasting Service President Lawrence Grossman ("Monday Memo," Jan. 4), who was invited to attend the meeting.

A list containing all the alternatives was sent to PBS and National Public Radio, which will prepare comments. Those comments will be sent to the Corporation for Public Broadcasting, which will add its own remarks, and present a response to the task force.

Although Bolger noted that the group did not "debate the pro's and con's" of the items, he did say the task force spoke in favor of working for restoration of federal funding.

Alternatives prepared in the temporary commission's notice of public inquiry include options affecting public broadcasting's subscribers, underwriters, and contributors. They are: incentives to subscribe or contribute, such as tax credits; government matching of private contributions; changing FCC rules to allow for more "effective over-the-air fund raising," and debt financing of public broadcasting which would let stations borrow at below-market rates.

Other options being considered include the possibility of advertising and using Instructional Television Fixed Services and Multipoint Distribution Services as means of raising revenues. The suggestions include leasing existing ITFS and MDS facilities for pay programming delivery, business executive training sessions or data transmission.

In addition, the task force discussed the use of subsidiary communications authorization for a pay radio service with specialized programming or to lease those facilities to others for same purposes. Subscription television is another option being explored.

The task force also looked at alternatives involving the use of satellites. They are: Public broadcasting operating one or more satellites; acting as satellite broker; owning a direct broadcast satellite; selling time or programs to DBS operators; providing teleconferencing services, and leasing excess transponder capacity.

Alternatives involving cable television

include: public stations offering, through cable operators, one or more subscription programming channels; cable system ownership, and operation of municipal and public access channels on cable systems for a fee.

Other options considered by the group would call for putting public broadcasting's program library into "marketable form," and providing teletext service or a service for the hearing impaired. Using station equipment and facilities for taping of business meetings, private events and commercial production, leasing selected equipment, and crews and providing equipment maintenance and repair service, was another alternative discussed.

Ideas to raise revenues presented by Grossman were: fund-raising appeals for public broadcasting on commercial stations; use of commercial radio and TV license fees to support public broadcasting, and airing of some of commercial television's "outstanding informational and cultural programming."

The broadcasters also discussed the possibility of an excise tax on TV households, increasing corporate tax credits, a lottery, studying ways to get noncontributors to contribute and cataloguing how much commercial stations already do to help public stations.

Competitors come to terms over Minneapolis cable

Storer and Rogers agree, but city may decide to go with second franchise process; Warner says agreement could cause legal problems

Storer Cable and Rogers UA Cablesystems have reached peace in their fight for the cable franchise in Minneapolis, but an agreement between the former adversaries splitting the franchise may not end the story, as the city continues a second franchising process.

Storer originally won the city's vote, but the mayor overrode the action and the state cable board found four technical deficiencies that prevented state certification. The language to correct those four problems was part of the agreement between Rogers and Storer that was to be presented to the city council Friday (Jan. 15). The matter was expected to be referred to the council's ways and means committee but won't be acted upon by the full council for several weeks.

Included in the agreement was the splitting of the franchise into two equal parts. Storer would employ Rogers as a contrac-

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tor to construct the six southern wards of the city and use Rogers as an independent contractor to run the system, according to the agreement. Once state certification is gained, Rogers would have the option to acquire the southern half, though prices were not disclosed.

Rogers is constructing several systems in communities south of Minneapolis that are adjacent to the six southern wards. Storer operates systems on the northern fringes of the city adjacent to the seven wards it has under the agreement. The city has between 160,000 and 170,000 homes.

The agreement also calls for Rogers to use its "best efforts to help Storer gain approval" from both the city and state. Two lawsuits the companies had filed against each other will be dropped as part of the agreement.

Phil Lind, president of Rogers U.S. cable subsidiaries, said reaction to the proposal "has been very positively received." Lind and Storer President Arno W. Mueller met at last month's Western Cable Show and began discussing the cooperative agreement. Lind said Rogers felt a second RFP by the city would delay cable's entry "for a considerable period of time," and that the agreement "was the most pragmatic solution." A Rogers subsidiary had been voted a franchise by council resolution in late 1979, but Storer's name was eventually substituted, marking the beginning of Minneapolis' franchise problems (BROADCASTING, March 31, 1980). Lind said the price Rogers would pay Storer—the licensee in effect—for the part of the system Rogers would build and operate would be nominal.

Meanwhile, the city has begun a second franchising process that includes a report on the feasibility of partial municipal ownership of a cable system. (Sister city St. Paul votes on a referendum on municipal ownership April 27.) The Minneapolis report is expected to be completed in February and will give the city four options on partial ownership.

Greg Moore, the city's cable communications officer, said the city intends to keep its options open. He said, on the one hand, there is sentiment to get cable in Minneapolis soon. Approving the Storer-Rogers agreement would do that. But, he said, there is also an interest in municipal ownership and to let all companies in another franchising process. United and Teleprompter reportedly were upset that the Storer-Rogers agreement circumvents the city's second franchise process. At least one of the two other original bidders, Warner, was not happy either.

Warner's senior vice president, Richard Aurelio, sent a letter to the city council early last week that said "legal problems" would arise if the city accepted the agreement. The letter requested the city to reopen the franchising process. "To announce at this late date," the letter said, "to join forces to divide the franchise raises several serious legal issues, including anticompetitive problems." Aurelio said those problems "would flaw any award that would be made."

Storer awarded Oregon franchise

Portland suburb with 75,000 homes goes to joint venture after complicated process

A joint venture of Storer Cable Communications and Metro West Cablevision, a local company, has won the cable television franchise rights to 75,000 homes in the Portland, Ore., suburb of Washington county. The approval by a consortium of 11 communities represents the end of the cable rights story in the county, which has included an injunction, a construction moratorium, a law suit and out-of-court settlement (BROADCASTING Sept. 15, 1980).

Both Metro West and Liberty Communications began building cable systems in the county before the county adopted formal rules governing cable. But the county passed an ordinance in May 1980 and issued a moratorium on further construction. Liberty was building westward from its base in the western portion of Portland. Metro West was building in the center of the county.

While Metro West complied with the county's newly passed guidelines, Liberty took the matter to court on antitrust and First Amendment grounds. A federal district court judge granted a preliminary injunction lifting the moratorium at Liberty's request in September 1980. Eventually, the county and Liberty reached an out-of-court settlement, with Liberty retaining rights to the 30,000 homes it had wired while agreeing to most of the county's cable standards.

Early in 1981, the 11 communities plus other unincorporated areas of the county that did not have cable formed the Metropolitan Area Communications Commission (MACC). It solicited proposals for the remaining portions of the county and received responses from Liberty and Metro West, which had by now teamed up in a joint venture with Storer.

According to Mike McCloskey, a Washington county administrator, the Storer-Metro West proposal "won hands down." Included in MACC is Lake Oswego, which already has a cable system operated by Liberty. That franchise expires in 1984. Liberty has plans to upgrade its 12-channel system in Lake Oswego, but Storer plans to build there also, since the city is part of the MACC. The overbuild situation won't be the first between Storer and Liberty. Both companies are building in nearby Clackamas county, at some points on top of each other.

Storer owns 80% of the joint venture, and Metro West, composed of seven local businessmen, owns 20%. Metro West presently has 4,000 subscribers in its 29-channel system that already operates in the county.

Storer estimates construction will cost \$26 million. The MSO has two years to complete the system once construction

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begins, which is expected this summer.

Storer's system will stretch 600 miles, and will include a 42-channel institutional loop. The system's first 12 channels will be free. The second tier, 29 channels, costs \$4.75; the third, 52 channels, \$7.95, and the fully activated fourth tier, 58 channels, \$9.75. Ten pay services will be offered.

Storer also plans five studios for community programming (the system has 15 designated public access channels), one mobile production van and two camera vans.

Slates set for NAB board races

Thirty-five nominees have been confirmed in the race for 18 seats on the National Association of Broadcasters board of directors. Five of 15 TV directors will be replaced in this election, which will be completed later this month by mailed ballots. Four TV incumbents are ineligible for a second term and one who is, Reid Chapman of WANE-TV Fort Wayne, Ind., is not running.

The following is a list of candidates. Those in italics are incumbents running for another term.

Radio Board

District 2: *Martin F. Beck*, WBLI(FM) Patchogue, N.Y.; William F. Brown Jr., WBTA(AM) Batavia, N.Y.

District 4: *Robert Hilker*, WCGC(AM) Belmont,

N.C.; J. William Poole, WFLS-AM-FM Fredericksburgh, Va.; **District 6:** *Charles Cooper*, WKOR-AM-FM Starkville, Miss. **District 8:** John F. Dille III, WTRC(AM)-WYEZ(FM) Elkhart, Ind.; Kenneth Hugh MacDonald, WSAM(AM)-WKCO(FM) Saginaw, Mich. **District 10:** John C. David, KFSB(AM) Joplin, Mo.; Paul W. Olson, KLEM(AM) Le Mars, Iowa. **District 12:** *Fred L. Conger*, KWBW(AM)-KHUT(FM), Hutchinson, Kan.; George Wilburn, KWHW-AM-FM, Altus, Okla. **District 14:** Karen Maas, KIUP(AM)-KRSJ(FM) Durango, Colo. Douglas C. Stephens, KDEN(AM) Denver. **District 16:** *Cliff Gill*, KWVE(AM) San Clemente, Calif.; Stanley L. Spero, KMPC(AM) Los Angeles; **Market A:** Willie D. Davis, KACE(FM) Inglewood, Calif.; Gary Stevens, Doubleday Broadcasting, New York; **Market B:** Herb Hobler, WHWH(AM)-WPST(FM) Princeton, N.J.; Dick Oppenheimer, KIXL(AM)-KHFI(FM) Austin, Tex.; **Market C:** John E. Hyde, KDHL-AM-FM, Faribault, Minn.; Pat Murphy,

KCRC(AM) Enid, Okla.; **Market D:** Jerome Gillman, WDST(AM) Woodstock, N.Y.; Lee R. Shoblom, KFWJ(AM)-KRFM(FM) Lake Havasu City, Ariz.

Television Board

Bill Bengston, KOAM-TV Pittsburg, Kan.; J. Birney Blair, KHO-TV Spokane, Wash.; *William Dilday, Jr.*, WLBT-TV Jackson, Miss.; James C. Dowdle, Tribune Company Broadcasting, Chicago; Wallace Dunlap, Westinghouse Broadcasting Co., Washington; William B. Faber, WFLA-TV Tampa, Fla.; Kenneth L. Hatch, Bonneville International Corp., (KIRO-TV), Seattle, Wash.; Peter A. Kizer, Evening News Association, Detroit; Mike McKinnon, KIII(TV) Corpus Christi, Tex.; Bazil O'Hagan, WNDU-TV South Bend, Ind.; Crawford P. Rice, Gaylord Broadcasting Co., Dallas; William F. Turner, KCAU-TV Sioux City, Iowa.

Changing Hands

PROPOSED

WENN-AM-FM Birmingham, Ala. □ Sold by Booker T. Washington Broadcasting Services Inc to Howard Sanders Broadcasting Corp. for \$3 million. **Seller** is principally owned by A. G. Gaston, who has no other broadcast interests. **Buyer** is prin-

cipally owned by Howard Sanders, president, who also is 26% owner in group that bought, subject to FCC approval, WYCB(AM) Washington for \$1,375,000 (BROADCASTING, Nov. 2, 1981). WENN is 5 kw daytimer on 1320 khz. WENN-FM is on 107.7 mhz with 100 kw and antenna 640 feet above average terrain. **Broker:** Blackburn & Co.

KLDY(AM)-KSAS(FM) Liberty, Mo. □ Sold by Southwest Radio Enterprises Inc. to Golden East of Missouri Inc. for \$2,350,000. **Seller** is subsidiary of Southwest Florida Enterprises Inc., which is owned by Leonard H. Strauss (76%) and wife, Marilyn (24%), who have no other broadcast interests. **Buyer** is subsidiary of Golden East Broadcasting Corp., which is owned by Larry M. Saunders and Norman B. Beasley (50% each). They own WWDE(AM)-WPEX(FM) Hampton, Va. KLDY is 500 w daytimer on 1140 khz. KSAS is on 106.5 mhz with 100 kw and antenna 670 feet above average terrain. **Broker:** Chapman Associates.

WQTV(TV) Boston □ Sold by Boston Heritage Broadcasting Inc. to Boston Star Broadcasting Inc. for \$600,000 plus assumption of equipment lease agreement. BHB seeks to assign license to group that last year bought operator of its subscription television franchise for \$20 million. **Seller** is owned by George Fritzing, Ed Mank and 11 others. **Buyer** is owned by Satellite Television and Associated Resources Inc. (50%); John Sullivan (25%); Byron Lasky (18.75%), and Don Speigelman (6.25%). Lasky is chairman of STAR, publicly traded, Santa Monica, Calif.-based MDS and STV operator with interests in systems serving Los Angeles; New Orleans; Richmond and Norfolk, both Virginia; Louisville, Ky., and Birmingham, Ala. Sullivan is Los Angeles mortgage banker. Speigelman is

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president and 6.1% owner of STAR. Lasky is also principal owner of KNXV-TV Phoenix and 46% owner of WCGV(TV) Milwaukee. WQTV is on channel 68 with 468 kw visual, 70.8 kw aural and antenna 887 feet above average terrain.

WATO(AM)-WETQ(FM) Oak Ridge, Tenn. □ Sold by Rau Radio Stations Inc. to Mark S. Manafo for \$525,000 ("In Brief," Jan. 11). **Seller** is Washington-based group owner of five AM's and five FM's principally owned by Robin Rau Henry, president, and Rau family. **Buyer** is Knoxville, Tenn.-based broadcast consultant who bought, subject to FCC approval, WMVQ(FM) Amsterdam, N.Y., for \$250,000 (BROADCASTING, Oct. 19, 1981). He is also applicant for new FM's at Hilton Head, S.C.; Grifton, N.C.; Bath, N.Y., and Elkins, W. Va. WATO is on 1290 khz with 5 kw day and 500 w night. WETQ is on 94.3 mhz with 1.82 kw and antenna 395 feet above average terrain. **Broker:** Walker Media & Management Inc.

□ Other proposed station sales include: WCRJ-AM-FM Jacksonville, Fla. (BROADCASTING, Dec. 14, 1981); WFGS(AM) [CPL] Milton, Fla.; WPCF(AM) Panama City Beach, Fla.; WRBA(AM) Norman, Ill.; KVGQ(AM) [CP] Pineville, La.; KADI(AM) Clayton, Mo. (BROADCASTING, Jan. 11); KSBC(FM) Redmond, Ore., and WPKZ(AM) Pickens, S.C. (BROADCASTING, Jan. 11) (see "For the Record," page 88).

APPROVED

WVKO-AM-FM Columbus, Ohio □ Sold by Skyway Broadcasting Corp. to Franklin Communications Inc. for \$3 million. **Seller** is owned by some 50 stockholders, who have no other broadcast interests. Bert Charles is president and 24.9% owner. **Buyer** is subsidiary of Marvin Josephson Associates Inc., publicly traded, New York-based international talent agency. It produces *Captain Kangaroo*, children's television program, and owns WNIC-AM-FM Dearborn, Mich., and WNOR-AM-FM Norfolk, Va. WVKO-AM is 1 kw daytimer on 1580 khz. WVKO-FM is on 94.7 mhz with 52 kw and antenna 220 feet above average terrain.

KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California □ Sold by San Bernardino Broadcasting Corp. to Kotcom Broadcasting Investment Corp. for \$2.6 million plus \$100,000 for non-compete agreement. **Seller** is owned by Thomas M. Jones and sister, Sally Jones Lenart, who also own KKON(AM) Kealahou, Hawaii, hold CP for new FM there, and are applicants for new FM at Needles, Calif. **Buyer** is owned by Dana M. Kott and wife, Carole A. Dana Kott is former owner of WCOD(FM) Hyannis, Mass., and has no other broadcast interests. KDIG is on 1240 khz with 1 kw day 250 w night. KBON is on 103.9 mhz with 38 w and antenna 2,650 feet above average terrain.

KYLT-AM-FM Missoula, Mont. □ Sold by Scottie Broadcasting Co. to Spectrum

Communications Corp. for \$1.5 million. **Seller** is owned by W.L. Holter (75%) and Gene S. Peterson (25%). Holter owns KLTZ(AM) Glasgow and KMMR(FM) Malta, both Montana. He also owns 80% of KBLA-AM-FM Helena and 80% of KPRK(AM) Livingston, both Montana, of which Peterson owns 20% each. Holter owns 60% of permittee for new FM at Glasgow (BROADCASTING, July 2, 1979). **Buyer** is group of more than 50 stockholders. Phillip B. Huff is president and 10.11% owner. He is Boulder, Colo., radio promoter and merchandiser and has no other broadcast interests. KYLT is on 1340 khz with 1 kw day and 250 w night. KYLT-FM is on 100.1 mhz with 3 kw and antenna 300 feet below average terrain.

WKVM(AM) San Juan, P.R. □ Sold by American Colonial Broadcasting Corp. to San Juan archdiocese of Roman Catholic Church for \$1 million. **Seller** is owned by Zaida R. de Perez-Perry and family. They own also WKVM-FM San Juan, WKBM-TV Caguas and WSUR-TV Ponce, all Puerto Rico. **Buyer** also owns WORO(FM) Ponce, P.R. Rev. Monsignor Rafael Fontanez is episcopal vicar of administration. WKVM is on 810 khz with 25 kw full time.

KCFM(FM) Florissant, Mo. □ Sold by Florissant Broadcasting Co. to Cardinal Newman Communications Inc. for \$900,000. **Seller** is owned by Paul L. Bair Jr., president (25%), and 16 others who

have no other broadcast interests. Deal calls for immediate purchase of 47.5% of stock with option to buy remaining 52.5%. **Buyer** is owned by Cardinal Newman (Mo.) College. A. Martial Capbern is president. It has no other broadcast interests. KCFM is on 97.1 mhz with 50 kw and antenna 500 feet above average terrain.

KAVO(FM) Fallbrook, Calif. □ Sold by Burdick Broadcasting Corp. to North County Communications for \$500,000 plus \$145,000 noncompete agreement. **Seller** is owned by Max L. Burdick Jr. (80%), and parents, Max L. and Dona L. Burdick (10% each). Younger Burdick is applicant for new FM at West Jordan, Utah. **Buyer** is owned by Meads Group (49%), Wallace K. Reid, Giles W. Meads Jr. and brother, Richard W. Meads (17% each). Meads Group is Morgan Hill, Calif., real estate and investment company owned by Giles Meads, president. Richard Meads is San Diego advertising executive. Reid is former general manager of KITT(FM) San Diego. They have no other broadcast interests. KAVO is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

KBSN(AM) Crane, Tex. □ Sold by Albert L. Crain to Betracon Inc. for \$550,000. **Seller** also owns 75% of WMSO(AM) Collierville, Tenn. **Buyer** is owned by Ralph N. Conley, owner of Odessa, Tex., oil equipment company, and wife, Betty J.

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What if. The Corporation for Public Broadcasting last week released preliminary figures for community service grants it awards annually to public radio and television stations. The figures project how pending reductions in federal funding would affect CSG's. Included in the graph are projections for radio and television stations with an average CSG amount calculated for fiscal years 1983 through 1986 at various appropriation levels. The chart also shows percentage of decrease in CSG's from 1982 figure: (C) represents the current appropriation level. (OMB) stands for Office of Management and Budget's recommendations for funding. (CR) represents the appropriation level contained in a continuing resolution approved by Congress. (S) is the funding level recommended by the Senate Appropriations Committee. (P) represents the proposed congressional level of funding for that year.

Average CSGs 1982-1986

Fiscal Year	(Figure in millions) CPB appropriations	Average TV CSG (with fixed costs)	Percentage TV decrease from FY '82	Radio average CSG (with fixed costs)	Percentage radio decrease from FY '82
82	\$172.0 (C)	\$508,219	—	\$ 75,562	—
83	137.0 (C)	393,855	22.5	53,354	29.4
83	116.5 (OMB)	334,920	34.1	45,158	40.2
84	130.0 (S)	323,446	36.3	55,112	27.1
84	105.6 (CR)	248,021	51.2	41,404	45.2
84	93.5 (OMB)	210,617	58.5	34,607	54.2
85	105.6 (P)	237,926	53.1	39,088	48.2
85	85.0 (OMB)	175,662	65.4	27,933	63.0
86	105.6 (P)	227,658	55.2	36,637	51.5
86	85.0 (OMB)	116,749	67.2	25,872	65.7

Conleys have no other broadcast interests. KBSN is on 810 khz with 1 kw day.

□ Other approved station sales include: KZOC(FM) (CP) Osage City, Kan.; KLPL-AM-FM Lake Providence, La.; WKLT(FM) Kalkaska, Mich.; WJYY(FM) Brainerd, Minn.; KIMB(AM) Kimball, Neb.; WRDI(AM) Hammonton, N.J.; WEEB(AM) Southern Pines, N.C.; WISL(AM) Shamokin, Pa.; KDHN(AM) Dimmitt, Tex.; and WVAB(AM) Virginia Beach, Va. (see "For the Record," page 88).

NBC's Timothy calls for deregulation

Network president says NBC is interested in new technologies but that all media should be treated equally by government

NBC has given another indication that it hopes to be active in the new media.

In his first major speech since taking over the NBC-TV presidency last July, Ray Timothy last week told the California Association of Broadcasters in Palm Springs that "many of us here, including NBC, are either involved, or would at some point like to be involved, in the new technologies. . . ."

"We think involvement in the new technologies—while costly initially—will complement, from a business standpoint, our core business of broadcasting," Timothy explained.

However, he added, "that will only effectively happen when both broadcasting and the new technologies are treated equally under government policy and rule"—continuing a call for broadcast deregulation that was the key thrust of his address.

Claiming that a 7.7% return on sales in 1980 for the broadcasting industry is lower than that of other communications enterprises, such as publishing, Timothy said that broadcasting is "hardly . . . an invulnerable giant." He charged that current "burdensome and costly regulatory restraints . . . can very well jeopardize the financial base for the services we provide to the public—especially when our competitors are not burdened with such restraints."

Timothy said that the three networks now spend more than \$3 billion for programming "and the costs get higher every year."

The NBC-TV president stressed that the "scarcity" argument in support of broadcast regulation does not hold up. "As choices among print media decline in cities across the country," he said, "choices among electronic media are on the rise.

"Today, as the one-paper town more and more becomes the norm, it is our medium that provides citizens the diversity of viewpoint and styles in the media that is the central meaning of 'public interest' in a democracy."

Intermedia

Rhode Island's division of public utilities has reopened cable franchising process for portion of Newport county, including affluent city of Newport and four nearby communities. Franchise area number seven, as it is known, has total of about 30,000 homes. Deadline for applications is Jan. 29 and about 30 companies have requested information from state concerning submission of proposals. Those showing interest include Rogers UA Cablesystems Storer, Warner Amex, Cablevision, Continental, Adams-Russell, and Comcast. SElection of Coastal Cable Television Inc. back in 1974 has been bogged down in appeals process and litigation that has evolved into situation where two different groups now claim rightful ownership of Coastal stock.

□ **RTNDA fellowship/scholarships.** Radio-Television News Directors Foundation has created \$1,000 annual fellowship in honor of late Michele Clark, CBS News correspondent who died in Chicago plane crash in 1972. Fellowship replaces \$500 Michele Clark cash award established in 1972 and will be awarded to journalist with one to three years of full-time experience. Entries for fellowship should be submitted to RTNDF President Jack Hogan, news director, wzzm-TV Grand Rapids, Mich. Final selection will be made by panel of television and radio network judges. In addition, RTNDF is accepting applications for its scholarship program, which awards to journalism students one \$1,000 scholarship for graduate student and five \$1,000 scholarships for undergraduate students. Entries for scholarship should be submitted to professors or department heads. Deadline for both fellowship and scholarships is March 31. Winners will be invited to attend Radio-Television News Directors Association's annual convention in Las Vegas, Sept. 30-Oct. 2.

□ **Roper study.** According to Roper survey, commissioned by Corporation for Public Broadcasting in October, public may be warming up to concept of cluster advertising on public television stations. One-week study asked 2,000 people across country, 18 and older, how they felt about experiment which would use cluster advertising to raise revenues for public stations: 48% were in favor, and 25% opposed. This is slight increase from results of earlier Roper survey conducted in April and May 1981. Results were 41% in favor and 30% opposed.

□ **Reverse pay TV.** Warner Amex Cable Communications has given Cincinnati Public School Systems first \$100,000 of \$250,000 grant that area schools will use to purchase cable TV equipment "to realize the full educational benefit of its institutional cable network." Grant is part of franchise agreement with city. Company also gave Archdiocese of Cincinnati school office \$50,000 for similar purposes. Warner also announced franchise wins for Jackson township and Wadsworth, both Ohio, adding 14,000 homes to Warner's universe.

□ **Advice on your image.** Robert E. Balon & Associates Inc., Austin, Tex., is offering new service aimed at advising radio and TV stations on image and promotional campaigns. Service is available, exclusive of format, on one-to-a-market basis for fee ranging from \$500 to \$1,000 per month. For information: (512) 327-7010.

For the Record

As compiled by BROADCASTING Jan. 4, through Jan. 8, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

- Sweetwater, Fla.—Spanish Family Radio Corp. seeks 830 khz, 1 kw-D, 1 kw-N. Address: 440 East Thirteenth Street, Hialeah, Fla. 33010. Estimated construction costs: \$25,000; first-quarter operating cost: \$35,000. Principals: Yolanda Eden (60%), Irma Perez and Hipolito Leon (20% each). Eden is Miami educator. Perez is Hialeah school principal. Leon is Opa Locka, Fla., cabinet maker. Eden is also officer and director of applicant for new TV at Hollywood, Fla. Filed Dec. 29, 1981.
 - Meridian, Idaho—Arby R. Beardslee seeks 1210 khz, 500 w-D, 500 w-N. Address: 3908 Fairway Avenue, Studio City, Calif. 91604. Estimated construction costs: \$8,300; first-quarter operating cost: \$22,200; first-quarter revenue: \$32,000. Principals: Applicant is Studio City, Calif., writer and also applicant for new AM at Central Valley, Calif. (BROADCASTING, Aug. 31, 1981). Filed Dec. 29, 1981.
 - Spindale, N.C.—Moonglow Broadcasting Co. seeks 1520 khz, 500 w-D. Address: 303 West Main Street, Spindale, N.C. 28160. Estimated construction costs: \$115,600; first-quarter operating cost: \$18,400; first-year revenue: \$100,000. Principals: Billy B. Martini (34%), Wayne S. Hardin and Frances P. Anderson (33% each). Martini is sports announcer at WAGY(AM) Forest City, N.C., and commercial manager at WCAB(AM) Rutherfordton, N.C. Hardin is Spindale, N.C., realtor. Anderson owns Fort Lauderdale restaurant. None have other broadcast interests. Filed Dec. 24, 1981.
 - Afton, Wyo.—Star Valley Communications seeks 1210 khz, 5 kw-D, 250 w-N. Address: P.O. Box 978. Afton, Wyo. Estimated construction costs: \$143,200; first-quarter operating cost: \$36,400; first-year revenue: \$120,000. Principals: David R. Ewing, Ernest L. Whitesides and Stephen D. Hall (one-third each). Ewing is Afton physician. Whitesides is Afton contractor. Hall is Afton dentist. None have other broadcast interests. Filed Dec. 29, 1981.
- ### FM applications
- Walsenburg, Colo.—Baker Communications Corp. seeks 102.3 mhz, 1.92 kw, HAAT: 376 ft. Address: 606 Kansas Avenue, Walsenburg, Colo. 81089. Estimated construction costs: \$70,000; first-quarter operating cost: \$23,000. Principals: Columbus Baker (90%), Elaine Baker and Claude Appel (5% each). Baker is insurance agent. Elaine Baker, wife of Columbus Baker, is former county employee. Appel is Walsenburg district attorney. None have other broadcast interests. Filed Dec. 28, 1981.
 - Naples Park, Fla.—Juarez Communications Corp. seeks 105.5 mhz, 1.78 kw, HAAT: 394 ft. Address:

1445 Delaware Avenue, Flint, Mich. 48506. Estimated construction costs: \$28,700; first-quarter operating cost: \$17,200; first-year revenue: \$120,000. Principals: Yolanda M. Juarez Naismith (51%), Bernadette Wegerly and mother-in-law, Lillian M. Wegerly (24.5% each). Naismith is Flint, Mich., bank teller. Her husband, Robert Naismith, owns Flint advertising agency. Applicant is also applicant for new AM's at Kingsley, Mich., and North Las Vegas, Nev., and new FM at Atlanta, Mich. Filed Dec. 31, 1981.

- *Fort Valley, Ga.—Joy Public Broadcasting Corp. seeks 91.3 mhz, 100 kw, HAAT: 360 ft. Address: 2711 Chelsea Terrace, Baltimore 21217. Estimated construction costs: \$11,600; first-quarter operating cost: \$6,000. Principal: Noncommercial corporation. Joseph Brown is director and vice president. Filed Jan. 5.

- *Marion, Ind.—Marion College seeks 89.7 mhz, 3 kw, HAAT: 290.3 ft. Address: 4201 South Washington Street, Marion, Ind. 46952. Estimated construction costs: \$73,665; first-year operating cost: \$80,000. Format: Educational. Principal: Noncommercial, educational institution. Robert Luckey is president. It has no other broadcast interests. Filed Jan. 4.

- Madison, Minn.—Lac Qui Parle Broadcasting Inc. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 611 Thirteenth Street South, Benson, Minn. 56215. Estimated construction costs: \$51,200; first-quarter operating cost: \$14,600; first-year revenue: \$100,000. Principals: Julien J. Meyer and son, Maynard R. Meyer; Ronald C. Overlander and son, Terrence L. Overlander (25% each). Julien Meyer is former chief engineer at KBMO-AM-FM Benson, Minn. Maynard Meyer is chief engineer at KRZD(AM) Wray, Colo. Ronald Overlander is general manager at KBMO, where Terrence is salesman. Filed Jan. 4.

- Centralia, Mo.—Clair Broadcasting Inc. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 353, Fulton, Mo. 65251. Principal: Jerry D. Clair (100%), who owns Columbia, Mo., bookstore and has no other broadcast interests. Filed Dec. 23, 1981.

- *Winston-Salem, N.C.—Winston-Salem State University seeks 89.3 mhz, 100 kw, HAAT: 46.47 ft. Address: P.O. Box 5772, Winston-Salem 27107. Principal: Noncommercial, educational institution. Joseph Battle is chairman of board of trustees. It has no other broadcast interests. Filed Dec. 31, 1981.

- *Madison, Wis.—University of Wisconsin seeks 89.1 mhz, 75 kw, HAAT: 742 ft. Address: 1220 Linden Drive, Madison 53706. Estimated construction costs: \$140,000; first-quarter operating cost: \$158,400. Principal: Applicant is licensee of WHA-AM-TV Madison, Wis. Filed Dec. 30, 1981.

TV applications

- Huntsville, Ala.—North Alabama Broadcasters

seeks ch. 54; ERP: 772.3 kw vis, 153.5 kw aur., HAAT: 871 ft.; ant. height above ground: 164 ft. Address: Station 620, Osborne Office Center, Chattanooga, Tenn. 37411. Estimated construction cost: \$212,000; first-quarter operating cost: \$210,500. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga. Principals: John F. Pauza and Joel A. Katz (50% each). Pauza is Chattanooga broadcast consultant. Katz is Atlanta, Ga., attorney. Neither have other broadcast interests. Filed Dec. 17, 1981.

- Pittsfield, Mass.—Housatonic Broadcasting Inc. seeks ch. 51; ERP: 621 kw vis, 62.1 kw aur., HAAT: 728.5 ft.; ant. height above ground: 235 ft. Address: 71 Bartlett Avenue, Pittsfield 01201. Estimated construction cost: \$754,400; first-quarter operating cost: \$236,400. Legal counsel: Baraff, Koerner & Olender, Washington. Consulting engineer: Hatfield & Dawso. Principals: Gary M. Kaye, president; Pamela W. Peterson, Ronald Richman, William K. McDaniel, Michael Maus, Gary Krakow, Jonathan M. Heller, Adolyn Myers and William Stoller (11.1% each). Kaye is news producer/editor at NBC news, New York. Peterson is technical manager at CBS, New York. McDaniel is vice president of BBD&O Advertising, New York. Maus is correspondent with NBC news, New York. Myers is news writer/editor, NBC news, New York. Krakow is assignment editor, NBC news. Richman is freelance cameraman. Stoller is correspondent with ABC news. Heller is manager with San Francisco department store. None have other broadcast interests. Filed Dec. 17, 1981.

- McAllen, Tex.—Carlos Ortiz seeks ch. 48; ERP: 12.4 kw vis, 2.2 kw aur., HAAT: 561 ft.; ant. height above ground: 445 ft. Address: 1386 North Reagan Street, San Benito, Tex. 78586. Estimated construction cost: \$67,000; first-quarter operating cost: \$7,000; first-quarter revenue: \$17,000. Principal: Applicant is San Benito, Tex., evangelist and is also applicant for four UHF low power TV stations. Filed Dec. 29, 1981.

AM actions

- Morton, Wash.—Morton Radio Inc. dismissed application for 1310 khz, 1 kw-D. Address: 2nd & Lester Dr. Morton 98356. Action Dec. 7, 1981.

- Chilton, Wis.—Maszka Broadcast Enterprises granted 1530 khz, 250 w-D. Address: 475 North Wall Street, Denmark, Wis. 54208. Estimated construction costs: \$22,400; first-quarter operating cost: \$27,000. Principal: Steven G. Maszka (100%), who is operator with WLRE(TV) Green Bay, Wis., and has no other broadcast interests. Action Dec. 28, 1981.

FM actions

- West Helena, Ark.—West Helena Radio Inc. granted 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 5100

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Sanderlin, Suite 1600, Memphis, Tenn. 38117. Estimated construction costs: \$103,250; first-quarter operating cost: \$28,000; first-quarter revenue: \$18,750. Principals: Stephen W. Anderson (80%) and wife, Carole B. and daughter, Dena C. (10% each). Stephen Anderson is Memphis real estate broker. Carole Anderson is housewife. Dena is nurse. They have no other broadcast interests. Action Nov. 24, 1981.

■ Avon Park, Fla.—Highlands Ridge Inc. granted 106.3 mhz, 3 kw, HAAT: 310 ft. Address: Suite 711, 1605 Main Street, Sarasota, Fla. 33577. Estimated construction costs: \$55,000; first-year operating cost: \$45,000; first-year revenue: \$60,000. Principals: Ralph Hunter, president (75%) and G. Bruce Hunter (25%). Ralph Hunter is former general manager of WVLC-AM-FM Orleans, Mass. (This corrects item of Nov. 16, 1981). Action July 23, 1981.

■ North Platte, Neb.—Mid Plains Broadcasting Inc. granted 103.5 mhz, 100 kw, HAAT: 146 ft. Address: c/o C&J Cheese Inc., 1100 S. Dewey, North Platte 69101. Estimated construction cost: \$173,000; first-quarter operating cost: \$57,000. Format: Popular/CW. Principal: Neil I. Nelkin (20%) and his father, Seymour (25%); Charles E. Schwartz (20%); Eugene W. Brase (25%), and Joseph diNatale (10%). Neil Nelkin is free lance producer of radio and TV commercials, and former operations director at KSTC-AM-FM Sterling, Colo. Schwartz is real estate investor and former sports director at KODY-AM-FM North Platte. Brase, Seymour Nelkin, and diNatale are all businessmen in North Platte area. Action Dec. 17, 1981.

■ Devine, Tex.—Davis Communications Inc. granted 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 613 East Nopal, Uvalde, Tex. 78801. Estimated construction costs: \$80,500; first-year operating cost: \$17,000; revenue: \$75,000. Format: MOR. Principals: Ashley N. Davis Jr. (51%) and wife, Pamela S. Davis (49%). Ashley Davis is news director at KVOU(AM) Uvalde, Tex. Pamela Davis is former announcer KELD(AM) El Dorado, Ark. They have no other broadcast interests. Action Dec. 17, 1981.

TV actions

■ Seaford, Del.—Delaware Citizens Committee granted ch. 5; ERP: 5.02 kw vis., 1 kw aur; HAAT: 465 ft.; ant. height above ground: 99 ft. Address: Office of Communications & Broadcasting, University of Nevada. Reno 89557. Estimated construction cost \$1,260,000; first-year operating cost: \$468,000; Legal Salisbury, Md. Principals: non-profit corp.; Shelton J. Merrill, president. Action Dec. 2, 1981.

■ Reno, Nev.—Channel 5 Public Broadcasting Inc. granted ch. 5; ERP: 5.02 kw vis., 1 kw aur. HAAT: 465 ft.; ant. height above ground: 99 ft. Address: Office of Communications & Broadcasting, University of Nevada. Reno 89557. Estimated construction cost \$1,260,000, first-year operating cost: \$468,000; Legal counsel: Schwartz, Woods & Miller-Washington, D.C.; consulting engineer: Ronald H. Todd, Mountain View. Principals: Non-profit Corp.; Daniel J. Tone, executive director & general manager, office of communications & broadcasting, University of Nevada. UNR is also permittee of new FM in Reno. Action Dec. 10, 1981.

■ Lander, Wyo.—Central Wyoming College granted ch. 4; ERP: 100 kw vis., 10 kw aur., HAAT: 1515 ft.; ant. height above ground: 242 ft. Address: Highway 26, Riverton, Wyo. Estimated construction cost: \$2,120,000, first-year operating cost: \$75,000. Legal counsel: Fletcher, Heald & Hildreth-Washington. Consulting engineer: Robert A. Jones-La Grange, Ill. Principal: Nonstock, nonprofit corp: Robert A. Peck, president of board of trustees. He is co-publisher of *Riverton* [Wyo.] *Ranger*, and 50% owner of KRBN(AM) Red Lodge, Mont. Central Wyoming College is also licensee of KCWC(FM) Riverton, Wyo. Action Dec. 10, 1981.

Ownership Changes

Applications

■ WCRJ-AM-FM Jacksonville, Fla. (AM: 1530 khz, 50 kw-D; FM: 107.3 mhz, 100 kw, ant. 350 ft.)—Seeks assignment of license from CLW Communications Group to Abell Communications Corp. for \$2,039,000 (BROADCASTING, Dec. 14, 1981). Seller is subsidiary of AMG International, religious, nonprofit organization principally engaged in missionary and relief work abroad. Spiros Zodiates is president. It also is licensee of WSCW(AM) South Charleston, W. Va., and WHYD(AM) Columbus, Ga. Buyer is subsidiary

of A.S. Abell Co., closely held publisher of *Baltimore Sun* and owner of WMAR-FM-TV Baltimore, which has also bought WDOQ(FM) Daytona Beach, Fla., for \$3 million (BROADCASTING, Nov. 9, 1981). Filed Dec. 24, 1981.

■ WFGS(AM)[CP] Milton, Fla. (1330 khz, 5 kw-D)—Seeks assignment of license from Wells Broadcasting Inc. to Robert A. Switzer for \$47,200. Seller: Aaron J. Wells has no other broadcast interests but will retain option for minority interest in proposed station. Buyer is Omaha, Neb., and Newbury Park, Calif., radio equipment supplier and has no other broadcast interests. Filed Dec. 23, 1981.

■ WPCF(AM) Panama City Beach, Fla. (1290 khz, 500 w-D)—Seeks transfer of control of Community Service Broadcasting Inc. from Walter C. Sherman (100% before; none after) to Charles K. Winstanley. Consideration: \$25,000. Principals: Seller owns 51% of stock. Buyer currently owns 39% of stock and also 9.4% of KJIN(AM)-KCIL(FM) Homma, La. Filed Jan. 5.

■ WRBA(AM) Normal, Ill. (1440 khz, 1 kw-D, 500 w-N)—Seeks assignment of license from Iroquois County Broadcasting Co. to American Radio Inc. for \$1,000 for stock and \$206,000 for assumption of debt. Seller: Richard A. Martin (42.86%), Donald J. Ruth (28.57%), Samuel L. Martin and Robert L. Bivans (14.28% each). They own WGFA-AM-FM Wauseka, Ill., and WTKM-AM-FM Hartford, Wis. Buyer: Robert L. Bivans (52%) and son, Robert A. Bivans (48%). Robert L. Bivans is vice president and 14.28% owner of Iroquois County Broadcasting Co. Robert A. Bivans is Danville, Ill., engineer. Filed Dec. 28, 1981.

■ KVGO(AM)[CP] Pineville, La. (680 khz, 250 kw-D)—Seeks assignment of license from Blac Inc. to EBCO Broadcasting Inc. for \$40,468. Seller has no other broadcast interests. Buyer: Ben D. Johnson (60%), Alphonse Jackson Jr. and Floyd Hamilton III (20% each). Johnson owns WXOK(AM) Baton Rouge, La., 50% of applicant for new AM at Shreveport, La., and 12.5% of KLAX-TV[CP] Alexandria, La. Jackson is partner in advertising firm. Hamilton owns 23.5% interest in assignor. Filed Dec. 28, 1981.

■ KADI(AM) Clayton, Mo. (1320 khz, 5 kw-D)—Seeks assignment of license from St. Louis County Broadcasting Inc. to Bott Communications Inc. for \$900,000 (BROADCASTING, Jan. 11). Seller: Principally owned by Richard J. Miller, who is also principal owner of KADI(FM) St. Louis. Buyer: Bott Broadcasting Co. (80%) and Richard P. Bott II (20%). Bott Broadcasting is owned by Richard Bott and wife, Sherley E. Bott (100% jointly). They own KCCV(AM) Independence, Mo.; WFCV(AM) Fort Wayne, Ind., and KQCV(AM) Oklahoma City. Filed Dec. 22, 1981.

■ KLDY(AM)-KSAS(FM) Liberty, Mo. (AM: 1140 khz, 500 kw-D; FM: 106.5 mhz, 100 kw, ant. 670 ft.)—Seeks assignment of license from Southwest Radio Enterprises Inc. to Golden East of Missouri Inc. for \$2 million cash plus \$350,000 note for noncompete covenant. Seller: Subsidiary of Southwest Florida Enterprises Inc., which is owned by Leonard H. Strauss (76%) and wife, Marilyn Strauss (24%), who have no other broadcast interests. Buyer: Subsidiary of Golden East Broadcasting Corp., which is owned by Larry M. Saunders and Norman B. Beasley (50% each). They own WWDE(AM)-WPFX(FM) Hampton, Va. Filed Dec. 31, 1981.

■ KSBC(FM) Redmond, Ore. (92.7 mhz, 2.5 kw, ant. 380.5 ft.)—Seeks assignment of license from Sonshine Broadcasting Corp. to Dune Country Enterprises Inc. for \$162,000. Seller: Nonstock corporation; Robert T. Nash is president. It has no other broadcast interests. Buyer: Stephen D. Kenagy (80%) and V. Richard Good (20%). They own KDUN(AM) Reedsport, Ore. Filed Dec. 29, 1981.

■ WPKZ(AM) Pickens, S.C. (1540 khz, 10 kw-D)—Seeks assignment of license from Mark Media Inc. to Charles E. Stoval for \$225,000 (BROADCASTING, Jan. 11). Seller: J. Ardell Sink and wife Remelle K., who own WKYK(AM) Burnsville and WCLS(AM) Cherryville, both North Carolina. They also are applicants for new FM's at Pawley's Island, S.C. (BROADCASTING, Nov. 9, 1981) and Andrews, S.C. (BROADCASTING, Dec. 21, 1981). Buyer is East Point, Ga., minister and has no other broadcast interests. Filed Dec. 31, 1981.

Actions

■ KAVO(FM) Fallbrook, Calif. (107.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Burdick Broadcasting Corp. to North County Communications for \$500,000 plus \$145,000 for noncompete agree-

ment. Seller: Max L. Burdick Jr. (80%) and his parents, Max L. Burdick Sr. and Dona Lou Burdick (10% each). Younger Burdick is also applicant for new FM at West Jordan, Utah. Buyer: Meads Group (49%), Wallace Reid, Giles W. Meads Jr., and brother, Richard W. Meads (17% each). Meads Group is Morgan Hill, Calif., real estate and investment company of which Giles Meads is president and owner. Richard Meads is San Diego advertising executive. Reid is former general manager of KITT(FM) San Diego. They have no other broadcast interests. Action Dec. 23, 1981.

■ KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 103.9 mhz, 38 w, ant. 2,650 ft.)—Granted assignment of license from San Bernardino Broadcasting Investment Corp. to Kotcom Broadcasting Investment Corp. for \$2,600,000. Seller is owned by Thomas M. Jones and sister, Sally Jones Lenart, who also own KKON(AM) Kealahouka, Hawaii, hold CP for new FM there, and are applicants for new FM at Needles, Calif. Buyer is owned by Dana M. Kott and wife, Carole A. Dana Kott is former owner of WCOD(FM) Hyannis, Mass., and has no other broadcast interests. Action Dec. 22, 1981.

■ KZOC(FM)[CP] Osage City, Kan. (92.7 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of construction permit for Osage Radio Inc. from Alvin R. Crippen and others (100% before; none after) to E. Eugene McCoy and others (none before; 100% after). Consideration: expenses-\$150,000. Principals: Seller is owned by William Turney, Alvin Crippen and their families. Transferees are E. Eugene McCoy (30%), son E. Eugene McCoy Jr. (35%) and William P. Turney (35%). Elder McCoy is marketing manager for Mount Vernon, Ohio, energy company. Younger McCoy is sales manager at WDZQ(FM) Decatur, Ill. Younger McCoy also owns 45% of applicant for new FM at Cadiz, Ohio. Action Dec. 23, 1981.

■ KLPL-AM-FM Lake Providence, La. (AM: 1050 khz, 250 w-D; FM: 92.7 mhz, 2 kw, ant. 146 ft.)—Granted assignment of license from Lakeside Broadcasting Co. to Turner Broadcasting Inc. for \$180,000. Seller: Ernest R. Sandidge (80%) and Tom D. Gay (20%) who also own KCTO-AM-FM Columbia, La. Buyer: Walter H. Turner (51%) and Dixie Business Investment Co. (40%). Turner is station manager of KLPL. Dixie Business Investment Co. is group of Lake Providence investors. Jerry Donahoe is manager. None have other broadcast interests. Action Dec. 22, 1981.

■ WKLT(FM) Kalkaska, Mich. (97.7 mhz, 3 kw, ant. 500 ft.)—Granted assignment of license from Peninsula Broadcasting Inc. to Northern Radio of Michigan Inc. for \$320,000. Seller: Roger Watson and Roy E. Henderson (50% each). Henderson also owns 70% of KYST(AM) Texas City, Tex. Buyer: subsidiary of Northern Investment Co., Fargo, N.D., which is principally owned by Frank C. Gokey and family. They are Fargo soft drink manufacturers and have no other broadcast interests. Action Dec. 23, 1981.

■ WJYY(FM) Brainerd, Minn. (106.7 mhz, 100 kw, ant. 448 ft.)—Granted transfer of control of Tower Broadcasting Corp. from Roger Best, Robert Gross and Wilbern Tell (100% before; none after) to James and Mary Pryor, joint tenants (none before; 100% after). Consideration: \$100,000. Principals: Sellers own 60% of licensee stock. Buyer James Pryor is general manager and currently 40% owner of WJYY. Action Dec. 23, 1981.

■ KCFM(FM) Florissant, Mo. (97.1 mhz, 50 kw, ant. 500 ft.)—Granted transfer of control of Florissant Broadcasting Co. from Paul L. Blair Jr. and others (100% before; none after) to Cardinal Newman Communications Inc. (none before; 100% after). Consideration: \$900,000. Principals: Seller is owned by 17 stockholders. Paul L. Blair Jr. is president and 25% owner. Buyer is noncommercial corp. and subsidiary of Cardinal Newman [Normandy, Mo.] College, which has no other broadcast interests. A. Martial Capbern is president. Transfer calls for immediate purchase of 47.5% of stock with option to buy remaining 52.5%. Action Dec. 29, 1981.

■ KGRZ(AM)-KDXT(FM) Missoula, Mont. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 93.3 mhz, 43 kw, ant. 2,550 ft.)—Seeks assignment of license from Robert E. Ingstad to Windpoint 1970 Holding Co. for \$1,750,000. Seller: KGRZ is owned by Robert Ingstad (80%) and Dan L. Gittings (20%). KDXT is owned by Robert Ingstad and wife. Ingstad also owns KBUF-AM-FM Garden City, Kan.; WTNT(AM)-WLWV(FM) Tallahassee, Fla.; KGFY(AM) Pierre, S.D.; and is new FM applicant for Pierre. Buyer: closely held group of one common share stockholder and 21 preferred share stockholders. Samuel C. Johnson owns 100% of com-

mon stock as trustee for Herbert F. Johnson Trust. He is Racine, Wis., businessman and real estate investor and has no other broadcast interests. Action Dec. 23, 1981.

■ **KIMB(AM)** Kimball, Neb. (1260 khz, 1 kw-D)—Seeks assignment of license from KIMB Inc. to James E. George for \$300,000. Seller: Norton E. Warner (65.8%) and wife, Diane H. (34.2%), who own KRLN(AM)-KSTX(FM) Canon City, Colo.; KABL-AM(FM) Abilene, Kan.; and KLIN-AM-FM Lincoln, Neb. Buyer is plant manager at Columbus, Neb., manufacturing company and has no other broadcast interests. Action Dec. 19, 1981.

■ **WRDI(AM)** Hamonton, N.J. (1580 khz, 1 kw-D)—Granted assignment of license from Rodio Radio Inc. to Normandy Broadcasting Inc. for \$185,000. Seller is principally owned by James N. Rodio who also owns WRDR(FM) Egg Harbor, N.J. Buyer is owned by Norman D. Sanders, who is president of Holmdel, N.J., management consulting firm and has no other broadcast interests. Action Dec. 23, 1981.

■ **KGAK(AM)-KQNM(FM)** Gallup, N.M. (AM: 1330 khz, 5 kw-D, 1 kw-N; FM: 93.7 mhz, 30 kw, ant. 160 ft.)—Granted transfer of control of Gallup Broadcasting Co. from Jack B. Chapman, individually (100% before; none after) to Jack B. Chapman and wife, Betty (none before; 100% after). Principals: Application seeks to transfer ownership from individual to joint ownership. No financial consideration is involved. No other broadcast interests. Action Dec. 22, 1981.

■ **WEEB(AM)** Southern Pines, N.C. (990 khz, 5 kw-D)—Granted assignment of license from Sandhill Community Broadcasters Inc. to Southern Sandy Corp. for \$366,200. Seller: Jack S. Younts (79%) and wife, Elizabeth (21%), who have no other broadcast interests. Buyer: Patricia Hamilton, John J. Stephens (31.3% each), Robert K. Hood (15.7%) and eight others. Hamilton is director of media relations, National Forest Products Association, Washington. Stephens is vice president of International Paper Co., New York, where Hood is marketing and general manager. None have other broadcast interests. Action Dec. 22, 1981.

■ **WVKO-AM-FM** Columbus, Ohio (AM: 1580 khz, 1 kw-D; FM: 94.7 mhz, 52 kw, HAAT: 220 ft.)—Granted assignment of license from Sky Way Broadcasting Corp. to Franklin Communications Inc. for \$2,500,000. Seller is owned by 47 stockholders, none of whom have other broadcast interests. Bert Charles is president and 24.9% owner. Buyer: Subsidiary of Marvin Josephson Associates Inc., New York-based talent agency which through subsidiaries is licensee of WNIC-AM-FM Dearborn, Mich., and WNOR-AM-FM Norfolk, Va. Marvin Josephson is chairman, chief executive officer and 47.1% owner. Action Dec. 29, 1981.

■ **WISL(AM)** Shamokin, Pa. (1480 khz, 1 kw-U)—Granted assignment of license from Radio Anthracite Inc. to Laurel Broadcasting Inc. for \$325,000. Seller: Henry W. Lark (100%), who also sold co-located WISL-FM to different buyers (BROADCASTING, Nov. 2, 1981), and has no other broadcast interests. Buyer: James P. O'Leary and Arthur M. Sherman (50% each). They are Harrisburg, Pa., advertising executives and principals in applicant for new AM at Carlisle, Pa. Action Dec. 22, 1981.

■ **WKVM(AM)** San Juan, P.R. (810 khz, 25 kw-U)—Granted assignment of license from American Colonial Broadcasting Corp. to Catholic Archdiocese of San Juan for \$1,019,000. Seller: Zaida R. dePerez-Perry (49.86%) and children, Ralph Perez-Ramirez, Ingrid Perez-Ramirez and Azida Perez de Flores. They own WKVM-FM San Juan; WKBM-TV Caguas and WSUR-TV Ponce, all Puerto Rico. Buyer is nonprofit organization that is also licensee of W-RO(FM) Ponce, P.R. Rev. Monsignor Rafael Fontanez is Episcopal Vicar of Administration. Action Dec. 22, 1981.

■ **KBSN(AM)** Crane, Tex. (810 khz, 1 kw-D)—Granted assignment of license from Albert L. Crain to Betracon Inc. for \$550,000. Seller owns 75% of WMSO(AM) Collierville, Tenn., and is applicant for new AM at St. George, Utah. Buyer: Ralph N. Conley and wife, Betty (50% each). Ralph Conley owns Odessa, Tex., pipe coating business and has no other broadcasting interests. Action Dec. 23, 1981.

■ **KDHN(AM)** Dimmitt, Tex. (1470 khz, 500 w-D)—Granted assignment of license from Plains Media Inc. to JLP Media Inc. for \$280,000. Seller: Gerald M. Hanners (60%) and wife, Susan J. (40%) who have no other broadcast interests. Buyer: Linda Haldane (50%), brother, Johnnie S. Cain (33.33%) and their

mother, Madeline Cain (16.67%). Linda Haldane and Madeline Cain are Bard, N.M., ranchers. Johnnie Cain is announcer at KTNM(AM)-KQAY(FM) Tucumcari, N.M. They have no other broadcast interests. Granted Dec. 22, 1981.

■ ***WVWR-FM** Roanoke, Va. (89.1 mhz, 100 kw, ant. 1,970 ft.)—Seeks assignment of license from Virginia Western Community College to VPI Educational Foundation Inc. Assignor, agency of Estate of Virginia, has experienced budget reductions which require elimination of WVWR-FM function. Charles Downs is president. Licensee has no other broadcast interests. Assignee is Virginia Polytechnic Institute. William W. Lavery is president. No financial consideration is involved. Action Dec. 29, 1981.

■ **WVAB(AM)** Virginia Beach, Va. (1550 khz, 5 kw-D)—Granted assignment of license from Sea Broadcasting Corp. to Atlantic Broadcast Enterprises Inc. for \$315,000. Seller: Closely held owner of 21 stockholders principally owned by the Sidney S. Kellam family. None have other broadcast interests. Buyer: Edward J. Freach and Steven Soldinger (50% each). Freach is former president and general manager of WAVY-TV Portsmouth, Va. Soldinger is account executive for WBAL-TV Baltimore, Md. Freach owns less than 1% of LIN Broadcasting Corp. Granted Dec. 22, 1981.

Facilities Changes

AM applications

■ **KAZM(AM)** Sedona, Ariz.—Seeks modification of CP (BP-8001104AE) to augment standard radiation pattern for change from 1470 khz, ND-D, to 780 khz DA-N/ND-D. Ann. Jan. 5.

■ **WAZE(AM)** Clearwater, Fla.—Seeks modification of CP (BP-21,020) to correct antenna orientation. Ann. Jan. 5.

■ **WJPC(AM)** Chicago—Seeks CP to augment nighttime pattern. Ann. Jan. 6.

■ **KIOA(AM)** Des Moines, Iowa—Seeks CP to change existing nighttime directional pattern with augmentation. Ann. Jan. 6.

■ **WDBC(AM)** Escanaba, Mich.—Seeks CP to change ant. sys. (make changes in authorized nighttime directional ant. sys. and redescribe RMS). Ann. Jan. 6.

■ **WMSW(AM)** Hatillo, P.R.—Seeks modification of CP (BP-790130AB, as mod) to change power (augment standard D & N patterns). Ann. Jan. 5.

■ **WIXR(AM)** Mt. Pleasant, S.C.—Seeks modification of CP (BP-800819AC) to change TL. Ann. Jan. 5.

AM actions

■ **WCRT(AM)** Vestavia Hills, Ala.—Granted CP to change city of license to Vestavia Hills, Ala.; add N service with 1 kw, DA-N. Action Dec. 15, 1981.

■ **KJEM(AM)** Bentonville, Ark.—Granted CP to increase D power from 500 w to 5 kw. Action Dec. 15, 1981.

■ **WTIS(AM)** Tampa, Fla.—Granted CP to make changes in ant. sys. (change direction of antenna pattern). Action Dec. 7, 1981.

■ **WSB(AM)** Atlanta, Ga.—Dismissed CP to change ant. sys. Action Dec. 7, 1981.

■ **KSKI(AM)** Hailey, Idaho—Granted construction permit to change frequency to 1330 khz; increase D and N powers to 5 kw, 1 kw DA-N and make changes in ant. sys. Action Dec. 14, 1981.

■ **WRTH(AM)** Wood River, Ill.—Granted CP to make changes in ant. sys. (augment day and night patterns; correct spacing and orientation of array). Action Dec. 21, 1981.

■ **KIWA(AM)** Sheldon, Iowa—Granted CP to change ant. sys. (increase tower height; reduce ant. input). Action Dec. 29, 1981.

■ **WWIW(AM)** New Orleans—Granted CP to change TL. Action Dec. 14, 1981.

■ **WJRO(AM)** Glen Burnie, Md.—Granted modification of CP (BP-20,748) to aug. standard N pattern. Action Dec. 23, 1981.

■ **WPGC(AM)** Morningside, Md.—Granted

modifications of CP(BP-20.324) to change TL. Action Dec. 21, 1981.

■ **WKKE(AM)** Pearl, Miss.—Granted CP to make changes in TL. Action Dec. 15, 1981.

■ **WOKX(AM)** High Point, N.C.—Granted CP to change D power to 832.5 w during non-critical hours. Action Dec. 15, 1981.

■ **WUIV(AM)** Icard Township, N.C.—Granted CP to make changes in ant. sys. Action Dec. 10, 1981.

■ **KTSA(AM)** San Antonio, Tex.—Granted CP to increase MEOV's on nighttime directional ant. pattern. Action Dec. 14, 1981.

■ **WVMR(AM)** Frost, W.Va.—Granted modifications of CP (BP-800108AH) to increase power to 2.5 kw, ND-D; change TL; and change type trans. Action Dec. 22, 1981.

■ **WFHR(AM)** Wisconsin Rapids, Wis.—Granted CP to increase night MEOV's. Action Dec. 28, 1981.

FM actions

■ **KQST(FM)** Sedona, Ariz.—Granted modification of CP to change TL; change type ant.; change ERP to 500 w; decrease HAAT to 750 ft. and change TPO. Action Dec. 11, 1981.

■ ***KLRE-FM** Little Rock, Ark.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 40 kw and change TPO. Action Dec. 2, 1981.

■ ***KP5H-FM** Palm Springs, Calif.—Granted CP to change frequency to 88.5 mhz and increase ERP to 18 w. Action Dec. 10, 1981.

■ ***KSCU(FM)** Santa Clara, Calif.—Granted construction permit to change frequency to 103.3 mhz.; increase ERP to 30 kw; change HAAT to -7 ft. Action Dec. 15, 1981.

■ **KRQY(FM)** Pueblo, Colo.—Granted CP to change TL; increase ERP to 100 kw; change HAAT to 601.6 ft., and make changes in ant. sys. Action Dec. 15, 1981.

■ ***WMNR(FM)** Monroe, Conn.—Granted CP to increase ERP to 10 kw; change HAAT to 255 ft.; change transmission line and length; change type transmitter; change type ant. and make changes in ant. sys. Action Dec. 7, 1981.

■ **WNDU(FM)** Willimantic, Conn.—Granted CP to decrease ERP to 1.55 kw; increase HAAT to 398 ft. and change TPO. Action Dec. 22, 1981.

■ ***WHRS(FM)** Greenacres, Fla.—Granted CP to change city of license to Greenacre, Fla.; change TL; decrease ERP to 25 kw; increase HAAT to 350 ft. and make changes in ant. sys. Action Dec. 10, 1981.

■ **WGCV(FM)** Port St. Joe, Fla.—Granted modification of CP (BPH-800702AK) to change TL and SL; change ERP to 980 w; increase HAAT to 530 ft.; and change TPO. Action Dec. 15, 1981.

■ **WFTZ(FM)** Hinesville, Ga.—Granted modifications of CP (BPH-10,665) to change type trans.; change type ant.; decrease ERP to 1.95 kw; increase HAAT to 363 ft. and change TPO. Action Dec. 15, 1981.

■ ***WLNK(FM)** Lincoln, Ill.—Granted CP to change frequency to 88.9 mhz; increase ERP to 225 w; change HAAT to 65 ft. Action Dec. 15, 1981.

■ **WENS(FM)** Shelbyville, Ind.—Granted modifications of CP (BPH-790613AB) to change type ant.; increase ERP to 30 kw and change TPO. Action Dec. 10, 1981.

■ **WFMI(FM)** Winchester, Ky.—Granted CP to change TL; specify SL/RC; and make changes in ant. sys. Action Dec. 15, 1981.

■ **WABK-FM** Gardiner, Me.—Granted CP to increase ERP to 34 kw; change type trans. and change TPO. Action Dec. 15, 1981.

■ **WMJX(FM)** Boston—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP to 11.5 kw; increase HAAT to 900 ft. and change TPO (main antenna). Action Dec. 10, 1981.

■ **WAVM(FM)** Maynard, Mass.—Granted modifications of CP (BPED-790427AB) to make changes in ant. sys.; change type ant.; change ERP to 136 w and change TPO. Action Dec. 16, 1981.

■ ***WMFO(FM)** Medford, Mass.—Granted CP to increase ERP to 125 w; change HAAT to 135 ft. Action Dec. 23, 1981.

■ **KOGA-FM** Ogallala, Neb.—Granted CP to change

frequency to 99.7 mhz.; change ERP to 34.85 kw; change HAAT to 272 ft.; change type trans and make changes in ant. sys. Action Dec. 22, 1981.

■ **WIBQ(FM)** Utica, N.Y.—Granted CP to install auxiliary ant. on main tower; to be operated on ERP of 9.026 kw; change HAAT to 537 ft., and change TPO (for auxiliary purposes only). Action Dec. 9, 1981.

■ **WLTV(FM)** Statesville, N.C.—Granted modifications of CP (BPH-800130AK) to make changes in ant. sys.; change type trans.; change type ant.; change ERP to 100 kw (H) and 88.4 kw (V); decrease HAAT to 560 ft. and change TPO. Action Dec. 16, 1981.

■ ***KDSU(FM)** Fargo, N.D.—Granted CP to change frequency from 91.9 mhz to 89.9 mhz; change TL; increase ERP to 100 kw and make changes in ant. sys. Action Dec. 15, 1981.

■ ***WQRP(FM)** West Carrollton, Ohio—Granted CP to increase ERP to 5 kw; change HAAT to 65 ft. and make changes in ant. sys. Action Dec. 15, 1981.

■ ***KEPO(FM)** Eagle Point, Ore.—Granted CP to change frequency to 92.1 mhz. Action Dec. 15, 1981.

■ ***WJCR(FM)** Washington, Pa.—Granted CP to change frequency to 92.1 mhz. Action Dec. 23, 1981.

■ **WXRY(FM)** Columbia, S.C.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease HAAT to 300 ft.; increase ERP to 3 kw and change TPO. Action Dec. 15, 1981.

■ **KKYA(FM)** Yankton, S.D.—Granted modifications of CP (BPH-790518AD) to change frequency to 93.1 mhz; change TL; increase ERP to 100 kw; change HAAT to 465 ft.; change type trans. and make changes in ant. sys. Action Dec. 15, 1981.

■ ***WDX(FM)** Olive Hill, Tenn.—Granted CP to increase ERP to 100 kw; change HAAT to 226 ft. and make changes in ant. sys. Action Dec. 15, 1981.

■ **KLMT(FM)** Marlin, Tex.—Granted CP to redescribe TL; increase ERP to 3 kw; change HAAT to 300 ft.; make changes in ant. sys. Action Dec. 15, 1981.

■ **KQXX(FM)** McAllen, Tex.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 1318.2 ft.; change transmitter and make changes in

ant. sys. Action Dec. 15, 1981.

■ **KBGG-FM** Merkel, Tex.—Granted modifications of CP (BPH-10,495, as mod.) to change TL; change type trans.; change type ant.; locate RC at TL; and change TPO. Action Sept. 15, 1981.

■ ***KURU(FM)** San Antonio, Tex.—Granted CP to change TL; specify SL/RC; increase ERP to 100 kw; change HAAT to 724 ft.; and make changes in ant. sys. Action Dec. 15, 1981.

■ ***KRDC-FM** St. George, Utah—Granted CP to change frequency to 99.3 mhz; change ERP to 10.72 w and change HAAT to 171 ft. Action Dec. 18, 1981.

■ **WCMZ(FM)** Crozet, Va.—Granted CP to change ERP to 2 kw (H), 1.64 kw (V); change HAAT to 360 ft. and make change in ant. sys. Action Dec. 10, 1981.

■ **WIVI-FM** Christiansburg, St. Croix, V.I.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 10.7 kw; increase HAAT to 1076 ft., and change TPO. Action Dec. 10, 1981.

■ ***KWCW(FM)** Walla Walla, Wash.—Granted CP to increase ERP to 160 w; change HAAT to 1062 ft. Action Dec. 15, 1981.

TV actions

■ **KGOF(TV)** Anaheim, Calif.—Granted MP (BPCT-4113, as modified) to change ERP to 382 kw vis., 76.2 kw aur.; change HAAT to 2386 ft. Action Dec. 22, 1981.

■ **WTSF-TV** Ashland, Ky.—Granted MP (BPCT-790118LC) to increase transmitter output power; change trans.; change ant.; increase tower height to 509 ft. AGL. Action Dec. 11, 1981.

■ **KOBI(TV)** Medford, Ore.—Granted MP (BPCT-4475) to change auxiliary trans. Action Dec. 23, 1981.

■ **WRLH-TV** Richmond, Va.—Granted CP to change ERP to 403.6 kw vis., 403.6 kw aur.; change trans.; and make changes to ant. sys.; change HAAT to 986 feet. Action Dec. 22, 1981.

In Contest

Procedural rulings

■ **Martinez, Ga. FM proceeding** (Columbia County Broadcasters and CSRA Broadcasters Inc.)—ALJ Thomas B. Fitzpatrick denied motion by CSRA to enlarge issues (By MO&O, action Dec. 30). Granted joint request by parties; approved agreement; authorized reimbursement of \$11,000 to CSRA; dismissed with prejudice CSRA application; retained Columbia application in hearing status. (BC Doc. 81-427-428). Action Dec. 30, 1981.

■ **Rosamond, Calif. FM proceeding** (Carole R. Prenter and Laurens C. Hall)—ALJ Edward J. Kuhlman granted petition by Prenter and accepted amendment to application; granted joint request for approval of settlement agreement; approved reimbursement of Hall by Prenter in the amount of \$4,960.75; dismissed Hall's application; granted Prenter's application for new FM station at Rosamond to operate on 105.5 mhz. (BC Doc. 81-454-455). Action Dec. 31, 1981.

Designated for hearing

■ **Vallejo, Calif.—new TV (ch. 66)**—Competing applications of Redwood Television Ministries Inc., Golden State Television Inc., and Bay Area Community Television, and the applications Family Stations Inc. and Sterling Recreation Organization Co.: for new commercial station on ch. 64 at Stockton, Calif.: to determine extent of short-spacing between Family's and Golden's (or Community's) proposed sites and whether waiver and grant of both Stockton and Vallejo application is warranted; whether Golden State and Sterling are financially qualified, which proposal would best serve the public interest and which should be granted. (BC Doc. 81-912-16). Action Dec. 24, 1981.

■ **Designated for hearing the Wilmington, Del.—new TV (ch. 61)**—Competing applications of Sixty-One Corp., HHL Broadcasting Inc., Delaware Valley Broadcasters Inc., Wilmington Channel 61 Inc., Ebony Broadcasting Corp., Wilmington Communications Inc., and Wilmington Broadcasting Co.: to determine whether Ebony and Wilmington Communications are financially qualified, whether Wilmington Communication's proposed tower height and location would jeopardize air navigation, which proposal would best serve public interest and which should be granted. (BC Doc. 81-904-10). Action Dec. 23, 1981.

FCC actions

■ **FCC agreed to allow Field Operations Bureau to shutdown temporarily equipment that interferes with other communication equipment and threatens safety of life or property.** Earlier FCC declined to adopt Bureau proposal that would empower FCC to shutdown equipment when licensee would not or could not correct problems that threatened life or property. However, on circulation several FCC commissioners expressed confusion on vote taken at that meeting. Consequently, on circulation, FCC adopted Bureau proposal. Authority applies to equipment licensed under Part 74 of rules. Action Dec. 17, 1981.

■ **FCC approved distress sale and license renewal of WHCT-TV Hartford, Conn., to minority controlled Television Corp. of Hartford.** FCC gave green light because no evidentiary hearings were held. Buyer is 52.12% minority owned and sale price is 61.5% below market value, under 75% of distress sale policy. WHCT-TV licensee had earlier tried to sell all three of its television stations under distress policy but FCC denied application after proceedings stemming from license renewal of one of its stations. Action Dec. 22, 1981.

■ **FCC denied requests by five telephone and electric utilities to stay FCC grants of cable operator's complaints about pole attachments.** Last year Common Carrier Bureau found existing rates to be unreasonable and had them substituted with maximum fair rates. Action Dec. 22, 1981.

■ **ALJ renewed license of noncommercial WFMQ(FM) Lebanon, Tenn., recently back on air after seven year silence.** Cumberland College of Tennessee, licensee of WFMQ, had proposed to move operations back on campus after five-year silence. FCC gave approval, but licensee delayed construction. Subsequently, noncommercial WRVU(FM) Nashville filed application for facilities changes which made two applications mutually exclusive. Parties reached agreement but issue remained if WFMQ was qualified to be licensee after having gone ahead with unauthorized

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construction after expiration of CP. ALJ concluded that public would not gain by cancellation of WFMQ's permit which would cause loss of broadcast bureau service to area.

Allocations

Petitions

■ Brewer, Me.—In response to petition by Stone Communications Inc.: proposed substituting 106.5 mhz for 100.9 mhz at Brewer and modifying license of WGUY-FM Brewer, to specify operation on ch. 293, comments due Feb. 19, reply comments March 8. (BC Doc. 81-917). Action Dec. 24, 1981.

■ Montevideo, Olivia and Ortonville, all Minnesota—In response to request by C.G.N. Corp.: extended time for filing comments and reply comments through Jan. 4 and Jan. 19, respectively. (BC Doc. 81-737). Action Dec. 24, 1981.

■ Bath and Hammondport, both New York—Denied request by Genkar Inc., licensee of WVIN(AM) Bath, and WVIN-FM Hammondport; for reconsideration of assignment of 103.1 mhz to Bath as its second FM. (BC Doc. 80-562). Action Dec. 24, 1981.

Assignment

■ Redding, Calif.—Assigned 97.3 mhz to Redding as its third FM; effective Feb. 16. (BC Doc. 81-514). Action Dec. 24, 1981.

Translators

Applications

■ Accepted for filing:

■ San Luis Obispo, Calif.—S.E. Urbani and R.V. Blaquiere seek CP for new UHF translator on ch. 15 to rebroadcast KTVN(TV) Tustin, Calif. (49 ft., 1 kw). Ann. Jan. 6.

■ Alamo, Ash Springs and Hiko, all Nevada—Pahrangat Valley TV District seeks CP for new VHF translator on ch. 5 to rebroadcast ch. 13, Las Vegas. (33 ft., 10 w). Ann. Jan. 6.

Grants

■ Milwaukee—Weigel Broadcasting Co. granted CP for new UHF translator on ch. 55 to rebroadcast WCUI-TV Chicago (HAAT: 586.3 ft; 100 w). Action Dec. 11, 1981.

■ Long Valley region, Calif.—Mono county service area 1 granted CP for new UHF translator on ch. 56 to rebroadcast KCRA-TV Sacramento, Calif. (16 ft.) Action Dec. 21, 1981.

■ Alva, Okla.—Oklahoma Educational T.V. Authority granted CP for new UHF translator on ch. 30. Action Dec. 8, 1981.

■ Ardmore, Okla.—Oklahoma Educational T.V. Authority granted CP for new UHF translator on ch. 28. Action Dec. 8, 1981.

■ Ponca City, Okla.—Oklahoma Educational T.V.

Authority granted CP for new UHF translator on ch. 38. Action Dec. 8, 1981.

■ Black Butte Ranch, Ore.—Brooks Resources Corp. granted CP for new UHF translator on ch. 64. Action Dec. 8, 1981.

■ Laketown and Garden City, both Utah—Rich county granted CP for new UHF translator on ch. 38. Action Dec. 8, 1981.

■ Randolph and Woodruff, both Utah—Rich county granted CP's for new UHF translators on channels 53 and 47. Action Dec. 8, 1981.

■ Allagash, Me.—Allagash Plantation granted CP for new VHF translator on ch. 2 to rebroadcast WAGN(TV) Presque Isle, Me. Action Dec. 15, 1981.

Earth stations

Applications

■ FCC reported following applications for construction and operation of new earth stations have been accepted for filing:

■ Arco Communications Inc. for contiguous 48 states (4.6m; S-A; E3995).

■ Community Television of Southern California for Los Angeles, Calif. (9m; Harris; E4005).

■ WSM Inc. for Nashville, Tenn. (10m; S-A; E4006).

■ Harte-Hanks Television Inc. for San Antonio, Tex. (9m, Satcom Tech.; E4021).

■ Transtar Inc. for Colorado Springs (10m; S-A; E4027).

■ Arco Communications Inc. for contiguous 48 states (4.6m; S-A; E4028).

■ Lee Satellite Communications Inc. for Phoenix, Ariz. (11m; Ratiation; E4052).

■ Cylix Communications Network Inc. for Omaha, Neb. (4.6m; S-A; E4052).

■ Cylix Communications Network Inc. for Columbus, Ohio (4.6m; S-A; E4053).

■ American Telephone and Telegraph Co. for Hollywood, Calif. (10m; Andrew; E4054).

■ Alascom Inc. for Vashon Island, Wash. (13m; Hughes; E4055).

Actions

■ FCC granted following earth station applications authority to construct and operate new stations:

■ Metromedia Inc. for Los Angeles (E3134).

■ Cylix Communications Network Inc. for New Orleans (E3457).

■ Cylix Communications Network Inc. for Boston (E3690).

■ Multimedia Broadcasting Corp. for Cincinnati (E3269).

■ Satellite Business Systems for Boston (E3580).

■ American Satellite Co. for Colorado Springs, Colo. (E3615).

Other

■ Broadcast Bureau extended due date for comments and reply comments concerning transmission of teletext by television licensees. Action stems from petition filed by National Captioning Institute which stated comment period was too short to study and distribute *Notice* to members. Supporting petitions also were filed by NAB, ABC and others. Bureau extended closing date to Feb. 10 for comments and March 12 for reply comments. Action Dec. 29, 1981.

■ Chris G. Tucker, Seattle, Wash., paid \$750 fine for unlicensed operation of radio station. Having received continued complaints about subject's operation, Seattle District Office conducted investigation. Consequently, Notice of Apparent Liability to Monetary Forfeiture was issued to Tucker last October. Ann. Jan. 4.

■ 1981 Trend Report shows increase of 9,176 full and part time positions, up 5.2% from 1980. Of these, 4,729 (51.5%) were women and 2,324 (25.3%) were minorities. Of more than 127,000 employees in upper-level positions in 1981, almost 32,000 were women and more than 16,000 were minorities, up about 14.2% each. Report also shows that of the 127,177 positions classified as managers, professionals, technicians and sales, 24.9% were held by women and 12.7% were held by minorities. Ann. Jan. 5.

Call Letters

Applications

Call	Sought by
	New AM
KCLG	Tri-State Broadcasting Inc., Washington, Utah
	New FM's
KQXR	University of Southern California, Santa Barbara, Calif.
WTYJ	Southern Broadcasting Inc., Fayette, Miss.
KLFM	Northern Sun Corp., Great Falls, Mont.
KFAE-FM	Washington State University, Richland, Wash.
	New TV's
WMPV-TV	Mobile-Pensacole Broadcasters Inc., Mobile, Ala.
WOAC	Canton 67 Partnership, Canton, Ohio
	Existing AM's
KFLG	KAFF Flagstaff, Ariz.
KSVI	KADI Clayton, Mo.
KODJ-FM	KGWB Jamestown, N.D.
WCCG	WPUB Camden, S.C.
WUSQ	WHPL Winchester, Va.
	Existing FM's
KAFF	KFLG Flagstaff, Ariz.
WKAK	WWCW Albany, Ga.
WAPP	WTFM Lake Success, N.Y.
KJFF-FM	KAGO-FM Klamath Falls, Ore.
KUBE	KBLE-FM Seattle, Wash.
	Existing TV
WCPY-TV	WSBA-TV York, Pa.

Grants

Call	Assigned to
	New AM
WCEG	Middleborough Broadcasters Inc., Middleborough, Mass.
	New FM's
KOZT	Mendocino Coast Wireless Co., Fort Bragg, Calif.
WCCV	Immanuel Educational Broadcasting Inc., Cartersville, Ga.
KCJF	George S. Flinn, Kellogg, Idaho
WIMK	Iron Mountain-Kingsford Broadcasting, Iron Mountain, Mich.
WRXZ	Huber-Dixon Broadcasting, Kane, Pa.
	New TV's
WIAH	Central Virginia Educational Television Corp., Fairfax, Va.
KLWY	The Chryssostom Corp., Cheyenne, Wyo.
	Existing AM
KJUN	KRPM Puyallup, Wash.
	Existing FM
KRPM	KRPM-FM Tacoma, Wash.

Summary of broadcasting

FCC tabulations as of October 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,626	3	0	4,629	127	4,756
Commercial FM	3,340	2	2	3,344	188	3,532
Educational FM	1,116	0	0	1,116	63	1,179
Total Radio	9,082	5	2	9,089	378	9,467
Commercial TV						
VHF	522	1	0	523	5	528
UHF	248	0	0	248	109	357
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	18	180
Total TV	1,029	4	7	1,040	138	1,178
FM Translators	413	0	0	413	211	624
TV Translators						
UHF	2,657	0	0	2,675	187	2,844
VHF	1,472	0	0	1,472	434	1,906

*Special temporary authorization

**Includes Off-air licenses

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Sales Manager for Top 12 Market Sunbelt Station. Rapidly growing station needs intelligent, aggressive, Sales Manager who can improve our performance in both agency and direct sales. Tell me your story and we'll negotiate. This is a great opportunity for someone who wants to grow with a phenomenal Broadcasting organization. EEO. Box P-53.

General Manager. Management position for America's northernmost radio station-KBRW, Barrow, Alaska. Candidates must have a minimum of five years' experience in commercial or public radio in a management capacity. Thorough knowledge of FCC regulations pertaining to legal and technical parameters of operation. Responsible for the management and evaluation of all staff members. Strong financial management and demonstrated fiscal control on substantial operating and capital budget required. An understanding and appreciation of life in the Arctic plus FCC First Class license desired. Salary \$32,000 per year plus housing. Send resume to: Board of Directors, Silak Kuagvik Communications, Box 109, Barrow, Alaska 99723. Silak Kuagvik Communications is an equal opportunity employer.

Sales Manager. Aggressive, organized, people oriented person needed to manage 5 person staff in this upper medium sized midwest market. Management experience not necessary. Send resume, salary requirements, and references to: Bob Dean, KESY Radio, Box 31037, Omaha, NE 68131, or phone: 402-556-7600.

Selling General Manager to head new FM in Southwestern Wyoming. Need proven leader with strong sales, production and programming background. Write Manager, KSIT, P.O. Box 1058, Rock Springs, Wyoming 82901.

Spanish Radio Station seeks General Manager in sunny Southwest. Must have administration and programming experience. Letter, resume to: Box P-105.

Radio Program Director/Announcer to start up M.O.R. format in the Twin Cities market. Send resume, tape and salary requirements to: P.D., P.O. Box 9800, Twin Cities, MN 55440. Programming experience preferred. EOE.

Small Market radio sales manager. Aggressive, professional. Work and success follows. Beautiful area to live, raise a family. Call Larry Chaffin, 406-683-2800, Dillon, Mont.

General sales manager; well programmed AM ethnic station in major market. Excellent growth opportunity with major company. EEO-M/F Confidential replies to Box P-136.

General Sales Manager for WJJD/WJEZ, Chicago, a Plough Broadcasting Company group station. Prefer a person with GSM or GM experience in top 50 markets. Must have proven record of sales success with major agencies, retailers, co-op accounts and national rep. Person should be an expert in using sophisticated quantitative, qualitative research and creative selling to generate new business. This is not a desk job and requires the ability to hire, train, motivate, and develop a professional and aggressive sales staff by example. Reply in confidence with resume and record of achievements to George Dubinetz, 180 N. Michigan Ave., Chicago, IL 60601.

General Manager sought for 50,000 watt urban FM commercial station with some access to a major market. Unique situation requires ability to teach selected courses for academic communications department and sustain station both commercially and as an academic training laboratory. Broadcast management and FCC experience required. College-level teaching experience helpful. Bachelor's degree required, Master's in communications preferred. Salary competitive. Full position description available upon request. Anticipate June appointment. Send application with resume no later than February 26, 1982 to R.M. Donatelli, Assistant Vice President for Academic Affairs, University of Dayton, Dayton, Ohio 45469. The University of Dayton is an Affirmative Action/Equal Opportunity Employer.

HELP WANTED SALES

General Sales Manager for AM/FM medium S.E. market. Salary, commission over-ride arrangements to \$35,000.00+. Successful stations, good ratings and track record. Complete resume to Box N-87.

Need Turn-around Sales staff-heavy closers. Salary plus high commissions on net sales. One for sales manager that can sell and create excitement. Southeast media market, adult format, ratings okay, 35 plus demos. If you're dead-ended, act fast—you can make money. Box N-97.

Dynamic Salespeople Wanted! Syracuse's fastest growing station needs experienced, big producers to join WOLF! If you can really sell and want a golden opportunity to join one of the fastest growing groups in the country, reply immediately with resume and salary requirements to: Manager, Box 1490, Syracuse, N.Y. 13201. E.O.E.

New Small Market FM in beautiful N.E. area seeks very creative salesperson. We're quality-conscious about our staff, programming and facilities. Dedicated broadcasters own WRSI and offer excellent management/staff rapport. Your willingness to work hard and your sales approach is most important! Plenty of potential. Isn't it time you felt good about selling radio? Send resume to WRSI, Box 910, Greenfield, MA 01302. EOE.

Madison, WI, offers excellent entry sales opportunity for bright problem solver on the way up. Must be strong on creativity, with ability to write & sell imaginative campaigns. Fourteen station group that promotes from within seeks recent college grad with commercial selling experience and/or 1-2 years street sales with outstanding record. If you want to make sales your career, we'll teach you a new, exciting, profitable way to sell radio. Phil Fisher, WISM AM/FM, Madison, WI 53701. A Mid West-Family Station. EOE.

New A.M. in Northwest wants hungry salesperson. Salary plus commission. On-air March 1st. Start February 1st. Close to Seattle-Tacoma. Send resume to Darl Stuvick, KENU, 2541, Griffin Avenue, Enumclaw, WA 98022.

Account Executive needed for farm sales at our new station in the heart of Missouri. An incredible ground floor opportunity at Missouri's only 110kw FM. If you've got broadcast farm sales experience, let's talk. Contact: Frank Chaffin at 913-547-3461 or 816-542-0404.

Sales for St. Louis area progressive country station. Account list. Minimum two years' experience. Resume to Box P-65.

Experienced Account Execs needed for our new AM and FM stations. Ground floor opportunity at a "gold mine." We offer company car, gasoline, fringes and incentives, security and growth. If you've got broadcast sales experience, let's talk. Contact: Frank Chaffin 913-547-3461 or 816-542-0404.

Sales Manager: Top-rated 100,000 watt Contemporary FM seeks promotional-minded individual who wants to succeed. One of the nation's wealthiest markets. Temperate climate. Must operate and motivate sales staff and work with clients on promotions. Good salary plus override. Apply only if you want a future, not just a job. EOE. Contact Roy Elsner, 915-337-6262, Odessa/Midland, Texas.

Florida—5KW fulltime coastal AM. New sales-oriented owner needs sales people for adult MOR format. Successful track record in local retail sales a must. This is a turnaround situation. We want quality people and we'll pay accordingly. Resumes to Chase-Kettering Advertising, 140 Barclay Office Center, Route 70, Cherry Hill, NJ 08034.

Top 50 AM adult station in Northeast seeks sales manager. Salary, override and great company benefits. Must carry strong list and be totally dedicated to the industry. Send resume to Box P-137.

Colorado powerhouse combination has opening for experienced salesperson. Provide complete resume, references, and income requirements to: General Manager, KADE/KBCO, 4840 Riverbend Road, Boulder, Colorado 80301. An EOE.

Rare Opportunity in major market: Leading Houston FM seeks experienced sales pro to be leader on sales team. Send resume or call Cathy Earle, KYND, 11 Greenway Plaza, Suite 2022, Houston, TX 77046. 713-961-0092.

Christian Station Sales Manager. Outstanding position for a person who will take charge and assume responsibility for aggressive sales and marketing results in a large metro market. Growing group owner, now with four stations featuring quality Bible-centered programs and conservative Christian music. Looking for aggressive self-starter with a proven record of sales success. Must have demonstrated bright, alert, high energy leadership ability. This position offers top pay and growth potential based on generous percentage. Send resume to: Rich Bott, Bott Broadcasting Company, 10841 East 28th Street, Independence, MO 64052; or phone 816-252-5050. An Equal Opportunity Employer.

Experienced Sales-Marketing Consultant. Ready to move to small-medium market in mid-Ohio where the sky is the limit? No bull! If you're good, we want you. EOE. Marion Broadcasting Company, P.O. Box 518, Marion, Ohio 43302. Attn: George

Experienced Account Executive, active list. Mr. Tyrrell, WPHM, Port Huron, Michigan 48060.

KLAC (Metromedia Radio). Sales Account Executive. We have a rare opening for an experienced sales person. At least two years' experience in media sales as a rep with an agency or station is needed. Local market experience preferred. Must be a knowledgeable professional. Call or send resume to: Human Resources, Metromedia, Inc., 5746 Sunset Blvd., Los Angeles, CA. 90028. 213/462-7111, ext. 1481.

HELP WANTED ANNOUNCERS

Florida—5KW fulltime coastal AM. New owner needs mature on-air talent (News/DJ's) for traditional MOR sound. Tapes/resumes to Chase-Kettering Advertising, 140 Barclay Office Center, Route 70, Cherry Hill, NJ 08034.

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. EOE. Send resume to Box P-26.

HELP WANTED ANNOUNCERS CONTINUED

Program Director for major market urban contemporary station. Experience and proven track record as P.D. a must. Send resume to P.O. Box 600, Holbrook, N.Y. 11741.

Santa Barbara, California, needs talented, creative, experienced personality for our contemporary AM station. No time and temp types, please. Great climate, good pay. Send tapes, resumes, and income needs to Terry Janisch, 1832 East Las Tunas, Santa Barbara, California 93103. E.O.E.

We Need A Mature, experienced personality capable of capturing a medium-sized Northeastern market. If you can dazzle them with your humor and personality, have a good knowledge of country music, and plenty of on-air experience, we'd like to talk to you about being our next morning personality. Send salary requirements and resume to Box P-8.

New Adult Contemporary A.M. needs 2 announcers. On-air March 1st. Send tape and resume to Darl Stuvick, KENU, 2541 Griffin Avenue, Enumclaw, WA 98022.

Experienced Group adding mid-day announcer at our suburban northeast AM. Must be strong, productive and sincere on air, and PD material. Send resume to Box P-96.

Sinatra, MOR format station in Michigan needs adult announcer who knows the music and can take on responsibility and create MOR music specials. Box P-143.

Giant Class C FM seeking Air Talent for present and future positions. Top 15 Market. If you have the talent, we have the sunshine. Resume to Box P-121.

HELP WANTED TECHNICAL

Consulting firm, midwest location, needs staff engineer for field and office work. Experience in AM and FM required. TV a plus. BSEE desired but other math and physics background considered. Salary negotiable. Call 309-673-7511.

Medium market FM, AM (non directional) Illinois radio property looking for Assistant C.E. All state of the art equipment. Interested in someone wanting to move into C.E. position, with repair and maintenance abilities. Good salary and benefits. Reply in confidence to Box P-10.

Colorado Medium AM-FM needs fulltime chief engineer. Resume, references and salary requirements first letter. Box P-83. E.O.E.

D.C. Area consulting engineering firm needs staff engineer, preferably with some broadcast (AM, FM or TV) experience. Send resume with salary requirements to Box P-135.

Great opportunity for qualified Engineer. East Texas AM-FM, with all new facilities. Electronics school graduate preferred. EOE/MF. Call Jesse Gilbert, 713/384-6801.

HELP WANTED NEWS

WZZK-FM, Birmingham's top-rated station, seeks morning Co-anchor; some street reporting. Delivery and voice most important. Must be good writer. Minimum 2 years' on-air news experience. WZZK is part of the growing, employee owned, Katz Broadcasting Company. Tape and resume to Ley Garnett, News Director, WZZK, 530 Beacon Parkway West, Birmingham, AL 35209. No Phone Calls. E.O.E.

Opening for a Top Quality Newscaster at WSB-Radio, Atlanta, GA. Must have 3-5 years with major market experience. Salary negotiable, no beginners and no calls, please. Equal Opportunity Employer, M/F. Reply to: Personnel Director, WSB Radio, 1601 W. Peachtree St., N.E., Atlanta, GA 30309.

Top station seeks committed broadcast journalist with at least two years' experience in all phases of radio news. We run a fast-paced but accurate operation that digs for stories that many stations never approach. If you want to further your career and you have the qualifications, we're the right place for you. Tape and resume to News Director, WCTC, Box 100, New Brunswick, N.J. 08903.

New England AM opening: sports/news combo, anchor morning sports reports, assist newsgathering, writing, do college, high school PBP sports. Send resume, salary requirements to Box P-42. EOE.

Expanding Group needs aggressive news person who can move into news director in 6 months. If you can make a Sunday morning newscast in a suburban north east market interesting, we have a full-time job and great opportunity for you. Send resume to Box P-97.

New Adult Contemporary AM. Needs news director. Strong on gathering and presenting local news. Need experience with voicer/actualities. On-air March 1st. Send tape and resume to Dari Stuvick, KENU, 2541 Griffin Avenue, Enumclaw, WA 98022.

Serious Broadcast Journalist with at least one year experience to join 5-person news team. Good reporting skills and delivery. We're a regional 31-K A/C FM in a New England seacoast resort area. Tape, resume and copy to Bob Dipietro, ND, WHEB, Box 120, Portsmouth, NH 03801. 603-436-7300.

Drive-time anchor/reporter needed at news-oriented station in University community. Personable delivery, sharp writing skills required. Send tape and resume to Pam Mason, RO. Box 1294, Charlottesville, VA 22902. EOE.

Active, alert newperson for local news. Must have experience in gathering, writing, and editing. Send tape and resume to Harry Dunnagan, WNMB, 429 Pine Avenue, North Myrtle Beach, S.C. 29582. EOE.

News Director for Texas AM-FM facility. Must be dedicated with professional approach including actualities. Great opportunity with successful chain. Beautiful community, fine climate. Call General Manager, 512-278-2555. (EOE).

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director: Powerhouse AM in top 50 market wants "take charge" person to revitalize and give direction to a potentially great personality/adult contemporary radio station. Air shift (preferably morning drive); oversee air staff, production, news personnel and formatics. Solid track record with proven stability a must. Send resume to: Bernie Barker, WAPI, 2146 Highland Ave. South, Birmingham, AL 35205. EOE. M/F.

Forecaster/Broadcaster needed for growing Weather Service. Send tape, resume, salary requirements to: WeatherCenter, Inc. DeWitt Office Complex, DeWitt Building, Ithaca, New York 14850.

Program Director needed—new FM Contemporary MOR, automated. Hands-on production essential. Tape and Resume to Charles Rowe, KCRF, 4439 SW Hwy 101, Lincoln City, OR 97367.

Opening for creative person with flair for writing for copywriting, continuity. Some announcing. Experience preferred. Call Larry Nelson at 815-844-6101.

Creative Writer Producer for mid-Ohio AM/FM. If your ambition is to write and produce radio's best ads, we have the job for you. EOE. The Marion Broadcasting Company, PO Box 518, Marion, Ohio 43302. Attn: George.

Does-It-All person. Morning, production, music, copy, more. Aware, creative, stable. West-midwest medium college market. EOE. Box P-120.

Traffic Manager. We need a cool, competent, experienced and dedicated person to take full responsibility for the busy traffic department at our Major New York City radio station. Group ownership, excellent working environment, compensation commensurate with your ability. Marketron experience preferred. This is an Equal Employment Opportunity. Please reply to: Box 3533, New York, NY 10163.

California Rock 'n Roll FM needs sharp programmer/air personality. Nice place to work. Great benefits. Send resume to Box P-117.

SITUATIONS WANTED MANAGEMENT

Program Manager—impressive track record with references. Currently with medium market chain in Operations aspect. Looking for move up. Box P-37.

General manager/Sales manager team available to build a solid operation for you. Strong track record in sales, programming and news. Believers in community involvement. Investment opportunities welcomed. Reply to Box P-6.

General Manager. Lengthy experience with exceptional performance record in major and medium markets. AM & FM, various formats. Excellent administrator, strong sales management, plus all the other qualifications for successful station management ... with references to prove it. Carefully looking for longterm association with quality organization. Write Box N-80.

General Manager—Solid professional with 19 years' experience - offering heavy sales, programming, leadership and organizational skills. Take charge individual, with strategies for developing maximum sales and profits. Managed AM/FM, all markets. Excellent credentials. Box P-49.

General Manager. sales-oriented, who can lower costs, improve image, and lead your station to greater heights. Group experience. Excellent credentials. Medium to large market, please. Currently in NYC ADI. Confidential. Box P-72.

Group Management, 15 years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, station purchase and sale. Strong qualifications include administration, sales development, programming and promotions ... plus a dedication to, and love for, radio. I am a resourceful, imaginative and practical developer of people and properties ... a hard working, shirt-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long-term opportunity with a good, growth oriented group. Write Box N-81.

All News, Sports, talk. Change your station to a money maker. 30-year network executive, multi-station owner. Administration, sales, programming, PBP. Full authority, full responsibility. Salary or percentage. 305-588-7173.

Radio station manager. South. Prefer coastal. Prefer Florida. Will consider others. Presently employed GM. A good investment for you. I'll make money for both of us. Box P-126.

Nebraskan wants small market management or sales-management. Over 20 years in radio, 7 sales. Box P-110.

Highly successful AM manager, FM manager, Commercial Manager available as three man team or any combination thereof. Stable, professional, knowledgeable all areas. Fully qualified, sales oriented, community active. Prefer small-medium market. No rush. Box P-104.

Experienced Operations Manager and Program Director, currently in major market, looking for the right situation as G.M. If you are seeking a creative, hard working individual, with 13 years' experience, to lead your team to great ratings and more profits, contact me. All markets will be considered. Box P-145.

Veteran Owner-Consultant to actively operate your station. Percentage of net. 305-588-7173.

Aggressive Sales Manager and ten-year major market programmer have teamed up to increase your bottom line. We seek station Manager/PD positions to rebuild or establish new West Coast facility. Box P-111.

SITUATIONS WANTED SALES

I Can Sell. Experienced. Prefer mild climate only. Box P-112.

SITUATIONS WANTED ANNOUNCERS

212-798-9390. Small Markets: Make the connection with an energetic D.J./Newscaster with good production and writing skills. Seeking initial break now! Write to Box N-69.

New York Talk Host. Well-known radio personality; lively/off-beat. Terrific on open phones. Perceptive interviewer. Top commercial actress, over 10 years in all national advertisers. Many film/TV credits. Now interested in relocating to other major market. Box No. 1, 312 West 81 Street, N.Y., N.Y. 10024.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Announcer. Mature. Handle sports, news, MOR DJ, oldies/goodies. Interested in good small station market. Frank Maher, 48 South 22nd St., San Jose, CA 95116. 408-293-3285.

Free Volunteer—That's right, looking for volunteer work announcing for your station on part-time basis, any format. No prior air experience. But I offer you: 1st class license, Bachelors Degree, Military Vet., mature male, married, minority candidate, 32 years, dependable, workaholic, articulate, neat appearance, learns fast, good attitude, no strings attached, plus I'm free! Currently working for gov't law enforcement agency. N.Y.C., L.I., N.J., CT. Box P-81.

Talented, Experienced Announcer, former PD, looking for stable job, liveable wage. Call Scott, 203-564-4663, evenings.

3 years' experience - play-by-play; reporting; production. Will relocate. D.C. Enriquez, 3320 S. Hickory Road, New Berlin, WI 53151. 414-786-1276.

Announcing, Production position wanted! Experienced, versatile broadcaster. Excellent reader. 1-715-234-9222. Dick Hoff, 316 Phipps, Rice Lake, Wisconsin 54868.

Dedicated, talented, hardworking personality ready to make a move. Send for tape and resume. Call Bill Babicz, 312-334-7124 after 6 p.m. or write 4835 N. Winchester, Chicago, IL 60640.

Sports. Professional sound. Seeking start in play-by-play and staff announcing. Dave Guddeck, 311 Pt. Washington Road, Grafton, Wisconsin 53024. 414-377-3192.

Male announcer, new, aggressive, some experience in writing and production. Immediate start possible. Felix, 714-483-4264.

Dedicated Professional with experience in BM, AC, CW. Former PD in small market. Looking for community-oriented station that can offer a stable future. Box P-130.

Interested?—So am I, and with your call I'll show you just how eager I am to work for your midwestern AOR or soft rock format. Wondering about the voice? Never fear, your telephone is near. Currently Midwest. E.J. Johnson, 312-348-2562 home, or leave message at 312-943-1838.

I'm not green, season me to your taste. Dedicated, stable, enthusiastic male with 1-1/2 years part time experience seeking full time position. Box P-129.

Ten Years Experience. Three years soul. Seven years rock. Degree business management. Jason, 716-894-7345.

Congratulations! Your search is over. Trained broadcaster is seeking first job. Training includes: jock work, production, sales, news, and programing. Call Mark Stevens at 312-890-0276.

Versatile announcer/newsperson seeking entry level position. Looking for opportunity to contribute and grow. Let's expand together. Lynda Little, 312-764-5832; work, 312-989-3000.

Experienced Air Talent: 7 years professional radio, plus degree and first phone. Music director experience. Excellent production. Thom, 714-772-0587.

Polished newscaster, announcer, writer loves small markets. Intelligent reading and interpretation, authoritative delivery, fine-tuned speech. Political Science degree, specialized broadcast training. Phone Paul, 212-535-8179.

Versatile, trained announcer looking for show/news combo, great AM show. Articulate, bright, and willing to relocate. Call Ron Brus at 312-951-7920.

News Director at award-winning, small market station seeks move up. I've done it all—including sports. PBP production, cable TV. 4 years experience. 717-838-1115.

The Price Is Right. 3 years experience announcing, production, copywriting, first phone. Solid on-air background, interesting resume. Compelling tape. Phone Barry, 212-946-3751 or 212-221-3704.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer, First Phone, C.E.T., Technical School. Write Box N-102.

Medium market Chief with 1st phone. Experience in AM directionals, FM stereo, automation, proofs and studio construction. Station being sold, new owners have their own engineers. Box P-108.

Young, Aggressive Engineer with an ear for quality. In my 5 year climb up the ladder, I've gained a great deal of experience in AM, FM, STL's, automation and studio/transmitter construction. Medium to large sunbelt market preferred. Steve Boucher, 209-571-9024.

SITUATIONS WANTED NEWS

Experienced Sportscaster. Recent radio/TV grad. PBP specialty, but quite versatile. Descriptive and extremely knowledgeable in all sports. Strong references. Will relocate. Tim, 716-934-2366.

Working newsmen looking for bigger and better things. Also sports and PBP. 3 1/2 years' experience plus college degree. 301-949-1123.

I promise aggressive local news reporting, 6 years' experience. Excellent delivery, knowledge of news stories. Can start immediately, Jim, 614-436-6133.

Sports-News combo. Hard worker, knowledgeable, versatile. PBP, all sports. Call Steve, 716-374-2473. Available now.

Experienced Newsmen/PBP is looking to join aggressive news team in West/Southwest. Tape and resume on request. Richard Vandiver 503-998-8201.

I am a NY State award-winner with 5 years' experience. Journalism B.A. Your operation needs "an investigator", Not Just "a reactor". One who is hardworking, dependable and vigilant but courteous. Single—Now near NYC. Dave. 914-947-3231.

Radio Reporter/anchor, seeking position in medium/small market. 6 years' radio experience in Los Angeles as on-air reporter, news and editorial writer, producer. Degree. Award winner. 3 1/2 years' in Latin America. Bilingual. Prefer Southwestern/Western regions. Call Neil, 213-398-1547.

Sports Reporter, 6 years' experience, excellent local reporting. PBP any market. Jim, 614-436-6133.

News and Talk Award Winner with Chicago, Wyoming and California Experience available now at 707-224-3809.

Veteran Newshound. 10 yrs. experience. Reporter, Anchor, N.D.. Talk Host. Seeks to relocate. 801-487-4353, Box 6077, Salt Lake City, Utah 84106.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

High-profile morning personality, high energy, lots of humor, high ratings. It's contagious. Will consider PD. Position. Box P-1.

Experienced Network & Local Sports Producer. All aspects, all sports. Whether it's sports talk or live broadcasts of events, plus the usual daily wrap shows, this college graduate can tie it all together and give you the unusual -110%. Ph. 215-461-2646.

A/C Program Director needs new opportunity. Experienced, reliable. Strong air and news background. Contact Don Noe at 803-229-7689 or write to 107 Canyon Drive, Greenwood, South Carolina, 29646.

Baltimore may have a jock that's 'blue'. But I try harder, 'cause I'm No. 2. Interested? Box P-58.

Soul Programer, seven years' know-how, seeking to relocate. Richard, 919-483-6530.

Experienced Program Director in top 10 market looking for a solid management firm in medium market. 13 plus years experience. Box P-146.

Wanted: Station that wants 'off the wall,' super reactive, extremely entertaining personality who can wipe up your competition. Box P-144.

Minority Hiring—\$3000 tax credit. Creative, aggressive and capable college graduate seeks opportunity as copywriter. Experience with commercial and industrial advertising, public service announcements, promotional messages, comedy and drama. Relocation is no problem. Hire the handicapped. 1645-B Brandon Pk., St. Louis, MO 63011.

Personality Talk is my specialty. Chicago training, Wyoming and California track record. 707-224-3809 or 312-848-9263.

Professional Broadcaster in Top 20 market seeks Production/Copy Directorship in stable, major market operation. Box P-109.

Writer/Producer with several years' experience as medium-market copy/production director, morning news anchor/reporter, mid-day air talent, free-lance writer, and sound engineer seeks opportunity with medium-to-large-market broadcast or production firm. For demo, write Steven Dahlman, 1422 Oakland Road NE, No. 2, Cedar Rapids, Iowa 52402.

TELEVISION

HELP WANTED MANAGEMENT

Public TV Administrator: The Friends of Louisiana Public Broadcasting is seeking an individual to plan and direct its statewide activities. Management skills and knowledge of fund-raising essential. Previous public broadcasting experience desirable but not required. Salary commensurate with experience. Send resume to: FLPB Search Committee, 2618 Wooddale Boulevard, Baton Rouge, Louisiana 70805. Application deadline: February 1, 1982. The Friends of Louisiana Public Broadcasting is an Equal Opportunity Employer.

Business Manager needed, Midwest medium market. AM/FM/TV. Operation needs experienced take-charge person to supervise all areas of station accounting including installation of in-house computer system. Excellent benefits. Group-owned network affiliated. Send resume and salary requirements in confidence to Box P-57.

Public Information Manager (Public Relations Officer). New Hampshire Public Television. Imaginative professional to implement statewide public information and advertising program including all media relations. University graduate, plus 3-5 years' documented experience. Salary range: \$14,460-\$22,400, commensurate with experience. Forward resume by January 22, 1982 to General Manager, Box Z, Durham, New Hampshire 03824. AA/EEO.

Major League Sports Organization seeks man (or woman) to put package of events together serving cable systems and other TV outlets. Must work with cable operators, plan and handle telecast details (personnel, equipment, transmission) and sell time to national-regional-local advertisers. This is new, ground-floor job for doer. Unusual opportunity requiring some experience, genuine drive and dedication. Give details of education, business experience, income requirements. resume to Box P-56.

Asst. Business Manager. KRIV/Metromedia seeks a person with college degree. (Acct. major); who has credit/collections and some supervisory experience. Excellent career opportunity to dynamic city. Send resume with salary history and requirements to: R. Swanson, KRIV Television, P.O. Box 22810, Houston, TX 77227. Equal Opportunity Employer.

Director of Development, New Hampshire Public Television. Public Broadcasting professional to expand fund raising activities for rapidly growing statewide service. Heavy emphasis on corporate and on-air solicitation, direct mail, computer systems, volunteer coordination, auction, and market research. Supervise staff of 5, University degree plus 5 years' documented experience in public broadcasting development work. Salary range: \$25,460-\$39,770, commensurate with experience. Forward resume by January 29, 1982 to General Manager, Box Z, Durham, NH 03824. AA/EEO.

New, progressive, family-oriented Independent Television station serving Tampa/St. Petersburg, Florida, seeks experienced Program Manager. Send resume and salary requirement to Box 30028, Tampa, Florida 33630. Station is an equal opportunity employer.

HELP WANTED MANAGEMENT CONTINUED

Accounting Professional for a Northern California Broadcasting Company. We are a growth-oriented broadcasting company seeking an outstanding candidate for Assistant Controller with immediate potential to move into the Controller's position. Candidates should have a proven track record, be operations-oriented and have above average technical knowledge of accounting and data processing systems. CPA with private industry experience is required. Budgeting, planning and prior broadcast experience is a plus. Excellent salary and benefits. If you are qualified and seek a challenging opportunity, please forward your resume and a salary history in confidence to: Box P-114. Equal Opportunity/Affirmative Action Employer.

New TV station serving Tampa/St. Petersburg, Florida, will complete new studio facility in March and seeks experienced Production Manager. Should be familiar with local retail and independent station promotional needs. Send resume and salary requirement to Box 30028, Tampa, Florida 33630. Station is an equal opportunity employer.

HELP WANTED SALES

Local Sales - ABC Affiliate in Florida Gulf Coast area has immediate opening for Account Executive with strong broadcast sales experience. Must be self-starter. E.E.O. Send resume to Box P-50.

Account Executive. Midwest market, ABC top 100 station. Local AE going back to graduate school, need to fill vacancy ASAP. Must be experienced in buying or selling with top references. Equal Opportunity Employer, M/F. Send resume to Box P-41.

Advertising Salesperson Wanted. Excellent opportunity to grow with a stable company. Mature person needed to develop new clients and to work closely with our present advertisers. If interested and qualified, send credentials to: WFMZ-TV, East Rock Road, Allentown, PA 18103. Attn: Dean Dallmann.

Account Executive - CBS affiliate in a rapidly growing top 50 market seeks a team-oriented individual with a proven record of excellence in television sales. Established agency/client list. Experience in retail/co-op development beneficial. A group-owned station. Reply to: Box P-116. EOE.

General Sales Manager needed for new Sunny Southern UHF. Must be locally oriented and able to train and direct local sales force. Some national contracts preferred. Send resume and past performance record plus salary history and requirements to Box P-127. EOE.

New, small UHF station (STV at night) needs experienced salesperson to develop daytime commercial business. Applicants should have good knowledge of Co-op, regional reps, production techniques, etc. We're looking for a self-starter to grow with us. Write WIHT-TV, P.O. Box 2267, Ann Arbor, MI 48106. An Equal Opportunity Employer. No calls, please.

TV Sales Rep. Well-established Los Angeles Company seeks sales representative for its series of 26 children's shows, along with its music specials. Must be experienced with markets and have past national performance record. Box P-141.

Local Sales Manager: Top 50 network affiliate in the Sunbelt is seeking an experienced local Sales Manager. Must have strong retail, TV-B, MMP, agency and direct sales experience. Send resume to Box P-142. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Consulting firm, Midwest location, needs staff engineer for field and office work. Experience in AM and FM required. TV a plus. BSEE desired but other math and physics background considered. Salary negotiable. Call 309-673-7511.

Television Technician. Two or more years' experience in maintenance of quad and helical VTRs, video switchers and related equipment. Knowledge of microprocess controlled systems, computer assisted editing preferred. FCC 1st Class license required. Please send resume to Metropolitan Pittsburgh Public Broadcasting, Inc. (WQED), Personnel Dept., 4802 Fifth Ave., Pittsburgh, PA 15213. EOE.

Phila.-based TV Station/Prod. Co. is looking for a TD with live audio exp. and a videotape eng. 3-5 years' exp. in 1" & 2" tape format and FCC lic. required. Resumes must be received no later than 1/25/82. Box P-63.

Chief Engineer for northeast. Growth opportunity. Experience necessary in UHF transmitters, supervision, maintenance and planning. An equal opportunity employer. Send resume and salary requirements to Box P-62.

Chief Engineer for WJHG-TV, Panama City, Fla. Reply with resume to Raymond E. Carow, Vice President, Gray Communications Systems, Inc., PO Box 3130, Albany, GA. 31708.

Remote Engineer for Florida's largest film/videotape production center to operate and maintain EFP commercial production mobile unit. Involves client contact and creative video engineering. Maintenance experience and valid driver's license required. Salary negotiable. Resume and salary history to: Bruce Graham, Chief Engineer, Florida Production Center, 150 Riverside Avenue, Jacksonville, Florida 32202-4994.

TV Technical Supervisor. Supervise all technical elements of TV studio production and operation, including maintenance of studio and field equipment. Qualifications: HS diploma and electronics certificate, plus four years responsible experience in broadcast engineering, or equivalent combination of education and experience. FCC Third Class required with preference given for FCC First Class or General Radiotelephone license. Minimum salary: \$15,060/12 mos., plus fringe benefits. Deadline: February 8, 1982, or until filled. Contact: Wilbur Kraft, KESD TV/FM, South Dakota State University, Pugsley Center, Box 2218B, Brookings, SD 57007-0894. SDSU is an Equal Opportunity/Affirmative Action Employer F/M.

Tired of Working Nights, Holidays and Station breaks? Self-starting video engineer needed for technical school CATV and broadcast production studio, one-man shop, excellent benefits, plus good hunting and fishing. EOE. Karl Friedline, Western Wisconsin Tech, La Crosse, Wisconsin 54601. 608-785-9107.

UHF Transmitter Maintenance Engineer. New RCA TTU-110 on Sears Tower, Chicago. Excellent growth opportunity. Must have strong recent UHF transmitter maintenance experience. VTR studio maintenance a plus. Full resume with salary requirements to: Channel 60 Joint Venture, 233 S. Wacker Dr., Chicago IL 60606. EEO/M-F-H.

Broadcast Field Technician with state public broadcast system. Responsibilities include maintenance and installation of statewide microwave and translator system. Extensive travel. Experience with video, microwave (heterodyne and remod), translators necessary. TV studio experience especially helpful. Salary range: \$1527-\$2046/monthly. Appointment may be above normal entry salary in consideration of recruitment difficulty. Contact Vaun McArthur, 1910 University Drive, Boise, Idaho, 83275. 208-385-3344, for application form. Closes February 24. BSU is an EEO employer.

Television Maintenance Engineer—Repair and maintenance of various television equipment, including RCA and Ikegami film chain and Ampex VTR's. Requirements: First Class FCC license, three to five years' applicable experience and an educational background to assure ability to operate and maintain television equipment. Apply to: Director of Finance, WYES-TV/Channel 12, Box 24026, New Orleans, LA 70184. No calls! WYES-TV is an equal opportunity employer.

Chief TV Engineer. Design and maintain electronic systems and equipment for private university television studio. Will also be responsible for training and supervising technical staff. Must have BSEE and/or at least 6 years equivalent experience. Salary range \$15,000-\$18,000 and liberal benefits package including free tuition for self, spouse and dependent children. For further information please call 212-285-3354. Equal Opportunity Employer M/F.

Major Production Facility located in Florida is offering top salaries to experienced Maintenance Engineers. Work in a modern new facility with state of the art equipment. Contact: Robert Hemsky, Chief Engineer, 305-920-0800, 2040 Sherman Street, Hollywood, Florida 33020.

Television Transmitter Engineer—Assume total responsibility for the transmitter facility during assigned shift. Closely monitor and maintain quality control of received and transmitted video and audio signal to assure compliance with FCC Rules and Regulations. Requirements: First Class FCC license, three to five years' applicable experience and an educational background to assure ability to operate and maintain television transmitter. Apply to: Director of Finance, WYES-TV/Channel 12, Box 24026, New Orleans, LA 70184. No calls! WYES-TV is an Equal Opportunity Employer.

HELP WANTED NEWS

KSTP-TV is looking for an experienced television street reporter, one with superior skills as a digger and writer. This is a rare opportunity to join the largest broadcast news operation in one of the nation's most respected markets. Send a complete resume and samples of your work to: Bob Jordan, News Director, KSTP-TV, 3415 University Avenue, St. Paul, Minnesota 55114. No beginners, please. Equal Opportunity Employer.

Meteorologist to supervise three-person weather department at medium market NE station. Applicants should have several years' on-air experience and meteorology degree or equivalent. We have radar, GOES, NAFAX and leadership in local information programs. Send resume, including salary requirements, to Box P-24. EOE.

Weekend Sports. Top twenty Sunbelt market seeking experienced sportscaster for weekend and weekday backup. Send resume to Box P-35. Equal Opportunity Employer.

Weekend Meteorologist. Top twenty Sunbelt market seeking degreed meteorologist for weekend and weekday backup. Send resume to Box P-34. Equal opportunity employer.

General Assignment Reporter, with strong business/economic interest. Emphasis on consumer-oriented angle. May lead to some anchor or documentary work. Degree plus one year's experience required. Tape and resume to Mike Beecher, KTIV-TV, P.O. Box 87, Sioux City, Iowa 51102. EOE.

Sports Producer. Aggressive, creative, Enterprise oriented sports producer. All ENG. Equal opportunity employer, M/F. Resume, videotape, and writing samples to: Andrew Fisher, News Director, WAGA-TV, Box 4207, Atlanta, GA 30302.

News Producer. Strong writer, piece producer, broadcast producer. Equal opportunity employer, M/F. Send resume, tape, and writing samples to: Bill Wallace, Executive Producer, WAGA-TV, Box 4207, Atlanta, GA 30302.

Assignment Editor. Aggressive news operation. Two bureaus. Responsible for developing daily content, motivating staff, efficiently handling people/equipment logistics, and creatively planning audience-building newscasts. Applicants must have management goals, degree, and three years' experience in a commercial TV newsroom. Contact Bill Perry, News Director, WBBH-TV, Ft. Myers, FL 33901.

Anchor/Producer: We need an experienced professional to co-anchor early and late news on a medium market Midwest station. Send resume and salary requirements to Box P-98. An Equal Opportunity Employer.

Assignment Editor. We need someone who is totally committed to aggressive news coverage. Must be tough, yet work well with people. Don't apply unless you have at least 4 years TV news experience. We are a major market station, located in the Southeast. Our organization is dynamic, creative and innovative. Box P-85. We're an Equal Opportunity Employer.

We are rebuilding and need a News Producer/Anchor, Weathercaster and Sportscaster. Applicants must have strong on-air presentation skills, proven experience in all aspects of news production and a Journalism degree is preferred. Salary commensurate with ability; excellent benefits and working conditions. Send resume to Box N-98. EOE-M/F.

Sports Anchor/Reporter. Solid, distinctive journalist to anchor and report sports. Major market. Network affiliate. Equal opportunity employer, M/F. Resume to Box P-68.

HELP WANTED NEWS CONTINUED

Expanding our Already Talented news organization. Opening for producers, reporters, reporter/anchors, photographers and additional assignment editor. If dynamic news growth excites you, then you may have a great future with our group. Rush resume and salary requirements to Box P-55. EOE.

Meteorologist: We have the tools. You must be experienced and accurate in challenging 100 plus Eastern Midwest market. Resume and salary requirements to Box P-47.

Producer: Take charge person who knows how to create with news from two studios. 100 plus Eastern Midwest Market. Resume and Salary Requirements to Box P-46.

Weathercaster: News/Community-oriented Texas station in rapidly growing market wants mature/personable person with meteorology background, degree preferred, TV experience required. Excellent salary, benefits and working conditions. EOE. M/F. Call News Director: 214-592-3871.

Producer - 6 & 11 p.m. newscasts. Strong production background and good news sense. Must be a motivator and take charge person. Experienced only. Contact Jerry Howard, News Director, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. E.O.E.

Assignment Editor/Producer: We need an imaginative person to develop assignments and help a young staff produce interesting stories. Experience required. Send resume, tape and salary requirements to Dick Westbrook, WAND-TV, 904 Southside Drive, Decatur, Illinois 62525. An Equal Opportunity Employer.

Openings in all Phases of our growing news organization. If you are talented and would like the opportunity to join one of the fastest growing groups in the country, then rush resume and tape today to A. R. Sandubrae, Executive News Director, KARD TV/Kansas State Network, Box 333, Wichita, Kansas 67201. Deg./Exp. Req. EOE. No phone calls, please. All positions will be filled immediately.

Producer with Punch. Net O & O wants aggressive weekend news producer. Send resume, tape of your recent newscast and critique of that newscast to: George Wolf, News Manager, WKYC-TV, 1403 East 6th Street, Cleveland, Ohio 44114.

Sunbelt Medium Market NBC Affiliate is expanding news department and is looking for individuals with strong journalistic credentials who want to be number one. Newsroom is all ENG with live unit. We are an aggressive news operation on the move. If you are a strong anchor, producer, reporter, writer, sportscaster or weathercaster, let's talk. Send resume, tape and salary requirements with first response to Jeff Gates, News Director, KTSM-TV, 801 N. Oregon St., El Paso, Texas 79902 E.O.E.

Group-owned stations in five Midwestern markets looking for self-motivated TV people ... possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box K-135. We are an Equal Opportunity Employer. M/F

Meteorologist Wanted: Group-owned station looking for meteorologist for 6 & 11 p.m. weather slot. Warm, authoritative communicator wanted. Good salary and benefits package. Promotion opportunities within group possible. Replies to Box P-133.

Producer - Top-rated news department searching for creative producer. Rush tapes to Jim Hefner, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420.

Cameraman/Editor for a national news show. Washington experience preferred. Creativity, dedication, high quality work a must. Send resume, salary requirements to: Box P-138.

Associate Producer/ENG Editor. Academic background in news writing and video editing. Must have experience in producing half-hour commercial-type television newscasts. Resume, writing samples, and tape of a newscast you've produced to James Baum, Executive Producer, KOTV, P O Box 6, Tulsa, OK 74101. Equal Opportunity Employer.

Meteorologist - Number One, top 50 news department searching for meteorologist able to communicate. Send resumes to Box P-124.

Anchor/Producer. Creative communicator who can deliver a newscast with authority and credibility. Writing skills and previous news experience a must. Send tape and resume to Colorado's beautiful Colorado Springs, KRDO, P.O. Box 1457, Colorado Springs, CO 80901-1457. Attention: Neil O. Klockslem.

Agricultural Reporter. 3-5 years' experience reporting agriculture in print or electronic media. Heavy emphasis on national reporting of agricultural news and issues. To join daily, network TV ag news show. Contact Jim Davis, Country Day, 612-642-4234. Equal Opportunity Employer.

Anchor Wanted: Small market, group-owned station looking for 6 & 11 p.m. anchor. Authoritative, dedicated self-starter wanted. Good salary and benefits. Chance to move up in chain, too. Replies to Box P-132.

South Florida television station is looking for an experienced street reporter/anchor for a total ENG station. Send resume and air check to News Director, P.O. Box 510, Palm Beach, FL 33480. EOE.

Reporter - Strong writer who can organize a story well and cover a beat aggressively sought by top 50's market CBS affiliate. Resumes and tapes, no phone calls, to: Jay Moore, News Director, WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. An EOE.

Assignment Editor - Applicant must be a take-charge, creative, people-oriented person with solid journalistic background and thorough understanding of television. Three-to-five years of experience desired. Send resume and letter to: Ned Warwick, WTVB, P.O. Box 2009, Durham, NC 27702. EOE.

We are looking for experienced reporters and ENG photographers. Photographers must have been covering news for at least two years and know how to use RCA TK-76 and Ikegami HL-77 cameras. Reporters must have at least two years' experience "on-the-street" and possess strong writing skills. Send resume to: News Director, WALA-TV, Mobile, AL 36601. No phone calls! EOE, M/F

Anchorman or Anchorwoman for WALB-TV, Albany, Georgia. Reply with resume and tape to Raymond E. Carow, Vice President, Gray Communications Systems, Inc., PO Box 3130, Albany, Georgia 31708.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Assistant Promotion Manager. Major market Sunbelt station. Responsible for all on-air promotion and assisting with other facets of station promotion activities. Prior production and promotion experience required. Send resume to Promotion Manager, WTSP-TV, P.O. Box 10000, Saint Petersburg, FL 33733. Equal Opportunity Employer.

Television Announcer/Director: Top 50 VHF in Great Lakes Region year round recreation area seeks Television Announcer/Director anxious to prove ability and versatility. Excellent firm, community and professional working conditions. Smaller market experience desirable. Send details immediately to Box P-44.

Promotion Manager: Top network affiliated station in Southeast needs a creative person with experience in running all phases of TV station promotion, and advertising, including radio, billboards and print media. Station general manager was a promotion manager and understands what you need to flourish and grow. Write to Box P-99. EOE.

Graphic Design Supervisor for WHA-TV. This person will manage a department of 3+ designers who create design for promotions and programs. The department does ads, magazines, posters, press kits and other promotional campaign materials, as well as TV graphics, slides, logos, and some animation. Applicants must have at least 3 years of television graphic design experience and demonstrated administrative ability. Departmental management experience preferred. Position available March 1, 1982. Salary: \$18,000 annual. Completed application must be received by February 5, 1982. For application and information contact: Kathy Dickerson, WHA-TV, 608-263-2114. An Affirmative Action/Equal Opportunity Employer.

Creative Director with 3 years' experience sought for beautiful Southeast market. Strong production skill required and writing preferred. Position open now. Send resume and tape by January 29 to: Production Manager, WTVG, P.O. Box 1150, Chattanooga, TN 37401. EOE.

Production/Promotion Manager. Hands-on pro for top 75 ABC affiliate in Sunbelt. Experience in TV production, writing, print media, planning and implementing promotional campaigns and events. Must be extremely creative, quality-minded, enthusiastic self-starter. Resume and demo reel to Station Manager, WEAR-TV, P.O. Box 12278, Pensacola, FL 32581. E.O.E. M/F

Promotion Advertising Director needed immediately. Have you worked for several years in promotion and advertising for a television station and are you looking for an opportunity to expand your abilities? It will be helpful if, in addition to on-air, you have helped create print and radio campaigns, made efficient buys based on ratings information and have experience in actual studio production of commercials and promos. You need a flair for unusual ideas to accomplish image-building news campaigns as well as program promotions. Come up with wild ideas but have feet on ground when implementing same and season this with an unshakable enthusiasm and positive attitude. We are asking a lot, but if you fill this cup of needs until it runneth over, we will take care of your financial cup. Call or write: M.D. Smith, General Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801. 205-539-1783. EOE.

PM Co-host - Major Northeast market CBS affiliate seeking a new team of co-hosts to head number one show at number one station. Dynamic and charismatic on-air image a must. Story Producing experience preferred. EOE. Send resume to Box P-150.

Graphic Artist. Opportunity for artist in smaller market, or number 2 person to have his/her own department in a major, group-owned Sunbelt affiliate. Resume and work samples to Robert Allen, Program Manager, KOTV, PO Box 6, Tulsa, OK 74101. Equal Opportunity Employer.

Traffic: Looking for a strong, experienced number two. Individual must have working knowledge of Bias, and preferably Independent TV experience. Salary: \$20,000. Send resume to Box P-139.

Producer/Director, Top 20 Market. Westinghouse Broadcasting Station, WJZ-TV, Baltimore, is looking for an experienced producer/director. Applicants should have a minimum of three (3) years commercial directing experience including 6:00 and 11:00 p.m. news, as well as studio and commercial mixing experience. Grass Valley Switcher (D.V.E.) preferred. Send resume and tape to Ralph Cole, WJZ-TV, Baltimore, MD 21211. EquAL Opportunity Employer. M/F/H.

Director - 3 to 4 years' directing experience in all programming areas. Must be flexible, self-motivated and creative. Producing experience helpful. Send resumes to: KEDT-TV, P.O. Box 416, Corpus Christi, Texas 78403. PBS Station, 512-855-2213.

Producer/Director - Top 40 southeast network affiliate seeks a highly creative individual with experience in producing and directing commercial and promotional productions. Strong background in remote and studio production a necessity. EOE. Send resume and salary requirements to Box P-22.

Field Producer for PM Magazine Utah. If you have experience producing top-quality, visual stories in the field, we'd like to see your resume. We're a 10-person staff with a commitment to excellence and ratings to match. Resume to: Producer, PM Magazine Utah, P.O. Box 30901, Salt Lake City, Utah 84130. No Phone Calls.

Organized, knowledgeable, self-directed individual with proven expertise in all aspects of broadcasting needed to help launch a cable television channel designed for the broadcast of health and medical information to communities north of Boston, Mass. The Medical Access Channel Coordinator is a unique, grant-funded position, available now. B.S. in broadcasting or related field required. M.S. preferred. Health or educational background a plus. Submit resume to Rita Lash, Employment Manager, Union Hospital, 500 Lynnfield Street, Lynn, MA 01904. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Producer for 11 p.m. news. Must have TV news experience. Send resume to News Director, P.O. Box 510, Palm Beach, FL 33480. EOE.

Attention P.M. Hosts and personality feature reporters. Here's your chance to be show-cased and put your own personal stamp on field pieces for new afternoon show. Resumes and tapes (no calls): KSTP-TV, Steve Edelman, 3415 University Avenue, St. Paul, Minnesota 55114. Equal Opportunity Employer.

ENG Tape Editor. Creative, fast, experienced. Ability to shoot and do light maintenance desirable. Aggressive total tape news operation with top equipment. Equal opportunity employer, M/F. Resume and tape to Jack Bryant, News Operations Mgr., WAGA-TV, P.O. Box 4207, Atlanta, GA 30302.

Production Manager - Responsible for scheduling of equipment, facilities and staff for EFP studio and remote productions. Supervises production and art departments, administers and recommends budgets, may serve as a producer/director as needed. Requires college degree or 4 years formal related training and 3 years' experience, one of which must be in a supervisory capacity. Salary commensurate with experience. Send resume and tape to: WVPT, Port Republic Road, Harrisonburg, VA 22801. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Chief Accountant/Business Manager. 21 years' experience in television. Will provide resume orally and written. Will relocate. Call 602-967-2792.

Profit Producer, responsible decision maker, wants Midwest only, small to medium market Television GM or GSM position. Experienced in sales, management, production, computer in small, medium and major markets. Retail and agribusiness oriented. Community involvement. Box P-118.

SITUATIONS WANTED TECHNICAL

Chief Engineer looking for opportunity in an innovative station. Experienced in studio and ENG; UHF and VHF transmitter, microwave, earth stations and STV. Will gladly consider assistant chief if your organization is on the move. Box P-113.

303-741-5763 Experienced Third Class Switcher who was unjustly fired is seeking a 200 and above market position in switching. Give him a try - huh? Dale.

F.C.C. school graduate with license, looking for first job. Young, ambitious and ready to learn. Willing to relocate. Available now. Dan Neubauer, 3376 Sherin Dr. No. C, Simi, CA 93063. 805-526-0221.

Loaded for '82. First Phone plus Radar, 700 hours specialized electronics training. B.A. Television Production with ENG, EFP, and studio experience. Seeks production/operations position. Noah Brookoff, 212-933-4387 (eves.), 3410 Paul Ave., Bronx, NY 10468.

SITUATIONS WANTED NEWS

Experienced Reporter-Anchor. Sports, News, photography, editing, interviewing. PBR. If you want creative writing, intelligence, and versatility, call 309-691-2927.

Experienced No. 1 Market radio reporter with high journalism standards seeks any size market news, talk or magazine position. Extensive TV training. 201-838-6991.

Anchor-Mature (46), great presence/voice/writing/news judgment. 10 yrs. N.Y. network radio, 5 yrs. sports promos. 813-360-7914.

TV Meteorologist, excellent appearance and communicator, keeps weather simple and interesting. 2 years' medium market experience. Currently part-time, seeking full-time number one spot. Box P-88.

Major market pro reporter/anchor. 15 years' news experience, seeks evening anchor or news director/anchor. Stable, positive attitude. Box P-82.

TV Meteorologist. 2 yrs.' medium market experience looking for greater challenge. Mark, 615-688-1813.

Male anchor in number one small market seeks move up. Box P-79.

Sports Reporter-anchor. 1 year experience. Creative, hard working. Small and medium markets. Call Michael 617-698-8949 after 6. Will relocate.

Meteorologist-Aggressive, accurate, AMS Seal, 4 years' medium market broadcast experience. If you need a knowledgeable professional, call "Weather Will" now! Don't settle for less!! 414-497-0200.

TV Anchor/Reporter-strong writer, producer, plus major market radio experience. Marilyn, 219-962-6471.

Photographer: Network news assistant looking for first ENG job. Still experience. ENG trained at O&O. Box P-106.

News Director, anchor, 18 years' experience including major market. Seeking Sunbelt or West location. Employed. Box P-122.

Take me off the air, and make me a news director. Anchorman-writer-producer who'd like to run his own show. Seven years in the business. Ask for Charles Brown: 307-266-5628 (home), 307-577-6397 (work).

Weatherman. Urbane, witty, educated, weatherwise, articulate, crazy and looking for first job. Charles, 804-323-2852.

Now Assignment Editor. Can assign, produce, report, do ENG. Newspaperman for five years. MS Journalism. Paul Strand, 503-343-1023; 1834 Potter, Eugene, OR 97403.

Cameraman/E.N.G./Film. Looking for creative & innovative shooting? 15 years network & local background. Wish relocation to warm climate. For resume, call 215-626-5803.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Commercial Dir/Prod. with news directing/switching experience, looking for work in upper 90's or better market. Two years' experience and degree. Hayes DeLisle, 505-622-2120.

Seeking full-time job in TV production. BFA degree in Radio-TV production and 3 years' experience. Call Charles Rakestraw, 615-272-4625.

Creative, Enthusiastic person looking for a job as cameraman, lighting, etc. Experience in N.Y. metropolitan area. Prefer Northeast/New England. 516-293-4519; Jeff L., 15 N. Service Rd., Melville, N.Y. 11747.

Creative, experienced Director - excellent credentials, seeks opportunity with quality oriented station or production facility. Box P-131.

Recent graduate with B.A. in T.V. and Film looking for entry level position in either programming or production. Write or call Anthony J. Orlando, 418 Humphrey, Nacogdoches, TX 75961. 713-564-6919 (work phone).

Save \$3000 in federal taxes. Experienced, talented and competent college graduate desires copywriting position. Tried and true with comedy and drama scripts. Also, commercial and industrial advertising skills. Slightly handicapped, but will relocate. No worry about accessibility changes. 1645-B Brandon Pk., St. Louis MO 63011.

California, Chicago! No. 1 rated producer/field producer, writer, editor in top 20 market seeking relocation into feature television production company. Box P-119.

Experienced Newscast Director seeking position. Switches own show, plus all pre-production. Expert in all technical areas and master control. BA/First phone; can relocate. Call Rich at 212-671-1262, evenings after 7 p.m.

Commercial Producer, associate program producer. Over 3 years large market experience in broadcast, documentary and cable TV. Can shoot and edit video. Excellent writing skills. Will relocate. Box P-103.

Ambitious, hardworking, female communications graduate seeks first break in production. Will relocate. Phone Laurie: 516-221-4006.

ALLIED FIELDS

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Fellowships Available: The California Public Broadcasting Commission is now accepting applications for its Fellowship Program. Selected applicants will receive management and professional training for one year at California public radio or television stations. The program is open to California residents. Minorities are especially encouraged to apply. The application deadline is March 15. For more information, contact Fellowship Program, California Public Broadcasting Commission, 915 Capitol Mall, Suite 235, Sacramento, California 95814; 916-322-3727.

HELP WANTED INSTRUCTION

Journalism/Mass Communication. The University of Iowa School of Journalism and Mass Communication is accepting applications for an anticipated tenure-track assistant professor position for the fall of 1982. Candidates will teach in their respective areas of scholarly interest at the graduate and undergraduate levels and in one or more of the following undergraduate professional areas—broadcast journalism, community video, and news-editorial. Preference will be given to candidates whose research area is telecommunication policy or mass communication law. The Ph.D. is preferred; the M.A. with exceptional professional or academic experience will be considered. Salary is dependent on the selected individual's qualifications. Letter, vita and references should be sent to Joseph Ascroft, Chair, Faculty Search Committee, School of Journalism and Mass Communication, University of Iowa, Iowa City, IA 52242. Screening of applicants will begin January 25, 1982. The University of Iowa is an Equal Opportunity/Affirmative Action Employer.

Iowa State University. Teacher of radio and television news courses: academic involvement with the university-owned network radio and television stations. Tenure track, assistant professor level. Requires competency in radio and TV news reporting equipment. Position opens August 21; deadline is March 15. Send vita and references to: E. G. Blinn, Search Committee, Dept. of Journalism and Mass Communication, Iowa State University, Ames, IA 50011.

Two Telecommunications/film teaching positions in rank of Assistant or Associate Professor (dependent on qualifications and experience). Candidate should have teaching or professional experience in one or more of the following fields: (1) film production, (2) writing for film and television, (3) television programming, (4) sound production and recording, (5) communications law and ethics. Advanced degree required; PhD preferred. At least 5 years' experience undergraduate and graduate teaching, (or equivalent practical experience in the communications industry desired). Salary commensurate with experience. Send resume to Prof. Richard B. Barnhill, Chairman, TCMF Search Committee, Room 372, Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13210. Deadline for applications: 3/1/82. Syracuse University is an Equal Opportunity/Affirmative Action Employer.

Youngstown State University seeks instructor to teach courses in Speech Communication, Television Announcing & Broadcast News. Ph.D. in Speech/Mass Communication (Telecommunications) with commercial broadcast & teaching experience desirable. Master's Degree considered. Nine month salary commensurate with education and experience. Summer school teaching may be available. Candidates for this position will be expected to teach introductory courses in Speech and Telecommunications, also courses in Broadcast Operations & Programming and Television Production. Send letter of application with vita, transcripts, and three letters of recommendation to: Dr. Daniel J. O'Neill, Chairman, Dept. of Speech Communication & Theatre, Youngstown State University, 410 Wick Avenue, Youngstown, Ohio 44555. Application deadline: March 12, 1982. Youngstown State University is an Affirmative Action/Equal Opportunity Employer.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Attorney, member California bar, eight years trial and law and motion experience (criminal prosecution), seeks challenging position in broadcasting law field. Undergraduate degree in Radio-Television. Graduate Broadcasting Law Seminar. Any location. For resume, contact Ray Cunningham, 2201 The Alameda, No. 18, Santa Clara, CA 95050.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For Broadcast Equipment: Urgently need Transmitters, AM-FM-TV; Microwave; Towers; WX Radar; Color Studio Equipment. Ray LaRue or Bill Kitchen, Quality Media Corp. 800-241-7878. In GA 404-324-1271.

\$500 Reward For UHF Transmitters: For information which leads to our purchase of any UHF TV Transmitter. Call Ray LaRue or Bill Kitchen 800-241-7878. In GA 404-324-1271.

Wanted: New and used transmitter tubes. MHZ Electronics, 211 West Camelback Road, Phoenix, Arizona 85015. 602-242-8916.

High power, special purpose tubes 304TL, 4CX1000, 4-1000A, 5575/100, etc. DCO, 10 Schuyler Avenue, No. Arlington, NJ 07032. 201-998-4246; 800-526-1270.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom. 215-379-6585.

25 KW FM McMartin w/exciter, stereo, SCA. 2 yrs. old on-air. M. Cooper 215-379-6585.

Revox PR-99 New 2 track reel to reel tape deck list \$2,095 sale price \$1,750 Transcom 215-379-6585.

Used Equipment Bargains: RCA TT-10AL 11 kw Transmitter; RCA TT-35 CHW & Diplexer just removed from service!; GE Film Chain; CBS 504B TBC; Envirozone Air Filters; Chevron III Character Generator; 12 to 15 Fonts; G/V 1400 Production Switcher W/D.S. Key; 3-Gates Criterion 80 Stereo PB and 1 Stereo Rec/PB carts. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA 404-324-1271.

Remote Production Cruiser: Beautiful Crown chassis, carpeted, full AC, camera platform on roof. 1600 mi. on diesel & drive train, good tires and brakes, includes (5) GE PE-3500 Cameras, working well, 3-10:1 & 2-18:1 Lenses, motorized reels & TV-81 cables, Grass Valley Sync & line gear, new color prog. monitors, 12X6 prod sw'r w/effects, 8X2 GE Audio, well designed & professionally built. \$130,000. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA 404-324-1271.

Channel 10 Transmitter Package: 25 kw, complete RCA TT-25 BH, good condx; 3-1/8" xmission line, antenna. \$35,000. Call Ray LaRue or Bill Kitchen, Quality Media 800-241-7878. In GA 404-324-1271.

FM Transmitters: 1kw Bauer, 3 kw RCA, 5 kw RCA. 5 kw CSI, 12 kw CCA, 25 kw McMartin, call Transcom 215-379-6585.

AM Transmitters: 1 kw CSI, 1 kw RCA, also RCA BTA 10H 2/new finals and mods, call Transcom 215-379-6585.

VTR's. RCA TR-70 Full Cavec, SS Rec Amps, DOC, \$22,000; RCA TR-60 updated, w/TBC ex-condx, low hours. \$9,000; RCA TR-22 Hi-Bank, \$7,000; Ampex 1200B Amtec, Colortec, Auto Chroma, Vel Comp. RCO, DOC, \$22,000; IVC 870. \$500. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA, 404-324-1271.

Color Cameras-New: Thompson-CSF, Ikegami, Panasonic; Used: GE PE-350 \$2,500 ea; GBC CTC-7X, Minicam, plumbs, \$10,000. Call Ray LaRue, Quality Media Corp. 800-241-7878. In Ga. 404-324-1271.

Broadcast Audio/Radio Gear+New: CSI AM-FM Xmtrs; LPB Mixers; Microtrak Consoles/Equipment; Otari Recorders; Ramko; Russco; Studer Revox; Shure; Thompson-CSF; What do you need? Call Ray LaRue, Quality Media. 800-241-7878. In GA, 404-324-1271.

RCA TK 27 chain, TP-15 multiplexer, TP-8 slide projector, TP-66 16 mm projector. Beston controls—\$24,500.00. International Cinema Eq. Co., 6750 NE 4th Ct., Miami, FL 33138. 305-756-0699.

Eastman CT-500 16mm projector, 286 hours since new. \$10,500.00. International Cinema Eq. Co., 6750 NE 4th Ct. Miami, FL 33138. 305-756-0699.

Open Reel Recording Tape—mostly Ampex, used once, unspliced, unboxed. 7" 1800' or 2400' 50 reels: \$65 (postpaid). Sample: \$2.00 3600' 10 1/2" reels, 10 for \$25.00 (postpaid). Sample: \$2.50. New, premium cassettes. Sample C-60, \$1.00. Audio tapes. Box 9584-E, Alexandria, VA 22304. 703-892-8722.

Cetec 7000 Automation System. Good working condition. Three ITC's, one audio file, one carousel. 309-734-9452. All offers considered.

Sony BVH-1000, 1" VTR with TBC. Excellent condition, recently overhauled, new heads. Best offer. 212-757-8919.

Chyron IIIB Multifont Character Generator with Colorizer. Remote control. Excellent condition. \$25,000.00. 212-757-8919.

1" A/B Roll Computer-Controlled Editing System; Type C; ISI902 Switcher. Excellent condition. \$150,000.00 212-757-8919.

1 kw AM Raytheon transmitter in good working condition. Best offer gets it. Phil Weiner, WUPE-WUHN Radio, 501 E St., Pittsfield, MA 01202.

CEI 310/330 Broadcast Camera. 1000' cable. Good Condition. New. \$56,000, asking \$35,000. 212-757-8919.

Radio Promotion trailers. Equipped. 2 each. 1 at \$4850; 1 at \$5850. For photo or info, call Jim Thornton. 804-399-8819.

AM Field Strength Meter: Patomac Instrument model FIM-21, mint condition, recent factory calibration. Call 215-356-4700.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

Bingo Newsprint Cards personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402-453-2689.

Broadcast Engineering Service Company: TV-FM field engineering-emergency maintenance-turnkey installation system design-survey and critique-interim maintenance or chief engineer. B E S Company, New Port Richey, Fla. 33553. 813-868-2989.

Low Power Television application manual, \$25.00. Monthly magazine, \$50 yearly. Printout, applications to date. \$15. Crash course, Washington D.C., Feb. 6-7, \$100. Lo-Power Television Publishing, 7432 E. Diamond, Scottsdale, AZ 85257. 602-990-2669.

Embroidered Emblems: Promote your station with low cost quality emblems. Will outlast any bumpersticker or T-shirt. Free artwork. Fireball Management, P.O. Box 588, Freeport, NY 11520, 516-223-1244.

Audio Programing, via satellite, for automated cable TV channels. Profit sharing plan for systems with 10,000 or more subscribers. Box P-147.

We can help you improve your DJ, news, sports, and commercial announcing skills. We'll point out your strengths and weaknesses and help you on the road to success! Invest in yourself with objective professionals. Send cassette, return envelope, and \$10.00 to Talent Consultants, P.O. Box 81571, Lincoln, NE 68501.

Outdoor Programing Radio, 50 fishing programs hosted by professional fisherman Tom Zenanko. Entertaining, informative for all ages nationwide. Contact: Tom Zenanko Outdoors, 5612 No. Lilac Dr., Minneapolis, MN 55430. 612-566-4797.

RADIO PROGRAMING

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S.: 152 West 42nd St., New York City, 10036. 212-221-3700.

Music of Your Life? We have better quality, variety, selection. Solid gold 30's, 40's, 50's, 60's. G. Roy Gunderson, 2014 United Bank Center, Denver, Colorado 80290.

Capitol Hill Radio Feeds. Credentialed freelancer will cover your congressman/senator. Small/large markets, nationwide. Ed Connors, 202-244-9288, A.M.'s

Mr. Memory—Big bands. Vocalists. Showtunes. 3 hours weekly. Audition—write: Reel Radio, Dunkirk, MD 20754-0213.

200 American Historical Vignettes. Reel to reel - \$50.00. Yanqui Prod., 18 Eagle Ave., Saco, Maine 04072.

INSTRUCTION

Radio Broadcaster's Training Program. Study announcing, newscasting, copywriting at home. \$29.95, complete. Details: Centaur Communications, 2509 N. Campbell, No. 218-A, Tucson, AZ 85719.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314-522-6325.

RADIO

Help Wanted Management

MIAMI/FT. LAUDERDALE SALES MANAGER

WWJF Miami/Ft. Lauderdale (JOY 107 FM) is growing and needs intelligent Sales Manager, experienced in agency and direct sales. This is a great opportunity with a phenomenal broadcasting organization. EEO. Write: Doug Auerbach, Vice President/General Manager, JOY 107 FM, PO Box 5333, Ft. Lauderdale, Florida 33311.

BUSINESS MANAGERS

Business Managers required for major group operator. Three to five years' experience in broadcasting. High energy level a must. Salary open and fully-paid benefits including relocation assistance. Equal Opportunity Employer, M/F Reply to Box P-100.

Help Wanted Sales

CO-OP SALES SPECIALIST

WMJC/WHND. Detroit's top adult radio combination. is seeking a co-op sales specialist. Must have previous experience with radio and/or newspaper co-op sales or manufacturer's co-op programs. Will be responsible for co-op sales to retailers, manufacturers, distributors and brokers. Salary plus commission. Send resume to: Greg Ofiara, Sales Manager, WMJC/WHND Radio, One Radio Plaza, Detroit, Michigan 48220.



A GREATER MEDIA STATION

An equal opportunity employer, M/F.

ACCOUNT EXECUTIVE

Experienced, aggressive, willing to work hard in sunny South Florida for major 2-station combo. Nation's 11th largest market; part of a 5-station chain. Call Skip Painton at 305-522-9900.

Situations Wanted Management

Enthusiastic, Determined, Bottom-Line GM Looking

Young, aggressive, self starter with eight years management experience, 18 years in the business, looking for Top 40 market GM position, 35 and immediately available due to ownership change. Worked my way up thru programming and sales. Know radio inside and out. Last GM position did complete turnaround from red to six figure black ink in 15 months. Looking for growth potential, BS in Broadcast Management and close to completion of MBA. \$50,000+ base. Resume and references available upon request. Write Box P-128 or call 505-884-8801.

GENERAL MANAGER

Young yet mature radio professional, with successful 12-year track record in both sales and programming, seeks GM position. Very solid credentials, currently employed. Meet possible at RAB/Dallas. Reply now to Box P-61.

Situations Wanted Programing, Production, Others

Late 30's:

My decision to enter radio, TV or cable management-programing-sales comes after many years on the air (age 16) (radio-TV) in Chicago and other majors. My extensive background includes TV on-camera, advertising broadcast production-management, promotional writing, NBC News reporter-writer-on-air, commercial & music production-A/V house owner, announcer-D.J.-electronics training. My intentions are a healthy California market radio, TV, cable or A/V production house position. My intelligence, expertise and integrity may be of interest to your organization. Let's talk. Personal interviews preferred, any California markets considered. Robbins, Suite 932, 333 N. Michigan Avenue, Chicago, IL 60601.

Situations Wanted Announcers

Just in time for Spring

Top-rated morning team in top 3 market. Ready for roots at an established station. Your move. Write Box P-101.

TIRED OF MEOICRITY

(Or Worse)? Add one of America's best major market radio sports commentators to your drive/talk team. Resume, tape, references, newsprint clippings available at Box P-64.

OWN YOUR MARKET

AM Drive/Programer ... The ultimate combination. If you are sincere about winning big and are willing to grant programing control to a seasoned veteran with over 20 years as a major market influence and program inovator ... We should talk ... Call 609-397-8318 ... Attainable January 1.

CONFIRMED GENERALIST

reads with understanding, writes with clarity, speaks with precision, listens with comprehension. Seeks position with broadcast professionals. Over 20 years experience, small market to networks, radio-TV, morning drive to GM. Fast learner. Young executive. Prefer SW, SE, or Texas. Reply Box P-123.

P.D.

with strong ARB numbers on Midwest regional station. Morning drive. Extensive talk show experience and major college basketball. Sports Director with television sports anchor experience. Reply to box P-107.

TELEVISION

Help Wanted Sales

SALES MANAGER

Top Midwest MSO has an immediate opening for a goal-oriented individual to head up a new advertising sales effort. Strong media sales experience—both retail and national—a must. Knowledge of Co-op a plus. The position requires the ability to lead, organize and motivate. Excellent salary and fringes. Please reply in confidence to: Continental Cablevision, P.O. Box CS-2015, Findlay, OH 45840. An Equal Opportunity Employer.

TELEVISION ACCOUNT EXECUTIVE

Top ten independent is seeking an aggressive sales account executive with a minimum of two (2) years broadcast experience. Independent stations sales experience a plus. Send resume with salary history and "track record" to Box P-115. Equal Employment Opportunity Employer, M/F.

Help Wanted News

ANCHOR/CALIFORNIA

CBS affiliate in 21st market is looking for a weekend anchor. If you're looking for the best of both worlds, anchoring & reporting, in one of the most attractive California markets, send resume, audition tape and references to: Jim Morgan, News Director, KKTU, 400 Broadway, Sacramento, CA 95818. An Equal Opportunity Employer, M-F.

SPORTS ANCHOR/ REPORTER

Aggressive Top 20 midwest television news department seeking Weekend Sports Anchor/Weekday Sports Reporter. We have the latest state-of-the-art equipment, including live helicopter, several microwave units and satellite downlink. Prefer candidates with journalism degree plus at least three years TV sports experience. We are searching for someone to complement our A.P. and U.P.I. "Newscast of the Year." Please send resume to Box M-175. E.O.E. M/F.

METEOROLOGISTS

More than 24 on-camera television weathercasters will be employed about March 1, 1982, to provide continuous, live weather coverage for the nation. Sent VTR and resume immediately! The Weather Channel, 2840 Mt. Wilkinson Parkway, Atlanta, Georgia 30339. An equal opportunity employer.

TROUBLE SHOOTER

Top 25 aggressive television station searching for trouble shooter. The award winning trouble shooter unit is well-established and includes a two member staff. We have the commitment for you to succeed. Prefer candidates with trouble shooting experience and journalism degree. Please send resume to Box P-92. EOE, M/F.

NEWS PRODUCER

We're looking for a solid, aggressive, creative producer for our newscasts. Conversational writing, imaginative graphic sense, flair for leadership, and TV experience a must. Top 20's Midwestern station. Write Box P-102. An Equal Opportunity Employer, M/F.

**Help Wanted News
Continued**

NEWS DIRECTOR

KIII-TV, an ABC affiliate in Corpus Christi, is searching for an experienced News Director to head up dominant No. 1 news operation. Our current News Director is leaving to become a partner in a public relations firm. We have the finest staff, the most up-to-date equipment including a helicopter, and the best operation you could want. This position offers great advancement opportunities, as we are part of a privately owned group with more stations to come. We do not wish to enter into a contract struggle with your present employer, so please be certain you are available if you respond. Come to the Sunbelt with 12 months of great weather and lots of water. Please send resume and salary requirements to:

Bob White
Vice-President
KIII-TV
P.O. Box 6669
Corpus Christi, Texas 78411
An Equal Opportunity Employer.

**Help Wanted Programing,
Production, Others**

PRODUCER/ DIRECTOR

WNAC-TV, Boston, has an immediate opening for a Producer/Director/Writer to handle a variety of assignments.

To be considered, the candidate must have a successful track record in actually producing programs for telecast, including concept and planning, script origination, field producing and directing, editing, and every other phase of production from day one through final mix.

If you enjoy the creative challenge in directing your own shows, or the stimulation of taking an assignment and running with it, then consider that WNAC was the 1980 Gabriel Award winner for "consistent high quality and creative programming".

If all your directing experience is in the studio, try us another time. But if you're an all around Producer/Writer in addition to knowing your way around a live newscast or daytime strip, we'd like to see your resume. Forward resume including salary requirements to Personnel Manager, RKO General Broadcasting, WNAC-TV, RKO General Building, Government Center, Boston, MA 02114.

Help Wanted Management

SAN DIEGO

AMERICA'S MOST BEAUTIFUL CITY!

New Independent Station is now interviewing for key management positions.

Station Manager
Gen. Sales Manager
Program Manager
Business Manager
Chief Engineer

All creative services and Talk Show Talent.

We're experienced broadcasters looking for proven management personnel. Confidentially respected.

Send complete resumes and other necessary information to:

Mike McKinnon
KUSI-TV Channel 51
P. O. Box 11985
San Diego, California 92111

AN EQUAL OPPORTUNITY EMPLOYER



An RKO General
Television Station

An Equal Opportunity
Employer M/F/H/Vets

 A CBS Affiliate

NEWSWRITER/ PRODUCER

Network news program seeks solid Journalist with strengths in writing copy, editing, tape material, covering news stories, and making proper editorial decisions. Individual must have strong interest in government, politics, national and world affairs. Person must also have at least 5 years with a major news organization as a reporter, news editor or producer. Creativity desired, as well as strong skills in concise, accurate and fast writing for broadcast. Please send resume with salary history in confidence promptly to: Box P-125 Equal Opportunity Employer M/F

**Help Wanted Programing
Production, Others
Continued**

**GROWING NATIONAL CABLE TV
BUSINESS
PUBLICATION HAS THREE OPENINGS
FOR EXPERIENCED PERSONNEL**

* Programming editor to headquarter in Los Angeles. Should have minimum three years' writing experience, preferably on radio/TV or cable TV publications.

* Advertising space sales to cover Northwestern states including San Francisco. Minimum two years of advertising space sales required, preferably on TV or cable TV publications.

* Advertising space sales to headquarter in Los Angeles. Minimum two years of advertising space sales required, preferably on TV or cable TV publications. Equipment sales background helpful.

All positions offer \$30,000 a year base with profit-sharing or sales-incentive bonuses, paid hospitalization, four week vacations, pension- and stock-incentive plans.

Qualified applicants should be immediately available. Send letter of application and resume to:

Box N-70
An Equal Opportunity Employer



PRODUCER

No. 1 rated PM Magazine in medium Midwest market looking for Executive Producer. Previous PM experience desirable, but not mandatory for bright, innovative person. Send tape, resume and salary requirements to: PM Magazine, P.O. Box 718, Columbus, Ohio 43216. Equal Opportunity Employer.

Help Wanted Technical

Engineers wanted

for New York post production facility. Requirements: ability to maintain state-of-the-art broadcast equipment including quads and 1" videotape machines; editing equipment; film chains, including the Bosch FDL-60; switchers; digital effects; computerized graphics; and audio consoles. Must have 4-5 years engineering experience, formal education in electronic or electrical engineering. Technicians wanted to train as engineers in same facility. Requirements: ability to maintain 3/4" VCR's; maintenance and repair of monitors; and ability to do circuit construction and wiring. Qualified applicants send resume and salary requirements to: J S L Video Services, Inc., Engineering Department, 25 West 45th Street, New York, New York 10036.

WDVM-TV, a promotion-minded station, is looking for the best CREATIVE SERVICES DIRECTOR in the country...

If you are thoroughly experienced in on-air promotion, writing, sales promotion, print advertising, public relations, market research and can direct a highly creative, energetic staff,

Send resume and 3/4" cassette to:

Ron Townsend, Station Manager
4001 Brandywine Street, NW
Washington, DC 20016



An equal opportunity employer

**KDKA-TV
PROMOTION
WANTS A
WRITER-PRODUCER
WITH A PAST.**

If you have at least two years professional experience, and a reel of exciting spots to show for it, you could be ready to join the top Creative Services team in the country Group-W station KDKA-TV—number one affiliate in the 12th market—is looking for a gifted writer/producer on the way up. If you're seeking your way up, send on-air, radio and print samples to:

Brad Crum, Creative Services Director
KDKA-TV One Gateway Center
Pittsburgh, PA 15222

INTERNATIONAL SEGMENT PRODUCER

International Segment Producer, 8-5, M/F, OT as required. To conceptualize, research, develop and produce segments keyed to international issues. To act as unit director in field, as creative director in studio, to develop budgets and control costs. Degree in Fine Arts or Business req'd. 5 yrs. exp. req'd. Must speak, read, and write English and one foreign language fluently. Should have lived in a foreign country within the last 24 months or have resided in a foreign country at least 5 years. Should have produced a wide range of program material including news, public affairs, drama, religion and entertainment. Pay - \$20,800/yr. Call first or send resume to: William Phillips, Virginia Employment Commission, 5145 E. Virginia Beach Blvd., Norfolk, VA 23502. 804-461-1446. The VEC is an equal opportunity employer and service provider.

PROGRAM DIRECTOR

Network TV station in top 25 market is looking for a program director with some production experience. Responsibilities & salary commensurate with background. Send resume to: Box P-148. Equal Opportunity Employer M/F.

**TV MAINTENANCE TECH
ENGINEER**

Experience with IVC 9000's, Ampex Quads, CMX systems, analogue electronic animation equipment valuable. Career opportunity for someone with broad experience in maintenance planning and supervision. Salary commensurate with experience. Write in confidence to Dolphin Productions, Inc., 140 East 80th St., New York, NY 10021.

CHIEF ENGINEERS

needed for exciting opportunities in Saudi Arabia with an international Corp. Excellent salary and fringe benefits. Candidates must be skilled in supervising the maintenance and repair of TV, Transmitting, Microwave and Studio equipment. Send detailed resume to P.O. Box 1523, El Toro, CA 92630.

CHAPMAN ASSOCIATES®
media brokerage service

W	Small	Fulltime	\$350K	\$100K	Bill Whitley	(214) 387-2303
NW	Small	Fulltime	\$425K	\$100K	Greg Merrill	(801) 753-8090
MW	Small	FM	\$525K	Cash	Paul Crowder	(615) 298-4986
MW	Small	AM/FM	\$595K	Terms	Bill Lochman	(816) 254-6899
E	Sm/Sub	AM	\$500K	\$145K	Jim Mackin	(207) 623-1874
E	Sm/Sub	AM/FM	\$500K	Cash	Bob Thurburn	(404) 458-9226
MW	Medium	FM	\$650K	\$325K	Peter Stromquist	(612) 831-3672
NW	Medium	AM/FM	\$2250K	Terms	Bill Whitley	(214) 387-2303
SE	Metro	AM/FM	\$2500K	Cash	Bill Cate	(904) 893-6471
SE	Major	Fulltime	\$1325K	Cash	Bill Chapman	(404) 458-9226

To sell, for appraisals, feasibility studies, or financing—contact John Emery, Gen. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341.



R.A. Marshall & Co.
Media Investment Analysts & Brokers
(803) 842-5251

Texas metropolitan daytimer, priced with real estate. Excellent format opportunity and priced to sell in spin-off. \$250,000 on terms with deep discount for cash.

EXECUTIVE SUITE - 200 PROFESSIONAL BUILDING,
HILTON HEAD ISLAND, SOUTH CAROLINA 29928

APPRAISALS

Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

FOR SALE

FM Class C, major north-west market, principals only. Box P-149.

FOR SALE

South Dakota AM daytimer. Fulltime with power increase available. Less than 2x gross. Excellent terms. Very little down. Contact T.L. Laidlaw, 701-256-1080 or 701-256-2950.

RESORT AREA—FULLTIME AM

Located in the beautiful Black Hills of South Dakota. Summer tourism, winter skiing, great hunting and fishing. Low dial position, high power. Potential virtually untapped. \$375,000.00. Longines Brokerage. 307-864-3937.

WALKER MEDIA & MANAGEMENT, INC.

Brokers-Consultants-Appraisers

William L. Walker
President
Suite 417
1730 Rhode Island
Avenue, N.W.
Washington, D.C. 20036
202/223-1553

John F. Huribut
Southeastern
Representative
P.O. Box 1845
Holmes Beach,
Florida 33509
813/778-3617

THE KEITH W. HORTON COMPANY, INC.

For prompt service contact

Home Office: P.O. Box 948
Elmira, N.Y. 14902
24 hr Phone: (607)733-7138

Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963

Brokers and Consultants



Books For Broadcasters

T418 HANDBOOK OF RADIO PUBLICITY & PROMOTION, by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T458 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252pp., 29ill. **\$12.95**

T464 HOW TO MAKE NEWS AND INFLUENCE PEOPLE, by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.
Washington, D.C. 20036

Please send me book(s) number(s) _____ My _____ payment is enclosed.

Name _____

Firm or call letters _____

Address _____

City _____

State _____ Zip _____

**For Sale Stations
Continued**

North American MEDIA BROKERS

Fla. small mkt, daytime, 280K
 Fla. coastal daytime, 350K
 Fla. small mkt, fulltime, 285K
 Fla. large mkt, daytime, 400K
 Fla. large mkt, daytime, 850K
 Fla. large mkt, daytime, 475K
 Ga. small mkt, FM, 160K
 Missouri small mkt, AM-FM, 525K
 NC. medium mkt, fulltime, 350K
 Ohio, small mkt, AM-FM, 750K
 Illinois small mkt, fulltime 675K
 Idaho medium mkt, fulltime, 850K
 New Mexico med. mkt, FM, 450K
 Broadcast School Colorado, 35K
 Tenn small mkt, AM Daytime, 500K

**FREE IN-HOUSE LEGAL
SERVICES AVAILABLE FOR
BUYER & SELLER.**

**ONE FINANCIAL PLAZA
SUITE 2100
FT. LAUDERDALE, FL 33394**

**(305) 525-2500
SELLERS CALL COLLECT**

**MIDWEST REGIONAL
CHANNEL**

5,000 Watt AM Station. Excellent cash flow & profits. Absentee owner. Ideal addition for group owners. \$1,850,000. Only Financially Qualified will receive replies. Box P-134.

**BILL-DAVID
ASSOCIATES**

**BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909**

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

MEDIA BROKERS · APPRAISERS
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

**RICHARD A.
SHAHEN, INC.**
435 NORTH MICHIGAN AVE · CHICAGO 60611

312/467-0040



FOR SALE

Small town Class IV-AM radio station, located Southeast. Profitable. \$400,000. Discount for cash or good terms. Call Hudson Millar, 305-461-2600.

**This Publication
is available in Microform.**

University Microfilms International
300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. (Billing charge to stations and firms: \$3.00).*

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85c

per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications: 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

*For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Help Wanted Technical Continued

TV BROADCAST ENGINEERS

Overseas, housing furnished, local transport and airfare paid for out of country recreation. 5 Years exp. studio, VTR, microwave, xmt. Prefer technical degree or technical school. Mt. Alton, (312) 298-9858, IEC, Inc., Box 66375, AMF O'Hare, IL 60666.

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Exciting opportunities for Studio, Video and Transmitter technicians in Saudi Arabia. Candidates must have hands-on repair and maintenance background. Excellent salary and fringe benefits. Send resume to RO, Box 1523, El Toro, CA 92630.

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HELLO, CABLE

Top Market O&O Sports Producer seeks sports or management position in cable industry. My job is great—I need a career. Former multi-award-winning investigator (DuPont, Emmy, Scripps-Howard, more). Law Degree, business background. Thorough knowledge of production and office management. Blue-chip references. Let's talk. 312-475-3141.

Situations Wanted News

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2 yrs. in top 15 mkt. News writing, studio & field production, editing and format creation exp. Seeks top 50 mkt. Write Box P-40.

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"JOB HUNTING?"

National Broadcast Talent Coordinators can help. We specialize in radio personnel placement. Progaming, sales, management. Our client stations need qualified broadcast people. For complete, confidential details, write National Broadcast Talent Coordinators, Dept. B, P.O. Box 20551, Birmingham, Alabama 35216. 205-822-9144.

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10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disk Jockeys, Newspeople and Program Directors. Small, medium and major markets, all formats. Many jobs require little or no experience! One week computer list \$6.00. Special Bonus: Five consecutive weeks only \$12.95—you save \$18.00!! AMERICAN RADIO JOB MARKET, 6215 Don Gasper, Las Vegas, Nevada 89108.

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A Low Power TV Station is limited in coverage area, approximately a 12-15 mile radius, but free to originate programming to any extent they wish and inexpensive enough to appeal to entrepreneurs with modest resources.

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Low Power stations will be authorized on all TV channels, 2-69.

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Miscellaneous

FOR SALE

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 East 44th Street, N.Y. N.Y. 10017 212-599-3303.

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From 92.1-107.9 both present rules and Docket 80-90. Map included.

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Public Notice

PUBLIC NOTICE

The Program Service Committees of Public Broadcasting Service will meet jointly at 2:00 p.m. on January 20, 1982, to discuss development of the PBS Four-Year Plan, prerelease of PBS programs on Canadian stations, and status of the SPC. The PTV-2 and PTV-3 Committees will meet individually at 1:00 p.m. and 5:00 p.m., respectively. The PTV-2 Committee will consider development of a minority program fund, and PTV-3 will review guidelines for educational "fair use" of materials. The Board of Directors will meet at 8:30 p.m. on January 20 to receive reports from officers and committees of the board, and reconvene at 9:00 a.m. on January 21 to discuss the PBS Four-Year Plan, EEO/AA, extension of PTV service, PBS/Cable, basis for FY 82 assessments, captioning. All meetings will be held at the Mayflower Hotel, 1127 Connecticut Avenue, Washington, D.C.

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Now, state-of-the-art program consultation is available to Small Market America from Todd Wallace/Associates! Affordable rates, on a per-project basis.

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**PUBLIC NOTICE
APPLICATIONS FOR CABLE TELEVISION LICENSE
SUDBURY, MA**

The Town of Sudbury will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 p.m. on April 1, 1982. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Sudbury. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission. All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, Town of Sudbury, Town Hall, Sudbury, MA 01776.

Ratings Research

**INDEX RESEARCH
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To help radio come through Recession '82, our 1981 rate card remains in effect. RADIO INDEX rating reports still start as low as \$350. One index can help you make more sales at a time when you need them most. Call us free: 800-528-6082.



For Sale Stations

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Clear Channel covers entire state.... Hawaii's only News-Talk station. New fabulous studios. Station making profit. Great terms and low down to qualified buyer! Call collect for details—Dave Wagenvoord, Media Broker (808) 949-6648.

**For Sale Stations
Continued**

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Va	AM	325k	Small
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IL	Fulltime AM	725K	Small
GA	Daytime AM	425K	Small
OK	FM	380K	Small
KY	AM/FM	550K	Small
Midwest	AM/FM-CP	410K	Small
MO	AM/FM	300k	Small
MO	AM/FM	525K	Small
MS	AM	300K	Small
IA	AM/FM	360K	Small
WY	AM	225K	Small
OR	FM Downpayment	35k	
TN	AM Downpayment	30k	
ND	AM/FM Downpayment	25K	
NC	AM Downpayment	25K	
NM	FM Downpayment	35K	
SC	AM Downpayment	20K	
GA	FM Downpayment	30K	
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- Fulltimer. Suburban Atlanta. \$740,000. Terms.
- Powerful daytimer. S.W. Va. \$490,000. Good value. Terms.
- Fulltimer. N. Ala. Nice sized town. Large county population. Predominant facility in the market. Absentee owners will take 50% partner and let you manage, or will sell 100% for \$500,000. Good terms.
- Ethnic. Powerful daytimer. Large Black Population in Tennessee city. \$600,000. Terms.
- Powerful daytimer. Alabama's 3rd largest city. No down payment. \$590,000.
- Fulltimer. In S. Central N.C. Good terms. \$220,000.
- Daytimer. S.E. Wyoming City. \$250,000.
- AM-FM S.E. coastal United States Class C and fulltimer. \$3.7 million. Good value. Terms.
- Daytimer. Powerful. Roanoke—Lynchburg area. Bargain. \$360,000. Terms.
- Powerful Daytimer in Cent. GA. \$580,000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. Terms. \$350,000.
- Daytimer. E. Ark. Terms. \$150,000.
- Daytimer North Central NC. Good buy. \$180,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- Fulltime N.W. Ala. City. \$520,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Fulltimer. West Virginia. \$275,000.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

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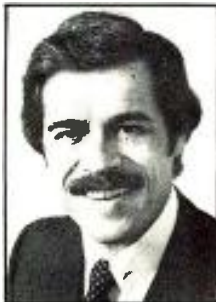
Fates & Fortunes

Media

Wayne Kearl, chairman and chief executive officer, Broadcasting and Entertainment, Harte-Hanks Communications, San Antonio, Tex.,



Kearl



Moll

retires, remaining with company in advisory capacity as assistant to president of Harte-Hanks. **William Moll**, president, Broadcasting and Entertainment, succeeds Kearl as chief executive officer.

Gordon DeWerth, treasurer, MacMillan, New York, joins Minneapolis Star & Tribune Co., owner of KTVH(TV) Hutchinson, Kan., and WDRB-TV Louisville, Ky., as VP-finance.

Edward Fredkin, professor of computer science, Massachusetts Institute of Technology, Cambridge, elected president and chief executive officer of New England Television Corp., applicant for contested channel 7, Boston, now occupied by RKO General's WNAC-TV..

Wayne Thomas, VP and director of broadcast operations for Times Mirror Group and VP-general manager of company's WVTM-TV Birmingham, Ala., continues in former post and assumes new duties as VP and general manager of T-M's KTVI(TV) St. Louis. **Paul Wischmeyer**, VP-general manager of KTVI, named to new post of station manager.

Robert Taylor, VP and controller, KPXX-TV Phoenix, named controller of parent Gannett Broadcasting Group's radio division, St. Louis.

Carol Ornes, personnel administrator, ABC Personnel, Washington, named manager. **Donna Pedro**, senior personnel administrator, ABC Personnel, Chicago, named manager, ABC Personnel, Hackensack, N.J. **Anne Dalton**, attorney, ABC News, New York, named assistant general attorney, ABC News. **Chris Mikawa**, general attorney, owned stations division, ABC Inc., New York, named director, legal and business affairs, ABC Sports. **Steve Sadicario**, assistant general attorney, ABC News, named general attorney.

Mike Perez, director, worldwide sales, NBC International, New York, elected VP, international sales, NBC Enterprises. **W. Watts Biggers**, VP, advertising and creative services, NBC-TV, New York, has resigned. **Gerard K. Petry**, director, cost verification, NBC, West Coast, Burbank, Calif., named director, accounting.

Heather Regan, district manager, affiliate re-

lations, CBS Television, New York, elected VP, station services, affiliate relations.

Brooke Sectorsky, director of broadcast operations, WSB-TV Atlanta, named station manager.

Stephen Shipman, legal assistant, Lovett, Hennessey, Stambler & Seibert, Washington law firm, joins KMGQ-FM Goleta, Calif., as general manager. **Gary Eklund**, business manager, Lovett, Hennessey, joins station as operations manager.

Ron Sack, general manager, KOB(AM) Albuquerque, N.M., joins KQEO(AM)-KZZX(FM) there in same capacity.

Richard Reis, general sales manager, WFTQ(AM)-WAAF(FM) Worcester, Mass., named general manager, WFTQ.

Pete Vincelette, VP-general manager, WJYE(FM) Buffalo, N.Y., joins WYOR(FM) Coral Gables, Fla., as general manager.

Ken Brown, manager, Mid-America Media's WSWT(FM) Peoria, Ill., named VP-general manager of group's WQUA(AM) Moline, Ill., and KRVR(FM) Davenport, Iowa.

Larry Wilson Gunter, program director-sales representative, KYKX(FM) Longview, Tex., joins KYKS(FM) Lufkin, Tex., as general manager.

Ken Gerdes, general manager, WAFF(TV) Huntsville, Ala., joins WWLG-TV Macon, Ga., in same capacity.

Marc Hurd, manager of broadcast operations, KNXT(TV) Los Angeles, named manager of studio operations.

Peter Crawford, station manager, WHDH(AM) Boston, elected VP of parent, WHDH Corp.

Lawson Fox, production manager, WTVC(TV) Chattanooga, joins WRCB-TV there as operations manager.

Harriet Holland, business manager, WCAU(AM) Philadelphia, named director of administration.

C. David Leyrer, plant manager, Teleprompter Corp.'s Grosse Pointe and Dearborn, Mich., systems, named site project manager, security and energy service development.

Alfred Croft, business manager and manager of administrative services, Mutual Broadcasting System, Arlington, Va., named director, administrative services.

Robin Smith, from Arthur Anderson & Co., Phoenix, joins Harte-Hanks radio there as controller.

David Clark, senior analyst, Reymer & Gersin, Southfield, Mich.-based broadcast research and consulting firm, joins Christian Broadcasting Network, Virginia Beach, Va., as director of marketing services.

Cathy Spearman, promotion director and continuity supervisor, WAVI(AM)-WDAO(FM) Dayton, Ohio, joins WING(AM) there as continuity director.

Advertising

Alan Goltz, VP and account supervisor, Benton & Bowles, New York, named senior VP.

John Willie, VP and general manager, Brouillard Communications division, J. Walter Thompson, Pittsburgh, joins Marsteller Inc., there as VP. **Murray Kalls**, VP and creative director, Leo Burnett, Chicago, joins Marsteller Inc., Los Angeles, as creative director.

Robert Lee, deputy research director; **Marie Skelly**, account supervisor, and **Virginia Starke**, print production supervisor, McCann-Erickson, elected VP's.

Michael Bell, VP, Campbell-Ewald, Warren, Mich., named senior VP.

Shari Bain, production manager, Sumner-Berry-Brown, Dallas, joins Popejoy & Fischel there as art director.

Jan Goldman, account executive, J. Walter Thompson, New York, joins Preston Advertising, St. Petersburg, Fla., as manager of traffic and production.

Harry Durando, director of station relations; **Deborah Tassone**, director of research, and **John Kelly**, director of sales, RKO Radio



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Sales, New York, elected VP's.

Dave Recher, senior VP and Midwest regional manager, Eastman Radio, Chicago, named senior VP, administration, New York, **Jerry Donovan**, VP and office manager, Chicago, named VP and Midwest regional manager, supervising Chicago, St. Louis, Dallas and Minneapolis offices.

Thomas Haynes, manager, Eastern division, Pro Radio, New York, elected VP.

Louis Miano, executive VP, director of creative services, AC&R Advertising, New York, named vice chairman.

T. Richard Rawlins, Southeastern regional manager, Buckley Radio Sales, joins Pro Radio, as manager of Atlanta office.

Charles Hansen, assistant sales manager, CBS/green team, Blair Television, New York, named manager. **Robert Kubicke**, account executive, NBC TV Spot Sales, joins ABC sales team, Blair Television, Chicago.

William Kehlbeck, account executive, Torbet Radio, New York, named network manager.

Randall Mosher, art director, Diddy & Branch, Cincinnati, joins Sive Associates there in same capacity.

Stacey Demas, sales assistant, PGW, New York, named research analyst.

Jim McKee, account executive, D'Arcy-MacManus & Masius, joins W.B. Doner, Detroit, as senior account executive.

Elayne Stanback, senior account executive, Hicks & Greist, joins Lockhart & Pettus Advertising, New York, as account supervisor.

Barbara Lamon, account executive, Hecht, Higgins & Petterson, New York, joins Blairsat there in same capacity.

Laurie Silverman, client service representative, Arbitron, New York, joins Avery-KnodeI there as account executive.

David Nadelson, account executive, independent TV sales division, Katz Television, New York, joins ABC/Blue sales team, Blair Television there.

Georgiana Whitlock, broker, H.B. Larue, San Francisco, joins John Blair, New York, as corporate planning associate.

Tausca Schillaci, research associate, KMGH-TV Denver, named account executive.

Jack Webber, marketing director, National Finance Corp., Pittsburgh, joins Weightman Advertising, Philadelphia, as account executive.

Diane Russo, controller, UPA Technology, Syosett, N.Y., joins Hume, Smith, Mickelberry, Miami, in same capacity.

Paul Weiss, creative director, Peters Productions, San Diego, joins Metzendorf Advertising, Houston, as copywriter.

Chris Ackerman, sales manager, WKQQ(FM) Lexington, Ky., elected VP of licensee, Village Communications.

Perry Adams, general sales manager, KNBR(AM) San Francisco, joins KYA-AM-FM there in same capacity.

Ron Pell, general sales manager, WRDC(AM) Hartford, Conn., elected VP, director of sales.

Bob Eurich, account executive, KARM(AM) Fresno, Calif., named sales manager of KARM

and co-owned KFIG(FM) there.

Dick McClellan, account executive, WKPT(AM) Kingsport, Tenn., named sales manager.

Michael Hagan, account executive, WFEA(AM) Manchester, N.H., named sales manager.

Jim Staley, account executive, WSON(AM)-WKDQ-FM Henderson, Ky., named assistant sales manager.

Jackson Weaver, account executive, KUTV(TV) Salt Lake City, named director, co-op development.

Shirleyanne Thom, account executive, KOMO(AM) Seattle, named local-regional sales manager.

Brenda Petrone, national sales manager, KBAK-TV Bakersfield, Calif., joins KSBY-TV San Luis Obispo, Calif., as local sales manager.

Robert Day, assistant advertising and promotion manager, KCCI-TV Des Moines, Iowa, named advertising and promotion manager.

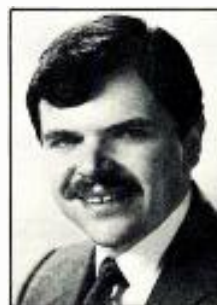
JoAnne Bell, from KFQD(AM) Anchorage, joins KIXI-FM Seattle as account executive.

Terry Mowery, account executive, WOHO(AM) Toledo, Ohio, joins WNCI(FM) Columbus, Ohio, in same capacity.

Programing

David Hilton, director, acquisitions, The Movie Channel, New York, elected VP, film acquisitions, for parent Warner Amex Satellite Entertainment Co. there. **Milton Watson**, manager, program publicity, Warner Amex Satellite Entertainment Co., New York, named director, program publicity.

Jerry Gottlieb, VP, business affairs, Universal Television, joins United Artists television production division, Culver City, Calif., as executive VP.



Murphy

Frank Murphy, VP-client relations, Bonneville Broadcasting, joins CBS Radio Network, New York, as director, programming.

Joseph Tirinato, senior VP, domestic sales, MGM Television, New York, named senior VP, domestic television sales, MGM/UA Television Distribution there. **John**

MacDonald, VP and managing director, MGM Television Canada, Toronto, named VP and general manager, MGM/UA Television Canada there.

Melvin Danheiser, vice president and assistant foreign manager, international production program, United Artists, Los Angeles, named vice president, international motion picture division, MGM/United Artists, New York.

John Litvack, director, current drama programs, NBC Entertainment, Los Angeles, elected VP. **Richard Okie**, associate, story department, succeeds Litvack. **Garth Richard Ancier**, manager, current comedy programs, NBC Entertainment, Los Angeles, named director, current comedy programs. **Kevin Monaghan**, from Joe Goldstein Public Relations, New York, joins NBC Press there as sports press representative.

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The TANNER MUSICAL SPECTRUM offers a Rainbow of Programming Services for automated and live assist stations.

RED SATIN ROCK has the big hits.
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Maurice Singer, president, Maurice Singer Productions, Los Angeles, joins Home Box Office, Los Angeles, as VP, pre-production acquisition.

Robert Kimmel, VP, broadcast division, Hill & Knowlton, New York, joins Audio Features, New York-based production and syndication firm, as executive VP.

Kate Kelleher, associate director, creative services, Viacom Enterprises, New York, named director. **Steven Wishner**, assistant to treasurer, General Instrument Corp., joins Viacom International, New York, as director, financial services.

Gloria Slutzky, manager, cost analysis, NBC, New York, joins ABC Entertainment there as director, daypart planning, nonprime time, ABC Television and ABC Entertainment. **Susan Harris**, associate director, business analysis and financial planning, ABC, named director, daypart planning, prime time. **Andre De Szekely**, director, feature film creative post production, ABC Entertainment, New York, assumes additional duties of executive producer. **Joyce Buchman**, executive secretary to president, ABC Entertainment, Los Angeles, named assistant coordinator, special projects.

Jock McLean, director, musical programming, CBS Video Enterprises, New York, named VP, musical programming. **Benton Levy**, senior attorney, CBS Records Group, New York, named director, business affairs, CBS Video Enterprises there.

Peter Hartz, director of advertising and promotion, Watermark, joins Diamond P Sports, Hollywood-based sports production and syndication firm, as director of marketing.

Stephen Swanson, account executive, E.H. Brown Advertising, Minneapolis, joins Bonneville Productions, Salt Lake City, as associate director, English-language marketing. **Gordon Bowen**, associate creative director, J. Walter Thompson, Chicago, joins Bonneville as writer-producer.

Mary Silverman, director of television sales and marketing, Phoenix Films, Phoenix, joins USA Cable Network, Glen Rock, N.J., as program administrator. **Bob Carlo**, director of accounting, USA Cable Network, named controller.

Jay Gold, independent TV commercials director and film editor, has formed Jay Gold Films Inc., New York, in association with Kasia Yuska, with offices at 27 East 61st Street, New York. (212) 308-9870.

Jay Ghazarian, from WTFM(FM) Lake Success, N.Y., joins The Cable Audio Network, Comack, N.Y., as operations-program director.

Dennis Moore, operations manager, WANX-TV Atlanta, named program director.

John King, production assistant and air personality, WING(AM) Dayton, Ohio, named program director.

W. Lane Rogers, public affairs director, KSFI(FM) Salt Lake City, named operations manager-program director.

Matt McCann, air personality, WCIL-AM-FM Carbondale, Ill., named program director.

Art Pattison, production manager, KOMO(AM) Seattle, named production operations supervisor. **Kurt Horn**, supervisor of post production services, succeeds Pattison.

New Lineup. In restructuring of Warner Amex Satellite Entertainment's marketing group, Andrew Orgel, formerly VP, affiliate relations, named to new position of VP for regional offices. Reporting, along with Orgel, to Robert McGroarty, senior VP, WASEC, are Richard Guilmenot, VP, marketing; Gary Koester, VP, Sales; Larry Divney, VP, advertising/sales, and Sonya Alvarez, VP, creative services, succeeds Orgel as VP, affiliate relations. Succeeding Suarez is Fred Seibert, who only recently had been named VP, on-air promotion and production (Fates & Fortunes Jan. 11) for WASEC's The Movie Channel, and MTV: Music Television. Finally, Jordan Rost, VP, research, who had reported to McGroarty, will now report to WASEC executive VP, John Lack.

David Hummel, creative supervisor, Procter & Gamble, Cincinnati, joins Christian Broadcasting Network, Virginia Beach, Va., as executive producer, "Another Life."

Paul Kelvyn, program manager, WGN-TV Chicago, joins KDKA-TV Pittsburgh as producer.

Jim Corno, operations manager, WDIV(TV) Detroit, named program manager.

Drew Hayes, assistant program director, WPLP(AM) Pinellas Park, Fla., named program director.

Lella Lustig, program director, WGED-FM Pittsburgh, joins WNED-FM Buffalo, N.Y., as producer.

Norm Miller, engineer/technical director, non-commercial KQED(TV) San Francisco, named manager, production operations, for internal projects at station. **Majorie Poore**, manager of scheduling, named manager of production marketing, KQED Video Services.

Laura Norris, studio operator, WSOC-TV Charlotte, N.C., named creative service writer and producer.

Robert Whitelaw, producer-director, WDIV(TV) Detroit, joins KBHK-TV San Francisco, as executive sports producer.

Robert Richardson, commercial director, WTVC(TV) Chattanooga, named production manager.

Timothy Harshaw, director, WSBT-TV South Bend, Ind., joins WDTN(TV) Dayton, Ohio, as producer-director.

Gary Sweet, cameraman, noncommercial WPBT(TV) Miami, named associate director.

Lisa Rowen, production coordinator, WBZ-TV Boston, joins WNAC-TV there as production assistant, and audience coordinator of *Weekday*.

Sue Serio, air personality, WMAR-TV Baltimore, joins WBAL-TV there in same capacity.

Dennis Palmieri, from KRIV-TV Houston, joins

KHOU-TV there as photographer-editor, *P.M. Magazine*.

News and Public Affairs



Davis

Bob Davis, assistant news director, WNBC-TV New York, named news director. Davis will assume position March 1, replacing Ron Kershaw ("Fates & Fortunes," Jan. 4) who joins NBC Sports.

Appointments, ABC Direction Network, New York: **Fred Davis**, assistant news director and senior producer,

WJXT(TV) Jacksonville, Fla., to manager of news; **Jeff Young**, news director, WLLZ(FM) Detroit, **Jon Belmont**, news director, WHND(AM) Monroe, and co-owned WMJC(FM) Birmingham, both Mich., and **Paul Westpheling**, from KNRB(AM) San Francisco, to correspondents.

Diane O'Brien, assignment editor, WROC-TV Rochester, N.Y., named managing editor. **Mark Wolf**, news anchor, named night news editor. **Jane Tomczak**, anchor-reporter, WHAM(AM) Rochester, joins WROC-TV as assignment editor.

John Schoen, city editor, *The Advocate*, Stamford, Conn., joins noncommercial WGBH-TV Boston as news editor.

Steve Wasserman, news director, WJXT(TV) Jacksonville, Fla., joins WPLG(TV) Miami in same capacity.

Buzz Kilman, morning anchor, WLUP(FM) Chicago, named news director.

Thomas Hiscox, from WHN(AM) New York, joins KSBQ(AM) Santa Maria, Calif., as news director.

Lee Kanipe, news anchor, WITN-TV Washington, N.C., named news director. **Robert Mur-**

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ray, news reporter and anchor, named senior news producer.

Mike Oling, anchor-reporter, KESQ(TV) Palm Springs, Calif., joins KMTV(TV) Omaha in same capacity.

Larry Burnett, sports anchor-reporter, WCKT(TV) Miami, joins KSTP-TV Minneapolis-St. Paul in same capacity.

Kenneth Alexander, news director and anchorman, WHBQ(AM) Memphis, and **LaVonne Ellis**, air personality, KFMB-TV San Diego, join ABC Rock Radio Network as correspondents.

Bill Stuart, anchor, WALA-TV Mobile, Ala., joins KOAT-TV Denver as anchor-medical specialist.

Karen Freitas, co-host, *P.M. Magazine*, KSEE(TV) Fresno, Calif., joins KJEO(TV) there as news producer and co-anchor.

Melanie Naff, news writer-reporter, KTUL-TV Tulsa, Okla., joins KELI(AM) there as news editor-traffic reporter. **Bob Duff**, manager, convenience store, joins KELI as co-anchor, *Tulsa Morning News*.

Dianne Doctor, producer-reporter, KARK-TV Little Rock, Ark., and **Rolonda Watts**, reporter, WFMY-TV Greensboro, N.C., join New Jersey Nightly News, joint production of non-commercial WNET(TV) New York and non-commercial New Jersey Network, Trenton, as reporters in Newark, N.J. bureau.

Glenn Hill, photographer, *P.M. Magazine*, KFDM-TV Beaumont, Tex., joins WHNT-TV Huntsville, Ala., as news photographer.

Mary Stimmel, editorial director, WAGA-TV Atlanta, named director of public affairs.

John Butler, news and public affairs director, KROY-AM-FM Sacramento, Calif., joins ABC News as correspondent for ABC Rock Radio, New York.

Alan Cox, from WTMJ-TV Milwaukee, joins WCCO-TV Minneapolis as reporter.

Promotion and PR

Gerri Pare, assistant director of promotion and publicity, MCA TV, New York, named director of promotion and publicity.

Monica Lahey, associate director, press information, CBS Entertainment, New York, named director, national press and affiliate relations, press information. **Gail Plautz**, associate director, photography, press information, named director, **Enid Moore**, associate director, press information, named director. **Janet Storm**, manager, daytime program publicity, named associate director, press information.

Lou Zaccheo, president of own television promotion and consultancy firm, joins Abell Communications, Baltimore, as VP-advertising and promotion for its TV and radio stations.

Cyndi Goodpaster, traffic coordinator, WFLD-TV Chicago, named promotion administrator.

Bob Robinson, producer-director, WFAA-TV Dallas, named promotion manager. **Lucy Scott**, creative services writer-producer, named public relations director.

Tami Kuna-Whitacre, special events producer, news, WPTV(TV) West Palm Beach, Fla., named director of promotion and creative services.

John Midbo, assistant promotion manager, WISH-TV Indianapolis, joins WTVQ-TV Lexington, Ky., as promotion manager.

Susan Jackson, marketing assistant, WFRV-TV Green Bay, Wis., joins WLRE(TV) there as promotion manager.

Craig Nowack, promotion technician, WUHF(TV) Rochester, N.Y., named assistant promotion manager.

Technology

Thomas Carden, director, corporate computer network; **Donald Decker**, group director, systems engineering, and **Paul Kaigan**, director of technical resources, ABC Inc., Hackensack, N.J., elected VP's.

Donald Sloan, director of finance, West Coast, Time-Life Films, Los Angeles, joins Robert Wold Co., there as VP and chief financial officer.

Frank Deitrich, Western area marketing manager, Plantronics, Santa Cruz, Calif., joins Comsat General TeleSystems, Fairfax, Va., as director, international marketing.

Ronald Brookman, district manager, Burr-Brown Research Corp., Tucson, Ariz., joins Scientific Atlanta, Los Angeles, as communications products accounts manager.

Manuel Marquez, chief engineer, WANX-TV Atlanta, named director of technical operations.

Ron Lask, director of engineering, WXIX-TV Cincinnati, elected VP.

Daniel Brown, technical operations and field service manager, General Television Network, Oak Park, Mich., joins WXYZ-TV Detroit as manager of technical operations.

Mark Blaauboer, engineering technician, WTEN(TV) Albany, N.Y., named studio supervisor. **Andrew Solywoda**, chief engineer, CSET-TV, Albany production studio, succeeds Blaauboer.

Stephen Lockwood, engineer, noncommercial KOCC(FM) Oklahoma City, joins noncommercial KWGS(FM) Tulsa, Okla., as chief engineer.

Richard Hajdu, manager of broadcast sales, Pierce-Phelps, Philadelphia, joins MZB & Associates, Dallas-based video systems distributor, as regional manager, broadcast sales.

Dave Hyduke, from Atlantic Research Corp., joins Comsearch, Falls Church, Va.-based frequency coordination company, as engineer.

Bill Huey, chief engineer, KCCI-TV Des Moines, elected VP.

Vic Chavez, photographer-editor, KHOU-TV Houston, named chief videotape editor.

Allied Fields

Jody Powell, former press secretary to President Jimmy Carter, joins *Dallas Times Herald* as political columnist.

Kenneth Howard, attorney, legislative affairs unit, Office of General Counsel, FCC, Washington, named legal assistant to Commissioner James Quello.

Barry Umansky, assistant general counsel, National Association of Broadcasters, Washington, named deputy general counsel.

Richard Campbell, VP, marketing communications group, Harris Corp., joins American Transcommunications, Greenwich, Conn.-based satellite communications and cable television management and consulting firm, as VP.

Ted Bates, founder of Ted Bates Worldwide, Inc. **Charles Brower**, retired chairman, BBDO and **Bernice Fitz-Gibbon**, founder of own retail advertising agency, elected to American Advertising Federation's advertising Hall of Fame, Washington.

Baryn Futa, attorney, U.S. Department of Energy, and **Robert Keller**, attorney, Blooston & Mordkofsky, Washington, join Fleischman & Walsh, Washington-based communications law firm.

Matt Breyne, credit analyst, Heller-Oak Communications, Chicago-based intermediate lender to communications industry, named account executive.

Elected by stations to serve on Arbitron Radio Advisory Council (with elected alternates in parentheses): To represent stations with contemporary format in markets 51-plus, **Wayne Phillips**, WBIZ(FM) Eau Claire, Wis. (**Vince Cremona**, WICCI(AM) Bridgeport, Conn.); for MOR/personality formats in markets 1-50, **John Hinkle Jr.**, WISN(AM) Milwaukee (**Paul Palmer**, KFMB(AM) New York); AOR and other music formats in markets 1-50, **Ted Dorf**, WGAY-AM-FM Washington-Silver Spring, Md. (**John Moler**, WRFM(FM) New York); AOR and other formats, **Frank Wood Jr.**, WEBN(FM) Cincinnati (**Carl Hirsch**, WMMS(FM) Cleveland). In addition, **Glenn Bell** of KSO(AM) Des Moines, Iowa, was elected to represent MOR/personality formats in markets 51-plus but station he will represent remains to be designated, since KSO is not MOR/personality station (alternate is **Jack Porteous**, WDBO(AM) Orlando, Fla.).

Deaths

Dixon Donnelley, 66, assistant secretary of state for public affairs during Lyndon Johnson administration, and former radio editor for defunct *Washington Daily News*, committed suicide Jan. 7 at his home in Bethesda, Md. He is survived by his wife and daughter.

Theodore Huntley, 93, former chief congressional correspondent, U.S. information agency, died of Arteriosclerosis Jan. 9, at Sleepy Hollow nursing home, Annandale, Va.

Paul Lynde, 55, veteran television comedian, died of heart attack Jan. 10 at his home in Beverly Hills, Calif. Lynde is survived by his sister.

D. Raymond Taylor, chief engineer, KOLN-TV Lincoln, Neb., and co-owned KGIN-TV Grand Island, Neb., died Dec. 31 of apparent heart attack in Lincoln. Taylor is survived by his wife, Martha, and three sons.

Allen Cordon, 61, former legal assistant to FCC Commissioner James Quello, died of cancer Jan. 12, at George Washington University hospital, Washington. Cordon is survived by his wife, Jean, and two sons.

Joyce Mullaney, 56, former secretary at FCC, and active in husband's radio consulting firm, Consulting Radio Engineers Inc., Potomac, Md., died of heart attack Jan. 6 at Suburban hospital, Bethesda, Md. She is survived by her husband, John, two sons and three daughters.

Profile

The two passions of Ike Blonder: TV engineering and the Loch Ness monster

Ike Blonder has an odd measure of success: debt. "I am a great success in that I owe a few million dollars," says the unflappable chairman of Blonder-Tongue Laboratories, a manufacturer of television reception and STV equipment. "The ability to use money and do the things you want to do is just great."

Ike Blonder also has a vision: of the ideal telecommunications universe to come. Not for him the wired nation. Rather, a mix of conventional terrestrial broadcast stations, direct broadcast satellites and an army—literally hundreds of thousands—of low-power and micro stations (the latter half-watt facilities serving individual neighborhoods—as many as 10,000 in New York City alone).

Wherever you are, in Blonder's world, every channel on every tuner would be filled with broadcast signals. The best of them all, he thinks, will be from DBS. "Direct to the home television is perfect television," he says. "It really is super."

To the people who know him, such enthusiasm—for projects others aren't yet ready to grapple with at all—won't come as a surprise. The 65-year-old Blonder says he joined Ben Tongue in forming B-T in 1950 as an act of professional liberation. As an engineer for radio and television manufacturers in the post-war years, he found that "any thoughts I had were usually ignored." He didn't become an entrepreneur simply to make money, he says, although he has nothing against that eventuality. "I became a businessman to be free. It was the only way to get things done that I suggested."

Blonder and Tongue set out with a self-imposed mandate of considerable magnitude—"to improve the reception of television." Their first product was a broadband booster, a device that when coupled with an antenna could dramatically improve television pictures over the entire spectrum of channels. "I simply packaged it in a box, offered it to some friends who were reps ... and the next thing you know we're blowing a fuse. People wanted them."

For the past three decades B-T has developed, manufactured and marketed a growing line of ancillary television equipment, including MATV distribution amplifiers, antennas, boosters and modulators. And while the company searched for aids to improve television reception, it also worked assiduously to distort a television picture to a point at which it became unwatchable. The idea



Isaac Samuel Blonder—chairman of the board, Blonder-Tongue Laboratories Inc., Old Bridge, N.J.; b. June 24, 1916, New York; BS in physics, University of Connecticut, 1938; MS in physics, Cornell University, 1940; radar officer, U.S. Signal Corps, 1941-46; engineer, Panoramic Radio Corp., 1946-48; engineer physics instructor, City College New York, 1947-48; engineer and quality control supervisor, Teleking Corp., 1948-50; present post since 1950; m. Lois Wallerstein, June 28, 1953; children—Greg 26, and Terry, 23.

was to make scramblers (and descramblers) for subscription TV. The years of work that stretch back to 1955 have paid off; B-T is now well positioned to supply the flowering STV industry.

The company now does more than \$20-million worth of business each year, employing some 500 persons at two New Jersey facilities (Old Bridge and Lakewood) not far from New York. If STV continues to blossom, and low-power television takes off as Blonder believes it will, the 1980's should be a good decade indeed for B-T.

Despite his success, Blonder seems uncomfortable with his role as a businessman. Trained as a physicist at the University of Connecticut and Cornell University, Blonder says he would have been happy to don the robes of academe. But that career was derailed by World War II and when that was over, he never got it back on track. Instead he went to work for Panoramic Radio Corp., a maker of radio test equipment and instrumentation, as an engineer, a job that introduced him to Tongue and put both of them on the road to B-T.

Although B-T has been successful in its principal product lines, it has encountered mixed fortunes in other markets and businesses. An early and strong believer in STV, Blonder began scouring the country

in 1958 for venture capital to start an STV operation. He almost made it in 1974 with WWHT(TV) Newark, N.J., but a \$5-million stock issue intended to finance the operation never materialized. "We had a depression and would you believe the broker contracted to handle the issue went bankrupt," he says. WWHT went on to become an operating STV station, but only after a majority interest was sold to Wometco in 1977.

(B-T maintains an interest in WNUV-TV Baltimore, which has STV plans for that cableless city, but has sold its minority interest in an up-and-running STV station, WQTV(TV) Boston, pending FCC approval.)

B-T also is a frustrated cable operator. From 1967 to 1972, Blonder presided over Com-Cable TV Inc., which operated four systems (5,500 subscribers) in northern California. The early 1970's were lean times for the cable industry and B-T chose to bail out, selling the systems to Viacom International.

In the equipment business, Blonder says B-T has been stung twice. It made closed-circuit television and high-fidelity audio equipment until severe competition from the Japanese forced it out, he says, citing the cooperation between the government and industry in Japan as making the Japanese difficult to compete with. "Japan is a single, closed economy," he says. "Everybody there works against the outsider."

The Japanese also are killing their U.S. competition with a glut of high-quality engineers turned out by their school system, which stresses the sciences. "Our school system," by contrast, "is worthless," Blonder says. "If I had my way I would insist that every person who gets a degree ... takes hard science every semester." Teaching the liberal arts in school, he asserts, is a waste of time. With the right books a person can learn a school year's worth of history in a week. The sciences, on the other hand, require special instruction and special facilities, he says.

Blonder's interest is not focused entirely on the future. He is also fascinated by relics, particularly the one that he and many others believe is swimming around Loch Ness. Every year for the past 10, Blonder has gone to central Scotland to explore the lake in search of its famous serpent. Despite sonar and underwater cameras, Blonder reports that he has yet to come up with credible evidence.

Blonder promises to keep carrying on at B-T, "doing what I have money to do." That means, he says, "to improve television reception with broadband equipment and go after low-power and pay TV and stay the hell out of the way of the Japanese."

Contingent of broadcasters opposed to direct broadcast satellite service made its case at FCC last week, meeting with six of seven commissioners (Jim Quello was attending funeral) and officials of Office of Plans and Policy, which is handling DBS proceedings and processing of DBS applications. Visitors included officials of three network affiliate associations—James Babb, Jefferson Pilot Broadcasting (CBS); Fred Paxton, WPSD-TV Paducah, Ky. (NBC), and Robert Rice, WRAU-TV Peoria, Ill. (ABC)—A. James Ebel, KOLN(TV) Lincoln, Neb., and Tom Paro, president of Association of Maximum Service Telecasters. They made many of same arguments made by Wallace Jorgenson, WBT(TV) Charlotte, N.C., in his testimony before House Telecommunications Subcommittee last month (BROADCASTING, Dec. 22, 1981): DBS spectrum could be used for other services, including fixed terrestrial service, fixed satellite service and terrestrial broadcasting of high-definition television. They also warned that introduction of DBS could harm local broadcasting and U.S. bargaining position at 1983 regional radio conference.

Radio Advertising Bureau's All-Industry Radio Ratings Committee heard report from its attorneys last week on their investigation of radio station ratings, then authorized them to press on and said it would decide "how to proceed" after getting further report in February. "How to proceed" was interpreted to mean what tactics it would adopt in seeking "a more competitive and equitable marketplace for research on radio audiences" in dealings with Arbitron Radio, only nationwide syndicated radio rating service (BROADCASTING, Nov. 30, 1981). Committee left little doubt it intended to push on: It said it would launch fund

drive shortly, asking each station to contribute \$350 to support committee's efforts.

NATPE International has filed comments with FCC, urging commission to maintain prime time access rule as "only certain means of limiting the networks' total monopoly in the important prime-time period." In comments, NATPE said its own research disputed conclusions of disbanded Network Inquiry Special Staff that PTAR had not obtained intended objectives, calling special staff's report, which is currently under review by FCC Broadcast Bureau, "seriously flawed." NATPE contended that information special staff used to prepare its report was "outdated and inadequate" at time report was prepared. NATPE said its own research, results of which it included in its comments to "provide the commission with up-to-date" information, "disproves the contention that the PTAR has not achieved its purposes."

Roger's Cablesystems' Ted Rogers told analysts in New York on Friday he expects Canadian government to grant pay television licenses there within four to six weeks. Rogers's "guess" about likely structure of pay cable in Canada is for three networks, two English, one French, with English language channels programed jointly with American pay networks. Price to subscriber, Rogers guesses, will be \$13 (Canadian), with cost to systems of \$6.50. Rogers-UA-Columbia Cablesystems President Bob Rosencrans was also at meeting, and word from Rogers and Rosencrans was that in interest of consolidation and generating funds needed for financing, \$40 million to \$50 million worth of smaller Rogers-UA systems may be sold, and Rogers-UA may



Past meets present. NBC News's *Today* show celebrated the start of its third decade last Thursday (Jan. 14) by featuring past program regulars in addition to filmed and taped highlights of "significant and historic events" over the last 30 years. In the midst of the celebration, however, some of the planned clips were pre-empted to provide late-breaking news on an Air Florida plane crash in Washington. During 30 years of *Today* show broadcasts, NBC estimates "more than 30,000 guests representing thousands of viewpoints and occupations will have been interviewed during the ... 7,810 *Today* broadcasts." On hand for the anniversary show were, top row (l to r): Tom Brokaw, John Chancellor, Hugh Downs, Barbara Walters, Bryant Gumbel, Jane Pauley, Dave Garroway, Jack Lescoulie, Frank Blair and Sylvester (Pat) Weaver. Second row (l to r): Betty Furness, Estelle Parsons, Lee Meriwether, Betsy Palmer, Joe Garagiola, Jim Hartz, Edwin Newman, Gene Shalit, Florence Henderson and Helen O'Connell.

reappear in United States stock market with new issue of non-voting shares. Prediction from RCI is that its 1985 revenues would be about \$500 million (Canadian.)

□

Senate Republican Conference is hoping to offer **taped response** to President Ronald Reagan's **State of Union** address, to be delivered at 9 p.m. Tuesday, Jan. 26. Comments by at least 11 senators would be fed via Satcom 3R, transponder 16, at 9:30 p.m. (embargoed till end of speech) and may be picked up by any station or cable system. Program could compete with response being planned by Democratic party (see story, page 75). Republican program is predicated upon release by White House of Reagan's speech prior to its delivery, so conference can produce program.

□

Boxing promoter **Don King** assembled his troop of fighters last week in New York to lend muscle to announcement of **Don King Sports & Entertainment Network**, satellite delivered cable program. King anticipates offering once-monthly fight card to be sold as basic advertiser-supported programming to cable operators, plus occasional pay-per-view fights and entertainment specials. Network will debut March 15 pay-per-view Holmes-Cooney bout. King's vice president, marketing, Richard Kulis, says network intends announcement next week in Los Angeles of "cornerstone" MSO affiliate. Satellite transponder wasn't announced at press conference, but Kulis says cornerstone affiliate has signed agreement in principle that provides King with 12 months of transponder time and option to joint-venture Hughes Galaxy transponder. (Of two major West Coast MSO's with Galaxy deals, Times Mirror is one located in Los Angeles.)

□

ABC, CBS and NBC last week asked **FCC** to reject **AT&T's** Dec. 3 "equalization" tariff filing, which proposes to raise rates on regular interstate service by 1.8%, WATS service by 4.1% and interstate private-line service by 1.6%. According to networks, **rate increase would raise networks' costs for television and radio transmission services by more than \$1 million annually**, which, "when taken together with the rate increases that have already been permitted to become effective and pending rate increases, would have a severe impact upon the entire broadcasting industry." According to networks, tariff should be rejected because it violates "fundamental principle" of common carrier regulation in that it would authorize AT&T to charge regular interstate, WATS and private-line users more than actual costs incurred to subsidize shortfall in AT&T's exchange access earnings. Networks also said that under tariff, AT&T would earn higher return from private-line users than from regular interstate and WATS users, requiring private-line customers "unfairly to subsidize customers in other categories."

□

Paramount Television will be offering theatrical films "Friday the 13th" parts I and II, "Lipstick" and "The Fan" for local-TV syndication without prior broadcast network exposure. MCA TV's "The Deer Hunter" went same route.

□

NLT Corp., Nashville-based licensee of WSM-AM-FM and owner of Opryland Production, is expected to announce this week **formation of venture with Group W Satellite Communications** for development of advertiser-supported cable programming service built around country music industry. Marketing would be handled by Group W, programming by Opryland Productions.

□

National Public Radio's board of directors in executive session in Austin, Tex., last week authorized NPR management to continue to explore possibility of merger with **United Press International**—outgrowth of owner E.W. Scripps Co.'s efforts to dispose of financially troubled UPI. Word was that Scripps would donate UPI to NPR if NPR could show it had resources to keep

UPI going five years or more. Edward W. Estlow, Scripps president, said NPR was one of several organizations that had indicated interest in acquiring UPI and that there had been some talks with NPR, as well as others, "but absolutely no negotiations." He declined to comment on speculation that donation of UPI to NPR might produce tax deduction for Scripps that could exceed any sale price it might get. As for further talks or negotiations, Estlow said "the ball is in their court."

□



Lord Lew Grade, 75, last week resigned as chairman of Britain's Associated Communications Corp., reportedly selling his stock to Australian TV and newspaper owner Robert Holmes Court. ACC, involved in television and film industries, is said to have suffered severe financial losses on movies last year, including \$16 million loss on "Save the Titanic." ITC Entertainment, ACC's U.S.-based TV production and distribution subsidiary, had no immediate comment.

□

TKR Cable Co., new joint venture between Knight-Ridder Newspapers and Tele-Communications Inc. has bought **Cross Country Cable** for about \$45 million. System serves 22 northern New Jersey communities, including Piscataway and Old Bridge, two largest municipalities in system. Daniels & Associates of Denver handled transaction.

□

Joseph Polonsky, one of leading figures in international broadcast engineering (he was former technical director of Thomson-CSF, winner of Gold Medal of biennial international technical exposition in Montreux, Switzerland, and pioneer in high-definition television technology), died Jan. 10 in Paris after massive stroke.

Upcoming

At the FCC: Open en banc meeting Tuesday will hear presentations on various issues from Rural Telephone Coalition; Consumers Union; Brown, Bernstein & Longest; Convid; Action for Children's Television; National Education Association; Multi-Cultural Television Council; Council for UHF Broadcasting; REACT; American Association of MESBICS, and Howard University School of Communication. **Also in Washington:** New FCC Broadcast Bureau Chief Larry E. Harris will address Federal Communications Bar Association luncheon Wednesday at Touchdown Club. □ Public Broadcasting Service board of directors meets Wednesday and Thursday at Mayflower hotel. Board's program service committees will hold meetings Wednesday afternoon. □ Association of Independent Television Stations' ninth annual convention opens Saturday (Jan. 23) at Sheraton Washington. **In Kauai, Hawaii:** National Association of Broadcasters joint board meets today through Friday at Waiohai hotel. **In Seattle:** Senate Commerce Committee will hold hearing on cable TV at new federal building at 9 a.m. today. **In Springfield, Ill:** Illinois Supreme Court will hold oral arguments Tuesday on petitions, including one from CBS Inc., to amend rules permitting further access by broadcasters and photographers to court room proceedings (see page 68). **In Athens, Ga.:** CBS News Correspondent Douglas Edwards will speak at 37th annual Radio-TV Institute of Georgia Association of Broadcasters today through Wednesday at Georgia Center for Continuing Educations, University of Georgia. **In Detroit:** FCC Commissioner James Quello addresses Detroit Adcraft Club Friday.

Only the beginning

The tidy timetable that the Justice Department and AT&T worked out to execute the terms of their antitrust settlement is being messed up by others. In six months, AT&T was to present the government with its detailed plan of divestiture and reorganization. Eighteen months after that, the plan would go into effect. Things may take longer.

As the government and AT&T must have expected, more questions have been raised than answered by the announcement of the settlement. Senate and House chairmen who have been working on AT&T legislation have declared their intentions to review the settlement line by line. Federal Judge Harold Greene, who has presided for 10 months over the antitrust trial that the settlement was intended to end, is not about to write off the case without looking twice at the proposed consent decree. The FCC must go over its whole AT&T regulation if the company is to undergo the changes the settlement prescribes.

Congress, it may be assumed, will make certain that the folks back home know that their elected representatives in Washington are protecting them against increases in telephone rates. When a Timothy Wirth assumes the role of guardian of the public interest, as he did last week, he is thinking of his predecessor as chairman of the House subcommittee dealing with communications, Lionel Van Deerlin. In the 1980 election, Van Deerlin, a Democrat, was upset by a Republican who campaigned principally on the specter of bigger telephone bills that he said would come from Communications Act revisions that Van Deerlin favored.

However long the process takes, a fundamental alteration in the structure of the premiere telephone company is assured and with it new dynamics of competition in the communications marketplace. The management of AT&T is saying that the company is preparing to enter what it calls the age of home-delivered information services. With AT&T's formidable research, manufacturing and marketing resources, its entry could bring that age to bloom ahead of present expectations.

Bell management's sudden willingness to break up what had been considered the biggest and most indestructible monument on the American business scene bespeaks a recognition that all old bets are off in the new environment. By the standards of not many years ago, today's American home is an electronic wonderland of digital telephone access to the world, multichannel choices of video sources, enough audio signals to fill the air. A revisit to that home a decade hence may suggest that this was the frontier.

Strength of numbers

Several disparate associations in broadcasting and related fields are tentatively testing the possibility of joint action on the regulatory front. One story appearing elsewhere in this issue reports that an ad hoc industry committee emerged from a session with FCC Chairman Mark Fowler, who had requested a briefing on what if anything was being done to support the FCC's proposals for deregulation. Another reports that other representatives of commercial and noncommercial broadcasting organizations met to explore commonalities of Washington interests.

If there is a driving force behind these informal meetings, it is undetectable here. The Fowler meeting, attended by representatives of three broadcast associations and the major cable association, was called by the chairman in the obvious hope of soliciting

industry clout on behalf of FCC initiatives. The later meeting of delegates from eight commercial broadcasting organizations and National Public Radio was convened by the National Radio Broadcasters Association, which sometimes has good ideas but lacks the resources to carry all of them out.

Something more tangible is needed.

There is no doubt that legislative and regulatory presences would be enhanced if, when interests coincided, the principal trade associations and professional societies of the affected media could be recruited for united action. Action on an organized and effective scale is, however, unlikely to result from ad hoc alliances informally arranged.

Why not a permanent organization, representing all significant elements in broadcasting, cable and, yes, the printed press and new forms of information distribution—all of whose interests are likely to intermingle more in the future than in the past? The organization would not interfere with specialized advocacies, which will continue to exist. It would be there to coordinate action in causes on a larger scale.

There may even be a name for it: the Federation of the Fifth Estate. Perhaps it's something for the National Association of Broadcasters' boards to talk about this week in Hawaii.

Mission accomplished

In moments of crisis or disaster, the nation has learned to turn to its television sets to see for itself what is going on. Last Wednesday it saw scenes that were at once horrifying and heroic. In an editorial afterward, the *New York Times* remarked:

"On Wednesday night, after the crash of a jetliner in Washington, another story was added to the national memory bank: A woman in ice-choked water loops her arm around a ring dangled by a helicopter, loses her grip and disappears. A man standing on a river bank jumps in, swims out and pulls her up and in to shore. The last frame is of her face—staring, expressionless, alive. That series of images . . . was repeated over and over. It cannot erase the others, but it may balance our picture of mankind."

Balancing the picture of mankind may not be the mission the average television journalist has in mind as he or she goes about the daily work. It is, however, the end product of a craft that has earned the attention that the nation pays it.



Drawn for BROADCASTING by Jack Schmidt

"Al, if I vote in support of a motion opposing a petition to deny, am I for or against the applicant?"



The Good News broadcast.

A line of fierce tornadoes recently struck Grand Island, Nebraska, leaving behind widespread injury and destruction. The psychological effects of the disaster were as serious as the physical damage. So to help the residents face the giant task of rebuilding, KOLN-TV/KGIN-TV developed a special "Good News" broadcast for their evening news.

The segment featured messages highlighting cooperative efforts and city pride. Its emphasis was on Grand Island's bright new future. And the encouraging words were much appreciated. Letters thanking KOLN-TV/KGIN-TV for its positive voice came from all over the area.

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