ANNUAL DOUBLE ISSUE

Top 100 companies in electronic communications
Prospects and promises for 1982

Broadcasting Jan 4

The News Magazine of the Fifth Estate □ Vol. 102 No. 1 Our 51st Year □ 1981

RKO RADIO SHOWS

RKO Radioshows...not a newscast network...not a 24-hour network... but the 3rd RKO Radio Network...consisting of dynamite programming blocks for various formats...to enhance your station sound.

- Six new entertainment series built in response to the results of our 1981 National Managers study of over 500 radio stations.
- Available cash-free to stations for premium local sale beginning in January 1982.
- Broadcast in stereo —via satellite—using RKO's extra space segment on Westar III to give you a highly promotable sound by the hottest names in the music industry.

FOR HIT CONTEMPORARY STATIONS

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.

FOR ALL STATIONS

RKO's two overnight shows.

Night Time America—five live hours of broad-based adult contemporary music with Bob Dearborn.

America Overnight—six live hours of all-night telephone and talk with Ed Busch and Eric Tracy.

RKO Radioshows...73 hours a week of long-form entertainment programming...in stereo from RKO. Call (212) 575-6144 and lock up a Radioshow today.

RKO RADIO SHOWS

THANK YOU for a great first year, CBS, Cox Broadcasting, Harte-Hanks, Metromedia, Outlet, Pulitzer, Scripps-Howard, United Television, Inc., and Belo Broadcasting Corp.

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Closed Circuit®

Insider report: behind the scene, before the fact

Fowler faces 1982

Biggest task facing FCC Chairman Mark S. Fowler is nailing down working majority. As matters stand, there are no sure four votes out of seven. This is so even with Democrat James H. Quello, agency's only broadcaster, who usually backs Fowler. Abbott Washburn, whose term expires June 30, often sees eye to eye with chairman, parting company only on such issues as repeal of Section 315 and fairness doctrine and perhaps juvenile programing, having in mind crime and violence.

Other GOP members—Anne P. Jones, who has served since 1979, and Mimi Weyforth Dawson, sworn in last July—have no consistent track record in support of chairman. Democrat Joseph R. Fogarty, whose term expires June 30, 1983, seldom votes with Fowler except on purely routine matters. FCC's newest member, Democrat Henry Rivera, who has served five months, usually has sided with fellow Democrat Fogarty and appears to have become minority spokesman in opposition to deregulation and other administration reforms.

Change in the wind?

Word persists that CBS, in face of current recession and uncertain economic outlook, is growing concerned about start-up costs of its CBS Cable programing venture. So much so, some say, that they are virtually convinced CBS Cable's cultural programing won't make it on advertiser-supported basis, and that consequently may wind up in joint venture with some other program source or sources, which could take it into pay cable. (See "Profile" of CBS Cable President Richard Cox, page 111).

Handwriting

Is National Telecommunications and Information Administration, now presided over by Bernard J. Wunder Jr., former GOP communications staff expert on House Energy and Commerce Committee, slated for downgrading? On heels of resignation of three top assistants (Dale Hatfield, No. 2 official; Veronica Ahern, international expert, and Ellen Deutsch, legislative expert; see "Fates & Fortunes," page 110), comes word that Wunder himself is contemplating departure—probably for private law practice.

NTIA has been in trouble practically since change in administration. Wunder and FCC Chairman Mark S. Fowler have been at loggerheads in testimony before congressional committees on deregulation. But tight economy appears underlying reason for cutting back on agency created in 1978 from Commerce Department entity to possibly advisory status on telecommunications at White House.

Tom talking turkey

Rumors to contrary, Tom Wheeler's $100,000-plus job as president of National Cable Television Association seems secure. Wheeler has weathered controversy surrounding NCTA's part in copyright compromise and its ill-fated attempt to add cable provision to Senate's telephone bill last fall. According to number of key board members on both sides of copyright issue Wheeler has enough support to win new contract when current one expires in August.

Real question is whether Wheeler will sign new contract if it's presented to him. Wheeler said last week that he has received and is considering offers for employment in "communications industry." Consideration of new job, he said, has nothing to do with present job, which he professes to enjoy. "I have to consider challenges here as well as elsewhere...It's a question of where I can grow best." In any case, he said, "I won't be here for the next 19 years."

Black days at 30 Rock

RCA enters new year with its financial problems—and leadership of Chairman Thornton F. Bradshaw—under intensifying public scrutiny. Some sources predict its pretax profits, $507.3 million in 1980, will show drop to $50 million or less for 1981. There are recurring reports it would like to sell its huge CIT Financial Corp., acquired for estimated $1.35 billion in 1980, or its diminishingly profitable Hertz Corp.—or, perhaps preferably, both.

Speculation has extended even to possible sale of NBC subsidiary, with estimates of market value of its five O&O TV stations alone ranging from $1 billion to $1.5 billion—although this speculation has been explicitly denied. One inside source suggested last week that NBC—whose own problems have been widely publicized—may in fact be RCA's most promising area for growth, if only "because we're so far down now."

Captain up for syndication

New 6:30 a.m. slot won't be only chance children will have to catch *Captain Kangaroo*. CBS has given "free rein" on syndication, according to Bob Keeshan's organization which has no timetable yet but hopes to offer 30- and 60-minute versions from *Captain Kangaroo* last five years plus new production for network. *Wake Up with the Captain* episodes this season won't be distributed.

Watching the candy store

Hands-on management by National Association of Broadcasters Joint Board Chairman Edward O. Fritts is likely to extend to new area of NAB finances soon. Executive committee, meeting in Washington today and tomorrow (Jan. 4-5), is expected to recommend to joint board that capital expenditures, now paid for out of general operating funds, be included as annual budget item, and subject to approval by executive committee. John Summers, NAB executive vice president and general manager, presently controls such expenditures, which cover purchase of furniture, equipment and repairs at NAB headquarters, and generally total about $80,000-$90,000 annually.

Tug of war with Arbitron

Arbitron Radio officials are considering series of money-saving (and other) proposals advanced by stations on its radio advisory council. One has to do with longtime station effort to get Arbitron's pricing based on something other than station rates. This time, council has suggested, and Arbitron is looking into, possibility that some sort of geographic audience coverage data might be used as rate base. Arbitron officials also have indicated agreement with proposal that commonly owned AM-FM stations qualify for combination rate "if they are marketed as a single entity."

Arbitron officials do not seem disposed, however, to go along with council's suggested short-rate plan for five-year contracts, or to do much more than look at proposal that stations, instead of choosing between consumer price index and gross national product deflator as cost-of-living guide for duration of contract, be charged on basis of whichever is lower in any given month. But they seem inclined to go along with council on dual-city identifications, and to give serious thought to its opposition to issuance of partial monthly reports in advance of full quarterlies.

Bottom line

Broadcast Pioneers will soon announce grant of $36,000 to support activities of Broadcast Pioneers Library and Broadcast Pioneers Foundation. Funds represent net revenue from testimonial dinner honoring Sol Taishoff on 50th anniversary of BROADCASTING magazine—event that drew some 1,200 industry figures to Washington last Oct. 15 (BROADCASTING, Oct. 19, 1981). Library will receive $21,000, foundation $15,000.

UPI got it first, but

In 1981, broadcasters were challenged to report earth-shattering stories to America. From pope to president, assassins' bullets found their mark, jeopardizing the causes of peace and freedom. When the chips were down—on deadline—UPI Broadcast Services provided the industry's fastest and most reliable wire coverage of the blockbuster stories of 1981. It's a matter of record:

- **UPI got it first**—a two-hour beat in fact, when UPI reported Egyptian President Anwar Sadat had died from his wounds in Cairo.
- **UPI got it right**—when President Reagan and three others were wounded in Washington. UPI's national Broadcast Wire was the *only one* not to report that Press Secretary James Brady had died.
- Pope John Paul was shot in Vatican City, and UPI was the *only* U.S. wire service providing fast, accurate coverage *free* from wrong details about the attack, number of attackers and medical treatment of the pope.
- The UPI Audio Network sent teams of top name reporters to cover all angles of the year's big stories: capturing for affiliates the pageantry of Prince Charles' wedding, the drama of two space shuttle launches, and the fear and suspense from *inside* troubled Poland.

All year long, UPI delivered swift, thorough coverage...whether the story was the return of American hostages from Iran, the tragic child murders in Atlanta or disaster at a Kansas City hotel.

The UPI Audio Network, UPI Broadcast Wire and Broadcast DataNews, UPI's 1,200 word-per-minute custom service, covered the big stories of 1981 with unmatched speed, accuracy and restraint.

If your station was a UPI subscriber in 1981, UPI had you covered. If it wasn't—join UPI now, for what promises to be a most eventful new year.

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The Week in Brief

TOP OF THE WEEK

CRYSTAL BALL ☐ BROADCASTING went to leaders of communications industry to gather their thoughts on what 1982 will bring. Sampling includes views on what will happen in regulatory and business world. **PAGE 27.**

LPTV DEADLINE ☐ Congress gives FCC Feb. 1 date for commission to issue final orders on implementing low-power television service. **PAGE 31.**

CABLE PLUNGE ☐ Washington Post Co. decides to lease to cable access channels in Washington area to present mix of local news, information and advertising. **PAGE 31.**

NEW HOMES IN SPACE ☐ Most cable programers switch residences from Satcom I to Satcom III-R, making latter new Cable Net One. **PAGE 32.**

RIO FALLOUT ☐ Americans put optimistic face on western hemisphere conference, say ball is in Cuba's court on incompatibility problems. **PAGE 33.**

NAB REBUTTAL ☐ NAB at odds with House Telecommunications Subcommittee staff report on competition in marketplace. **PAGE 34.**

SPECIAL REPORT

THE TOP 100 ☐ BROADCASTING takes its annual look at publicly owned companies that do business in electronics media. General Electric continues to be number one in total revenues, but RCA Corp. ranks first in BROADCASTING's new Electronics Communications Index. **PAGE 39.**

JOURNALISM

SISTERS IN THE SKY ☐ Nineteen months after the Cable News Network began, CNN2 goes on the satellite, delivering a round-the-clock, cable news headline service to some 800,000 subscribers. **PAGE 74.**

MOVING ON ☐ After 28 years in the news division of the Voice of America, Bernard Kamenske moves to CNN, against a backdrop of changes at ICA. **PAGE 75.**

LAW & REGULATION

OBJECTION ☐ RKO General petitions appeals court to rehear case in which FCC stripped station owner of WNAC-TV Boston. **PAGE 76.**

TWO CAN PLAY ☐ Wheels are in motion to create a tax bill that mirrors Canadian law which is causing U.S. border stations hardships. **PAGE 76.**

RIVERA STAND ☐ FCC commissioner takes position opposing OMB recommendation that EEO reporting requirements be scrapped. **PAGE 77.**

PROGRAMING

TWO DEBUT ☐ ABC Radio adds two new networks, Rock Radio and Direction this week, bringing in-house network total to six. **PAGE 80.**

WATCHING THE DETECTIVES ☐ PBS show with Wildmon examines monitoring techniques CBTV is using as it ponders Feb. 1 boycott. **PAGE 81.**

MEDIA

TAKE YOUR PICK ☐ Nielsen and Arbitron cable penetration surveys vary by 10 points. **PAGE 82.**

CABLE CODE ☐ Warner Amex announces privacy code to protect subscribers with interactive service. **PAGE 83.**

BUSINESS

TROUBLE IN VINELAND ☐ Black-owned UHF outlet is in financial trouble, and owner says "subtle racism" is partly to blame. **PAGE 86.**

PONDERING ☐ Tribune Co. is reviewing bids for 'New York Daily News' ; Warner is one of interested parties. **PAGE 87.**

PROFILE

KNOCKING ON NEW DOORS ☐ Dick Cox says luck and constant desire for more challenges are largely responsible for his accomplishments. It's a downplay of a successful career that brought him from NBC page boy to presidency of CBS Cable division. **PAGE 111.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $55, two years $105, three years $150. Canadian and other international subscribers add $20 per year. U.S. and possessions add $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook $65. Microfilm of Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Turner Program Sales proudly presents two programs that celebrate the positive side of human nature: **WINNERS** and **NICE PEOPLE.**

WINNERS

What makes a winner? Host Kevin Christopher explores the many definitions of success. From the self-made magnate to the refugee mother of nine from Viet Nam, **WINNERS** focuses on the positive attributes of all successful people: ingenuity, imagination and sheer persistence.

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Variety calls **NICE PEOPLE** "a delightful half-hour of television . . ." **NICE PEOPLE** host Mary Anne Loughlin spotlights the people who make the world a better place to live — all the way from the wealthy philanthropist to the inner city social worker.

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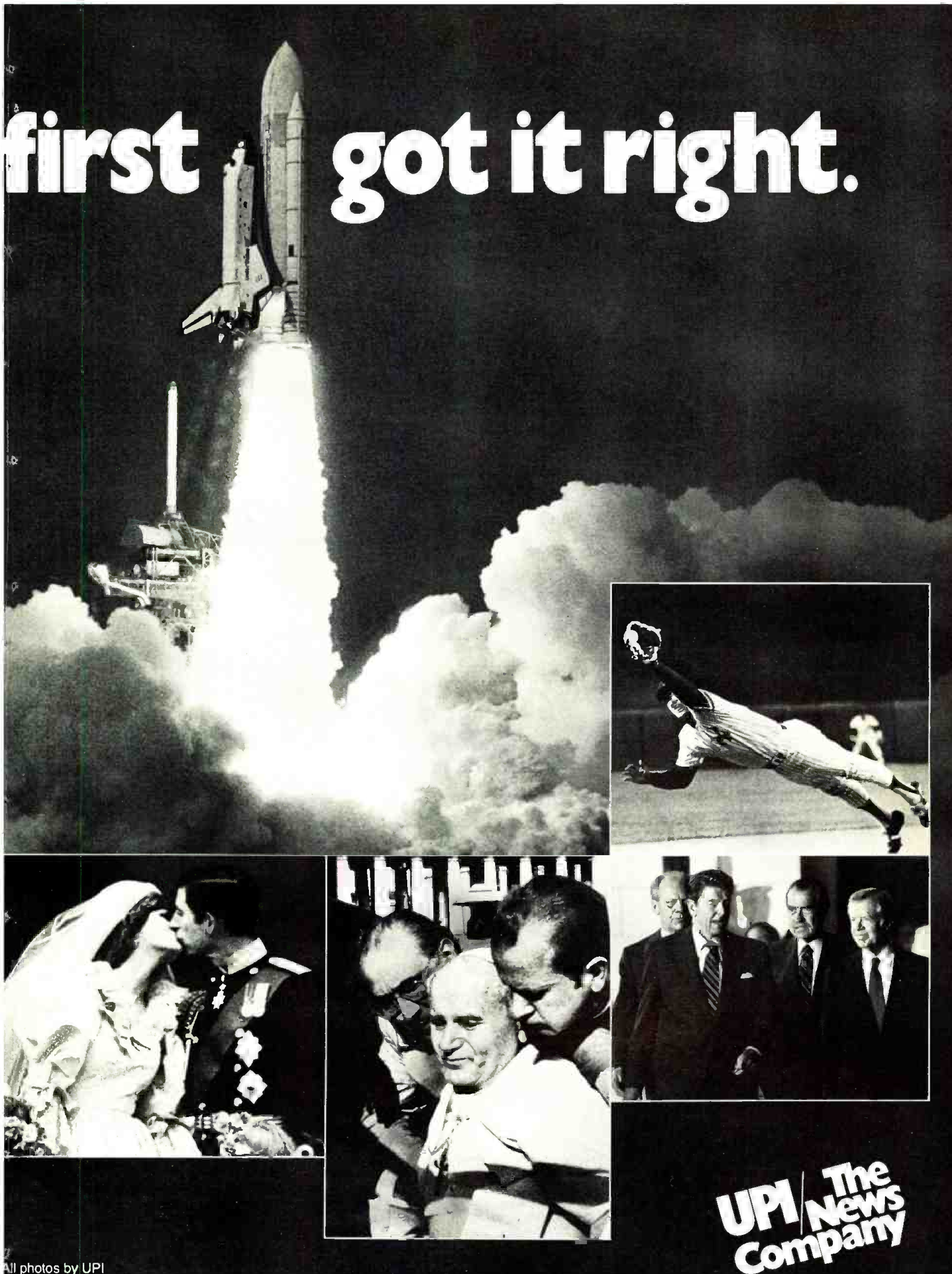

All photos by UPI

Business Briefly

TV ONLY

Long's Drugs ☐ Drugstore chain. Begins this week for 52 weeks in all California markets, plus Phoenix, Anchorage and Honolulu. All dayparts. Agency: The Dakis Concern, Orinda, Calif., Target: total adults.

Popular Services ☐ Fashion catalogue. Begins this week for 14 weeks in five markets. Day and prime times. Agency: Griffen Bacall, New York. Target: women, 18-34.

Michigan Bell ☐ Long distance. Begins this week for 13 weeks in six markets. Agency: Ross Roy, Detroit. Target: adults, 25-54.

Mentholatum ☐ Deep Heating Rub. Begins this week for 10 weeks in over 10 markets. All dayparts. Agency: Jordan/Case/McGrath, New York. Target: men, 50 and over; women, 25 and over.

Rudy's Farm ☐ Ham and biscuits. Begins this week for nine weeks in 12 markets. All dayparts. Agency: Buntin Advertising, Nashville. Target: women, 25-54.

Hershey Foods ☐ Various candy products. Begins Jan. 18 for eight to 10 weeks in over 25 markets. Early fringe, late fringe and weekends. Agency: Ogilvy & Mather, New York. Target: adults, 18-34; children, 6-11; total teen-agers.

Conwood Corp. ☐ Hawken snuff (tobacco products). Begins Feb. 1 for eight weeks in 30 markets. Prime and early fringe times. Agency: Tucker Wayne & Co., Atlanta. target: men, 18-34.

J.H. Filbert ☐ Butter campaign. Begins in January for five weeks in about 12 markets. Day and fringe times. Agency: A.J. Rosenthal & Co., Chicago. Target: women, 25-54.

Matures Organic Plus ☐ Jojoba shampoo. Begins Jan. 18 for five weeks in over 10 markets. All dayparts. Agency: Independent Media Services, New York. Target: women, 18-49; women, 25-49.

Curtice-Burns ☐ Comstock Pie Filling. Begins Jan. 11 for five weeks in about 20

Rep Report

Lucky 13. Eastman Radio has announced addition of newest office (Minneapolis), marking 13 for rep company. Kevin T. Smith has been named manager of office while keeping sports director job at Eastman. Address is: 2901 Metro Drive, Suite 322, Minneapolis 55420. Phone: (612) 854-8980.

☐

It's 21 for Katz. Katz Communications is opening its 21st office, in Houston at 2900 Weslayan, suite 625, 77037. Phone: (713) 961-5195. John Morris, Katz sales manager in Cleveland, will become sales manager for television in Houston; Bob Hoffman, account executive in Los Angeles, will become sales manager for radio.

☐

KTVI(TV) St. Louis, WVTM-TV Birmingham, Ala.: To Harrington, Righter & Parsons from MMT Sales.

☐

WWNY-TV Watertown, N.Y.: To Katz Television from Avery-Knodel.

☐

WOLF(AM) Syracuse, N.Y.: To P/W Radio Representatives from Torbet Radio.

☐

WDOQ(FM) Daytona Beach, Fla.: To Katz Radio from Christal.

☐

WETT(AM)-WWTR(FM) Ocean City, Md.: To Katz Radio from Masla.

☐

WKMI(AM) Kalamazoo, Mich.: To Bernard Howard from McGavren Guild.

☐

KXYZ(AM) Houston: To P/W Radio Representatives from Radio Spot Sales.

☐

WFNY(FM) Racine, Wis.: To Lotus Reps (no previous rep).

☐

WCAI(AM) Fort Myers, Fla.: To Lotus Reps from Savalli Schutz.

☐

WLAK(FM) Chicago: To McGavren Guild Radio from Katz Radio.

☐

KMJM(FM) St. Louis: To McGavren Guild Radio from Major Market Radio.

☐

WCCS-AM-FM Columbia, S.C.: To McGavren Guild Radio from HR Stone.

☐

CJJD(AM) Hamilton, Ontario: To Brydson Spot Sales from All Canada.

Ad Vantage

Not for children only. Starting mid-January, Kellogg Co., Battle Creek, Mich., will break out new "Safari" TV campaign geared to children as well as adults (see below). In national spots, line of cereal products that include Sugar Frosted Flakes, Froot Loops, Apple Jacks and Sugar Smacks are featured in addition to highlighting coupons for products and "in-pack" prizes for children that tie into jungle theme. Saturday morning television is primary medium for 30-second commercials.

Breakfast push


'Arthur' captioned

More captioning. ITT International Baking, will present its eight-part mini-series of *The Legend of King Arthur* this week with closed-captioning (see above). BBC-TV production is part of Hostess Family Classics presentations.

□

High co-op hopes. Broad Street Communications, seven-station group that had $500,000 in co-op sales last year, expects to top that figure by another $500,000 this year, it was revealed at recent in-house co-op conference. Included in Broad Street's list of co-op advertisers are Sony, Apple Computer, Ford Motor Co. and Quaker State.

markets. Day, early fringe and news times. Agency: Hicks & Greist, New York. Target: women, 18-34; women, 50 and over.

Valle's Restaurants □ Begins this week for three weeks in Providence, R.I.; Miami; Orlando, Fla.; Boston; Hartford, Conn., and Springfield, Mass. All dayparts. Agency: Ingalls Associates, Boston. Target: total adults.

RCA Records □ Record Club. Begins this week for one week in over 10 markets. Agency: Benton & Bowles, New York. Target: women, 18-34; women, 18-49.

Eastern Art Group □ Retail group. Begins in first quarter for three-day flights in 10 markets. Day, fringe, prime access and weekends. Agency: Marle Art, Smithtown, N.Y. Target: total adults.

RADIO ONLY

Flying Tigers □ Air cargo. Begins Jan. 25 for three weeks in seven markets. Agency: Marstellar Inc., Los Angeles. Target: men, 25-54.

TransSouth Financial Corp. □ Consumer Loan Co. Begins Jan. 11 for six weeks in three TV markets and six radio markets. Agency: McConnell & Associates, Charlotte, N.C. Target: men, 18-49.

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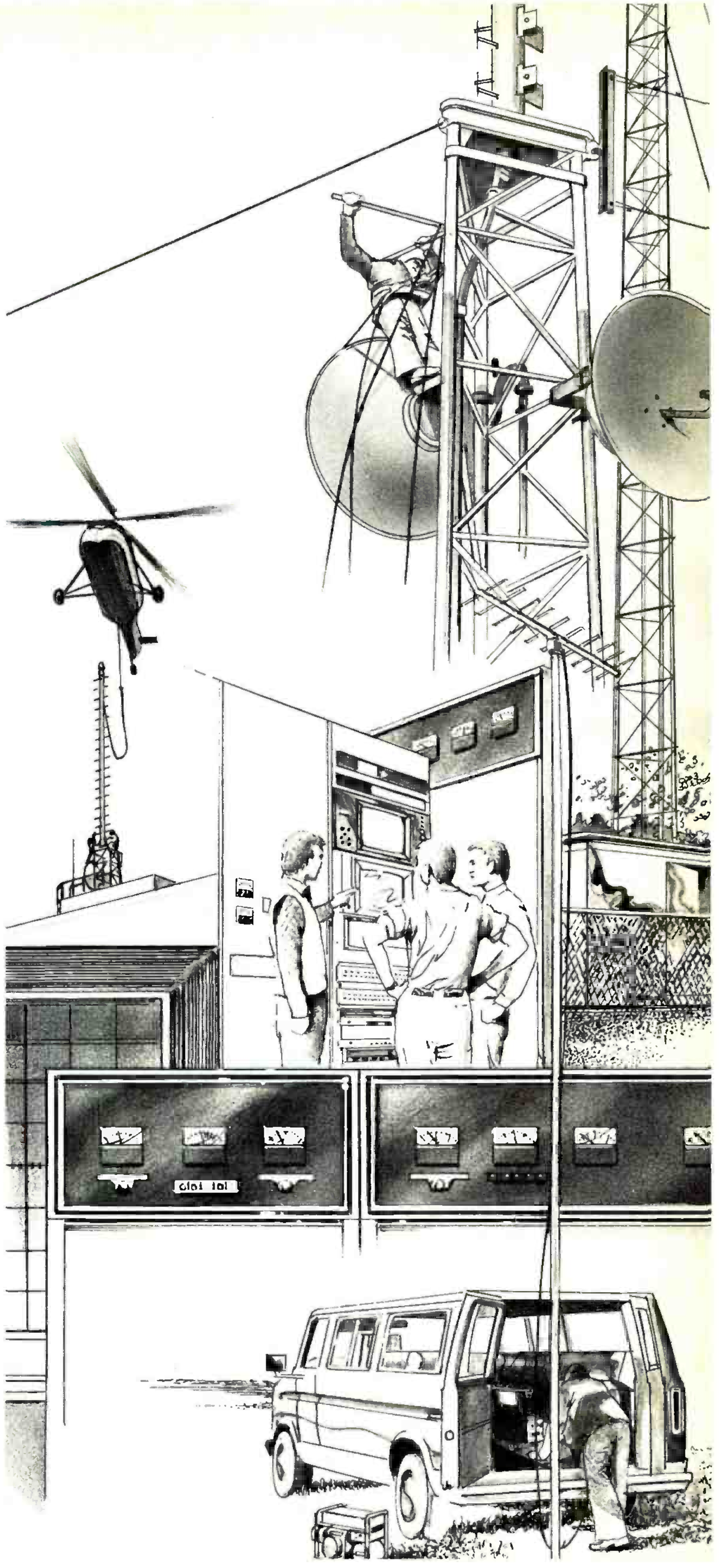


Monday Memo®

A public broadcasting commentary from Lawrence K. Grossman, president, Public Broadcasting Service, Washington

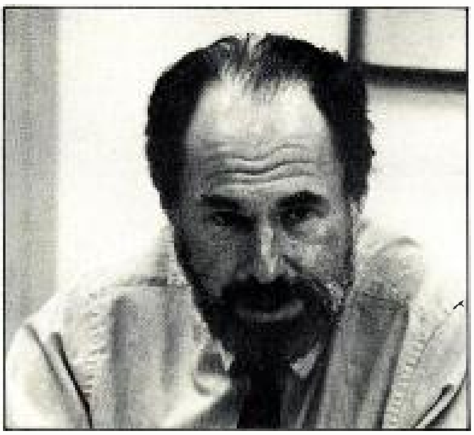
How to, and how not to, come to the fiscal rescue of public broadcasting

Public television and radio have come into their own, making dramatic strides in quality programing, audience response and private support. The majority of the nation's television homes now tune in to their local public television stations every week. This year's $172 million federal appropriation for public television and radio is probably one of the best bargains the government and the people get for their money. With its long-term financial commitment finally in place, public television has been able to lead American broadcasting into the telecommunications era by building the first nationwide satellite broadcast distribution system—on time and on budget. And while still woefully underfunded, as the Carnegie Commission recently demonstrated, public stations have achieved record levels of local financial support in their own communities.

That's the good news. Unfortunately, the bad news is just around the corner. Public broadcasting, like most of the nation's public service institutions, is heading for a severe financial crisis. According to Office of Management and Budget figures, our federal appropriation is slated to be cut in half by 1985. And the damage will be compounded by sharp cutbacks in key sources of national programing support: the National Endowments for the Arts and Humanities, the National Science Foundation and the Department of Education. Further, much of our state, local and municipal educational television funding is in jeopardy. And the present condition of the economy, combined with the desperate need of all public service institutions for more private sector support, does not make us optimistic that public broadcasting's losses will be readily made up from private sources.

Without significant new funding, a number of public radio and television stations, underfinanced even in the best of times, may well go dark. Our poorest and most remote communities, which often have the greatest need for cultural, informational and educational services, will be among the first to be deprived.

In response to these bleak financial prospects, it is encouraging that our colleagues at the National Association of Broadcasters are organizing a task force of commercial broadcasters to study alternative funding recommendations for public television and radio. The Corporation for Public Broadcasting has also put a group together for the same purpose. And Congress, with its eye on millions of loyal public television and radio constituents



Larry Grossman has been president of the Public Broadcasting Service since 1976. He joined PBS from his own advertising firm, Lawrence Grossman Inc., which served both public affairs and media clients. During that time he was chairman of PTV Production, a nonprofit company, and president of Forum Communications, challenger for WPIX(TV) New York. He is a former vice president of advertising for NBC and prior to that was assistant to the director of the CBS-TV network advertising department.

throughout the nation, has now put in place an official temporary commission to explore alternate funding opportunities for public broadcasting. The congressionally mandated Temporary Commission on Alternative Financing for Public Telecommunications is headed by FCC Commissioner James Quello and includes several members of the House and Senate as well as representatives from public radio and television. The law that established the temporary commission also authorized that commission to conduct an advertising experiment to see whether commercials should be one of the alternatives that might help solve public broadcasting's financial woes.

Despite Congress's good intentions, some of us are skeptical about the wisdom of putting commercials on noncommercial radio and television now, even on a restricted basis. We have doubts about how much revenue public broadcasting can actually net through advertising. After all, if the programs we broadcast were commercial, the likelihood is that they would have appeared on commercial stations in the first place. We are worried about what commercials will do to public membership support and we are concerned about what effect commercials will have on public broadcasting's noncommercial program costs.

Nor does it seem, to some of us at least, wise public policy to add still more radio and television stations to the commercial marketplace at this time, even under restricted commercial conditions. One wonders how long it would be before the barriers would be let down altogether and commercials for children's products, package goods and drugs would run as freely on public broadcasting as they do now on the commercial channels. What influence would such a step have on public broadcasting's programing decisions? How would we then differ from our colleagues in commercial broadcasting? And what would that do to the ideals of a nonprofit educational and public broadcasting system in this country?

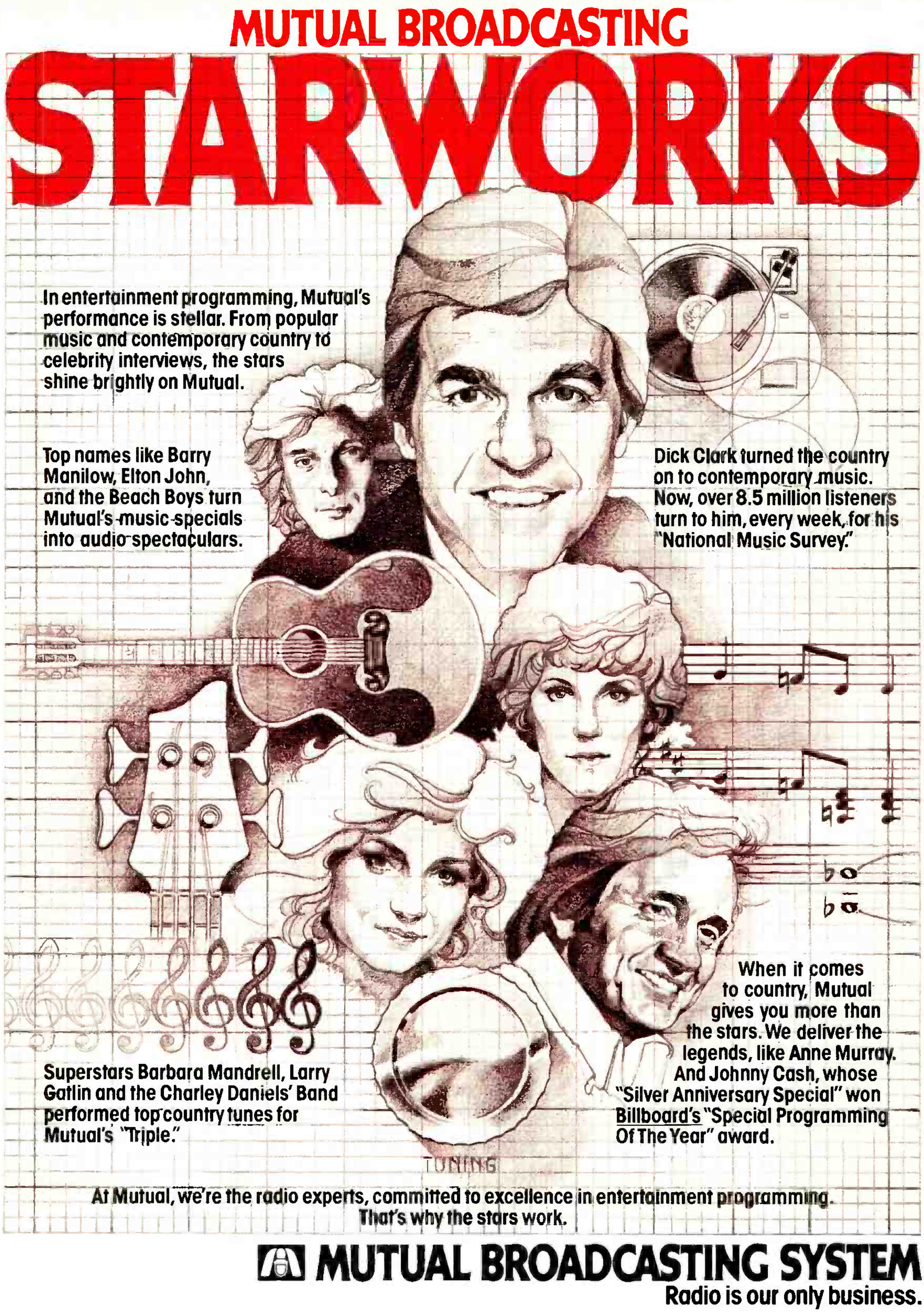
There are, it seems clear to me, some better alternatives available. And our colleagues on the NAB task force are in the best position to examine three of them:

1. The NAB task force could encourage the networks and all commercial radio and television stations to devote prime-time public service spots and special programs to fundraising appeals for public broadcasting. The addition of one million new public radio and television members alone could largely overcome next year's federal funding deficit.

2. The NAB task force could propose that in return for substantial license deregulation, broadcasters would be willing to earmark commercial radio and television license fees to support public broadcasting. The payment of license fees would seem to be a fair trade-off if commercial broadcasters could be assured of retaining their licenses without the costly burden of periodic renewal filings, barring only abuse of the license privilege. After all, it is customary to pay fees for such valuable public privileges. The NAB could hasten the day of broadcast license deregulation by putting its support behind license fees that would provide a new pool of funds to augment federal and private financing of public broadcasting. I believe it would be far more appropriate for commercial broadcasters to help public radio and television to survive than to see those channels go commercial.

3. The NAB task force could encourage the release to public television of more of commercial television's outstanding informational and cultural programs, many of which are broadcast only once and then disappear forever because of their comparatively low ratings (by commercial standards). There are wonderful news documentaries, cultural presentations and special events produced originally for commercial television that deserve more exposure on PTV.

These measures sponsored by the private sector could, I believe, give us an important leg up toward solving public broadcasting's growing funding crisis, while at the same time serving the interests of all American broadcasting as well as the entire viewing and listening public.


MUTUAL BROADCASTING
STARWORKS
In entertainment programming, Mutual's performance is stellar. From popular music and contemporary country to celebrity interviews, the stars shine brightly on Mutual.
Top names like Barry Manilow, Elton John, and the Beach Boys turn Mutual's music specials into audio spectaculars.
Dick Clark turned the country on to contemporary music. Now, over 8.5 million listeners turn to him, every week, for his "National Music Survey."
Superstars Barbara Mandrell, Larry Gatlin and the Charley Daniels' Band performed top country tunes for Mutual's "Triple."
When it comes to country, Mutual gives you more than the stars. We deliver the legends, like Anne Murray. And Johnny Cash, whose "Silver Anniversary Special" won Billboard's "Special Programming Of The Year" award.
TUNING
At Mutual, we're the radio experts, committed to excellence in entertainment programming. That's why the stars work.
MUTUAL BROADCASTING SYSTEM
Radio is our only business.

ASON BLAHS!

MOVIES
That's Hollywood
Capturing the magic of the movies)
lmost 600 Major Motion Pictures
(40 years of box office hits,
loaded with marquee power)

The November sweeps are in, and maybe you've got problems. What do you do? Contact 20th Century-Fox Television immediately for an opportunity to replay some of TV's favorite ratings.

FOX FAVORITES

Television never looked better.

20th CENTURY FOX TELEVISION

Where Things Stand

A quarterly status report on the unfinished business of electronic communications

□

AM-FM allocations. FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more AM stations on clear and adjacent channels (BROADCASTING, May 29, 1980). As of Dec. 18, 1981, 304 clear-channel applications had been filed with commission. Twenty-three of 25 clear-channel frequencies have been cut off. Seven applications had been granted as of Dec. 18, and seven others had been designated for hearing. FCC has reversed its decision of December 1979 and voted to recommend retention of AM channel spacing at 10 khz (BROADCASTING, Aug. 10, 1981). It had formerly proposed shrinkage to 9 khz. See **"Region 2"** below. Also, FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3, 1980). Commission expects to act on rulemaking proposal in second quarter of 1982. National Telecommunications and Information Administration has asked commission to include in rulemaking administration proposal for use of FM directional antennas, which could allow more stations. National Association of Broadcasters urged commission to institute government-industry advisory committee to assist in devising comprehensive plan for all radio channel assignments. Commission met NAB part way, expanding advisory committee already in place and working on Region 2 conference on AM broadcasting (see page 89) to include all AM and FM allocations proposals.

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AM stereo. It has been almost two years since FCC tentatively designated Magnavox AM stereo system as industry standard (BROADCASTING, April 14, 1980), but broadcasters and public today are no closer to AM stereo service. FCC failed in July 1980 to confirm its selection of Magnavox system, which some broadcasters felt was inferior to four other proposed systems and which FCC staff felt was not wholly defensible against expected court challenges. Instead, it adopted further notice of proposed rulemaking that it hopes will lead to selection backed by strong record (BROADCASTING, Aug. 4, 1980). Despite pleas of NAB to expedite proceeding, FCC has announced that subject will not be ready for further action until first quarter of 1982.

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

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Automatic transmission systems. FCC has authorized automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcast Bureau priorities.

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Cable copyright. House Subcommittee on Courts, Civil Liberties and Administration of Justice canceled markup on amendments to cable copyright law when National Association of Broadcasters, National Cable Television Association and Motion Picture Association of America reached compromise on proposed alternative amendments (BROADCASTING, Oct. 26, 1981, Nov. 2, 1981). Compromise would retain compulsory license and present rate structure, and codify FCC's former syndicated exclusivity rules, expanding them to apply to all cable systems with more than 3,000 subscribers. It would codify FCC's network nonduplication rules and modified version of must-carry rules that would require cable systems with 36 or fewer channels to carry local stations with at least one percent share of viewing in noncable homes or two percent share of viewing in all TV homes. Promising to support compromise, Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) modified it to grandfather superstation program contracts made prior to bill's enactment, provide transition period of between six months and two years for cable systems to prepare for new syndicated exclusivity rules and to provide for waivers from rules for some cable systems. Kastenmeier has also rejected must-carry provisions of compromise, saying he prefers codifying present rules with exceptions for truly saturated systems (BROADCASTING, Dec. 7, 1981). First markup on compromise bill took place just before Congress adjourned for Christmas recess (BROADCASTING, Dec. 21, 1981). Prior to compromise, Kastenmeier had advanced bill (H.R. 3560) that would restrict compulsory license to number of signals permitted under FCC's former signal carriage rules, expand Copyright Royalty Tribunal's rate-making authority and permit it to establish syndicated exclusivity rules. Bill would exempt from copyright liability cable systems with fewer than 5,000 subscribers and would prohibit retransmission of sporting events within 50 miles of stadium. Representative Barney Frank (D-Mass.) advanced proposal (H.R. 3844) to eliminate compulsory license after 18-month transition period, during which signal carriage rules, with exception of must-carry rules would remain in effect. It would exempt from liability certain network programing and cable systems with fewer than 2,500 subscribers, but would make satellite resale carriers liable and would abolish Copyright Royalty Tribunal. Because all proposals would affect communications policy by modifying must-carry and other FCC rules, Telecommunications Subcommittee will review bill passed by Judiciary Committee before it goes to full House. Senate Judiciary Committee has agreed to take no action on cable copyright until after House has acted.

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Cable deregulation. FCC on July 24, 1980, lifted its rules on distant signals and syndicated exclusivity—last regulations cable industry considered restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as marketplace inequity. Malrite Broadcasting, backed by large contingent of broadcasters, went to U.S. Court of Appeals in New York seeking to block action (BROADCASTING, July 28, 1980). But court in late spring affirmed FCC's order (BROADCASTING, June 22, 1981). National Association of Broadcasters and National Football League have appealed to Supreme Court. In another development, Ted Turner has asked commission to repeal "must-carry" rules for local stations (BROADCASTING, Oct. 20, 1980). After heavy lobbying from National League of Cities, Senate rejected amendments to common carrier bill (S. 898) that would have prohibited federal, state or municipal regulation of cable TV rates except for channels reserved for public access and except in areas where no reasonably available alternative electronic media exist. Amendments would also have codified FCC's authority to impose franchise fee ceiling and required utility cooperatives to afford access to cable operators for pole attachment. Senate Commerce Committee leaders have indicated legislation and hearings on cable deregulation are possibility this year (BROADCASTING, Oct. 12, 1981). Also considering action is House Telecommunications Subcommittee which held hearing on cable franchising is conducting survey of cable franchising around country (BROADCASTING, Nov. 9, 1981). Anticipating congressional activity, National League of Cities has charged task force with drafting proposals of its own, to expand control cities now have over cable regulation (Broadcasting, Dec. 14, 1981).

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

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Children's television. FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements to alleviate what FCC children's task force sees as insufficient volume of children's instructional and educational programing on commercial television throughout week (Broadcasting, Dec. 24, 1979). Comments have been filed (Broadcasting, June 23, 1980). National Association of Broadcasters and National Association of Television Program Executives held three-day conference in June 1980 on what's available in children's programing and on how to better it. Regulatory proposals, however, were chief topics of concern (Broadcasting, June 30, 1980). On Oct. 15-16, 1980, commission held panel discussions on subject. Public interest groups strongly urged implementation of mandatory children's programing requirements, citing lack of self motivation on industry's part. Broadcasters opposed idea, citing First Amendment concerns and saying program quality can't be mandated by government.

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Closed captioning. Under direction of National Captioning Institute, ABC-TV, NBC-TV and Public Broadcasting Service have been broadcasting closed-captioned programing for hearing impaired since March 1980. In addition to promoting and coordinating service, NCI captions programs, currently about 40 hours each week for networks and three syndicators. It also captions commercials of about 70 advertisers and advertising agencies. Sales of decoders, needed to receive and display captions, have been steady but slow over past year. Decoders are sold through Sears, Roebuck & Co., in set-top adapters or built into sets. At last count, fewer than 41,000 decoders had been sold in one form or other. CBS has steadfastly refused to have anything to do with NCI and its captioning project, choosing instead to develop closed captioning as just one element of teletext system (see **"Teletext"** page 89). CBS is demonstrating its concept as part of its test of Antiope-based teletext system at KNXT(TV) Los Angeles. The Caption Center of WGBH(TV) Boston, which does open captioning of ABC's *World News Tonight* for PBS, is captioning programs for CBS's test.

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Communications Act. In closing days of first session of 97th Congress, Senate Commerce Committee passed bill (S. 1629) to abolish comparative renewal proceedings, codify FCC's radio deregulation order, and direct FCC to encourage development of new, diverse and competitive services (Broadcasting, Dec. 14, 1981). Senate had passed similar proposals months before on budget reconciliation bill (Broadcasting, Aug. 3, 1981) but had them stricken from bill during conference with House. Measures that survived that conference and became law: license terms lengthened from three to seven years for radio stations and from three to five years for TV stations, as well as permission for FCC to use lotteries in choosing among mutually exclusive license applicants. Budget bill also authorized up to $130 million for Corporation for Public Broadcasting during each of fiscal years 1984, 1985 and 1986 and for funding for facilities planning, construction and upgrading at levels not to exceed $20 million, $15 million and $12 million during FY 1982, 1983, and 1984. Experiment in institutional advertising by limited number of public stations and under FCC guidance has been authorized by budget bill, which requires CPB to allocate 75% of funding after operating expenses to unrestricted stations grants beginning in FY 1984 and 25% to national programing. CPB's board of directors must be reduced by attrition from 15 members to 11 and membership must include one TV and one radio station representative. Senate has also passed landmark common carrier bill (S. 898) that would permit AT&T to compete, through unregulated subsidiaries, in enhanced services, now forbidden by its 1956 consent decree with Justice Department. Bill would deregulate long-distance services and permit AT&T to offer data processing and computer services as well as enhanced telephone services and equipment and limited version of its Yellow Pages distributed electronically (Broadcasting, Oct 12, 1981). Weeks after Senate's action, House Telecommunications Subcommittee released 650-page majority staff report on competition in telecommunications and information industries that found enough competition to justify some deregulation only in major-market radio and telephone terminal equipment market (BROADCASTING, Nov. 9, 16, 1981). Subcommittee Chairman Timothy Wirth (D-Colo.) later introduced common carrier bill (H.R. 5158), based in part on report, that would offer AT&T choice of entering deregulated markets with subsidiary offering enhanced telephone services and data processing and owning its own transmission lines or with several subsidiaries, each offering single service such as information publishing, data processing or equipment, but none of which could own transmission lines. Bill would authorize FCC to deregulate long-distance markets only as it finds them competitive (BROADCASTING, Dec. 14, 1981). Wirth has promised broadcast deregulation bill during 97th Congress and has held hearing on legislation introduced by subcommittee members (BROADCASTING, Dec. 14, 1981). Most sweeping measures before subcommittee (H.R. 5242), introduced by panel's ranking minority member, Representative James Collins (R-Tex.), would codify FCC's radio deregulation order and extend it to TV, eliminate comparative renewals and permit FCC to dismiss petitions to deny license renewals without receiving reply to petition from licensee. Previous bills introduced by Collins (H.R. 4780, 4781) would also have repealed equal-time rules and restricted applications of fairness doctrine (BROADCASTING, Nov. 2, 1981), but Collins withdrew those proposals after promise that he'd have more sponsors without them (BROADCASTING, Dec. 21, 1981). Also pending are measures introduced by Representative Al Swift (D-Wash.) to deregulate radio and TV and expand news exemptions from equal-time rules in exchange for new public interest requirements to be quantified by FCC in point system broadcasters would have to meet to earn license renewal. Bills to make minor changes in act are pending in House and Senate. Bills include recommendations in non-controversial "track one" portion of legislative proposals, submitted to Congress in late summer (BROADCASTING, Sept. 21, 28, 1981). Controversial "track two" portion of proposals are expected to surface in bill to be introduced by Representative James Broyhill (R-N.C.) early in February. Those proposals include repeal of fairness doctrine, equal time and reasonable access rules. On last day of congressional session (Dec. 16), House and Senate passed bill permitting Western Union to compete as international record carrier. Final measure bears greater resemblance to House version (H.R. 4108) except that sunset provisions were added to requirement that carriers interconnect for reasonable fee.

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

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Copyright Royalty Tribunal. CRT has completed first phase of 1979 cable royalty fee distribution proceeding (BROADCASTING, Dec. 7, 1981) in which it has issued formula to divide $20.7 million paid in royalties in 1979 by cable companies. Under formula, U.S. commercial TV will receive 4.5%; Canadian TV, .75%; program syndicators, 70%; sports claimants, 15%; National Public Radio, .25%; music performing rights societies, 4.25%, and Public Broadcasting Service, 5.25%. Tribunal's formula on how to divide $14.6 million royalties paid in 1978 was issued in September, 1980 (BROADCASTING, Sept. 29, 1980). Under formula, U.S. and Canadian TV broadcasters split 3.25% of pie; program syndicators, 75%; sports claimants, 12%; Public Broadcasting Service, 5.25%, and music performing rights societies, 4.5%. Although decision is still subject to appeals, tribunal held that 50% of fund could be distributed without affecting appeals. Although National Association of Broadcasters asked court to block partial distribution, court denied request and funds were distributed (BROADCASTING, July 27, 1981). Tribunal has been operating with only four commissioners since Clarence James, then chairman, resigned in May 1981 (BROADCASTING, May 11, 1981). Commissioner Frances Garcia became tribunal chairman Dec. 1, 1981, replacing Commissioner Thomas Brennan, who had been serving as acting chairman after James resigned.

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

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Crossownership (television broadcasting-cable television; telephone company-cable TV). FCC has launched proceeding soliciting comment on staff report recommending that FCC drop most of its cable crossownership rules (BROADCASTING, Nov. 9, 1981). Report, put out by FCC Office of Plans and Policy, recommended that FCC allow co-located broadcast-cable crossownership; allow networks to own cable companies; place no restrictions on size of MSO's, but continue to restrict entry of telephone companies into cable. Comments are due Jan. 18, 1982. FCC has also adopted rule exempting rural areas, as defined by Census Bureau, from its telephone company-cable television crossownership prohibition (BROADCASTING, Nov. 9, 1981). FCC amended its rules to require divestiture of either cable system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, April 26, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC on June 25, 1980, adopted notice of proposed rulemaking that seeks to require divestiture of all crossownerships of TV stations and cable systems located in TV station's Grade B contour (BROADCASTING, June 30, 1980). Late in 1980, Marsh Media petitioned commission to do away with cable-broadcast crossownership rules altogether, arguing that prohibition is outdated, in violation of First Amendment and not in public interest.

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Death of a Princess. Two panels of U.S. Court of Appeals for Fifth Circuit have upheld authority of public broadcasting stations to cancel scheduled showings of controversial "Death of a Princess," which was distributed by Public Broadcasting Service. One panel affirmed lower court decision rejecting claim of viewers that Alabama Educational Television Network had bowed to pressure of Saudi government, which sought suppression of film, and had violated their First Amendment rights in canceling program. Other panel reversed decision of district court that had granted injunction directing KUHT(TV) Houston to show program. However, full circuit of 25 judges has granted rehearing in case. Oral argument will be held week of Jan. 11.

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Direct broadcast satellites. FCC accepted for filing eight applications for DBS systems and rejected six at open meeting in October (BROADCASTING, Oct. 26, 1981). It accepted application from Satellite Television Corp. last April (BROADCASTING, April 27, 1981). Accepted applications include: CBS Inc., Direct Broadcast Satellite Corp., Graphic Scanning Corp., RCA American Communications Corp., United States Satellite Broadcasting Co. (Hubbard Broadcasting), Video Satellite Systems Inc. and Western Union Telegraph Co. FCC also accepted Focus Broadcast Satellite Co.'s application proposing using Advanced Westar satellite, but rejected alternative proposing Focus build and operate its own DBS system. Other rejected applications came from Advance Inc., Home Broadcast TV Partners, Satellite Development Trust, National Christian Network and Unitel Corp. STC proposed three-channel subscription television service, but other applicants have taken different tacks. DBSC, Western Union and RCA plan to lease transponders and CBS has dedicated its entire system to distribution to homes and broadcast affiliates of high-definition television (HDTV). Concept of DBS and speed with which FCC is moving on applications have come under attack from broadcasting industry in comments on DBS applications and before House Telecommunications Subcommittee (BROADCASTING, Dec. 21, 1981) and in comments on FCC's two DBS proceedings, one to prepare U.S. policy for 1983 international DBS conference and one to formulate domestic U.S. policy.

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Equal employment opportunity. Although FCC voted more than year ago to launch rulemaking looking to more stringent EEO reporting requirements for all broadcast stations with five or more employes, and comments were filed in proceeding on Oct. 24, 1980, FCC under Chairman Mark Fowler appears headed for more lenient EEO reporting requirements. Commission in January is expected to take up rulemaking addressing three major items (BROADCASTING, Dec. 21, 1981). One would propose reducing frequency of broadcasters' annual employment records. Second item would request comment on FCC proposal to exempt all licensees with 15 or fewer employes from submitting affirmative action reports at renewal time. (Currently, only stations employing five or fewer are exempted.) Third item would request comment on Office of Management and Budget recommendation that FCC stop requiring licensees to file affirmative action reports—FCC model EEO program forms—at renewal time on blanket basis. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). Under current EEO guidelines, stations with five to 10 employes are required to have 50% parity overall with available work force. Stations with more than 10 employes must reach 50% parity both overall and in top four job categories, and stations with 50 or more employes receive complete review of their EEO programs.

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Family viewing. Ninth Circuit of U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Parties in case participated in hearing before Ferguson, on March 20, 1981, on question of how order referring case to commission should be framed. Case has been remanded to commission, which has sought and received comments on how to proceed. NAB and networks have urged commission to hold evidentiary hearing on policy. Tandem Productions and Writers Guild have urged commission to merely state views on issue "so that the entire matter may be returned to the courts for a prompt, fair adjudication."

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Federal Trade Commission. FTC got new leadership Oct. 5, when Republican economist James Miller III took over chairmanship from Acting Chairman David Clanton. Agency is expected to take new direction under Miller, who, since taking office has questioned value of agency's ad substantiation policy, promised a "leaner and more productive" FTC and pledged to prosecute fraudulent and deceptive advertising (BROADCASTING, Nov. 2, 1981). Miller replaces Democratic commissioner, Paul Rand Dixon, whose term expired Sept. 25. Confirmation of Democrat F. Keith Adkinson, nominated to replace Democrat Robert Pitofsky, who resigned in April, is still undecided as Senate Commerce Committee members deliberate matter which has aroused controversy—Adkinson's honesty and prior conduct on staff of Senate Permanent Subcommittee on Investigations from 1974 through 1979 (BROADCASTING, Nov. 23, Dec. 21, 1981). Although Office of Management and Budget recommended FTC's budget and personnel be slashed—and FTC accommodate those cuts by phasing out its 10 regional offices (BROADCASTING, March 16, 1981)—Congress failed to act on OMB's proposals. Congress did trim FTC's 1981 budget of $74.3 million to $70.7 million, but in continuing resolution approved by both bodies last December, FTC received $68.7 million for fiscal 1982, escaping 12% cuts recommended by OMB (BROADCASTING, Dec. 14, 1981). Legislation passed by Congress in 1980, authorizing life of agency through September 1982, subjects FTC rules to two-house congressional veto and limits commission's public participation funding (BROADCASTING, May 26, 1980). Under provisions of bill, children's advertising proceeding would be allowed to continue. But complete text of any proposed rule would have to be published in advance, and inquiry would have to be based on false and deceptive advertising, rather than unfair, as in past. Commission directed staff to prepare recommendations for further rulemaking and explore alternatives. Staff attempted to establish voluntary rules, but neither industry nor consumer groups would accept them (BROADCASTING, March 2, 1981). Staff reviewed record and, although noting that children's advertising was legitimate cause for public concern, recommended end to rulemaking (BROADCASTING, April 6, 1981). FTC acting on the recommendation, terminated rulemaking, saying it was "not in the public interest to continue this proceeding." (BROADCASTING, Oct. 5, 1981).

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FM quadraphonic. Nine years after FM quad was first pioneered, FCC began rulemaking that sought comments on two approaches to set standards for system: either to adopt general standards and rely on marketplace to determine which systems will be used or to adopt specific operating characteristics of system, along lines of those proposed by RCA and QSI (BROADCASTING, July 21, 1980). FCC issued initial notice of inquiry in 1977 to study merits of various techniques proposed to commission by National Quadraphonic Radio Committee. Second notice of inquiry was issued early in 1979 (BROADCASTING, Jan. 15, 1979). In comments on second notice, Muzak franchisees argued that alternatives would be acceptable only if they didn't interfere with 67 khz subcarrier channel company uses to transmit its background music service to clients. Though most other commenters lent their support to establishment of specific standards, ABC argued in support of general standards (BROADCASTING, Jan. 19, 1981). Commission is expected to consider item in first quarter 1982.

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Format changes. Supreme Court has settled question of whether FCC has authority to leave matter of radio entertainment format to discretion of licensee and play of marketplace. In 7-2 decision, on March 24, 1981, court said commission could, thus reversing decision of U.S. Court of Appeals in Washington holding that commission must review renewal and transfer cases in which proposed change of "unique" format had precipitated considerable local "grumbling" (BROADCASTING, March 30, 1981).

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Home videotaping and copyright. Ninth Circuit Court of Appeals in Los Angeles has overturned decision by lower court declaring home videotaping of broadcast programs legal and not liable for copyright fees. In reaction, rash of bills have been introduced in Congress to assure legality of home taping and Senate Judiciary Committee has held first of several hearings (BROADCASTING, Oct. 26, Dec. 7, 1981). Bill under consideration (S. 1758) would not assess fees for purchase of VCR's or blank tapes, but proposal being drafted by Senator Charles Mathias (R-Md.) would do so. Representative Robert W. Kastenmeier (D-Wis.), who chairs subcommittee charged with copyright, has said he'll wait to see if courts can resolve issue before moving on legislation. Representative Dan Glickman (D-Kan.) is among those contemplating introducing legislation to deal with issue.

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License renewal forms. FCC adopted rule that shortens renewal form to postcard size for most AM, FM and TV stations. Random sample of about 5% (excluding commercial radio service), however, will have to submit longer "audit" form. Broadcast Bureau will conduct on-sight audits of some of those stations completing long form to verify accuracy of information submitted (BROADCASTING, March 30, 1981). Rule has been opposed by Henry Geller, former head of National Telecommunications and Information Administration, in petition for reconsideration.

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Low-power television. Deluged by some 5,000 low-power television (LPTV) applications, FCC put freeze on accepting and processing most LPTV and translator applications last April (BROADCASTING, April 13, 1981). FCC is allowing just three exceptions to freeze: applications for stations in areas served by fewer than two full-service stations; applications of existing translators seeking to move from channels 70 through 83 and existing translators seeking to change channels to resolve interference problems. Under exceptions, FCC has accepted approximately 2,000 more applications. FCC issued rulemaking aimed at establishing technical rules for LPTV in hopes rules that result will speed LPTV processing (BROADCASTING, Aug. 3, 1981). When FCC initiated rulemaking last September to establish LPTV service, it said it would accept LPTV applications conditioned on rulemaking's outcome (Sept. 15, 1980). Under proposed rules, LPTV stations would have vastly simpler rules governing start-up, programing and operation than full-service stations, but they would be limited to fraction of power and would be prohibited from interfering with full-service stations. FCC hopes to have approved technical rules to aid it in processing applications, and authorizing rules for LPTV, by first quarter 1982, but claims it does not have enough money to fund processing. FCC was said to be considering requesting supplemental appropriations to fund processing (BROADCASTING, Dec. 21, 1981).

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Minority ownership. FCC three years ago adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about $10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (formerly Minority Broadcast Investment Fund [BROADCASTING, Sept. 29, 1980]), through which it hopes to raise $45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority-enterprise, small-business investment corporation) has made investment commitments (BROADCASTING, May 4, 1981) but will not disclose transactions until they are completed. National Radio Broadcasters Association is matching minority license applicants with broadcasters who advise on obtaining license and getting facility into operation. Meanwhile, FCC has created Advisory Committee on Alternative Financing for Minority Opportunities (BROADCASTING, Nov. 30, 1981), being chaired by FCC Commissioner Henry Rivera, which will issue report by April 1982 detailing ways to encourage private financial institutions to help minorities enter telecommunications.

□

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers agreed on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters $6.5 million to $8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31,

Continued on page 88

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■ indicates new or revised listing

This week

Jan. 5—Deadline for entries in *Women in Communications's* Vanguard award competition for non-stereotypical portrayals of women in local television public affairs programing. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

Jan. 5—Deadline for *FCC* proceedings on examination of radio frequency interference to electronic receivers, consideration of type approval of aural modulation monitor requirements and relaxation of STV rules FCC, Washington.

■ **Jan. 5**—Reply comments due on *FCC* proceeding considering type approval of aural modulation monitor requirements. FCC, Washington.

■ **Jan. 5**—Reply comments due on *FCC* proceedings considering relaxation of STV rules. FCC, Washington.

■ **Jan. 7**—Deadline for comments on *FCC* proceeding considering elimination of public letter file requirement. FCC, Washington.

Also in January

Jan. 10-12—*California Broadcasters Association* winter meeting. Spa hotel, Palm Springs, Calif.

■ **Jan. 11**—Deadline for comments on *FCC* proceeding to permit broadcasters to offer teletext services. FCC, Washington.

Jan. 13—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **Jan. 13**—*Women in Communications,* New York chapter, breakfast seminar on "Cable TV: The Future for Women." Equitable Life Assurance Building, New York.

Jan. 13-15—*Arbitron Television Advisory Council* meeting. Walt Disney World Conference Center, Orlando, Fla.

■ **Jan. 14**—Deadline for reply comments on *FCC's* lottery selection proceeding for granting of initial licensees. FCC, Washington.

Jan. 14-15—*Virginia Association of Broadcasters* legislative reception and winter meeting. Hyatt, Richmond, Va.

Jan. 14-16—*Utah Broadcasters Association* annual convention. Hilton Inn, St. George, Utah.

Jan. 15—*Academy of Television Arts and Sciences* luncheon. Speaker: Mark Fowler, FCC chairman. Century Plaza hotel, Los Angeles.

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

Major Meetings

Jan. 23-27, 1982—*Association of Independent Television Stations* (INTV) ninth annual convention. Sheraton Washington, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

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

March 11-16, 1982—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 4-7, 1982—*National Association of Broadcasters* 60th annual convention. Convention Center, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

April 17-22, 1982—*National Public Radio* annual conference. Hyatt Regency, Washington.

April 23-29, 1982—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, 1982—*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, 1982—*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, 1982—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 16-18, 1982—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 23-26, 1982—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

June 6-10, 1982—*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, 1982—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency, Chicago.

Sept. 9-11, 1982—*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, 1982—*National Association of Broadcasters* Radio Programing Conference. New Orleans Hyatt.

Sept. 12-15, 1982—*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, 1982—*Broadcast Financial Management Association* 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

Sept. 18-21, 1982—9th *International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 30-Oct. 2, 1982—*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, 1982—*Society of Motion Picture and Television Engineers* 124th technical conference and equipment exhibit. New York Hilton, New York.

Hawaii.

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

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

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

Jan. 25—Deadline for nominations for Sigma Delta Chi Awards for distinguished service in journalism, sponsored by *Society of Professional Journalists, Sigma Delata 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—*New York chapter of Women in Cable* course titled "Basics of Cable Television." Urban Coalition, 1515 Broadway, New York.

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

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 in new communications technologies. NYU's Washington Square campus. Information: (212) 598-3338.

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

Feb. 9-10—*Cabletelevision Advertising Bureau* conference. Waldorf-Astoria, 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 entry in 10th annual *Women in Communications* Clarion awards. For information (512) 345-8922.

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. 17-19—*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. 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. 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. 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 11-16—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton.

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.

Errata

Worldvision is subsidiary of **Taft Broadcasting,** not Cox Broadcasting, as reported in Dec. 21, 1981, "Fates & Fortunes."

Open Mike®

New testament

EDITOR: My friends in the industry were surprised when I decided to continue my subscription to BROADCASTING. After all, they reasoned, it's the *broadcasting* bible. However, you eventually proved them wrong.

Your Nov. 23 and 30 issues featured key stories in the cable industry. Your Nov. 30 issue was particularly timely and informative. The in-depth interview with Bob Rosencrans was thought provoking.

My friends were only partially right. You are the bible—but for the *entire* communications industry. Keep up the excellent work!—*Lenny Melamedas, director of studio operations, UA-Columbia Cablevision of New Jersey, Oakland, N.J.*

Ownership argument

EDITOR: I am astounded by Erwin Krasnow's testimony before Congress on broadcast deregulation, as reported on page 27 of your Dec. 14, 1981 issue, to the effect that the idea that the public owns the airwaves is "a shibboleth or a fiction," for which no support in law can be found. (While he did not directly state the latter, that is the clear implication of his statement that the Congressional Research Service was unable to find such support.)

Whether or not others were able to find it, surely Mr. Krasnow, as general counsel to the National Association of Broadcasters, must know from his own research that any such implication is false. The first sentence of the broadcasting provisions of the Communications Act provides:

> It is the purpose of this chapter, among others, to maintain the control of the United States over all the channels of interstate and foreign radio transmission; and to provide for the use of such channels, but not the ownership thereof, by persons for limited periods of time, under licenses granted by federal authority, and no such license shall be construed to create any right, beyond the terms, conditions, and periods of the license.—From Section 301 of title 47 of the United States Code.

In addition, Section 309(h) goes out of its way to require that each station's license contain wording telling licensees that they don't own the frequencies they use. And the point has been litigated: see *Ashbacker Radio Corp. vs. FCC*, 326 U.S. 327 (1945), *Red Lion Broadcasting Co. Inc. vs. FCC*, 395 U.S. 367 (1969), *ABC vs. FCC*, 191 F. 2d 492 (1951), and *Crowder vs. FCC*, 399 F. 2d 569 (1968), *cert. den.* 393 U.S. 962. *Crowder's* language is the most colorful on this point, openly ridiculing the notion that ownership of a broadcast frequency can be obtained by 'homesteading' it.

I trust that Mr. Krasnow knows of these authorities, as it took less than 10 minutes with a copy of Title 47 of the U.S. Code Annotated to track them down. I also assume that Mr. Krasnow is aware that Justice Douglas's views on the constitutionality of broadcast regulation were directly opposed to the Supreme Court's actual ruling on the subject, so I find it odd, to say the least, that this was as close as Mr. Krasnow came to citing on-point-authority.

Even aside from these specific precedents, the position he takes is directly counter to the overall plan of the Communications Act. If the public does not own the airwaves, what is it doing granting exclusive licenses for their use? If the public is an interloper that does not own the airwaves, then all of the broadcasters are operating under licenses that are as valid (and as exclusive) as the proverbial deed to the Brooklyn Bridge.

Finally, broadcasters cannot claim to have acquired ownership by adverse possession, as they are there with the public's permission. (On the other hand, the public, as their licensor, can claim 54 years of constructive possession against whoever Mr. Krasnow thinks owns the airwaves.)

For all of these reasons, I am astounded by the testimony of the gentleman from the NAB. Whom does he think he's kidding?—*Philip R. Olenick, counsel to the Committee for Community Access, Boston.*

Kudos

EDITOR: Reading begets readers. All students in my "Broadcast Management" course this past semester were required to subscribe to, read, and occasionally be examined on the weekly BROADCASTING magazine. While several were already subscribers, this was the introduction of most to your publication. As the semester ended, fully one-third of the class asked about getting year-long subscriptions for use in their courses next spring and beyond, even if it were not required.

I'll be moonlighting at Loyola Marymount University in Los Angeles in the spring and will have my students there also subscribe to the fullest and latest chronicle of events and persons in broadcasting, cable and related fields.—*James A. Brown, associate professor, School of Journalism, University of Southern California, Los Angeles.*

Hit list

EDITOR: And so now, the National Conservative Political Action Committee (NCPAC) has a new hit list which includes Senator [Daniel] Moynihan [BROADCASTING, Dec. 14, 1981].

I'm a Republican, a broadcaster and a friend of Pat Moynihan. But I would still sell time to his opponents—by any name.

As a Republican, I haven't heard anyone mentioned for the seat who is heavier or brighter than Moynihan. But as a broadcaster, I would leave it to the bright, perceptive people of New York to see through the attacks against this estimable man. And as a friend, I hope he will understand that I'm against censorship—of any kind.

Some of his other admirers seem to think because an Alfonse D'Amato now sits in the seat held by Jacob K. Javits, it can happen to Moynihan.—*William O'Shaughnessy, president, WVOX(AM)-WRTN(FM), New Rochelle, N.Y.*

The lost is found

EDITOR: Could it be true? Is Nielsen really so screwed up that 17% of the available audience is missing from its eight-month study of prime-time TV? ("Monday Memo," Oct. 26). I hope not. If so, here's an alternative hypothesis to Steve Archbold's suggestion ("Open Mike," Nov. 30) that 17% are watching with sound off and radio on:17% don't know.—*Rian Danz, freelance sports, Mercer Island, Wash.*

Editor's note. According to "Monday Memo" author Kevin Cox, the missing 17% were watching independent stations.

History fan

EDITOR: As one who has been enjoying the "First 50 Years of Broadcasting" series, I hope you are planning to put it all together in a binder, for sale.

I am sure there are many broadcasters and students of broadcasting who would appreciate having all these articles in one collection. It might not make the best seller list, but it would remain as a landmark long after it becomes impossible to get individual back issues of BROADCASTING.—*Donald E. Schein, president, WMHT-FM-TV Schenectady, N.Y.*

Editor's note. There will be such a book, published early in 1982, complete with an index to the entire first 50 years. Post-publication price will be $35. Prepublication orders are being accepted at $29.95. Address orders to "The First 50," Broadcasting Publications Inc., 1735 De Sales Street, N.W., Washington, D.C. 20036.

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Vol. 102 No. 1

TOP OF THE WEEK

1982: Big year for the Fifth Estate

If 1981 wasn't exciting enough to suit practitioners of the radio, television, cable and satellite arts, just wait for 1982. It looks from here like a year with a vengeance.

For cable, 1982 will hold more of the same in terms of its upward explosion—with perhaps a dash of prudence and caution creeping into the franchising picture.

For conventional television, 1982 will be another good year, with cable's inroads a matter of increasing concern but—as yet—no harm to the bottom line. What *is* proving costly: (a) the bite of inflation and (b) the erosion of network shares by independent stations.

For radio, it will be a year of continued innovation, expansion and change.

In politics, the momentum of deregulation is likely to come up against the beginnings of stiffened resistance—primarily in the House of Representatives, in the persons of John Dingell and Tim Wirth.

At the FCC, Chairman Mark Fowler and his new team will press on in their efforts at unregulation.

In news, it will be a banner year, with new faces and new formats abounding, both on the air and on cable.

The dimmest prospects are in public broadcasting, hit hard by Reagan administration budget cuts as well as the high costs of programing and technology.

BROADCASTING editors canvassed a number of primary sources to construct the overview of the new year's prospects and promises that follows.

TV networks: under the gun but not yet under siege

Increased news competition, more budget scrutiny and a "realistic" perspective on cable all are expected to mark 1982, according to over-the-air network executives.

The network news race is seen as becoming more aggressive and tighter as the push for early-evening news expansion continues, a new management team guides CBS News, and new anchors take their seats on the *NBC Nightly News, CBS Morning* and *NBC Today* broadcasts. The Public Broadcasting Service also has news expansion in mind.

An increased emphasis on news seems to be prompted from various directions. Network executives not only cite the amount of news to cover but also an older population more interested in "serious" news. Added to that is the bottom-line cost-effectiveness of news programing.

According to Richard Wald, ABC News senior vice president, a "plan may come through this year" for early-evening news expansion, but it will take longer to enact it. However he adds that expansion likely will be a "constant source of conversation."

Cost-control budget instructions already have come down from the network executive offices (see page 28). The way the entertainment business works will be impacted.

James Rosenfield, CBS/Broadcast Group executive vice president, for example, says there likely will be fewer pilots made; much more attention paid to the use of development money, and a push for even more use of tape instead of film—especially for long-form productions.

Irwin Segelstein, NBC vice chairman, explains that TV executives are taking a closer look at "revenue growth versus cost growth." But he characterizes that more as "cost-awareness" than "belt-tightening" and claimed, for example, that research and development money won't be cut. More and more, however, he says, the question is being asked: "Is it affordable?"

Segelstein claims that the question extends to cable as well with 1982 and 1983 being years of "analysis and evaluation" of whether new program services actually are financially feasible.

Lawrence Grossman, president of the Public Broadcasting Service, believes that 1982 will be a "very unsettling year" for cable programers, with more realistic expectations from the new technology. And by the end of 1982, he thinks there will be "even more uncertainty, tension and questions" about what will work and what won't.

ABC's Wald thinks that 1982 may find broadcasters feeling less threatened by cable, claiming that cable's inroads will show themselves to be comparatively small.

During the past year, according to CBS's Rosenfield, network ratings eroded about 2%. He adds that independent stations, not cable, was the main competitive factor. While Rosenfield expects some erosion to continue, he claims that the overall three-network programing picture will improve and that should stop some of it.

All eyes on cable as it reshapes telecommunications map

The cable industry booms into 1982 under a head of steam that has been building for at least the last five years. While other industries stagnate or falter, cable is expected to grow at a rapidly accelerating pace. "A year of continued explosive growth" is how Gustave Hauser, head of Warner Amex Cable Communications, sizes up 1982.

Donaldson, Lufkin and Jenrette, a New York securities firm that has kept a close eye on cable, estimates the industry's revenues will have grown from $2.3 billion in 1980 to $2.9 billion in 1981 to $3.8 billion by the end of 1982. If DLJ is correct, the industry will have grown 65% in just two years.

Hauser expects strides on various cable fronts, with launches of more interactive systems, pay per view becoming a "serious revenue source," home security becoming a progressively significant revenue source and cable advertising at the take-off point.

Programing was the cause of the new cable's rebirth and the proliferation of programing will sustain the renaissance. Programing of all kinds and for all audiences was introduced in 1981 and plans for still more services have been announced for 1982. Bob Rosencrans, head of Rogers-UA Cablevision, has his eye on such pay ventures as The Disney Channel (a venture of Disney and Westinghouse) and more regional sports networks.

The programing is coming so fast that some observers believe the industry—which despite its rapid growth still reaches only a third of the country—will not be able to support it all. Burt Harris of Harris Cable Co. doubts that any of the program services will fold in 1982, but he does think that by yearend there will be the beginnings of what may be an inevitable shakeout.

There were indications in the waning days of 1981 that the franchising fever that seemed to infect the entire industry in the past two years may be subsiding. A number of prominent MSO's have pulled out of franchising fights for potentially lucrative markets during the past couple months. Their reasons for dropping out varied, but, according to Dick Aurelio, Warner Amex's top franchising agent, they all add up to a "sobering trend in franchising. MSO's are becoming more responsible and realistic in their bids," he said, "and that's an encouraging sign."

Tom Wheeler, president of the National Cable Television Association, was even more blunt in his assessment of the abatement of franchise fever. "The cities are on the verge of extortion," he said. "The demands are getting greater and greater and greater."

Advertising dollars were recognized for the first time as a potentially major source of revenue not only to the cable network but to the local cable operator. The Cabletelevision Advertising Bureau projects that ad revenues in 1982 will double from about $100 million to $200 million (see story, page 29). J. Walter Thompson's Robert Buchanan says that "'Explore' and 'experiment' are the watchwords for cable advertising in 1982. We'll see a lot more of both."

On the regulatory front, the cable industry will begin facing "second and third generation" cable issues in 1982, according to Wheeler. "What will be the structure of the industry as it goes forth? Will cable be a carrier or a programer?" These are "cosmic" questions in comparison with the "mundane" questions of copyright that have distracted the industry in the past, he said.

Chief among the "cosmic" issues is whether cable operators will be able to control their own systems, Wheeler said. There will be "a great deal of public policy analysis on mandatory leased access."

The industry also will have to deal with local municipalities that have been asserting their authority over cable more and more vigorously. It's expected that the Senate Communications Subcommittee will attempt to balance the demands of the cities and of cable and come up with a generally acceptable bill. "The issue," according to Wheeler, "is not lessening of the [cities'] authority, but establishing uniformity on what that authority is." Each city, he said, now "plays by its own set of rules."

Much of the structure of the industry will be determined by the marketplace, not by events in Washington. Most industry observers and participants expect further concentration of ownership in the new year. Hauser says that the consolidation of industry players, already begun, will continue into 1982, not only with current MSO's becoming larger but with more major companies buying into the business.

As the big fish eat the little fish, NCTA will protect their right to do it, at least for the time being. "The largest MSO still has nowhere near the total audience of a medium-sized group broadcaster," Wheeler noted.

The economy in general: saving the best news for last

Overshadowing the communications business outlook for 1982 will be the state of the economy, where a slow first half is generally anticipated, with recovery in the second part of the year.

Dennis Leibowitz, an analyst with Donaldson, Lufkin & Jenrette, sees a 1982 broadcast economy with total television revenues up, in the neighborhood of 11.5%, with networks advancing 12% and stations 10%. The networks' advantage going into 1982 is that their comparisons with 1981 revenue figures will be easier than for stations, because the network economy in 1981 still suffered from the scheduling disruptions of late 1980, while stations in turn reaped benefits from the spillover of spot dollars that didn't go into network.

Drexel Burnham Lambert's John Reidy concurs that the networks are entering a period when quarterly revenue comparisons should be easier, vis a vis stations, but cautions that if the current recession intensifies, there could be pressure on the scatter market in early 1982. And he's concerned that any trimming of revenue growth, could mean the difference between up and down profits at the networks.

Ed Atorino of Smith Barney Harris Upham sees 1982 as a year of question marks, making it difficult to predict growth patterns. He's projecting revenue increases of 10-11% in network, 9-10% in spot and local. But, especially on the network side, he thinks cost increases will have to be watched carefully.

Leibowitz talks of 1982 being "touch and go" for the network profit outlook, with cost increases expected to outpace those of 1981. He points particularly to the dent new football contracts will make, and such items as the heavy slate of theatrical features planned by ABC.

Atorino, saying the season that's now ending "looks like a total disaster," sees the potential for another series "treadmill" developing, with consequent upward pressure on network costs.

On the cable side, Leibowitz expects the heady pace of construction, with consequent subscriber growth, to continue, and he sees no slackening of the high pay unit penetrations being achieved.

John Reidy anticipates that in 1982 cable systems will demonstrate an increased reluctance to "pony up" subscriber fees for advertiser supported programing that they carry. Reidy doesn't expect many new faces to get into cable ownership in 1982. "There'll be another merger or two, but what's left to acquire?" he asks.

Cable in 1982 holds as many questions for Ed Atorino as does broadcast. Chief in his eyes is whether the prices being paid for new franchises will make cable "an industry of profitless growth" or whether cable can successfully develop new revenue sources.

Kidder Peabody's Joe Fuchs takes a dimmer view of 1982 broadcast revenue potential: he thinks network growth will only reach 10%, spot 9%, and local 7% for a total television picture up 9%. Particularly in the first quarter and first half, Fuchs believes "we're in for some real disappointments against perceived expectations."

Bigger bucks in broadcasting; cable advertising on the come

Advertising on television, radio and cable showed comfortable gains in 1981 over 1980 and the outlook for 1982 appears to be even more promising. According to the

Thinking small is in at TV networks. The major television network companies, like many another U.S. businesses, are going into the new year with cost-control flags flying. The onset of the recession in late 1981 and the uncertain outlook for the months ahead have led them to put the word out generally: Keep those expenses down.

CBS put the word out formally, in a memo to division and department heads from the CBS Inc. management committee. The memo cited "our fourth-quarter disappointments and a rather pessimistic view of the 1982 economic climate" as reasons for stricter policies.

These include the use of economy-class air travel—business class for overseas flights taking more than eight hours—and local transportation by bus, taxi or whatever is most economical and efficient. Hotel accommodations will be single rooms unless larger space can be strictly justified. Attendance at conventions and other trade meetings will be monitored closely. Pay increases will also be watched closely, and hirings from outside the company are discouraged, if not forbidden.

In addition, CBS authorities said that after this year, executives at certain levels will be removed from the yearend bonus program but the equivalent of their bonuses will be rolled into their salaries. This, officials said, is an administrative, not a money-saving, change.

At ABC, officials said that the word is out to "watch [expenditures] closely." Both because of the recession and because of new ventures in cable programing and other areas that require substantial start-up costs, all division and department heads "have been asked to watch things very closely."

At NBC, officials reported that a "substantial" company-wide cost-reduction program is getting under way, "trying to bring costs into line with reality." They said that "our people have been told to look at their operations and see how costs can be reduced," but that no manpower cuts have been mandated. There is, however, "absolutely" a lid on new hirin spokesman said.

Television Bureau of Advertising, TV closed out 1981 with a total of $12,630,-000,000, a jump of 11.1% over 1980. TVB estimated that network climbed by 8% to $5,540,000,000 while national spot grew by 13.2% to $3,700,000,000 and local by 14.3% to $3,390,000,000.

TVB expects 1982 expenditures to rise at a higher rate. The bureau pegs television's total at $14,285,000,000, up 13.1% over 1981. TV network business is expected to eclipse 1981 by 12% to $6,205,-000,000, while national spot will gain by 13% to $4,180,000,000 and national spot will increase by 15% to $3,900,000,000.

"We're expecting a good year in 1982," remarked Harvey Spiegel, TVB's senior vice president for research. "We're saying that if the gross national product increases by 10%, as expected, television will grow as we have outlined it."

Miles David, president of the Radio Advertising Bureau, said he envisions 1982 as "a good year—but with a tough first quarter." He noted that the fourth quarter of 1981 was sluggish and believes this condition will carry over to the first quarter of this year.

David termed 1981 a "satisfactory year," with total radio revenues rising by 14% to an estimated $4,030,000,000. He estimated local advertising grew by about 13%; national spot, 15%, and network, 26%. David said that RAB is projecting that total radio revenues for 1982 would be in the area of $4.6 billion, up 15% over 1981.

Robert Alter, president of the Cabletelevision Advertising Bureau, said industry projections are that advertising revenues in 1982 will double, from about $100 million to $200 million. He said reports he has received from the cable TV networks indicate they are bullish about a "healthy year" and many of the MSO's have gone on record as making a "major commitment" to advertising development in 1982.

Despite all the new media ferment, groups expect good to get better

A canvass of major station operators found them with a diversity of expectations for 1982 but, for the most part, agreement that their business would remain good and perhaps get better. A sampling:

Charles S. Mechem Jr., chairman of the Taft Broadcasting group: "My guess would be that there isn't going to be brand-new [in 1982], just progressive developments in present areas—perhaps some resolution of the cable copyright matter, some more tangible evidence of deregulation, continued emergence of the new media and, I would guess, a pretty darn good business year, especially in the last half."

Alvin G. Flanagan, president of the Gannett Broadcasting Group, thought "the big news is going to be the fight between Wirth [Chairman Timothy Wirth (D-Colo.) of the House Telecommunications Subcommittee] and the FCC" over deregulation. Of that contest, he said that FCC Chairman Mark Fowler "has the best arguments, but Wirth has the money, and the purse strings sometimes control reasonableness." In programing, Flanagan said, big news will be "the transference of more one-time-only specials to cable," especially in sports. "Any time you can pay two men $15 million to fight 14 rounds, you know which way things are going."

Terry Lee, president of Storer Broadcasting Co., said he is looking for 10%-13% increases in TV station business, and "our cable business is rolling right along, keeping pace with our projections—which we have to update about every 30 minutes." In cable, he said, "franchising has about wound down," so that now the emphasis will be on marketing, completing construction, looking for more diversification—and, for many MSO's, upgrading systems.

Ward Huey, president of Belo Broadcasting Corp., said he thought that a widely held theory—that the new technologies and growing competition will drive networks and their affiliates apart—may be "shot down in 1982." He thought a realization of the need to maintain the present system of distribution—including a recognition by the networks that they will risk greater erosion of station clearances if they continue to push for inroads on station time—will "bring affiliates and networks closer together, not tear them apart." There will be "less nitpicking," he said, and more substantive discussions.

Huey, who is chairman of the ABC-TV Affiliates Advisory Board, said he saw evidence of this new attitude in the board's recent meeting with ABC officials in Hawaii, despite their differences over the prime time access rule and the network's wish to expand evening news. On news, he noted that the network, instead of laying out a specific plan, is trying to work out, with affiliates, a way to expand what is acceptable to all.

For the long run, he thought network and affiliate relationships will be redefined, in economic and other terms, and a new spirit of cooperation established, including more cooperation in production. In news, he said, this might take the form of "local windows in network news—and the reverse."

Wallace Jorgenson, president of the Jefferson-Pilot Broadcasting group, envisioned a variety of potentially big news, including "what Congress and the FCC do about direct broadcast satellites," "what eventually comes out of the compromise on the compromise on cable copyright," the probable emergence of teletext "in pretty good measure," what the FCC may do about AM stereo and the outcome of deregulatory legislation, especially as applied to the fairness doctrine and Section 315.

Don Perris, president of Scripps-Howard Broadcasting, suggested that "the most important story of 1982 may be whatever happens with the phone company." Perhaps the most fascinating, he said, will be the battle of the 24-hour cable news services, between Ted Turner's Cable News Network and ABC-Westinghouse Broadcasting's Satellite News Channels joint venture. "Another," he added, "is the [question of] expansion of network news—which won't happen. It won't go away, but it won't happen."

Arch Madsen, president of Bonneville International, offered what he called a "one-track" view: "I hope we really crack the barriers and get teletext going in one form or another. We've been playing with it [at Bonneville] for five or six years, and it's a time bomb that's really going to explode when it does go off." Like other broadcasters, Madsen had an eye on business, too: "It looks excellent. We've had our best year [in 1981] and our people are convinced 1982 will be another one."

'Healthy' prospects for radio in a year of network 'shakeout'

If predictions by radio network chiefs come to pass, that medium is in for a healthy year. Program suppliers should be in the best shape in 1982, it was agreed, particularly if barter is involved, as opposed to all cash. Although, given the proliferation of the networks alone, it is admitted that by the end of next year, a "shakeout" period is inevitable. "The question of who the players will be [by then] is still anyone's guess," asserts Tom Burchill, president of RKO Radio Networks.

Continuing on that topic, Burchill observed that "technology has acted as a catalyst for stations," referring to the relative ease of satellite delivered product and the convenience of obtaining entertainment and news programing from one source that tailors it to a specific audience. Keeping in mind that all of the major networks, as well as the new 24-hour satellite services, vie for smaller markets, Burchill predicts that by as early as 1982, co-ventures may begin to form, much like the ABC/Westinghouse Satellite News Channels joint venture or the Warner Amex arrangement.

"Programing is the name of the game," says ABC Radio President Ben Hoberman, who sees an increased demand for long form programing by stations in 1982. Noting that by next year, ABC Radio alone will have essentially eight networks, including its syndicated ABC Talk Radio and its 24-hour Super Radio, Hoberman agrees that there will be a "shakeout" among syndicators. Also in his 1982 radio forecast is an increase in the size of the advertising market. Concerning sales, Hoberman is "bullish on the future of radio," although long-range advance buying may slow somewhat, he indicated.

As does Hoberman, Dick Verne, NBC Radio president stresses software as the watchword for 1982. Inferring that satellite technology remained in the foreground last year, Verne now foresees less emphasis on delivery and more on the caliber of the product itself. On the sales front, Verne predicts a "healthy" year but one that will characteristically start off slow in the first quarter.

Looking further into radio's future sales picture, Robert L. Hosking of CBS Radio believes that new advertisers will see radio as a good opportunity to sell their products. "Especially with the economy so uncertain," he adds, new advertisers may be attracted to its relatively lower costs.

"It's going to be a dynamite year for radio," speculates Martin Rubenstein, president of the Mutual Broadcasting System. He attributes this to his belief that "advertisers are finally beginning to see the efficiency and credibility of the medium." This, in turn, "will attract more people to go after those dollars," he adds, referring to relative newcomers in the program supply field. Rubenstein cautions, "staying power will be the key phrase next year," and observes that the shake out period may have already begun.

Fifth Estate in for busy time in 97th Congress's last half

On Capitol Hill, broadcasters are likely to see as much activity involving their industry as they saw in 1981. Cable operators could see even more.

The Senate Commerce Committee, which pushed a number of broadcast deregulation measures through Congress in 1981, will concentrate first on securing passage of a bill (S. 1629) sponsored by its ranking Democrat, Senator Howard Cannon (D-Nev.) that would codify the FCC's deregulation of radio and abolish comparative renewals.

It also plans a bill that would extend the deregulation of radio to TV, according to Ward White, senior counsel to the Commerce Committee. This bill could also address multiple and crossownership restrictions on broadcasters as well as programing restrictions on networks.

The elimination of political broadcasting rules is likely to be debated in Congress this year, but policymakers and broadcast lobbyists predict a drawn-out fight that won't end in the 97th Congress. Broadcasters have approached Packwood, who has promised to lead the movement for repeal of the fairness doctrine and equal time rules (BROADCASTING, Sept. 21, 1981), but he and other members of the Commerce Committee have not yet decided whether to seek a constitutional amendment asserting First Amendment rights for all media, or repeal of present laws restricting them, according to White.

The House Telecommunications Subcommittee expects a heavy schedule of hearings during February on common carrier legislation (H.R. 5158) recently introduced by its chairman, Representative Timothy Wirth (D-Colo.). If the subcommittee succeeds in passing that bill by March as planned, it is likely to turn to a bill to impose stiff penalties for illegal interception of pay TV signals distributed by satellite, according to David Aylward, subcommittee chief counsel. It also could try to pass a bill making minor changes in the Communications Act (H.R. 5008), based on requests made last fall by the FCC (BROADCASTING, Sept. 28, 1981).

Wirth plans to honor promises to introduce a broadcast deregulation bill during the 97th Congress, said Aylward, who could not predict what the Wirth bill would look like other than to say it is unlikely to embrace proposals for deregulation presently before the subcommittee. Those include a bill (H.R. 5242), introduced by Representative James Collins (R-Tex.) to codify the FCC's deregulation of radio and extend it to TV, as well as to eliminate comparative renewals and streamline the FCC's processing of petitions to deny. Another measure (H.R. 4726), introduced by Representative Al Swift (D-Wash.), would codify radio deregulation and extend it to TV, eliminate comparative renewals and expand news exemptions to the equal time rule in exchange for a new way of evaluating broadcasters' compliance with the public interest standard.

Representative James Broyhill (R-N.C.) is expected to lead the fight in the House for repeal of political broadcasting laws and has said he plans to introduce a bill addressing that issue and others in the FCC's controversial legislative proposals (BROADCASTING, Sept. 28, Dec. 14, 1981).

Year of unregulation ahead for Fowler FCC

The FCC promises to be a busy agency during 1982, focusing much of its energy on attempting to further deregulate (or "unregulate," in the words of Chairman Mark Fowler) the industries it oversees.

Henry L. Baumann, deputy chief of the FCC Broadcast Bureau, said the bureau hopes to recommend an array of further deregulatory items—and conclude much of its unfinished business—during the coming year.

Slated for early action in 1982—Baumann said the bureau hoped to present an item to the commission on the subject at its first meeting of the new year, Jan. 13—is AM stereo.

Baumann also said that the FCC's low-power TV proceeding should be concluded in the new year's first quarter. Although Congress has "ordered" the FCC to complete the LPTV proceeding—issuing processing guidelines and authorizing rules—by Feb. 1 (see story, page 31), Baumann said meeting that deadline was an "impossibility." Nonetheless, Baumann said, the proceeding should be concluded by the end of February or early in March.

Baumann said the bureau also hopes to present a recommendation to the full commission on its teletext proceeding by the middle of the year (BROADCASTING, Oct. 26, 1981).

The FCC's move to deregulate the subscription television industry should also have been concluded by mid-year, Baumann said. In that proceeding, the FCC proposed to drop its complement-of-four rule, which prohibits STV entry into markets served by fewer than four conventional TV stations. It also proposes to drop its 28-hour rule, which holds that an STV station must broadcast at least 28 hours of conventional programing each week, and it proposes dropping its ascertainment requirement (see "In Brief").

Baumann said the bureau also was investigating proposals for deregulating television in much the same way the FCC had deregulated radio.

The bureau also is reexamining its multiple ownership rules and hopes to present an item concentrating either on the FCC's attribution rules or its rule of sevens, Baumann said.

According to Paul Fox, assistant chief for technology at the FCC Office of Plans and Policy, that office would continue to review commission regulations and programs, with an eye toward marking for extinction those regulations whose costs exceed their benefits.

DBS, under the office's jurisdiction, would "have to be addressed" in the coming year, he said, chiefly because the FCC's proceedings on the proposed service had raised "many important issues."

The office also hopes to present a recommendation to the commission on its cable crossownership rules during the coming year. A report by that office, now out for public comment (BROADCASTING, Nov. 9, 1981), recommends that the FCC drop its rules prohibiting co-located broadcast-cable crossownership.

Trials and tribulation in public broadcasting

Public broadcasting has a year's worth of tough decisions to make in 1982, as it comes to grips with the dilemma of providing the type and amount of programing it has in the past while trying to pay for it out of the shrinking financial pot. Reiterating that theme, Corporation for Public Broadcasting President Edward Pfister stresses that CPB's top priority for 1982 is "to insure that public television and radio continue to reach the American people with programs of excellence and creativity."

Lawrence Grossman, president of the Public Broadcasting Service, says 1982 will be "the best of times and the worst of times." Calling proposed budget cuts "draconian," Grossman said he feared for the "survival of public broadcasting." But he added that he didn't see PBS going out of business. He noted that PBS is taking a "hard look" at the way it operates and is in the midst of developing a new four-year plan that will focus on "restoring money" to PBS.

"Every year is crucial," said Frank Mankiewicz, president of National Public Radio. Although seemingly not so concerned as some of his public broadcasting counterparts, he noted that 1982 will be a time of transition.

Despite proposed budget cuts, Mankiewicz said, "prospects look good." Citing a recent Arbitron report that showed a 40% increase in NPR's listenership (BROADCASTING, Dec. 21, 1981), Mankiewicz said, public radio stations are "raising more money than before" and as the audience goes, up so will the money.

LPTV: Congress tells FCC to get on with it

Feb. 1 set as deadline for FCC to issue orders implementing low-power TV service; in letter to Fowler, Hollings says Congress also expects FCC to authorize new and additional services as expeditiously as possible

Congress has ordered the FCC to issue final orders implementing low-power television service by Feb. 1. While passing a bill funding the FCC for fiscal year 1982, Congress also directed the FCC to authorize other new services, such as VHF drop-ins and cellular radio, "as quickly as possible."

Because Congress spared the FCC additional funding cuts ordered by the Reagan administration, it "fully expects the commission to authorize new and additional services expeditiously," said Senator Ernest F. Hollings (D-S.C.) in a letter to FCC Chairman Mark Fowler. Sent just after Congress voted to continue funding federal agencies through March (BROADCASTING, Dec. 14, 1981), the letter outlines the new orders, contained in a report accompanying the funding resolution and in colloquies that took place on the Senate floor shortly before its passage.

"The commission's record in authorizing new and additional services leaves much to be desired," said Hollings who is the ranking Democrat on both the Communications Subcommittee and on the Budget Committee. Congress, in the 1981 Omnibus Reconciliation Act, "tried to aid the commission in authorizing new licensees by giving the commission the authority to use lotteries," he said, but "we believe a further spur to action is required for proposed services."

Not only must the FCC act expeditiously, Hollings said in his letter, it "must also insure that services will be structured so as to promote competition in the communications marketplace." Congress shares the FCC's desire to deliver cellular radio service as quickly as possible, he said, but "this goal should not be used to justify a discriminatory, anti-competitive action such as limiting, as the wireline entitlement would do, those entities which are eligible for a license."

"All those who wish to offer cellular service should have an equal opportunity to compete for the spectrum," said Hollings, who quoted the Commerce Committee's report on its common carrier bill (S. 898) as another congressional direction for a competitive cellular radio service. "Access to the spectrum allocation is an essential prerequisite to offering service to the public," said that report, "and hence all qualified applicants must have the broadest reasonable opportunity to participate. . . ."

During deliberations on FCC funding for 1982, Hollings told the Senate new services could be authorized more quickly if the FCC used lotteries. Congress believes the FCC "needs to reduce the long delays that have traditionally been experienced in the introduction of new and additional services," he said. "We believe that the use of lotteries must be seriously considered in all instances. . . ."

Regardless of funding levels, the FCC must effectively and promptly "administer and enforce the fairness doctrine, equal time rule and reasonable access provision," Hollings said in his letter to Fowler. "The commission is directed to maintain at least the same level of staff as in FY '81 for the administration and enforcement of these laws," and, "further, the commission is directed to respond to inquiries and complaints concerning these laws as promptly as in the past."

Responding to Hollings, Fowler said, "there are no plans to relax the commission's administration and enforcement of the various political broadcasting laws." The Broadcast Bureau "assigned eight employes during fiscal year 1981 to respond to inquiries and complaints" concerning those laws, he said. "During fiscal year 1982, the bureau will continue to assign the necessary personnel resources to furnish the public with a prompt and effective information and enforcement program."

Claiming ex parte rules prohibit him from commenting, Fowler said he could not respond to Hollings's comments on the FCC's cellular radio proceeding.

The Broadcast Bureau is preparing a Report and Order resolving the LPTV proceeding, said Fowler. "We wish to proceed with care in order to avoid repeating the situation that occurred about one year ago when the notice unexpectedly generated thousands of applications and the commission had neither resources nor policies adequate to process the applications," he said. "However, we are moving as quickly as possible to adopt final rules."

On VHF drop-ins, Fowler said the Broadcast Bureau is processing several petitions for reconsideration of its decision to allocate four channels and expects to submit a draft order to the FCC "during the first several months of calendar year 1982." At the same time, "the separate generic rulemaking proceeding which sought public comment on a proposal to drop-in numerous new VHF channels is undergoing careful review."

Another nudge. Congressional criticism of the FCC's handling of its low-power television proceeding came not only in the report accompanying comprehensive spending legislation passed in the final days of the 97th Congress's first session. In unanimously approving a broadcast deregulation bill (BROADCASTING, Dec. 14, 1981), the Senate Commerce Committee reminded the FCC that "legislative history is clear that low-power television is seen by Congress as an ideal vehicle" for use of a lottery, such as that authorized in the Budget Reconciliation Act of 1981. "Despite this mandate," said the committee's report on the bill (S. 1629), "the commission has still not even established rules for governing low-power television applications," and "has also failed to continue authorizing legitimate basic translator applications which would provide much-needed service to scores of people in rural and semi-rural areas." The committee "wishes to emphasize its expectation that the commission will place the highest priority on moving forward expeditiously in adopting procedures for authorizing low-power television service and processing applications for basic translator licenses.

Washington Post Co. decides to get its feet wet in cable via leased channels

The Washington Post Co., one of the few major multimedia firms that has yet to venture into cable television operation or programing, last week announced plans to do so—perhaps as early as 1983.

Last Tuesday's (Dec. 29) edition of *The Washington Post* reported that the newspaper plans to lease two channels on each of the cable systems in the Washington metropolitan area and fill them with a mixture of local news, information and advertising.

The nature of the programing—full video, videotext or a combination of both—has not yet been determined, according to a company spokesman. Nonetheless, the spokesman said, the *Post* hopes to begin service in 1983, assuming it is able to lease a sufficient number of channels. In a prepared statement, Thomas H. Ferguson, president of the *Post*, said that thus far no leases have been obtained, but that "preliminary reaction" from talks with local cable operators has been encouraging and that serious discussions with local operators, franchisees and applicants would begin immediately.

In another statement, Donald E. Graham, publisher of the *Post*, said: "Virtually all of the programing now being produced for cable systems is national in focus. ... We feel that, in addition, the new 100-channel cable systems planned for this area will also want to offer their viewers more news and information about their communities.

"With the largest local newsgathering staff in this area, *The Washington Post* each day collects far more information about what is going on [in the area] than any other news organization. These cable channels will give us another way to distribute information to the community."

The *Post* will not be alone if it goes

ahead with its telepublishing plans. There are at least a score of weekly or daily papers providing news and information in text and video form to cable subscribers over leased channels.

Although the Washington Post Co., through its Post-Newsweek stations subsidiary, operates television stations in Detroit; Hartford, Conn.; Miami and Jacksonville, both Florida, and publishes the *Everett* (Wash.) *Herald,* the spokesman said that the company has no plans of entering into similar cable programing ventures in other markets or establishing a national service.

Post-Newsweek Stations in late 1979 and early 1980 had made serious plans to launch a national cable news network, but it pulled the plug on the venture at the last minute in the face of enormous start-up costs and stiff competition from Turner Broadcasting System, which went on to launch the Cable News Network in June 1980. Looking back on those days, Terry McGuirk, TBS vice president, said TBS simply had "a sizable marketing head start" on Post-Newsweek.

Despite its early cable news ambitions, Washington Post Co. has fallen behind other comparable multimedia firms in moving to exploit the burgeoning cable television marketplace. Times Mirror, Time, *The New York Times,* Dow Jones, Newhouse, Gannett, Hearst and Capital Cities Communications are among those established in the field.

If the *Post* decides to offer videotext services over its leased channels, it will have some experience in the medium. For the past six months, the *Post* has participated in the Telidon teletext experiment being conducted by WETA(TV) Washington and the Alternate Media Center of New York. Drawing on its editorial department, the *Post* has written, edited and formatted teletext pages for broadcast by WETA to some 50 decoders scattered about the city.

The *Post's* local cable news venture is at least a year off, but it may test the cable waters much sooner than that. Beryl Wolk, a publisher of newspaper advertising inserts and cable programing guides and producer of informational cable programing, has set up an experimental three-way deal among his companies, the *Washington Post* and six of the 17 cable systems inside the *Post's* primary market that would provide programing and marketing for the cable systems and advertising revenues for him and the *Post.*

Under the arrangement, beginning in February, the *Post* would distribute cable program guides published by Wolk as newspaper inserts each month within the franchise areas of the six cooperating cable systems. The cable system would pay for all the program guides that go to subscribers' homes and the *Post* would pay for those that go to nonsubscribers. In exchange, the *Post* and the Cable Print Network, Wolk's cable production company, would receive a certain number of hours each day on a local cable channel. CPN would fill up the hours with informational programing, much of it paid for with the cooperative advertising dollars of local retailers, and CPN and the *Post* would split and sell the advertising time.

BIG SHIFT IN THE SATELLITE SKY

By any other name, it's still Cable Net One

Programers move from Satcom I to Satcom III-R; most simulcast while affiliates get reoriented

Launched less than two months ago, RCA Americom's Satcom III-R satellite went to work last week, relaying hundreds of hours of cable programing each day to thousands of cable systems across the country. Over the course of January, the 24-transponder satellite will gradually replace Satcom I as Cable Net One, the primary distributor of national cable programing.

RCA had invited all the programers on the aging Satcom I to move to the new satellite last Monday morning (Dec. 28) and gave them four and a half weeks—until Feb. 1—to do it. But apparently eager to settle in, most of the programers took up residence on the replacement bird within 24 hours.

To accommodate the thousands of cable operators who must reorient their earth stations by aiming them a few inches higher and a few inches further south to receive signals off the new satellite—which, at a geostationary orbit of 131 degrees west longitude, is four degrees further east than Satcom I—most of the programers decided to simulcast (transmit their signals from both satellites at the same time) for varying periods.

According to RCA's Charles Fedorka, who monitored the move from RCA's earth station facility at Vernon Valley, N.J., the five customers for which RCA provides uplinking services—Home Box Office, Showtime, Eastern Microwave (WOR-TV New York), Reuters (GalaVision) and the USA Network—began simulcasting at 5:35 a.m. NYT Monday. And by the end of the day, most of the other major networks also had begun the dual transmissions.

The only major network that did not make it to the new bird on the first day was Home Theater Network. Kathryn Peterson, vice president for administration, explained that HTN's move was delayed by its efforts to make arrangements for simulcasting. She assured BROADCASTING last Tuesday that HTN would begin dual transmissions on Wednesday evening and continue them until Jan. 29.

Although almost all the programers chose to simulcast to give their affiliates ample time to reorient their dishes, the window ranged from the full month given by HTN and the major pay networks to four days—allowed by the Cable Satellite Public Affairs Network and the Appalachian Community Service Network. Some took to a more moderate approach. Southern Satellite Systems, which distributes the Cable News Network and superstation WTBS(TV) Atlanta for Turner Broadcasting System, plans to simulcast both services until noon on Jan. 15. (SSS said CNN2, which was to have begun service on Jan. 1, would only be distributed on Satcom III-R.) United Video, which distributes superstation WGN(TV) Chicago also said it would simulcast both services until Jan. 15.

Of all the major programers on the satellite, PTL is the only one that chose not to simulcast, according to RCA.

With a few exceptions, the programers retain the same transponder assignment on Satcom III-R as they had on Satcom I. The Times Mirror Spotlight pay television service was shifted from transponder 19 to transponder 4, and Home Box Office was awarded transponder 13, its fifth transponder on the satellite. Both transponders 4 and 13 are out of order on Satcom I. RCA now plans to lease time on freed-up transponder 19 to occasional users. CNN2 has agreed to sublease transponder 15 from Warner Amex.

Satcom III-R was launched Nov. 19 (BROADCASTING, Nov. 23, 1981) not only as a replacement for Cable Net One, but also for Satcom III, which disappeared in space shortly after its launch in December 1979. The loss of Satcom III has caused RCA all sorts of problems over the past two years. Cable programers, promised spots on the ill-fated Satcom III, fought over the few remaining positions on Satcom I. Fearing loss of its grasp on the cable market, RCA at one point leased 11 transponders on Comstar II to accommodate its disenfranchised customers.

Having been launched in 1974 with a seven-year design life, Satcom I was scheduled for retirement this year. But the satellite is still going strong and RCA, two weeks ago, submitted a tariff at the FCC to provide Optimized Video Transmission service on the satellite for the next two years. OVT is a transmission technique that allows users to place earth stations in areas with a heavy concentration of microwave traffic. Although RCA declines to comment on who it has signed up for the service, industry sources say that the three major broadcast networks and several group broadcasters have done so.

Politics the stumbling block in Rio

Cuban walkout confirms worst fears of internationalists: that nationalistic competition would get in way of technical accommodation; but some still say meeting was a success

Increasingly in recent years, as countries gathered in world and regional meetings sponsored by the International Telecommunication Union to develop agreements on use of the spectrum, fear has been expressed, especially by the most industrialized nations, that politics would be injected into what should be a technical conference and wreck efforts at accommodation. The recently concluded Region 2 conference in Rio de Janeiro provides a demonstration of what that fear is all about.

Richard Butler, deputy secretary general of the ITU, did say, at the conclusion of six weeks of enormously hard work on the part of the representatives of some 24 countries, that a framework had been built for a plan for the use of the AM band in the western hemisphere. That was the good news.

The bad news was that Cuba, in a bitter dispute with the U.S. that has its roots in the political differences between the two countries, walked out, in the final week, leaving to some uncertain future and to a mechanism yet to be invented the resolution of the serious incompatibilities involving the existing and proposed stations in the inventories of the two countries.

And the walkout occurred as the conference was already in some disarray. The conference succeeded in drafting an underlying agreement and a technical annex. And it adopted Jan. 1, 1982, as the effective date of the Final Acts, which means that all stations in the Region 2 plan will be protected under its terms as of that date. The agreement itself will enter into force on July 1, 1983. But because of problems with the computers of the ITU's International Frequency Registration Board and the sheer complexity of the task, the conference had abandoned hope of completing work on a plan under which all of the stations of the hemisphere could operate without causing or receiving intolerable interference.

Some 60% of the 15,000 existing and proposed stations in the inventories of the countries of the hemisphere remain on the so-called B list—those involved in incompatibilities or that have not yet been reviewed for conflicts. Thus, in the weeks and months ahead, representatives of countries in the hemisphere, in a series of subregional meetings, will attempt to complete the work left undone in Rio.

For all of that, U.S. officials describe the conference as a success, insofar as the U.S. is concerned. The chairman of the U.S. delegation, Kalmann Schaefer, who is adviser to the FCC on international communications, said last week: "We did very well. We accomplished all of our objectives." But Schaefer was measuring success only in terms of what he considered the possible. Asked about the problems left in the wake of the Cuban walkout, for instance, he shrugged. "It takes two to tango." William Salmon, an aide to Under Secretary of State James Buckley, said word he received indicated that the U.S. had been "successful," and added: "The U.S. interests were well defended by the U.S. delegation."

And, by various standards, the U.S. delegation did achieve creditable results. For instance, Schaefer gave it as a "rough estimate" that the A list includes more than 90% of the 5,000 stations in the U.S. inventory. However, he said, that estimate was subject in a number of cases to further check of the data base inaccuracy and of interference calculations. The U.S. stations on the A list—those that cause or receive no more interference than the parties involved will accept—include virtually all of the daytimers and a substantial number of Class IV stations.

The U.S. stations on the B list are said to include some—"all," according to one delegation member—of the planned and operating stations on the clear channels. They are said to be involved in incompatibilities with outlets in Canadian as well as the Cuban inventories.

The U.S. succeeded to the extent it did largely through what might be called wholesaling techniques. Schaefer reached agreements with Mexico and Canada under which stations that the three countries had accepted under previous treaties were entered, en bloc, into the plan. In addition, the U.S. said it would retain the nighttime power limit of all Class IV stations outside the Southeast—North Carolina, South Carolina, Georgia, Florida, Mississippi, Alabama and Louisiana—and Puerto Rico at 250 w, instead of allowing them to increase power to 1 kw, as provided for under the agreement. The aim was to avoid incompatibilities that would delay entry of the stations into the plan. Besides, the U.S. believes it can obtain higher power for the Class IV's in subsequent negotiations with Canada and Mexico. (The 1 kw power limit was retained for stations facing possible or actual interference from Cuba.)

Schaefer

The U.S. also can take some satisfaction from the provisions of the agreement. In one case, "guaranteed access" was abandoned as a concept in defining the terms under which countries can establish new stations after the plan is completed. The U.S. feared such access, desired principally by developing countries, could result in intolerable levels of interference. So a "special provision" was adopted, prescribing access procedures sufficiently strict to ease the U.S. concerns. (The maximum noise level that would be allowed is .5 db.)

And the U.S. derived one dividend from the crushing and ultimately impossible task of completing a plan that would accommodate stations on the air and those planned to be operating by the end of 1982. The Canadian proposal for a five-year plan—to cover needs between 1983 and 1987—was abandoned. The U.S. delegation, which contended that such a plan would be wasteful of spectrum, lobbied hard for that result.

Significant as those accomplishments are, they do not—in the view of some industry observers—rank in importance with the success the U.S. scored early in the conference, in persuading the hemisphere nations to retain 10 khz AM channel spacing, rather than adopt the U.S.'s earlier proposal to reduce spacing to 9 khz.

On the other hand, broadcast engineers monitoring the conference from Washington contend the U.S. made a mistake in accepting an agreement embodying the interference standards found in the Rio accord. They permit nighttime interference up to 50% of the time, a standard five times less strict that that the U.S. and its neighbors observe. The U.S., Canada, Mexico and Greenland have agreed among themselves to continue to maintain a 10% skywave standard; however, stations in the Southeast—and in Mexico—will be subject to interference from stations in Cuba and elsewhere in the Caribbean operating under the 50% standard. The provision had been tentatively approved at the first session of the conference, in Buenos Aires, in March 1980, and the U.S. felt there was little chance of changing it in Rio.

Those developments are the product of normal give and take in a conference whose technical nature is respected by all participants. But an indication of the trouble for which the U.S. is bracing is shown in the reservation it took to the Final Acts. It notes that the U.S. AM service "has already been adversely affected to a serious degree by objectionable interference from numerous stations in the region," and adds: While the U.S. is prepared to fulfill its obligations under the Final Acts, "it reserves the right to take such action as may prove necessary to assure the provision of needed services to the adversely affected areas."

Does that mean a "power war"—in which U.S. stations would be authorized to increase power to protect themselves against interference—is in prospect? Schaefer does not encourage such speculation. Given the problems such a war could cause innocent third parties, Schaefer said, "I don't think it is a solution for Cuba or ourselves." However, the FCC has already authorized six stations in Florida to increase power or otherwise improve facilities because of interference from Cuban stations.

The Cuban walkout, on the Monday of the final week of the conference, occurred after the Cubans had given some indication of willingness to negotiate differences. U.S. officials say the Cubans, in a bilateral meeting at the conference, had appeared ready to attempt to resolve as many incompatibilities as possible.

But then the U.S. and Cuba clashed over Cuba's proposal that it be allowed to make 48 changes in its inventory unilaterally. The U.S. success in blocking that effort—the U.S. said it would lead to the undoing of the progress made in developing a plan (BROADCASTING, Dec. 21, 1981)—was cited by the Cuban delegation explaining its walkout.

Cuba's principal concern, however—and the one exposing the political factors at work—was the conference's acceptance of the plan of two U.S. government AM stations the Cubans regard as designed to "destabilize" their government: Radio Marathon, the Voice of America outlet that has broadcast (on 1180 khz) from the Florida Keys for almost 20 years, and Radio Marti, which is to be established early this year as a means for broadcasting news of Cuba to that country.

The U.S. has made it clear the existence of those stations is nonnegotiable. But the Cubans, too, are said to have some nonnegotiable proposals—two of them in the form of 500 kw stations the Cubans say would be used to broadcast to Cuba (though it would appear their signal could be heard thousands of miles from the island). Schaefer says the Cubans report that the decision to build those stations was made at "the highest level" of their government.

Thus, the question that hung over the U.S. and Cuba when the conference began, on Nov. 9, persists—if anything, in a more complicated form. All told, there are some 50 conflicts in the inventories of the two countries, many of them involving high-power stations the Cubans propose to put on the air. Some of the incompatibilities are said to involve minor problems; others, major ones. And while stations in Florida and elsewhere are already experiencing interference from Cuba, the amount that could be caused across the country if the Cuban inventory of planned operations were implemented could be devastating, according to studies made before the conference (BROADCASTING, June 15, 1981). (There have been reports of "massive" shifts in the operations of Cuban stations—25, according to one count. The FCC disputes those reports. Richard M. Smith, chief of the Field Operations Bureau, says they are "grossly exaggerated." He says FCC monitors have picked up only one change—the establishment of a new change on 790 khz. However, Matthew Leibowitz, the Miami lawyer who relayed word of the shifts, says the reports are fully documented.

As of now, the principal restraint on Cuba's broadcast operations would appear to be the knowledge that signals that overwhelm U.S. stations could also adversely affect the outlets of countries with which it wants to maintain good relations. But U.S. officials indicate they have no intention of initiating contacts with Havana anytime soon.

"The ball," says Schaefer, "is in Cuba's court." He contends the interference issue is not one-sided—that Cuban stations are suffering interference caused by stations in the U.S. "They'll continue to suffer it if that's what they choose to do," he says. As for the Cuban's denunciation of the U.S., Schaefer appears unimpressed: "That doesn't mean they're not prepared to sit down in the future and resolve incompatibilities on a case-by-case basis."

State's Salmon acknowledges that he does not know how the U.S. will proceed on the Cuban issue. However, he makes two points: He hopes the issue can be dealt with apart from work on the completion of the AM plan. And he says that Cuba "can't be dealt with in the vacuum of radio frequencies." The task of resolving radio-interference problems, he said, cannot be addressed without considering "the broader political context" in which the U.S. and Cuba find themselves.

The U.S. in the final days of the conference provided evidence that the studiously relaxed attitude of Schaefer is not a bluff. The United Kingdom, which represented four colonies in the hemisphere, had proposed a plan whereby all countries that had not participated in the conference or signed the Final Acts would be given a grace period extending to Aug. 1, 1982, to sign the Final Acts and thus gain protection for their stations. The aim was to bring as many countries as possible into the plan. (And 12 countries had not participated in the conference.) But the U.S. opposed extending that courtesy to Cuba, and prevailed. As a result, if it did not sign by Jan. 1, its stations would not be entitled to protection from other assignments in the plan. "My argument," Schaefer says, "was that we would be giving special privilege [if we adopted the U.K. plan] to countries that participated in the conference and then chose not to sign. This would provide a disincentive for those of us who toiled throughout the conference not to sign the Final Acts."

Thus, while the Cubans walked out of the conference, they know it was the Americans who slammed the door—an act that seemed at least as much political as technical.

NAB takes Wirth staff report to task

It says idea that marketplace won't enhance competition is outdated

A report by the House Telecommunications Subcommittee's majority staff that competition among information services is too limited to justify significant deregulation is based on an outdated philosophy and is confused or biased in many of its basic arguments, according to the National Association of Broadcasters. In a rebuttal sent to Subcommittee Chairman Timothy Wirth (D-Colo.), the NAB concluded that the report, published two months ago, failed to demonstrate that deregulation will not enhance the achievement of a competitive information industry."

The report "embraces the now discredited proposition that if an industry is regulated it must not be competitive, rather than the modern proposition (embodied in sunset legislation) that continued regulation requires evidence of anticompetitive behavior serious enough to reduce consumer welfare in the absence of government regulation," said NAB. "This philosophy is certainly not new and many believe that it has contributed to a form of officially sanctioned cartelism."

In its report, the staff rejects evidence submitted by NAB that scarcity has not resulted in market power for broadcast stations, which actively compete for advertising revenues. This conclusion "flies in the face of FCC regulatory history, the Supreme Court and the economics of advertiser-supported broadcasting," said NAB, and "asserts that we are better served by counting up the number of different information outlets in a market and measuring the consumer's ability to substitute between them than we are by accepting measures of market power gleaned from transactions between advertisers and stations."

The staff disagreed with evidence submitted by broadcasters, principally CBS Inc., that the number of video outlets is rapidly increasing in many markets and that different media are competing or will soon be competing with one another. The staff "refuses to acknowledge that these alternatives can have a competitive effect on the behavior of traditional outlets, even if they are not yet in full operation," said NAB. It also assumes that low cable penetration rates indicate that cable is a poor substitute for broadcast TV and can't be considered a competitor. "The fact that cable penetration rates may only reach 50% ... may say more about quality and consumer satisfaction with traditional outlets, than about poor substitutability between outlets," said NAB.

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The Top 100

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Tabulating the Fifth Estate's Top 100

Revenues are up but earnings picture is mixed; BROADCASTING's electronics communications index finds RCA, ABC, Rockwell on top; Signal Companies and Dow Jones are major newcomers to survey of leading publicly traded firms; Maclean Hunter and Selkirk reinforce Canadian presence

RCA Corp. gets the brass ring for generating the most revenues from communications holdings and services, according to BROADCASTING's annual survey of the top 100 publicly traded companies in broadcasting and allied fields.

The survey, covering the last four quarters through the third quarter of 1981, now includes an electronics communications index (ECI) to reflect the portion of revenues from that activity. ECI's are based, in some cases, on precise figures offered by companies. In other instances, they stem from unofficial estimates, projections of corporate ratios from preceding years, or indications from other sources.

ECI's will be a permanent part of BROADCASTING's survey.

Due to its extensive holdings in other areas, General Electric's $26,599,000,000 in revenues easily made it number-one in total revenues again. GE's figure was more than the combined revenues of number-two Getty Oil ($12,719,752,000) and number-three Eastman Kodak ($10,372,501,500).

RCA's top-ranked ECI was $7,785,475,000 out of the corporation's total revenues of $7,985,500,000. Parent companies of the other two major commercial networks also were near the top of the ECI's. American Broadcasting Companies was second-ranked with $2,050,811,200 out of total revenues of $2,370,880,000; CBS Inc. was fourth with $1,740,578,030 out of total revenues of $4,156,108,000.

Manufacturing and equipment companies fill out the balance of the top 10 ECI's: Rockwell International (third); Motorola (fifth), Zenith (sixth), Tektronix (seventh), Sony (eighth), Westinghouse (ninth) and 3M Co. (10th).

M/A Com, 11th-ranked ECI company, continued the strong upsurge it had in last year's survey. At that time, it showed revenues up 160.1% and profits up 197.1%. In the current listing, M/A Com comes up with a 47.6% gain in revenues and a 51.9% increase in profits.

The biggest newcomer to the current top 100 list is The Signal Companies, for years 49% owner of Golden West Broadcasters and which, in January 1981, absorbed Ampex, a major manufacturer of audio-visual products. In turn, Ampex is gone from the current top 100 list. The Signal Companies now ranks 10th in overall revenues with nearly $5.3 billion. Of that, about 9% is from communications, warranting 12th place in ECI rankings.

Another sizeable newcomer is Dow Jones & Co. (42d in total revenues, 41st in

THE TOP 100

The First 25

Overall rank	Company	Gross Revenues: Four quarters through third quarter of 1981	Four quarters through third quarter of 1980	% change
1.	General Electric Co.	**$26,599,000,000**	$24,171,000,000	+10.0
2.	Getty Oil	**12,719,752,000**	8,984,597,000	+41.6
3.	Eastman Kodak Co.	**10,372,501,000**	9,213,688,000	+12.6
4.	Westinghouse Electric Corp.	**9,366,313,000**	8,513,880,000	+10.0
5.	RCA Corp.	**7,985,500,000**	7,903,000,000	+ 1.0
6.	Rockwell International	**7,039,700,000**	6,906,500,000	+ 1.9
7.	American Express	**6,914,500,000**	5,419,500,000	+27.6
8.	3M Co.	**6,436,000,000**	5,941,000,000	+ 8.3
9.	Gulf + Western Industries	**5,702,476,000**	5,338,483,000	+ 6.8
10.	Signal Cos.	**5,299,900,000**	4,650,100,000	+14.0
11.	Charter Co.	**5,008,256,000**	4,550,577,000	+10.0
12.	Sony Corp.	**4,863,372,000**	4,129,491,000	+17.8
13.	Nippon Electric Co.	**4,820,202,000**	3,943,094,000	+22.2
14.	CBS Inc.	**4,156,108,000**	4,001,396,000	+ 3.9
15.	Motorola Inc.	**3,286,006,000**	3,058,451,000	+ 7.4
16.	Time Inc.	**3,233,404,000**	2,753,481,000	+17.4
17.	North American Philips Corp.	**2,979,993,000**	2,290,545,000	+30.1
18.	Warner Communications	**2,805,463,000**	1,872,757,000	+49.8
19.	General Tire & Rubber Co.	**2,524,300,000**	1,661,268,000	+51.9
20.	American Broadcasting Companies	**2,370,880,000**	2,248,079,000	+ 5.5
21.	Times Mirror Co.	**2,074,656,000**	1,818,081,000	+14.1
22.	Schering-Plough Corp.	**1,810,400,000**	1,696,500,000	+ 6.7
23.	Harris Corp.	**1,596,048,000**	1,373,349,000	+16.2
24.	MCA Inc.	**1,327,664,000**	1,347,371,000	− 1.5
25.	Gannett Co.	**1,326,571,000**	1,174,070,000	+13.0

ECI ranking). Dow Jones provides news services to radio, television and cable and uses its own satellite network to feed facsimiles of its *Wall Street Journal* to its printing plants around the country. Already 40% holder of a cable franchise in New Jersey, Dow Jones in October announced an agreement with Continental Cablevision to purchase a minority interest in Continental, the nation's 13th largest MSO.

Gone from the top 100 list is Transamerica Corp., the multibillion dollar conglomerate that ranked 11th in the previous survey. Transamerica, at the time, owned United Artists which has film product in TV and derives income from home videodisk licensing and payments. Last year, Transamerica sold United Artists to MGM Film for $380 million. That transaction was taken to court by MGM Film, which charged the seller with fraud and deception in tax credits and asked for $100 million in damages (BROADCASTING, Nov. 16, 1981).

The Canadian presence in the top 100 list increased in the current survey with the addition of such cable entities as Maclean Hunter, the Toronto-based media corporation, that ranks 62d and derived nearly half of its $322-million revenues from communications. In addition, there now is Selkirk Communications Ltd., Toronto, dominion broadcast licensee that has been expanding cable interests in the U.S. Selkirk ranks 83d with all of its $122-million in revenues from communications.

The other major publicly traded Canadian company on the list is Rogers Cablesystems, formerly Canadian Cablesystems and 87th in the last survey. This time, it bounded up to the 76th spot with revenues of nearly $163 million, all from communications holdings.

The report and ranking of the principal public companies with electronic communications holdings or services was first compiled in mid-1978. It became a yearend special report in subsequent years. The basic universe is drawn from BROADCASTING's "Stock Index" which reports weekly on companies that have identifiable interests in broadcasting and allied electronic communications fields.

The top 100 companies in this report do not include a number of sizable communications firms that are privately held and do not necessarily divulge their financial activity. Typical of those companies are Amway Corp. (owner of Mutual Broadcasting), The Tribune Co., Oklahoma Publishing Co. (Gaylord Broadcasting), Park Communications, A.H. Belo Corp. and Ziff-Davis. However, Dallas-based Belo last fall filed with the Securities & Exchange Commission for a public offering of two million shares of common stock (BROADCASTING, Nov. 9, 1981) and the company will be part of the next report. Its subsidiary, Belo Broadcasting Corp., has extensive holdings in radio, television and cable.

Beginning on the next page, in alphabetical order, are capsule summaries of who the top 100 are, what they do and how well. In the charts (below and on the succeeding three spreads), the revenues and earnings listed do not necessarily represent the individual company's fiscal year. Rather, they show performance for four quarters through the third quarter of 1981—a period chosen by BROADCASTING to put all the companies into the same fiscal time frame.

Net earnings					*Electronic Communications Index*	
Four quarters through third quarter of 1981	*Four quarters through third quarter of 1980*	*% change*	*Earnings per share*	*Fiscal year ends*	*ECI revenues*	*ECI rank*
$1,611,000,000	$1,486,000,000	+ 8.4	**$ 7.07**	Dec	**$106,396,000**	**47**
851,103,000	843,590,000	+ 0.9	**10.36**	Dec	**63,598,760**	**64**
1,272,397,000	1,043,508,000	+21.9	**7.89**	Dec	**103,725,010**	**49**
441,900,000	179,100,000	+146.7	**5.15**	Dec	**533,879,841**	**9**
70,100,000	306,300,000	−77.1	**0.02**	Dec	**2,785,475,000**	**1**
291,800,000	280,200,000	+ 4.1	**3.84**	Sep	**1,759,925,000**	**3**
503,500,000	432,500,000	+16.4	**5.43**	Dec	**65,000,000**	**62**
576,000,000	670,000,000	−14.0	**4.92**	Dec	**533,000,000**	**10**
290,887,000	255,284,000	+13.9	**3.75**	Jul	**171,000,000**	**33**
209,400,000	185,200,000	+13.1	**3.04**	Dec	**476,991,000**	**12**
22,556,000	174,726,000	−87.1	**.57**	Dec	**50,082,560**	**72**
283,284,000	314,876,000	−10.0	**1.23**	Oct	**972,674,400**	**8**
99,305,000	65,570,000	+51.4	**.11**	Mar	**173,527,272**	**32**
179,870,000	186,981,000	− 3.8	**6.45**	Dec	**1,740,578,030**	**4**
182,393,000	173,198,000	+ 5.3	**5.81**	Dec	**1,314,402,400**	**5**
134,901,000	145,114,000	− 7.4	**4.21**	Dec	**468,843,000**	**13**
105,282,000	73,035,000	+44.1	**7.85**	Dec	**446,998,950**	**14**
195,248,000	217,894,000	−10.4	**3.15**	Dec	**196,382,410**	**30**
113,692,000	25,881,000	+339.2	**3.57**	Nov	**142,000,000**	**37**
136,963,000	152,767,000	−10.3	**4.96**	Dec	**2,050,811,200**	**2**
142,694,000	133,989,000	+ 6.5	**4.18**	Dec	**18,671,904**	**92**
186,600,000	238,700,000	−21.8	**3.45**	Dec	**30,776,800**	**84**
105,458,000	83,135,000	+26.9	**3.39**	Jun	**399,012,000**	**15**
102,565,000	155,170,000	−33.9	**4.30**	Dec	**119,487,960**	**44**
165,733,000	145,676,000	+13.8	**3.05**	Dec	**132,657,100**	**40**

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Acton Corp. □ *Samuel J. Phillips, chairman and president.*

Divided into two segments, communications and food businesses, Acton Corp. saw revenues leap 198% for four quarters ended September 1981. But despite a strong sales year, with revenues of $373,859,000, earnings dropped 35.3% to $3,754,000. Acton points to high interest rates as a major factor in the last four quarters decreased profits.

Last year the communications side of the Massachusetts-based firm wired 1,111 miles of cable plant in Utah and California. Also in that group is National Telephone, a telephone interconnect company which produces the Omega Key systems serving business requirements. Within this segment, particularly, high interest rates had a detrimental effect on profits in recent quarters.

Acquired in the fourth quarter of 1980 was Tele/Resources, which manufactures electronic telephone equipment and was bought "to fill the gap between our CATV business and our telephone interconnect business," Acton said. Acton also owns two radio stations, WMYD(AM) Wickford, R.I. and WLBZ(AM) Bangor, Me.

Also contributing to the sales increase in 1981 was Acton Food which consists of eight snack food plants, the International Foodservice Corp. and DeCoster Egg Farms.

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Adams-Russell □ *Gerald J. Adams, chairman and chief executive officer; John J. Lynch, president and chief operating officer.*

Adams-Russell expanded both its telecommunications and electronics groups in 1981. The Waltham, Mass., company had revenues of $59.9 million for the four quarters ended September 1981, up 28.3% from last year's $46.7 million. Earnings also rose, to $5.5 million with earnings per share of $1.29.

The figures represent readjustments from the pooling of interest from two A-R acquisitions in 1981: Micro-Tel Corp. for $11 million and Microwave Products for $4.5 million. The two companies had combined sales of $13.8 million last year. Micro-Tel makes microwave surveillance receivers and signal generators, and Microwave makes missile target seeker antennas. The two companies join A-R's electronics group that accounts for 76% of the company's sales.

The other 24% comes from the telecommunications group that owns and operates cable systems in the Northeast and WYTV(TV) Youngstown, Ohio. A-R lists 64,700 basic subscribers as of Sept. 30, with 31,600 pay subs, 135,000 homes passed with expansion possibilities for an additional 109,000 homes. Its most recent franchise wins were for Norwood and Maynard, both Massachusetts, and Port Chester, N.Y.

A-R entered into a joint venture with J. Walter Thompson in May to test Cableshop, an experimental interactive advertising and information service scheduled for testing over A-R's 56-channel Peabody, Mass., system early next year.

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AEL Industries Inc. □ *Leon Riebman, president and chief executive officer; Conrad Fowler, chairman and executive vice president.*

AEL Industries, headquartered in Montgomery, Pa., derives the majority of its income from American Electronic Laboratories, a manufacturer of military electronic products.

Revenues for AEL during the four quarters

THE TOP 100

The Second 25

Overall rank	Company	Gross Revenues: Four quarters through third quarter of 1981	Gross Revenues: Four quarters through third quarter of 1980	% change
26.	Dun & Bradstreet	**$1,285,800,000**	$1,128,608,000	+13.9
27.	Fairchild Industries	**1,261,873,000**	829,695,000	+52.1
28.	Zenith Radio Corp.	**1,254,700,000**	1,174,700,000	− 6.8
29.	Knight-Ridder Newspapers	**1,208,503,000**	1,062,675,000	+13.7
30.	Tektronix	**1,081,546,000**	996,339,000	+ 8.5
31.	McGraw-Hill	**1,072,937,000**	977,201,000	+ 9.8
32.	Walt Disney Productions	**1,005,040,000**	914,505,000	+ 9.9
33.	Gulf United Corp.	**929,354,000**	655,334,000	+41.8
34.	Western Union Corp.	**889,287,000**	761,539,000	+16.8
35.	Jefferson-Pilot Corp.	**866,727,000**	789,420,000	+ 9.8
36.	General Instruments	**864,972,000**	808,502,000	+ 6.9
37.	New York Times Co.	**813,033,000**	714,980,000	+13.7
38.	Washington Post Corp.	**720,694,000**	647,447,000	+11.3
39.	Insilco Corp.	**671,859,000**	635,478,000	+ 5.7
40.	Columbia Pictures Industries	**671,575,000**	745,297,000	− 9.9
41.	Varian Associates	**638,400,000**	554,300,000	+15.2
42.	Dow Jones & Co.	**615,180,000**	505,810,000	+21.6
43.	A.C. Nielsen Co.	**578,721,000**	493,116,000	+17.4
44.	Capital Cities Communications	**541,626,000**	456,223,000	+18.7
45.	Arvin Industries	**506,440,000**	433,930,000	+16.7
46.	American Family Corp.	**499,750,000**	406,991,000	+22.8
47.	M/A Com Inc.	**496,718,000**	336,481,000	+47.6
48.	Oak Industries	**491,687,000**	351,279,000	+34.9
49.	Rollins Inc.	**482,461,000**	414,564,000	+16.4
50.	Metromedia Inc.	**478,034,000**	419,710,000	+13.9

ending September 1981 were $51.2 million, a drop from the 1980 total of $55.6 million. AEL officials attribute that fall to the firm's discontinuation of its cable construction division and the sale of its cable product line. In addition, AEL suffered a loss from its cable MSO subsidiary, UltraCom Inc., due to the continuing development and expansion of its CATV systems. AEL is accelerating its cable operations—of its 32 franchises, 10 have been acquired since 1979. It has 15 operating cable systems. Net income for 1981 shows a loss of $4,758,000 and a loss of $2.54 in earnings per share. AEL also reported a loss in 1980 of $3,311,000 in net income due to its early efforts to divest itself from its cable product line. Earnings per share for 1980 were reported at a loss of $1.74.

Roughly 16% of AEL's income is derived from UltraCom and its division which produces AM and FM transmitters.

AEL's cable systems include: Miami Beach and Okeechobee, both Florida; Rockmart, Ga.; Asbury Park and Ocean township, both New Jersey; Elizabeth City, N.C.; Grove and Okmulgee, both Oklahoma; Haverford township and Maple township, both Pennsylvania; Gatlinburg, Pigeon Forge and Sweetwater, all Tennessee.

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Affiliated Publications Inc. □ *William O. Taylor, chairman and chief executive officer.*

Boston-based Affiliated Publications, owner of 12 radio stations and the 108-year-old *Boston Globe* (daily and Sunday), last year moved into new fields of communications. On Aug. 31, the company acquired a 45% interest in McCaw Communications Companies for $12 million in cash. McCaw owns and operates cable TV and radio common carrier systems located in Washington and Alaska.

Then, on Oct. 2, Affiliated Publications entered into a joint venture with McCaw Communications to purchase Southern Oregon Broadcasting Co., a cable TV operator in Oregon. Also, the joint ventures negotiated for the purchase of Pacific Telatronics Inc., a microwave communications carrier that serves northern California and southern Oregon. That sale is subject to FCC approval.

Knight-Ridder Newspapers and Affiliated Publications on Oct. 28 announced an agreement under which the latter will share market data from the Knight-Ridder/AT&T Viewtron home information service tests in South Florida. The pact could lead to a partnership to establish Viewtron service in Boston..

Affiliated Publications staked out in radio in 1978 when it established its subsidiary Affiliated Broadcasting Inc. In 1981, Affiliated Broadcasting consummated its purchase of WAIV-AM-FM Jacksonville, Fla. in March. And in August, it agreed to sell its WSAI-AM-FM Cincinnati.

Other radio properties are KRAK(AM) and KEWT(FM) Sacramento, Calif.; KMPS-AM-FM Seattle; WFAS(AM) and WWYD(FM) White Plains, N.Y., and WHNY-AM-FM Springfield, Mass.

Approximately 6% of the parent corporation's revenues come from broadcasting. Revenues of Affiliated Publications for the four quarters ended September 1981 totaled $229,751,000, a 15.2% increase over the $199,372,000 in the four quarters ended September 1980. Profits rose 10.6% to $14,773,000 from $13,351,000 in those respective survey periods. Earnings per share increased to $2.85 from $2.59 in the same four-quarter periods.

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American Broadcasting Companies Inc. □ *Leonard H. Goldenson, chairman and chief executive officer; Elton H. Rule, president and chief operating officer.*

Through its ABC Video Enterprises, ABC step-

Net earnings: Four quarters through third quarter of 1981	Four quarters through third quarter of 1980	% change	Earnings per share	Fiscal year ends	Electronic Communications Index: ECI revenues	ECI rank
$115,787,000	$98,934,000	+17.0	**$4.13**	Dec	**$92,577,600**	**52**
75,243,000	49,742,000	+51.3	**4.20**	Dec	**50,474,920**	**71**
20,500,000	27,700,000	−26.0	**1.08**	Dec	**1,146,795,800**	**6**
99,993,000	88,366,000	+13.1	**3.09**	Dec	**41,089,102**	**79**
82,349,000	83,499,000	− 1.4	**4.45**	May	**1,081,546,000**	**7**
84,392,000	83,398,000	+ 1.2	**3.39**	Dec	**53,561,000**	**69**
121,480,000	135,186,000	−10.2	**3.72**	Sep	**43,672,000**	**77**
82,166,000	73,735,000	+11.4	**3.05**	Dec	**29,739,328**	**85**
53,500,000	37,300,000	+43.4	**2.77**	Dec	**208,226,000**	**28**
100,677,000	96,770,000	+ 4.0	**4.61**	Dec	**44,203,077**	**75**
78,920,000	60,282,000	+30.9	**6.34**	Feb	**294,090,480**	**19**
47,130,000	41,496,000	+13.5	**3.83**	Dec	**31,102,000**	**83**
29,729,000	33,629,000	−11.6	**2.12**	Dec	**80,466,000**	**57**
33,610,000	29,240,000	+14.9	**2.31**	Dec	**134,371,000**	**39**
37,838,000	50,872,000	−25.6	**4.29**	Jun	**290,791,975**	**20**
3,600,000	22,100,000	−116.2	**.45**	Sep	**280,896,000**	**21**
67,407,000	53,132,000	+26.9	**2.16**	Dec	**123,036,000**	**41**
35,700,000	28,456,000	+25.4	**3.21**	Aug	**62,501,868**	**65**
78,108,000	71,860,000	+ 8.7	**5.94**	Dec	**194,985,360**	**31**
16,874,000	10,115,000	+66.8	**2.30**	Dec	**5,064,400**	**99**
19,809,000	19,809,000		**1.28**	Dec	**25,987,000**	**87**
38,691,000	25,463,000	+51.9	**1.04**	Sep	**496,718,000**	**11**
26,949,000	16,744,000	+60.9	**1.53**	Dec	**245,843,500**	**24**
46,520,000	36,757,000	+26.6	**1.69**	Jun	**62,138,000**	**61**
58,365,000	51,624,000	+13.0	**13.84**	Dec	**263,185,000**	**22**

ped up markedly its programing for nonbroadcast media in 1981. On April 12 it launched ARTS (Alpha Repertory Television Service), a joint venture with Warner Amex Satellite Entertainment Co., as a nightly cable service devoted to the performing and video arts, fed by satellite to systems serving some 3.5 million homes. It also found an ally in Hearst Corp. for the formation of Hearst/ABC Video Service, to provide Daytime, a women's service for cable, starting early in 1982. It entered a joint venture with Getty Oil's Entertainment and Sports Programing Network to offer a "major sports presentation each month" on pay cable, starting in the spring of 1982, and it joined Westinghouse Broadcasting Co. in forming Satellite NewsChannels to produce two 24-hour news services, with the first service due to start in the spring of 1982 and the other late in the year.

And ABC Radio, which already operated four radio networks, announced plans for two more, Direction and Rock Radio, to start today (Jan. 4). ABC Motion Pictures, meanwhile, announced plans for three new theatrical movies.

For the 12 months that ended Sept. 30, ABC revenues reached $2,370,880,000, a 5.46% increase from the preceding 12 months. Earnings totaled $136,963,000, down 10.34%, in part because of the development and start-up costs for the new media services.

Broadcasting remained ABC's number one business, representing 86.5% of revenues and 98.8% of operating profits in 1980. ABC Publishing, which includes Chilton Co., Farm Progress Publications, R.L. White Co. and a number of consumer magazines along with books, manuals and other periodicals, represented 10.16% of revenues and 4.9 of operating profits. Broadcasting and publishing thus took up the slack from $12.9 million operating loss reported for 1980 by ABC's scenic attractions and "other" operations, which accounted for less than one percent of ABC revenues. Scenic attractions include three outdoor parks in Florida: Weeki Wachee Spring, Silver Springs and Wild Waters.

ABC's broadcasting properties are the ABC-TV Network; ABC Radio and its Contemporary, Entertainment, FM and Information networks and the two new networks starting now; ABC Entertainment; ABC News; ABC Sports; ABC Television Spot Sales; ABC International Television; and five TV, six AM and seven FM stations. The stations are WABC-AM-TV and WPLJ(FM) New York; WKS-AM-TV and WDAI(FM) Chicago; WXYZ-AM-TV and WRIF(FM) Detroit; KAUM(FM) Houston; KABC-AM-TV and KLOS(FM) Los Angeles; KGO-AM-TV and KSFX(FM) San Francisco and WMAL(AM)-WRQX(FM) Washington.

7

American Express Co. □ *James D. Robinson III, chairman; Alva O. Way, vice chairman.*

American Express, already a financial services giant, swung into new territory last year through its June merger with the second largest securities firm in the country, Shearson Loeb Rhoades. That $900-million-plus transaction produced a company that as of Sept. 30 had assets valued at $23.45 billion.

The news and comment generated by the move perhaps overshadowed the activity of American Express that's more directly related to broadcasting—the company's 50/50 partnership with Warner Communications Inc. in Warner Amex Cable Communications and Warner Amex Satellite Entertainment Co. (Amex bought into those operations in 1979 for $175 million). Chairman Robinson identified one of the company's principal long-range goals as "to capitalize on one of the underlying strengths of the company as a whole—our technological capability in the area of data based telecommunications.

Some sense of the kind of future Robinson has in mind can be found in Amex's emphasis on the interactive Qube technology developed by Warner Amex, and in the mention in

THE TOP 100

The Third 25

Overall rank	Company	Gross Revenues: Four quarters through third quarter of 1981	Four quarters through third quarter of 1980	% change
51.	Interpublic Group of Companies	**$430,993,000**	$416,393,000	+ 3.5
52.	Meredith Corp.	**419,637,000**	360,641,000	+16.3
53.	Wometco Enterprises	**408,196,000**	337,194,000	+21.0
54.	JWT Group	**386,966,000**	316,006,000	+22.4
55.	Cox Broadcasting Corp.	**376,320,000**	292,970,000	+28.4
56.	Acton Corp.	**373,859,000**	125,174,000	+198.7
57.	Media General	**354,268,000**	323,301,000	+ 9.6
58.	Taft Broadcasting Co.	**339,447,000**	247,303,000	+37.3
59.	Harte-Hanks Communications	**338,952,000**	289,574,000	+17.0
60.	MCI Communications	**334,404,000**	182,045,000	+83.7
61.	Communications Satellite Corp.	**326,410,000**	287,223,000	+13.6
62.	Maclean Hunter	**322,287,840**	235,799,760	+36.7
63.	Liberty Corp.	**318,323,000**	291,956,000	+ 9.0
64.	Scientific-Atlanta	**303,087,000**	208,158,000	+45.6
65.	MGM Film	**298,313,000**	181,177,000	+64.6
66.	Ogilvy & Mather International	**286,216,000**	257,191,000	+11.3
67.	Storer Broadcasting	**251,005,000**	185,301,000	+35.5
68.	John Blair & Co.	**235,016,000**	204,649,000	+14.8
69.	Affiliated Publications	**229,751,000**	199,372,000	+15.2
70.	Burnup & Sims	**219,643,000**	190,721,000	+15.2
71.	Viacom International	**198,604,000**	142,888,000	+39.0
72.	Multimedia	**187,187,000**	155,651,000	+20.3
73.	BBDO	**179,050,000**	172,550,000	+ 3.8
74.	Foote Cone & Belding Communications	**169,312,000**	158,500,000	+ 6.8
75.	Reeves Communications	**165,936,000**	49,993,000	+231.9

Amex's annual report that Warner Amex is "developing technological, creative and marketing ties with our communications division," a grouping that includes *Food & Wine* and *Travel & Leisure* magazines, American Express Direct Response, and London publisher Mitchell Beazley Ltd., which is separately "developing video programing capabilities."

This year, Amex and WCI both kicked an additional $100 million of new equity capital into their partnership, following which action Warner Amex was able to restructure $500 million lending package on more favorable terms.

While Amex revenues in the 12 months ended Sept. 30 climbed 27.6% to $6.9 billion, and earnings were up 16.4% to $503,500,000, $5.43 per share, it is hard to find evidence of the Warner Amex partnership in published Amex financial data—Amex doesn't include figures from the partnership in reporting revenues, and the effect of Amex equity in the earnings or losses of the partnership disappear in to the balance sheets.

American Express business lines are travel-related services (including the traveler's checks, cards and the communications division), international banking services, insurance services (Fireman's Fund) and investment services.

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American Family Corp. □ *John B. Amos, chairman and chief executive officer.*

Broadcast revenues increased substantially during the 12 months ending September 1981 for American Family Corp., an international company primarily in the business of cancer insurance. Of revenues totaling $499,750,000 approximately 5.2% came from the company's television stations: WAFF(TV) Huntsville, Ala.; KFVS-TV Cape Girardeau, Mo., and WTOC-TV Savannah, Ga. During the previous 12 months, broadcast revenues accounted for 3.6% of total revenues of $406,991,000. American Family sold WYEA-TV in its home town, Columbus, Ga. in July 1981 after four years of ownership. A UHF station competing with two strong VHF stations, WYEA-TV failed to turn a profit under the company's efforts to provide local programing, according to a spokesman.

Although gross revenues were up during the 12 months ending September 1981, net income remained flat at $19,809,000. Revenues at American Family's operations in Japan grew in the past year, but its domestic operations have not fully recovered from an 18-month slump.

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Arvin Industries □ *Eugene I. Anderson, chairman, president and chief executive officer.*

Arvin Industries is a diversified corporation with a broad range of products and services aimed at four major markets: automotive—which accounts for about 60%-70% of the company's total revenues; appliance and hardware; government and utilities, and the commercial and industrial market.

In September 1981 the company sold its Arvin/Echo division (now known as Echo Science Corp.), which designs and produces video, digital and analog recording systems, including transient-free and longitudinal data recorders; broadcast color frame storage units and a slow-motion videodisk. The buyer was Precision Data Inc., a Mountain View, Calif.-based firm, primarily involved in the production of instrumentation tape recorders for the military. The price, which was not disclosed, was reported to be between $1 million and $5 million.

Arvin still produces the Sat-Weather recorder, developed in 1980, which produces color pictures from U.S. weather satellites for

Net earnings					*Electronic Communications Index*	
Four quarters through third quarter of 1981	*Four quarters through third quarter of 1980*	*% change*	*Earnings per share*	*Fiscal year ends*	*ECI revenues*	*ECI rank*
$15,865,000	$19,592,000	−19.0	**$3.51**	Dec	**$232,736,000**	**25**
24,452,000	22,869,000	+ 6.9	**7.75**	Dec	**71,338,290**	**58**
24,034,000	19,580,000	+22.7	**1.79**	Dec	**110,621,116**	**45**
11,525,000	15,549,000	−25.9	**2.36**	Dec	**212,830,300**	**26**
62,291,000	45,973,000	+35.5	**4.12**	Dec	**343,316,736**	**16**
3,754,000	5,804,000	−35.3	**.77**	Dec	**48,601,670**	**73**
30,304,000	28,258,000	+ 7.2	**4.21**	Dec	**21,256,080**	**91**
30,956,000	31,913,000	− 3.0	**3.02**	Mar	**210,457,140**	**27**
25,078,000	21,741,000	+15.3	**2.61**	Dec	**65,510,640**	**62**
27,483,000	6,672,000	+311.9	**65**	Mar	**334,404,000**	**17**
42,352,000	36,111,000	+17.3	**5.30**	Dec	**326,410,000**	**18**
23,504,040	14,607,600	+60.9	**.75**	Dec	**83,794,838**	**55**
29,535,000	30,823,000	− 4.1	**2.31**	Dec	**38,198,760**	**82**
20,176,000	14,117,000	+42.9	**.96**	Jun	**121,234,800**	**43**
23,164,000	16,457,000	+40.7	**.68**	Aug	**137,223,980**	**38**
13,979,000	14,684,000	− 4.8	**3.30**	Dec	**143,108,100**	**48**
24,038,000	27,391,000	−12.2	**1.66**	Dec	**251,005,000**	**23**
9,936,000	9,563,000	+ 3.9	**2.66**	Dec	**58,754,000**	**68**
14,773,000	13,351,000	+10.6	**2.85**	Dec	**13,785,060**	**96**
9,429,000	7,831,000	+20.4	**1.04**	Apr	**63,696,470**	**63**
19,119,000	14,284,000	+33.8	**2.04**	Dec	**198,604,000**	**29**
24,394,000	20,645,000	+18.1	**2.41**	Dec	**110,215,000**	**46**
15,713,000	15,867,000	− 0.9	**5.63**	Dec	**89,525,000**	**53**
9,867,000	13,342,000	−26.0	**3.57**	Dec	**101,587,200**	**50**
13,156,000	4,221,000	+211.6	**1.84**	Jun	**82,968,000**	**56**

the cable television industry. The company also produces a small line of cable taps and AV switches, which together account for a "very small" portion of the company's total revenues, perhaps 1% or less.

For the four quarters ending September 1981, Arvin had revenues totaling $506.4 million, up 16.7% from the previous year. Earnings for the same period rose 66.8% to $16.9 million while earnings per share climbed 76% to $2.30. The gains are attributed to certain "cost-reduction" techniques implemented by the company.

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BBDO International □ *Bruce Crawford, president and chief executive officer.*

BBDO had a lackluster year during the period ended September 1981 as revenues amounted to slightly more than $179 million, up 4%, while net income dropped slightly to $15.7 million from the 1980 period.

BBDO was plagued by a decline in overseas spending during the year and by the strengthened exchange rate of the U.S. dollar which reduced international revenues. Domestic spending increased by about 8%. BBDO invests an estimated 50% of its overall expenditures in television and radio.

During the year BBDO signed a tentative agreement to buy Tracy-Locke Advertising & Public Relations, Dallas, for approximately $10 million in BBDO stock. T-L has billings of about $100 million, of which an estimated $70 million is in broadcast. Norman Campbell would continue as president and chief executive officer of the agency, which will operate as an independent subsidiary. The agreement is to be ratified in January.

During the year BBDO lost its condensed soups assignment from Campbell Soup Co., totaling about $6 million and its gift-watch business for Timex, amounting to about $5 million. During 1981 BBDO snared the Atra razor account of Gillette ($10 million) and the General Electric air-conditioning business.

In 1980 BBDO ranked fourth among U.S. agencies in TV-radio billing with expenditures of $406.8 million. Included in BBDO's roster of broadcast-investing accounts were Firestone Tire & Rubber, General Electric, Avis, Black & Decker, Campbell Soup, Lever Bros., PepsiCo., Pillsbury, Quaker Oats, Thom McAn Shoe Co., Joseph Schlitz Brewing Co. and Timex. Its extensive broadcasting accounts represent approximately 50% of BBDO revenues.

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John Blair & Co. □ *Jack W. Fritz, president and chief executive officer.*

John Blair & Co. showed an increase in revenues of 14% to more than $235 million in the four quarters ended September 1981, but profits rose by only 4% to $9.9 million. Profits did not keep up with the revenue surge because of the increased development costs of new broadcast-related operations. These include operations in the distribution of television commercials by satellite, the origination of live radio network programing and the marketing of advanced media and consumer research.

The company said its graphics and owned stations: KSBW-TV Salinas, KSBY-TV San Luis Obispo, both California; KOKH-TV Oklahoma City, and WHDH(AM)-WCOZ(FM) Boston, represents a large number of television and radio stations and operated Blair Graphics Division, which consists of three commercial printing companies. The graphics division is the largest moneymaker while broadcast accounts for about 25% of the total.

THE TOP 100

The Fourth 25

Overall rank	Company	Gross Revenues: Four quarters through third quarter of 1981	Four quarters through third quarter of 1980	% change
76.	Rogers Cablesystems	**$162,743,880**	$105,291,720	+54.6
77.	Tele-Communications Inc.	**162,307,000**	115,518,000	+40.5
78.	Lee Enterprises	**153,061,000**	136,958,000	+11.7
79.	Filmways	**152,769,000**	158,155,000	− 3.1
80.	Doyle Dane Bernbach International	**152,234,000**	136,672,000	+11.4
81.	Outlet Co.	**142,286,000**	128,499,000	+10.7
82.	Conrac Corp.	**142,061,000**	145,659,000	− 2.5
83.	Selkirk Communications Ltd.	**122,083,000**	88,907,000	+37.3
84.	Grey Advertising	**109,648,000**	95,173,000	+15.2
85.	Wrather Corp.	**86,368,000**	57,701,000	+49.7
86.	Scripps-Howard Broadcasting Co.	**84,235,270**	68,444,002	+23.1
87.	Turner Broadcasting System	**81,471,000**	49,632,000	+64.1
88.	Post Corp.	**78,028,000**	77,519,000	+ 0.6
89.	United Cable Television	**69,449,000**	37,817,000	+83.6
90.	LIN Broadcasting Corp.	**67,474,000**	62,579,000	+ 7.8
91.	Chris-Craft Industries	**64,892,000**	55,009,000	+18.0
92.	Adams-Russell Co.	**59,900,000**	46,723,000	+28.2
93.	Heritage Communications	**59,500,000**	22,800,000	+160.0
94.	Josephson International	**59,208,600**	37,894,700	+56.2
95.	Cetec Corp.	**56,542,000**	55,163,000	+ 2.5
96.	AEL Industries	**51,200,000**	55,600,000	− 7.9
97.	United Television	**42,097,900**	37,989,938	+10.8
98.	Cable TV Industries	**38,573,000**	(not public at time)	
99.	Gray Communications	**36,926,319**	36,756,414	+ 0.4
100.	Comcast Corp.	**35,925,000**	24,795,000	+44.9

70

Burnup and Sims Inc. □ *Riley V. Sims, chairman; Nick A. Caporella, president and chief executive officer.*

Burnup and Sims, Fort Lauderdale, Fla., makes its way into the top 100 as a company concentrating on the hardware side of electronic communications. It designs, installs and maintains cable systems and telephone and electrical utility systems. Such activity accounted for approximately 29% of the $208.8 million in total revenues the company reported in the fiscal year ended April 1981.

Burnup and Sims strengthened its ability to construct cable systems with the purchase in October of Electro Products, a maker of standby power supplies for cable, and Consolidated Cable Corp., a cable installation firm. Both of the Athens, Ga.-based companies were principally owned by Ronald Livesay. The purchase prices were not disclosed.

Burnup and Sims's other foothold in electronic communications is through Gardiner Communications Inc., a satellite earth station manufacturer it acquired in 1980.

Revenues for the four quarters ended September 1981 were $219.6 million, a 15.2% increase over the preceding four quarters. The increase in revenues was reflected in the earnings statements, which showed earnings of $9.4 million, up 20.4% from $7.8 million from the preceding year.

Aside from its communications interests, Burnup and Sims has interests in soft-drink bottling, printing and motion picture theaters.

98

Cable TV Industries □ *George A. Acker, chairman; Mark A. Engler, president.*

Cable TV Industries manufactures and distributes cable system equipment. The Los Angeles-based company went public last May 13 and logged revenues of $38,573,000 for the four quarters ended September 1981. Its final three quarters of the year showed increases of more than $7 million in revenues. Earnings were $2,290,000 and earnings per share were 86 cents.

Cable TV Industries added Scientific Atlanta earth stations and master antennas to its distribution line that includes aerial construction hardware, underground enclosures, installation cable, safety equipment and construction tools.

The company issued 600,000 shares of stock in its May stock offering. Cable TV industries owns Cable TV Supply Co. and Aberdeen Co., both cable product manufacturers and distributors.

In 1980 the company opened distribution centers in Dallas and Ohio and added Boston last year to its other centers (California, New Jersey, Illinois and Houston).

44

Capital Cities Communications Inc. □ *Thomas S. Murphy, chairman; Daniel B. Burke, president.*

Capital Cities, a major force in broadcasting and publishing, became a significant factor in cable in July 2, 1981, when it closed its 1980 deal for the acquisition of Cablecom-General Inc. from RKO General for $139.2 million cash. Capcities had already committed about $28 million in the acquisition and development of cable franchises, and the purchase of Cablecom-General, which at the time of the deal owned and operated 43 systems with some 225,000 subscribers in 12 states, made it an important MSO.

The Cablecom-General buy came too late to

Net earnings: Four quarters through third quarter of 1981	Four quarters through third quarter of 1980	% change	Earnings per share	Fiscal year ends	Electronic Communications Index: ECI revenues	ECI rank
$6,520,000	$11,598,000	−43.8	**$ .54**	Aug	**$162,743,880**	**34**
11,419,000	6,624,000	+72.4	**.41**	Dec	**155,814,720**	**35**
19,074,000	15,100,000	+26.3	**2.70**	Sep	**39,795,860**	**80**
(68,025,000)	6,307,000	−1,078.6	**(11.9)**	Feb	**103,882,920**	**36**
9,702,000	10,446,000	− 7.1	**1.76**	Dec	**92,862,740**	**51**
781,000	(33,254,000)	+102.3	**.29**	Jan	**71,143,000**	**59**
3,949,000	5,389,000	−26.7	**1.68**	Dec	**14,206,100**	**94**
11,438,000	8,903,000	+28.4	**2.19**	Dec	**122,083,000**	**42**
6,871,000	6,442,000	+ 6.6	**11.41**	Dec	**52,631,000**	**70**
30,408,000	(3,098,000)	+1,081.5	**13.07**	Dec	**4,318,000**	**100**
17,608,272	16,408,307	+ 7.3	**5.55**	Dec	**84,235,270**	**54**
(16,433,000)	686,000	−2,395.5	**(.83)**	Dec	**44,000,000**	**76**
3,013,000	2,738,000	+10.0	**1.65**	Dec	**22,628,120**	**89**
8,528,000	5,375,000	+58.7	**.82**	May	**69,449,000**	**60**
17,023,000	14,808,000	+14.9	**3.09**	Dec	**60,726,600**	**67**
55,756,000	(7,994,000)	+797.5	**16.73**	Aug	**45,368,400**	**74**
5,485,000	3,568,000	+53.7	**1.29**	Sep	**14,160,000**	**95**
3,002,000	1,718,000	+74.7	**.30**	Dec	**22,610,000**	**90**
5,564,800	3,425,900	+62.4	**2.25**	Jun	**6,749,712**	**98**
1,187,000	1,717,000	−31.0	**.53**	Dec	**14,700,920**	**93**
(4,758,000)	(3,311,000)	−43.7	**(2.54)**	Feb	**8,192,000**	**97**
7,012,509	6,744,231	+ 4.0	**.58**	Dec	**42,097,900**	**78**
2,290,000	(not public at time)		**.86**	Jan	**38,573,000**	**81**
2,433,248	2,429,789	+ 0.1	**4.76**	Jun	**25,811,496**	**88**
4,636,000	2,588,000	+79.1	**1.03**	Dec	**26,943,750**	**86**

make a large impact on company results for the 12 months ended Sept. 30, but Capcities was showing growth without it. Revenues for the period reached $541,626,000, up 18.72% from the preceding 12 months, and net earnings-despite start-up losses in cable and new publications-advanced 8.69% to $78,108,000.

For the first nine months of 1981, broadcasting and cable accounted for about 36% of Capcities revenues—broadcasting about 33% and cable nearly 3%. Publishing represented 64%. All three components were running well ahead of the comparable period of 1980, with broadcasting revenues up 14.5% and publishing up 18.9% while cable revenues went from $4,000 to more than $10 million. In operating profits, broadcasting and publishing were both up about 15%, while cable was taking a $1.95 million loss.

The company's broadcasting division consists of six TV, seven AM and six FM stations and Capital Cities Television Productions, which produces public-affairs and young people's programing for national distribution. The stations are WPVI-TV Philadelphia; KTRK-TV Houston; WKBW-AM-TV Buffalo, N.Y.; WTNH-TV New Haven, Conn.; WTVD(TV) Durham, N.C.; KFSN-TV Fresno, Calif.; WPAT-AM-FM Paterson, N.J.; KZLA-AM-FM Los Angeles; WJR-AM-FM Detroit; WBAP(AM)-KSCS(FM) Fort Worth; WPRO-AM-FM Providence, R.I., and WROW-AM-FM Albany, N.Y.

The publishing division includes Fairchild Publications (which publishes *Women's Wear Daily, W, Supermarkets, Electronic News* and *Energy User News,* among others, *Kansas City Star-Times, Fort Worth Star-Telegram, Oakland Press* in Pontiac, Mich., and Wilkes-Barre, Pa., *Times Leader,* among others.

The cable division, including Cablecom-General's properties, owns and operates 51 systems serving some 285,676 basic and 164,-347 pay subscribers in 16 states.

14

CBS Inc. □ *William S. Paley, chairman; Thomas H. Wyman, president and chief executive officer.*

For CBS, the 12 months ended Sept. 30 were a period of slightly higher revenues, slightly lower profits—and a high level of activity in preparation for delivery of programing to nonbroadcast media.

CBS Cable, formed in 1980, launched on Oct. 12, its 12 hours a day of popular cultural programing, reaching, at the outset, cable systems serving more than three million subscribers. The cable unit, a part of the CBS/Broadcast Group, was active throughout the year in acquiring and producing programs, committing about 60% of its schedule to material it produced itself. CBS Video Enterprises, a part of the CBS/Records Group, was similary active in developing, acquiring and releasing programing for the so-called new video technologies, and the CBS Theatrical Films division was elevated to group status in recognition of management's belief that theatrical films, with cable and home video as secondary markets, might become the company's biggest new growth area of the next few years. The new group's first movie, "Back Roads," starring Sally Field and Tommy Lee Jones, was released in March and, though not a blockbuster, had grossed a reported $10.5 million by mid-June. Development spending for all these new units kept a downward pressure on earnings throughout the period.

CBS also applied for and received a waiver from the FCC permitting it to own cable systems on a limited basis, and subsequently applied for a franchise in Alameda, Calif. Earlier in the year it launched a continuing on-air test of teletext in Los Angeles. It also entered an agreement with AT&T for a joint test of videotext, a two-way data-retrieval system by wire.

CBS Inc.'s revenues for the 12 months that ended Sept. 30 totaled $4,156,108,000, up 3.87% from the preceding 12 months, and earnings were $179,870,000, down 3.8%. Some 41.88% of the revenues—and 64.62% of operating profits—derive from the CBS/Broadcast Group, the broadcasting and cable operations.

The broadcast group—which in each of the first three quarters of 1981 reported higher revenues and higher profits than in the comparable 1980 quarter—consists of the CBS-TV Network, CBS Entertainment, CBS News, CBS Sports, the CBS Television Stations divison and the CBS Radio division, in addition to CBS Cable. The CBS Stations division encompasses the five owned TV stations—WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis—plus CBS Television Stations National Sales. CBS Radio includes the CBS Radio network—and a new network, Radioradio, to be launched in 1982—plus the company's 14 owned radio stations, CBS Radio Spot Sales and CBS FM National Sales. The radio stations include an AM and an FM affiliate for each of the CBS-owned TV stations, plus KCBS-AM-FM San Francisco and WEEI-AM-FM Boston.

Next to the broadcast group, the CBS/Records Group, which claims to be the world's largest producer, manufacturer and marketer of recorded music is the biggest contributor to corporate revenues; in 1980 it accounted for 27.7%. The CBS/Columbia Group, including musical instruments, toys and specialty stores, represented 16.7% and the CBS/Publishing Group, which includes Holt, Rinehart & Winston and Fawcett Publications among others, 13.34%. CBS also maintains a Technology Center for research and developmental work.

95

Cetec Corp. □ *Hugh P. Moore, chairman; Robert A. Nelson, president and chief executive officer.*

Manufacturing a variety of equipment that includes audio consoles, wireless microphones, audio tape duplicators and professional loudspeakers for the broadcast industry, Cetec Corp. experienced a modest (2.5%) revenue gain for four quarters ending September 30th with $56,592,000. Cetec saw a slight dip in profits for the survey period with $1,187,000; that's $530,000 below the previous year's figures. Per share revenue also dropped from 78 cents to 53 cents.

In late 1980, Cetec sold its AM and FM radio transmitter business and expanded its CBG division by purchasing Automated Business Concepts. The latter is a supplier of computer-based radio station business systems which markets MAPS (marketing, accounting, programing and sales) for use in advertising billing, commercial traffic and verification, accounting and as a management tool for cost-effective station operations.

Other Cetec interests include its Guardian Division, producer of disposable components for the health-care industry and plastic components for electronics manufacturers, and Benmar, a producer of marine accessories.

11

The Charter Co. □ *Raymond K. Mason, chairman and chief executive officer; Jack T. O'Donnell, president and chief operating officer.*

The Jacksonville, Fla.-based Charter Co. underwent vast changes during the four quarters ending September 1981, particularly in its Communications Group. In September 1980, Charter announced the dissolution of Charter Media, its six-month-old joint venture with partner Karl Eller, formerly with Combined Communications. The venture, which was intended to improve Charter's media holdings, acquired *The Philadelphia Bulletin* for $31 million and the New York Subways Advertising Co. At the close of the partnership, Charter kept the *Bulletin* and the advertising company went to Eller.

Further media losses were incurred last month when Charter agreed to sell six of its seven radio stations: WOKY(AM)-WMIL-FM Milwaukee, KCEQ-AM-FM San Diego, KSLQ-FM St. Louis and KIOI-FM San Francisco. A buyer is being sought for the seventh station, WDRQ-FM Detroit, the last of Charter's broadcast properties.

In the publishing end of the Communications Group, it was announced last June, that a closing of its Dayton Press resulted in a nonrecurring pre-tax charge of $40.7 million in the second quarter. Also, *Sport* magazine was sold, increasing net earnings by about $2.2 million. During the summer, a program was begun to revitalize the ailing *Philadelphia Bulletin*, and is expected to continue "as long as financial goals are met at targeted intervals."

Charter's Insurance Group continued to make sizable contributions to the company's revenues throughout all quarters. Assets for that group exceeded $1 billion for June compared with $500 million the previous year.

The Oil Group, considered "the heart of our business" by Charter officials, also added substantially to the revenues despite troubles as a result of increased crude oil costs and depressed product markets. The most successful interests in that group included the Houston refinery, running at 100% capacity and the fuels division.

Revenues for Charter were $5,008,256,000 garnering an increase of about 10% compared to last year's $4,550,577,000. In the net earnings category Charter experienced a drop from $174,726,000 last year to $22,556,000 this year; while earnings per share fell to 57 cents from $5.67 the previous year.

91

Chris-Craft Industries Inc. □ *Herbert J. Siegel, chairman, president and chief executive officer.*

Chris-Craft, having divested itself of its boat division and sold its 2,250,000 (or 21%) of 20th Century-Fox's outstanding common shares, posted record earnings for the four quarters

ending August 1981. Its revenues were $64,-892,000, up $9,883,000 over the same period last year; its earnings soared to $55,756,000, up from the $7,994,000 it lost over that same period the previous year, largely due to a write-off of the boat division's intangible assets. According to the company, the cash it received from its Fox shares, plus the then-market value of Fox's former broadcasting subsidiary, United Television Inc., exceeded the cash cost of the Fox shares by nearly $100 million, with the sale of the shares netting Chris-Craft $50,937,000.

Chris-Craft also reported a 26% increase in earnings and a 17% increase in operating revenues from its two VHF TV holdings: KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore. The company said the increases were due to the stations' increasing their audiences and receiving more advertising revenues. Chris-Craft also reported that the FCC approved its application for control of United Television Inc., which owns three VHF stations—KMSP-TV Minneapolis; KTVX(TV) Salt Lake City and KMOL-TV San Antonio, Tex.

The company also launched a joint venture, Southern Massachusetts Cablevision Corp., which is awaiting final licensing on four cable franchises. It has also entered the oil-exploration business with a new subsidiary, Chris-Craft Oil Co., which is based in Denver.

40

Columbia Pictures Industries □ *Herbert A. Allen, chairman; Francis T. Vincent, president and chief executive officer; Karl Eller, president, Columbia Pictures Communications.*

The word "pictures" is something of a misnomer. This company is also a major television program producer and distributor, owns radio stations, the TV commercial production house, EUE/Screen Gems (plus a joint venture in post production), and is well on its way to picking up another block of radio properties and five VHF television outlets.

Charter Oil's loss in many ways was Columbia's gain in February 1981. Karl Eller, the one-time head of Combined Communications whose joint venture with Charter had fallen apart the previous September, joined Columbia with a mandate to expand its media operations. At the time Columbia owned KCPX-AM-FM Salt Lake City; WYDE(AM) Birmingham, Ala.; and WWVA(AM) and WCPI-FM Wheeling, W. Va., though Columbia has set a sale of WYDE. (Eller brought along with him a transit advertising firm). Then in July, Columbia announced it had struck a deal to acquire Outlet Co. of Providence, R.I., which owns the five television properties: WJAR Providence, R.I.; WDBO Orlando, Fla.; KSAT San Antonio, Tex.; WCMH Columbus, Ohio and KOVR Stockton-Sacramento, Calif. The Outlet acquisition has been approved by shareholders of both companies and now awaits FCC approval. Outlet also owns seven radio stations, although it has contracted to sell three of them (see page 66). WTOP(AM) Washington, KIQQ(FM) Los Angeles, WQRS-FM Detroit and WIOQ(FM) Philadelphia would remain.

The company considers the fiscal 1982 outlook for Columbia Pictures Television "considerably brighter" since its series *One of the Boys, Code Red* and *Mr. Merlin* were picked up by ABC, NBC and CBS, respectively, while *Fantasy Island* (ABC) has been renewed for a fifth season. Meanwhile *Days of Our Lives* (NBC) and *The Young and the Restless* (CBS) continue as Columbia's daytime entries. Among its various made-for-television films, mini-series and specials, CPT this year counted the Operation Prime Time project *Goliath Awaits*. Columbia Pictures Television Distribution is active in the syndication market—distributing not only Columbia's own product but acquired properties such as *Barney Miller*. Profits in the 12 months ended September 1981 were "significantly" affected by the latter's availability for snydication starting in September 1980, and the company anticipates an "important contribution" to 1982 profits from another acquired property—*Charlie's Angels*.

In the 12 months ended Sept. 30, 1981, Columbia revenues declined 9.9% to $671,575,000 while earnings dropped 25.6% to $37,838,000. Contributing to the earnings decline were the lackluster performance of its D. Gottleib Co., whose pinball machines faced stiff competition from video games, and the February repurchase of 2.4 million shares of Columbia stock from financier Kirk Kerkorian, which "eliminated a source of intense dissent and friction," according to the annual report.

In motion pictures, Columbia released "The Blue Lagoon," "Stir Crazy," "Cheech and Chong's Nice Dreams," among other titles, sold "Lagoon" and the year earlier's "Kramer vs. Kramer" overseas, has a Columbia Pictures Home Entertainment division, a joint venture with RCA for international distribution of home video product, licenses feature films to network and local stations for free broadcast and to pay television, including cable. Columbia was also one of the four motion picture companies that along with Getty Oil was involved in the aborted Premiere pay cable joint venture (see Getty Oil capsule).

100

Comcast Corp. □ *Ralph J. Roberts, president.*

Comcast is primarily a cable system operator. As of November, it had slightly more than 200,-000 basic and 156,000 pay subscribers, as compared to 145,000 and 47,200 in June 1980. Its largest systems are in Flint, Mich., western Pennsylvania and Maryland. It has partially operational systems in suburban Philadelphia and northern New Jersey. It has systems under construction in Warren, Mich., and Trenton, N.J., which it hopes to complete during 1982.

Although the Warren and Trenton systems have the capacity to carry 35 channels of programing, systems under construction in suburban Detroit, suburban Philadelphia and Mercer county, N.J., will have the capacity to carry 54, the company said. Comcast is testing using cable for meter reading services on its Clinton, Mich., system.

Comcast's revenues for the year ending Sept. 30, 1981, were $35,925,000, an increase of $11,-130,000 over the same period last year; its net income rose to $4,636,000, an increase of $2,048,000.

Comcast also operates a music network division, which offers a background music service using Teleprompter's Muzak. It contributed just over 20% of Comcast's revenues.

Comcast's Merchandizing Services division, which contributed about 3% of its revenues, renders services to manufacturers and food brokers to increase their retail sales.

61

Communications Satellite Corp. □ *John D. Harper, chairman; Joseph V. Charyk, president and chief executive officer.*

Comsat, still awaiting an FCC decision on whether to permit its Satellite Television Corp. subsidiary to offer a satellite-to-home subscription TV service, posted a good showing for the past year. For the four quarters ending Sept. 30, 1981, its revenues were $326,410,000, up $39,-187,000 over the same period the year earlier; its net income rose to $42,352,000, an increase of $6,241,000.

During the past year, Comsat has redesigned its corporate structure. Now all of Comsat's jurisdictional activities for Intelsat—the international satellite communications network from which it draws most of its revenues—and Inmarsat are contained in Comsat's World Systems Division. That division is broken down into International Communications Services, Intelsat Technical Services and Comsat Laboratories. According to Comsat, the new grouping increases its managerial efficiency and was designed to ease fears that it could cross-subsidize or derive an unfair competitive advantage from its regulated common carrier services.

Comsat's three other major wholly owned subsidiaries are Comsat General Corp., Satellite Television Corp. and Environmental Research & Technology.

Comsat General operates Comsat's "special purpose" satellites, including Comstar, whose capacity is leased to AT&T, and Marisat, the maritime mobile satellite system that serves the U.S. Navy and commercial maritime interest worldwide. Comsat General also holds a 41.3% interest in Satellite Business Systems (its partners are Aetna Life & Casualty Co. and IBM), which provides satellite communications services to businesses. SBS launched its first satellite in November 1980; it launched its second Sept. 24, 1981. Comsat General and Amplica Inc., a California-based manufacturer of microwave amplifiers, have agreed to a merger, with Comsat General buying all of the outstanding shares of Amplica stock for about $57 million. According to Comsat, it was primarily interested in Amplica to supply low cost receive-only earth stations for use with direct broadcast systems; completion of merger is scheduled for January.

Although STC's application for a DBS system was accepted for filing by the FCC April 21, the FCC hasn't yet decided whether to authorize DBS service—the development of which is STC's primary role. STC also filed an application with the FCC in November, requesting authority to launch a two-channel pay-television satellite service for apartments, condominiums, hotels and mobile home parks. STC said it would hope to offer the service to subscribers in the Northeast by late 1983.

82

Conrac Corp. □ *Donald H. Putnam, president and chief executive officer.*

Conrac is made up of four segments: Informa-

tion Display and Control, Aerospace, Telecommunications and Architectural and Industrial Products, with the first group contributing to the broadcast industry.

Information Display and Control manufactures video monitors, broadcast monitors, interactive computer terminals, fire and intrusion protection products, industrial timing controls and audio systems. Market softness was listed as a cause of lower sales in this division, particularly in the "more mature" product line rather than in newer computer-based applications. Also, within this segment, new products were introduced specifically designed for computer graphic applications in television, medical and process control markets.

Total revenues for the four quarters ended September 1981 slid 2.5% to $142,061,000, while net earnings registered a 26.7% decline at $3,949,000. Earnings per share were $1.68, a 30% drop.

Within Conrac's Telecommunications division, the Business Systems Marketing organization was established early in the first quarter and was designed to reach the commercial users of the telephone as opposed to its traditional telephone company customers. Tascom, call account and Tel-charge are the new products of BSM.

A heavy backlog of contract awards that will extend through 1983 kept Conrac's Aerospace division active during the normally slow summer months. Problems arose, however, due to continuing inflation costs on both standard products and the major systems for the AV8B and F-18 aircraft. As noted in Conrac's first quarter report for 1981, "we have the least ability to adjust our pricing in the very industry where labor and material costs are rising fastest."

55

Cox Broadcasting Co. ☐ *Clifford M. Kirtland Jr., chairman; William A. Schwartz, president and chief operating officer.*

For the 12 months ended Sept. 30, 1981, Cox Broadcasting's revenues increased 28.45% over the preceding 12 months, reaching $376,320,000. Net earnings for the period rose even more, 35.49%, to $62,291,000.

Broadcasting and cable account for about 91% of Cox's revenues and for approximately the same proportion of operating profits. The broadcasting division includes five VHF television stations, five AM and seven FM stations; three sales rep organizations (TeleRep in TV, Christal Co. in radio and, formed in 1981, CableRep to sell advertising on cable systems), plus Schulke Radio Productions, syndicated music business. To these properties Cox added in 1981 a sixth TV station subject to FCC approval, through the proposed purchase of KDNL-TV St. Louis, a UHF outlet, for $14.2 million. It also acquired a 19% interest in Robert Wold Co., TV and radio satellite distribution organization. In the first nine months of 1981, the broadcasting division accounted for 44.6% of Cox's revenues and about 61% of operating profits.

Cox Cable Communications, the cable division, accounted for 46.6% of the parent company's revenues in the first nine months of 1981, and about 29.49% of operating profits. The company has maintained a fast rate of growth. In the 1981 third quarter it passed the one-million mark in basic subscribers. Pay subscribers exceed 914,000. These figures represent gains of about 22% and 105%, respectively, during the past year.

Cox's "other" business now consists primarily of wholesale automobile auctions. It formerly was in publishing, but sold these interests in December 1980 for $26 million. It has stopped movie making by its Bing Crosby Productions subsidiary, but continues to offer prior years' BCP movies for sale. In the first nine months of 1981, "other" accounted for $25,232,000 in revenues, almost 9% of the company's total.

Cox stations are WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.; WIIC-TV Pittsburgh; KTVU(TV) Oakland-San Francisco; WIOD(AM)-WAIA(FM) Miami; KFI(AM)-KOST(FM) Los Angeles; WLIF(FM) Baltimore and WWSH(FM) Philadelphia.

32

Walt Disney Productions ☐ *E. Cardon Walker, chairman and chief executive officer; Ronald W. Miller, president and chief operating officer.*

Walt Disney Productions produces motion pictures for theatrical and television distribution and operates two major amusement parks—Walt Disney World near Orlando, Fla., and Disneyland in Anaheim, Calif. Subsidiaries are involved in distributing, syndicating and selling films, educational material, records and television programs.

During 1981, Disney shifted its commercial network series from NBC-TV to CBS-TV. *The Walt Disney Show* is being used as a proving ground for at least eight potential series pilots. CBS has also been broadcasting a number of Disney-produced specials. In November 1981, Disney announced plans to introduce, in association with Group W Satellite Communications, the Disney Channel as a new pay cable TV network scheduled to begin in 1983.

Although worldwide television revenues, which include pay TV licensing fees, increased 65% to just over $27 million for the nine months ending June 30, 1981, the bulk of Disney's income continues to be derived from Disney World and Disneyland. For the fiscal year ended Sept. 30, 1981, worldwide television revenues increased 121% to $43.7 million. Meanwhile, annual revenues on entertainment and recreation activities increased from $643 million to $692 million. The telecommunications and nontheatrical division generated $10.9 million for the year, substantially all of which was from the introduction of home videocassette sales and rentals late in 1980. Broadcast-related income accounted for about 10% of Disney's revenues for the year.

Overall, the year ending Sept. 30, 1981, yielded record revenues for Disney, increasing 10% to $1.005 billion. Net income for the same period was off by 10% to $121.5 million, or $3.72 per share. The decline in net income was blamed on disappointing box office results from several theatrical features and high interest rates associated with construction of the Epcot Center at Disney World. The company is also building a Tokyo Disneyland, scheduled to open in 1983.

42

Dow Jones & Co. ☐ *Warren H. Phillips, chairman and chief executive officer; Ray Shaw, president and chief operating officer.*

Dow Jones, the company behind *The Wall Street Journal,* is one publisher that isn't frightened of the electronic communications revolution. In fact, Dow Jones uses its own satellite network to feed facsimiles of the *Journal* to its printing plants around the country and has contracted to purchase two transponders on Westar V, due to be launched this year. Dow Jones also provides business news programs and materials to both radio and television stations and cable systems.

Dow Jones had tried to expand its role earlier this year, joining Knight-Ridder in a joint venture that attempted unsuccessfully to acquire UA-Columbia Cablevision. (Rogers Cablesystems later joined with some UA shareholders who opposed the Dow-Knight bid, and in their own joint venture took over UA, since renamed Rogers-UA Cablesystems). Dow Jones had, and continues to hold, a 40% interest in Home Link Communications, the franchisee of Princeton, N.J., the *Journal's* city of publication. And in October, Dow Jones and Continental Cablevision, the nation's 13th largest MSO with nearly 430,000 subscribers, jointly announced an agreement under which Dow Jones is to buy into Continental, acquiring a stake between 20% and 24.5%.

In addition to the *Journal,* Dow Jones publishes *Barron's* and *Book Digest,* owns the 20 Ottaway Newspapers, and Richard D. Irwin, a text-book publisher, and has interests in two Asian business publications (in addition to *The Asian Wall Street Journal.*)

Dow Jones's services to radio, television and cable are included in its News and Information Services unit. Some 220 radio stations and over 20 television stations take wire-fed business reports, with radio stations in most of the top 50 markets carrying the live satellite-delivered *Wall Street Journal Report.* Cable systems can take *Dow Jones Cable News,* fed over Satcom I by United Video. Those with interactive capability can provide their subscribers with the Dow Jones News/Retrieval Service data banks, also available to many home computer owners. The company says 30,000 news retrieval terminals should be in place by the end of 1981.

Dow Jones continues to explore various electronic options for the future. Included are plans to test market in early 1982 a new subscription radio service (over subcarrier frequencies) allowing subscribers selective receipt of news items.

Dow Jones's revenues advanced 21.6% in the 12 months ended Sept. 30, to $615,180,000, with earnings up 26.9% to $67,407,000. That advance came despite a $9.3-million write-down in the third quarter on the book value of its *Book Digest* magazine.

80

Doyle Dane Bernbach ☐ *Joseph R. Daly, chairman and chief executive officer; Neil R. Austrian, president and chief operating officer.*

Doyle Dane Bernbach chalked up revenue increases of 12% in the yearly period ended last

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Sept. 30 to $152,234,000 but earnings fell by 7% to $9,702,000.

The earnings picture, as at other agencies, was affected adversely by foreign currency translations and exchange losses. In the first half of 1981 these losses amounted to $665,000, compared with $20,000 in 1980, although conditions improved in the third quarter. There was a gain of $126,000 from foreign exchange, as against a $42,000 loss in the 1980 period.

The year was marked by a dramatic shift in accounts involving DDB. The agency lost a 20-year client, American Airlines and its estimated $45 million in billings. But DDB bounded back and recouped in part, immediately acquiring the $35-million Pan American business. Other accounts acquired during the year were Teledyne, Water Pik, and Carte Blanche, and lost were Standard Brands's Blue Bonnett Margarine and Spread and Ponderosa Systems Inc.

DDB's roster of TV-radio accounts includes American Tourister, Borden, Bulova Watch Co., C&C Cola, Clairol, Hershey Foods, Mobil Oil, Polaroid, Procter & Gamble, Volkswagen, Standard Brands and Stroh Brewery. DDB alloted 57% of its total domestic billings to broadcasting in 1980. The agency's overall broadcast share is about 61%.

26

Dun & Bradstreet □ *Harrington Drake, chairman and chief executive officer; Charles W. Moritz, president and chief operating officer.*

The record operating revenue and net income marks that Dun & Bradstreet set in 1980, will be replaced by new highs when final figures are released for the just completed year.

No small share has been contributed by D&B's broadcast and related holdings, even though the corporate structure is dominated by divisions that provide financial services to business.

D&B's broadcast properties remained intact in 1981. Its Corinthian Broadcasting includes KHOU-TV Houston; KOTV(TV) Tulsa, Okla.; KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind.; WISH-TV Indianapolis; WVEC(TV) Hampton-Norfolk, Va., and Pembroke Cable Corp., which operates six CATV systems in North Carolina and Virginia.

Other broadcast-related components of D&B include Peters Griffin Woodward, national sales representative for nearly 50 stations; TVS Television Network which produces telecasts of sports and entertainment events, and Corinthian Productions, a new unit founded in 1980 to develop and produce young people's TV programs.

In nonbroadcast areas, D&B has divisions for business information services; publishing (including Reuben H. Donnelly and Funk & Wagnalls) and marketing services.

New York-based D&B profits for the four quarters ended Sept. 30, 1981, were $115,787,000 on revenues of $1,285,800,000. That compares with profits of $98,934,000 on revenues of $1,128,608,000 in the preceding four quarters. The broadcast share of revenues has been 7.2%.

3

Eastman Kodak Co. □ *Walter A. Fallon, chairman and chief executive officer; Colby H. Chandler, president.*

Eastman Kodak Co. sales for the 12 months ended September 1981 crossed the $10-billion mark, reaching $10,372,501,000, up 12.6% from $9,213,688,000 a year earlier. Earnings rose more, 21.9%, to $1,272,397,000 from $1,043,508,000.

Contributing substantially to those figures was the fourth quarter (September-December) 1980 when revenues reached $3,107,684,000 and earnings were $404,774,000—characterized by management as "unusually strong."

Sales to the broadcasting industry represent a minor part of the Kodak picture—about 1%—and are counted as part of the motion picture and audiovisual markets area. In its annual report, Kodak offered this sales summary: "Strong sales for films serving the entertainment industry; solid advances for audiovisual products; lower sales to the television news industry."

Overall, Kodak divides its business operations into photographic and Eastman chemicals divisions. The company also pours large amounts into research—according to Kodak, twice the U.S. industrial rate. Kodak said it spent $520 million in 1980 on research and development, up 13.3% from 1979's $459 million.

27

Fairchild Industries □ *Edward G. Uhl, chairman and chief executive officer; John F. Dealy, president and chief operating officer.*

Total revenues for the four quarters ended Sept. 30, 1981, were $1,261,873,000, up 52% over the same period in 1980 when revenues totaled $829,695,000. Income was $75,243,000 for the same four quarters in 1981, about a 51% increase over the same period in 1980.

The boost in revenues was due in part to the inclusion of VSI Corp., a California-based manufacturer of precision metal products, which Fairchild purchased last year.

Fairchild's interests lie principally in aerospace contracting. However, it's involved with communications through its subsidiary, American Satellite Corp., a satellite service to business and government. Last year Fairchild concluded an agreement for Continental Telephone to buy a 50% interest in American Satellite for $12 million. As part of the deal, Fairchild gets preferential rights to $22 million of the profits from this partnership. During fiscal 1980, American Satellite's operating losses were reduced from $4.8 million in 1979 to $3.4 million.

The FCC granted approval for American Satellite to acquire a 20% interest of the Westar satellite system. Fairchild, Continental and Western Union also formed a partnership to build a tracking and data relay satellite system for NASA.

Last June Fairchild sold its interests in Bunker Ramo Corp., a manufacturer of electric connectors, electronic components and information processing and display systems for $70 million.

79

Filmways Inc. □ *Richard L. Bloch, chairman, president and chief executive officer.*

Filmways is primarily in the television and motion picture entertainment business. However, the corporation has publishing interests and operates Broadcast Electronics, a manufacturer of radio broadcast equipment.

Revenues for the four quarters ended Sept. 30, 1981, were $152,769,000, a drop from the 1980 total of $158,155,000. The company in 1981 showed a loss of $68,025,000 as compared to a profit of $6,307,000 for the same 1979-80 period.

Filmways officials attribute the loss to its subsidiaries, Filmways Pictures, and to its publishing venture, Grossett & Dunlap. Over two-thirds of the losses reported at Filmways Pictures, were attributed to a re-evaluation and write-down of inventory, along with higher levels of borrowing, during a time of high interest rates.

Approximately 68% of Filmways total revenues are derived from its broadcast holdings.

Other Filmways properties include: Filmways Enterprises; Filmways International; Heatter-Quigley, a game show producer, and Pic-Mount Corp., a photomount manufacturing company. Assets sold by Filmways in 1981 include: Union Fidelity Corp., a direct-response insurance subsidiary; Neshaminy Valley Information Processing Inc., a computer services firm; Ruby-Spears Productions, an animated TV production facility, and Filmways Audio Services.

74

Foote, Cone & Belding Communications □ *Norman W. Brown, president and chief executive officer.*

Worldwide revenues for the year ended last Sept. 30 rose by 7% to more than $169 million, but profits decreased by 26% to under $10 million. FC&B attributed the decline in profits to currency translation losses amounting to about a million dollars and to an anticipated loss on a note owed to FC&B in connection with the sale of its Hall & Levine subsidiary in 1977. These two factors accounted for 75% of the profit decrease in the first nine months of 1981.

FC&B has a worldwide network of 35 full-service agency offices in 20 countries, including Australia, Belgium, Brazil, France, Germany, Mexico and South Africa. An estimated 35% of overall billings accrue from international.

Norman W. Brown, president, was tapped to take on additional duties as chief executive officer on Jan. 1, pending the retirement of Arthur W. Schultz, chairman of the executive committee and chief executive officer, in late January.

Accounts gained by FC&B during the year included Dreyer's Ice Cream, Oak Communications, Sara Lee and Pearle Vision Center. Accounts resigned included Sunbeam, Interstate Brands and Hiram Walker.

The agency placed almost $275 million in TV-radio billings in 1980 from a long list of accounts, including Amana, Armour, Hallmark, S.C. Johnson & Son, Kraft, Pizza Hut, Bristol-Myers and Swift. Approximately 60% of total revenues derive from broadcasting.

25

Gannett Co. Inc. □ *Allen H. Neuharth, chairman and president.*

Gannett Co. is the owner of 85 daily newspapers, 22 weeklies, five VHF and two UHF television stations, six AM and seven FM properties, the Gannett News Service and Gannett Satellite Information Network, Gateway Productions, Filmpower (a post-production house) Lou Harris & Associates, a group of outdoor advertising companies and a silk-screening operation. And starting next year, the company recently announced, it intends to launch *USA Today,* a new national daily newspaper that will rely on satellite delivery of page copy from Washington to 15 printing plants around the country.

In the 12 months ended Sept. 30, Gannett logged 13% improvement in revenues, to $1,326,571,000 and earning gains of 13.8%, to $165,733,000. Gannett Chairman Allen Neuharth has stated the company doesn't see a reasonable return on investments in cable television systems. However, Gannett will explore the use of its Gansat network to distribute various print and electronic products.

The roster of Gannett stations is WXIA-TV Atlanta; WVIN(AM)-WGCI(FM) Chicago; WWWE(AM)-WDDX(FM) Detroit; WPTA(TV) Fort Wayne, Ind.; KARK-TV Little Rock, Ark.; KPRZ(AM)-KIIS(FM) Los Angeles; KLYK-TV Louisville, Ky.; KOCO-TV Oklahoma City; KPNX-TV Phoenix; KSD-AM-FM St. Louis; KSDO(AM)-KEZL(FM) San Diego, and WJVW-FM Tampa, Fla.

1

General Electric Co. □ *John F. Welch Jr., chairman and chief executive officer.*

General Electric Co.'s revenues dwarf those of the entire television broadcasting business by about three-to-one. And the revenues of other GE operations dwarf the company's broadcasting and cable subsidiaries by more than 99-to-1, for General Electric Broadcasting and General Electric Cablevision Corp. are believed to represent less than one-half of one percent of GE's total revenues.

For the 12 months ended Sept. 30, total GE revenues were $26,599,000,000, a 10.4% increase from the preceding 12 months. Broadcasting/cable profits, however, undoubtedly represent a bigger share of GE profits, which for the 12 months totaled $1,611,000,000, up 8.41% from the 12 months before.

GE owns three TV, three AM and five FM stations, plus 13 cable systems with approximately 285,000 basic and 146,000 pay subscribers, and it manufactures TV and radio sets, tape recorders and players. In the GE annual report, all of these are lumped with refrigerators, stoves, lamps and other appliances in the consumer products and services division, which in 1980 represented $5.7 billion in revenues (22% of the GE total) and $407 million in earnings (27%).

The GE stations are KFOG(FM) San Francisco, KOA-AM-TV-KOAQ(FM) Denver, WJIB(FM) Boston, WSIX-AM-FM-WNGE(TV) Nashville and WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y.

36

General Instrument Corp. □ *Frank G. Hickey, chairman and chief executive officer.*

General Instrument bills itself as a technology-based company; a leader in each of its four major business divisions. The Jerrold division has been an important supplier of electronic equipment to the cable television industry since its inception 33 years ago, and its products range from head-end signal processing equipment, distribution amplifiers and passive components to subscriber terminals, including those specifically designed for pay TV. Its data division's primary products are computerized systems for legalized wagering, and department store point-of-sale and payment processing. The semi-conductor products division is a producer of large-scale integrated circuits, and its component products division manufactures consumer and industrial electrochemical products such as TV and automotive radio tuners.

General Instrument's revenues for the year ending Aug. 31, 1981, were $864,972,000—up $56,470,000 over the same period last year. Its net income rose $18,638,000 to $78,920,000 for the same period. The largest increases came from its broadband communications segments, which, due primarily to increased demand from the cable industry, have generated more than a 50% increase in revenues and more than a 100% increase in operating profit levels over the past year. General Instrument attributes growth in its cable business to "record setting" use of its 400 mhz distribution equipment.

19

General Tire & Rubber Co. □ *Thomas F. O'Neil, chairman; M.G. O'Neil, president and chief executive officer.*

GT&R, a multifaceted company with holdings worldwide, achieved a recovery in the four quarters that ended in August from what had been a downturn in business in the preceding four quarters. The company reported $2,524,300,000 in revenues in those quarters, as against $1,661,268,000, in the 1979-80 period. And earnings were up substantially—$113,692,000, from $25,881,000. A major factor in the improved picture was the $139-million sale of Cablecom-General Inc. to Capital Cities Communications Inc.

But that was the good news. The bad news—though it was not as bad as it could have been—was that the U.S. Court of Appeals in Washington in December affirmed the FCC's decision to deny renewal of RKO General Inc.'s license for WNAC-TV Boston because of an alleged lack of candor on the part of RKO. However, the court reversed the commission's decision to deny as well the applications for renewal of WOR-TV New York and KHJ-TV Los Angeles. Those cases were sent back to the commission for further consideration. Still to be decided is the fate of RKO's 13 other stations; the commission said it would hold hearings on their renewal applications once the judicial review of the WNAC-TV case was completed. And RKO is appealing that case. The 13 stations are WOR(AM)-WXLO(FM) New York; WRKO(AM)-WROR(FM) Boston; KHJ(AM)-KRTH(FM) Los Angeles; WHBQ-AM-TV Memphis; KFRC(AM) San Francisco; WGMS-AM-FM Washington; WAXY(FM) Fort Lauderdale, Fla., and WFYR(FM) Chicago.

The precise amount that the broadcast properties contribute to the overall welfare of General Tire is not publicly available. The figures are not broken out from the report on the performance of RKO, which operates several subsidiaries as well as the broadcasting business. Furthermore, RKO's revenues are not included in GT&R's figures.

2

Getty Oil Co. □ *Sidney R. Petersen, chairman; Robert N. Miller, president.*

With "oil" in its name, you can bet that's where the principal interests of Getty lie—in North Sea oil fields, wells here in the United States, drilling in Saudi Arabia, Canada, Ireland and off the shores of half a dozen other countries, refining, transporting and marketing petroleum products. Lesser known are Getty's real estate holdings devoted to the cultivation of almonds and pistachios, citrus crops and wine grapes, and its ownership of Employe's Reinsurance Corp. And though it accounts for only under half of one percent of Getty revenues, there is also its 85% owned subsidiary, Entertainment and Sports Programing Network, the Bristol, Conn., operation headed by Chester R. Simmons that's the third largest basic cable network in the nation.

Getty's involvement in cable programing would have been greater, but for the adverse U.S. District Court decision in December 1980, later sustained on appeal, that led to the demise of Premiere, the pay-cable movie service in which Getty participated as a partner with Columbia Pictures Industries, 20th Century-Fox, MCA and Paramount. Getty had fronted the bulk of the money for the joint venture, plus transponder space on Satcom I. In the dissolution of Premiere, Getty sold the transponder allocation and uplinking facilities for $12.5 million.

That's no small piece of change, but it's sobering to put it in the perspective of Getty as a whole—in the 12 months ended Sept. 30, the company realized revenues of $12.7 billion, up 41.6%, and earnings of $851,103,000, up close to 1%.

ESPN and ABC formed a joint venture back in September to start a pay-sports operation that would offer ESPN subscribers an optional event a month for a fee; additionally, ESPN would get to carry supplementary coverage of some events from ABC Sports.

99

Gray Communications Systems Inc. □ *James H. Gray Sr., chairman, president and chief executive officer.*

Gray Communications, based in Albany, Ga., owns three TV stations, a video systems sales and design firm, a publishing firm and a transportation company.

Gray saw a slim increase in overall revenues of $36,926,319 in the year ended Sept. 30, 1981, from 1980 total of $36,756,414. "Uncertain economic atmosphere," increased operating costs in Gray's publishing division and a decrease in sales at its video systems division all contributed to the small rise noted in the 1981 revenue figures. Net income for the corporation also remained virtually the same, with a total of $2,433,247, as compared to the 1980 total of $2,429,789. Earnings per share dropped from $4.79 to $4.76.

While Gray's video systems division saw about a 30% increase in revenue for 1980, a decrease in sales volume and a moderate slow down in new orders in some product lines, contributed to a 10% decrease in sales.

The three stations owned by Gray include: WALB-TV Albany, Ga.; KTVE-TV El Dorado, Ark., and WJHG-TV Panama City, Fla. Roughly 70% of its total revenues are derived from its broadcast holdings.

84

Grey Advertising Inc. □ *Edward H. Meyer, chairman, president and chief executive officer.*

Grey recorded a banner year for the period ended last Sept. 30 as revenues increased by 14% to more than $109 million and profits rose by 6% to almost $7 million. The agency completed an important acquisition during the year when its London branch, Grey United Kingdom, bought Leon Lerner & Partners Ltd., and one of Grey's New York agencies, Conahy & Lyon, acquired Leon Lerner's New York office, Lerner, King & Associates. That agency is now called Grey, Lyon & King.

Grey Advertising Inc., the parent company, operates five domestic agencies and also has five additional specialized agencies based in New York. Grey International functions in 30 offices in 22 countries. New accounts landed during the year included Northwest Orient Airlines, Panasonic, Renault, STP and International Harvester. Additional assignments came from Revlon (Scoundrel), Mennen (Balm Barr), Times (gift advertising). Resigned in the year were Elaine Powers and Kendall Oil.

Grey chalked up domestic TV-radio billings of $297.7 million in 1980 to rank seventh among U.S. agencies. Contributing to the total were accounts including General Foods, Procter & Gamble, Block Drug, Mennen, Borden, Revlon, Carter-Wallace, Timex, Heinz, RCA Records and Warner Bros. Television and radio revenues account for an estimated 48% of the total.

33

Gulf United Corp. □ *E. Grant Fitts, chairman, chief executive officer and president.*

Gulf United Corp., based in Jacksonville, Fla., operates primarily in the life insurance business, but in 1977 formed Gulf Broadcasting Group. The group then acquired WSTP-TV Largo, Fla.; WGHP-TV High Point, N.C.; WVOJ(AM) Jacksonville, Fla.; WNDE(AM)-WFBQ(FM) Indianapolis; KTXQ(FM) Fort Worth; WKAP(AM) Allentown, Pa., and WWNR(AM) Beckley, W. Va. In August 1980, Gulf United announced the purchase of nine radio stations from San Juan Racing Association. The deal was finalized Nov. 2, 1981, with Gulf buying the stations for $60.5 million, plus assumption of $5.3-million debt. Four of the San Juan stations were immediately sold by Gulf in 1980 because of the FCC's multiple ownership rules. The five new Gulf stations are: WJMD(FM) Washington; WKLS-AM-FM Atlanta; WQAL(FM) Cleveland; KRLY(FM) Houston. Stations sold by the group to Infinity Broadcasting Corp. for $32 million include: WKTU(FM) New York; WJIT(AM) New York, and WYSP(FM) Philadelphia. WUST(AM) Washington was bought by District Group Communications for $1.5 million. In addition, Gulf United announced plans in early May 1981 to purchase Gene Autry's 48.11% interest in KOOL Radio-TV for roughly $35 million. KOOL Radio-TV is the licensee of KOOL-FM-TV Phoenix. Gulf already acquired 24% of Autry's stock with the remaining interest expected to be purchased in 1982.

Gulf United's revenues for the four quarters ended Sept. 30, 1981, were $929,354,000, up

from $655,334,000 for the previous four quarters. Net earnings for the same period were $82,166,000, up from $73,735,000 reported in the previous four quarters. Earnings per share for the four quarters ended Sept. 30, 1981, were $3.05, a small rise from 1980 total of $3.03. The percent of Gulf United's total revenues derived from its broadcast holdings is 3.2%.

9

Gulf + Western Industries Inc. □ *Charles G. Bluhdorn, chairman; David N. Judelson, president.*

While Paramount Television had $178 million in revenues from series and films in the company's 1981 fiscal year (ended July 31), that accounted for little more than 3% of its parent's revenues.

Overall the "business segments" of Gulf + Western Industries brought in $5.702 billion, up about 7% from the previous fiscal year's $5.338 billion. Earnings were up about 14%, to $290.9 million from $255.3 million. And the revenues are even higher when FY 1981's $1.707 billion from financial services are added in.

For the year, G+W reported record sales and net earnings. Of its seven operating groups—Financial Services, Apparel and Home Furnishings ($1.531 billion in sales and other revenues), Manufacturing ($1.311 billion), Leisure Time ($1.129 billion), Consumer and Agricultural Products ($669 million), Automotive and Building Products ($560 million) and Natural Resources ($502 million)—all but Natural Resources, suffering cement business declines, were profitable.

Paramount Television falls within the Leisure Time group that also includes theatrical films (led in 1981 by "Raiders of the Lost Ark"), Simon & Schuster books and other divisions. On the TV side, series and films for television revenues dropped about 16% to $178 million—the previous year having been bolstered considerably by domestic syndication revenues from *Happy Days.* But fiscal 1982 is expected to benefit greatly from *Laverne & Shirley* rerun sales. The company said it should realize about $80 million of the more than $100 million in domestic licensing fees.

Paramount Television also produces and distributes *Mork & Mindy* and *Taxi*, among other shows, and the company said that "total unrecognized revenues from agreements to telecast Paramount Television programs and motion pictures were more than $400 million at the close of fiscal 1981, compared with $330 million a year before."

New television special products include a four-hour production on the life of the late Israeli Prime Minister Golda Meir (for Operation Prime Time) and the larger 16-hour *Winds of War* mini-series (for ABC-TV).

Of the new media, Paramount is said to be "deriving a significant flow of revenues" from pay-TV, videocassettes and videodisks. And it has entered into a joint venture with Time and MCA to operate the USA Network basic-cable service.

23

Harris Corp. □ *Joseph A. Boyd, chairman and chief executive officer; John T. Hartley, president and principal operating officer.*

Harris, one of the world's leading producers of high-technology communication and information processing systems, equipment and components, had a record-setting year in 1981. Harris reported sales of nearly $1.6 billion for the four quarters ending in September, up from $1.4 billion in fiscal 1980. Net income also rose for those four quarters to $105 million, an increase of 26.8% from $83 million.

Harris Corp. consists of six groups: information systems, communications (broadcast, two-way radio equipment and satellite earth stations), semiconductors, government systems, printing equipment and Farinon, a manufacturer of microwave transmission gear, digital systems, and switching and auxiliary telephone equipment.

This year, Harris's communications group saw the introduction of Micro-Mac, a microprocessor-controlled audio console for radio, the Harris TC-85 television camera, VHF low-band television transmitters and a videotape editing system.

Harris is an international company. It reported a 20% increase in exports, putting the international sales figure for fiscal 1981 at $481 million.

59

Harte-Hanks Communications Inc. □ *Houston H. Harte, chairman; Robert G. Marbut, president and chief executive officer.*

Harte-Hanks Communications Inc., a multiple media company, operates in 87 markets in 27 states. The company publishes 29 daily newspapers and 68 nondaily publications, including weekly newspapers, advertising publications produced by newspaper and a trade publication for the radio industry. Near 20% of its total revenues, however, derive from broadcasting.

Its broadcasting lineup includes WSGN(AM) Birmingham, Ala.; KULF(AM)-KYND(FM) Houston; KENS-TV San Antonio, Tex.; KMJK(FM) Lake Oswego-Portland, Ore.; WEZI(FM) Memphis; KOY(AM)-KQYT(FM) Phoenix; WRVA(AM)-WRVQ(FM) Richmond, Va.; WNSI(AM) (formerly WLYC-WRBQ(FM) Tampa-St. Petersburg, Fla.; WFMY-TV Greensboro, N.C.; WTLV(TV) Jacksonville, Fla., and KYTV(TV) Springfield, Mo.

At the end of the third quarter of 1981, Harte-Hanks purchased an option to acquire Southwestern Satellite Inc., a Houston area cable television operator, which serves 3,500 subscribers and passes 6,700 homes. Harte-Hanks can exercise the option in early 1984.

For the last four quarters, earnings per share were $2.61, up 13.9% from the comparable period last year. Revenues reached $338,952,000 compared to $289,574,000 in the preceding four quarters. Net income was $17,637,000, compared to $15,256,000.

93

Heritage Communications □ *James M. Hoak, president and chief executive officer; James S. Cownie, executive vice president.*

Heritage Communications operates or is constructing cable systems in more than 20 communities, serving approximately 220,000 subscribers, in 13 states. In order to balance the highly capital-intensive nature of its cable franchise acquisition policies, and the heavy losses associated with systems' early stages, Heritage has diversified. A display communications group, composed of four companies (acquired in 1979-1981), is involved in the design and production of exhibits for trade shows and retail stores; and a graphics communication group contains a publishing company, Shaw-Barton Inc. (acquired in March 1981), which specializes in short-run books, calendars, specialty advertising supplies, and meeting room supplies. Heritage is in the process of selling its two radio stations: KSIB(AM) and KITR(FM) in Creston, Iowa ("Changing Hands," Dec. 14, 1981).

Heritage's revenues were $59,500,000 for the four quarters ended Sept. 30, 1981, up over 150% from the same period last year. The jump was due primarily to the acquisition of Shaw-Barton in March 1981, although it also reflects the acquisition, in December 1980, of cable systems in south Texas, and Clinton, Iowa. In August, 1981, Heritage acquired, through merger, CATV West, which is building a system in South El Monte, Calif., and has applications pending in three other areas in the state. Heritage's broadcasting and cable revenues represent 38% of total revenues.

Heritage acts as general partner in five limited partnership offerings to finance development of cable systems in Iowa and Texas, and is marketing a sixth partnership, registered for $25,000,000, and scheduled for sale in January of February of 1982.

39

Insilco Corp. □ *Durand B. Blantz, chairman and chief executive officer; Donald J. Harper, president and chief operating officer.*

This diversified manufacturer of such things as Red Devil products, key blanks and auto parts, also holds the majority interest in Times Fiber, a principal supplier of conventional coaxial cable and fiber optics to the cable television industry. When Times Fiber went public (on a limited basis) last March, it had been a wholly owned Insilco subsidiary for about a year. Insilco still retains 74% of the company, and fully consolidates Times Fiber's revenues in its financial statements.

For the 12 months ended Sept. 30, Insilco had revenues of $671,859,000, up 5.7%, and earnings of $33,610,000, up 14.9%. (Times Fiber's nine-months results ending in September were $86.4 million in revenues, $5.2 million in earnings.)

Times Fiber is included in an Electronics/Communications division within Insilco, with other units of the division producing electronic circuitry devices and metal stampings for communications applications.

Insilco also holds a minority interest in Broad Street Communications Corp. (of which Richard Geismar is chairman and Fred F. Walker is president), whose four AM and three FM stations, plus the Insilco Sports Network and the Oklahoma News Network, go by the name Insilco Broadcast Group. Owned stations are WELI(AM) New Haven, Conn.; WVOG(AM)-WYOR(FM) Coral Gables, Fla.; WGSO(AM)-WQUE(FM) New Orleans, and KTOK(AM)-KJYO(FM) Oklahoma City.

51

Interpublic Group of Companies □ *Philip H. Geier Jr., chairman and chief executive officer; J. Donald McNamara, president.*

Revenues at Interpublic for the year ended last

Sept. 30 increased by 3% to almost $431 million and net income declined by 23% to $15,865,-000. Revenue and net income figures were affected by the currency exchange rates which were less favorable to the company than in the comparable period of 1980. During the year Interpublic consolidated its advertising agency operations into three worldwide agency systems: McCann-Erickson Worldwide, Marschalk-Campbell-Ewald Worldwide and SSC&B: Lintas Worldwide.

McCann-Erickson is Interpublic's leading agency in domestic and overseas broadcast billings. In 1980 it invested about $285 million in U.S. television and radio. Other Interpublic agencies were heavy spenders in broadcast, with estimated spending in 1980 of almost $190 million for Campbell-Ewald; $150 million for SSC&B, and $87 million for Marschalk. Broadcast and related businesses represent an estimated 54% of total revenues.

McCann's TV-radio accounts include American Express, Coca-Cola, Gillette, Johnson & Johnson, Lever Bros. and Nabisco. Campbell-Ewald accounts include General Motors, Goodyear Tire & Rubber Co., Libbey-Owens-Ford, Kelly Services and Magnavox. SSC&B broadcast spenders include Carnation Co., American Can Co., Johnson & Johnson, Lever Bros. and Sterling Drug. TV-radio billings at Marschalk came from Coca-Cola, Gillette, Heublein, Maybelline and Revlon.

35

Jefferson-Pilot Corp. □ *W. Roger Soles, president and chief executive officer.*

Revenues and income from broadcast properties played a slightly larger role in the overall growth of Jefferson-Pilot Corp. in 1981. Although sales increased at most of Jefferson-Pilot's insurance companies last year, a weak economy continues to restrain yields at its principal subsidiaries, Jefferson Standard Life Insurance Co. and Pilot Life Insurance Co., both of Greensboro, N.C.

Consolidated revenues for the four quarters ending Sept. 30, 1981 were $866,727,000, up 9.7% from $789,420,000 earned during the previous four quarters. Net income was also up, from $96,770,000 to $100,677,000, a gain of 4%.

Broadcast properties contributed 5.1% of revenues earned during the first three quarters of 1981 and 6.9% of net income. In 1980, broadcast holdings brought in 5% of consolidated revenues and 6.5% of net income.

Jefferson-Pilot Broadcasting Co. operates WGBS(AM)-WLYF(FM) Miami; WBT(AM)-WBCY(FM)-WBT-TV Charlotte, N.C.; WWBT(TV) Richmond, Va.; KIMN(AM)-KYGO(FM) Denver; WQXI-AM-FM Atlanta; WBIG(AM) Greensboro and WWIL(AM)-WHSL(FM) Wilmington, all North Carolina.

94

Josephson International Inc. □ *Marvin Josephson, chairman and chief executive officer; Alvin Schulman, president and chief operating officer.*

Josephson International Inc. (the name was officially changed from Marvin Josephson Associates on Nov. 5, 1981), is one of the largest talent agencies in the country. For the 12-month period ended September 1981, the company recovered from the previous year's poor performance. Revenues were up 56.2% to $59.2 million. Earnings increased 62.4% to almost $5.6 million, compared to the previous year's 25.6% profit decline. Earnings per share rocketed 70.5% to $2.25.

Effective Nov. 30, 1981, Josephson stock split two for one, payable to stockholders of record Nov. 16. The unaudited earnings per share figure of 62 cents for the quarter ended Sept. 30, 1981, has been adjusted by the company to 31 cents to reflect that split.

For the second consecutive year, Josephson made efforts to increase the number of properties within its broadcast portfolio, with the purchase, subject to FCC approval, of WVKO-AM-FM Columbus, Ohio, for $2.5 million. Earlier in 1981 the company purchased WNOR-AM-FM Norfolk, Va., for $2.6 million. It also owns WNIC-AM-FM Dearborn, Mich. (Detroit). Broadcast revenues for Josephson's fiscal year 1981 and first quarter 1982 (ended September 1981) totaled $7,746,000, about 11.4% of the company's total revenues for that period.

In addition to its talent agency businesses and broadcast outlets, Josephson also owns Robert Keeshan Associates Inc., producer of *Wake Up, with Captain Kangaroo* (Bob Keeshan). The program, known as *Captain Kangaroo* for 26 years, was renewed last year.

54

JWT Group Inc. □ *Don Johnston, chairman and chief executive officer.*

Revenues at the JWT Group for the year ended last September 30 climbed by 22% to almost $387 million, but earnings dipped by 26% to $11,525,000. JWT's profit slide was attributed to high interest costs and foreign exchange losses. For the nine months ended last September, JWT sustained foreign exchange losses of more than $4.4 million, compared to $850,000 in the comparable period of 1980. Interest costs were almost $7.5 million for the first nine months of 1981, as against almost $4 million in 1980. JWT executives expected a positive fourth quarter for the period ended last Dec. 31, citing continuing revenue growth throughout the company; a moderation in interest expense because of lower interest rates and reduced borrowing requirements, and a net gain of $2.3 million from a real estate transaction completed subsequent to the close of the period ended last Sept. 30.

Among new accounts obtained during the year were Lowe's Inc., Southern Pacific Communications Co., Terson Co. (candy), Genesco, Castle & Cooke Foods, two product assignments from Nestle and one from Kellogg. Lost during 1981 were Teledyne Water Pik, Mentholatum Co., Bausch & Lomb and Salada Foods. J. Walter Thompson, the U.S. subsidiary, continued in second place (to Young & Rubicam) in domestic broadcast billings in 1980. It had a total of more than $702 million accruing from a long list of accounts, including Ford Motor Co. and Ford dealers, Eastman Kodak, Lever Bros., Warner-Lambert, Standard Brands and Pepsi-Cola. Broadcast and related business account for 55% of the firm's business.

29

Knight-Ridder □ *Alvah H. Chapman Jr., president and chief executive officer.*

Known most for its chain of 35 newspapers across the country, Knight-Ridder continued efforts in 1981 to gain a foothold in the cable TV industry. Early in December 1981, it announced plans to join Tele-Communications Inc. (TCI) in acquiring, developing and operating enough cable systems to serve 100,000 subscribers by mid-1982 (BROADCASTING, Dec. 14, 1981). It is also involved in a joint venture with Telecable Corp. of Norfolk, Va., a subsidiary of Landmark Communications Inc., to bid for a cable franchise in Tampa, Fla., and another with Times Mirror Co. to request permission to wire Long Beach, Calif.

After completing an experiment in videotext with AT&T in Coral Gables, Fla., last September and giving the go-ahead to a larger videotext experiment, also with AT&T and in South Florida, to begin early in 1983, Knight-Ridder entered agreements with Affiliated Publications Inc. and Capital Cities Communications Inc.to share market data from both those experiments. If the data shows videotext is a viable venture, the three companies plan to launch systems in Boston, Kansas City and Fort Worth and later in other cities.

Consolidated revenues for Knight-Ridder reached $1,208,503,000 for 12 months ending Sept. 30, 1981, an increase of 13.7% from $1,062,675,000 earned in the previous 12 months. Net income rose 13.1% during the same period from $88,366,000 to $99,993,000.

Knight-Ridder owns WJRT-TV Flint, Mich.; WPRI-TV Providence, R.I.; WTEN(TV) Albany, N.Y., and WTKR-TV Norfolk, Va. Revenues from those stations totaled $35,170,000 or 3.4% of total revenues during the 12 months ended September 1981. During the previous 12 months, broadcast revenues totaled $27,879,000 or 3.8% of total revenues.

78

Lee Enterprises Inc. □ *Lloyd G. Schermer, president.*

Although Lee Enterprises neither sold nor bought any new properties over the past year, it has enjoyed an increase in revenues and profits. Its revenues for the year ended Sept. 30, 1981, were $153,061,000, up $16,103,000 from the same period last year; its net income was $19,074,000, an increase of $3,974,000. In addition to owning 18 daily newspapers in eight states, Lee also owns four VHF TV stations: KHQA-TV Hannibal, Mo./Quincy, Ill.; WSAZ(TV) Huntington, W. Va.; KGMB-TV Honolulu, and KOIN-TV Portland, Ore. It also owns two AM-FM combinations: WTAD(AM)-WQCY(FM) Quincy, Ill., and KFAB(AM)-KGOR(FM) Omaha, Neb.

Lee jointly owns NAPP Systems Inc. with Nippon Paint Co. of Osaka, Japan. NAPP, which manufactures graphic arts products, has completed construction of a $3-million facility to produce silver-free films and contact paper. The paper, called "NAPPrint," is being sold in controlled markets. In August 1980, Lee dissolved its other joint venture: SINO Information Resources Inc., which it had owned jointly with BNC Enterprises of New York to do business with the People's Republic of China in magazine and newspaper advertising, book and map publishing, and business service consulting. In its place, Lee formed Lee Publishers Group Inc., a wholly-owned subsidiary that publishes and distributes English language books, primarily on Chinese subjects.

63

Liberty Corp. □ *Francis M. Hipp, chairman; W. Hayne Hipp, president and chief executive officer.*

Liberty Corp.'s primary business is life insurance and savings and loans. On Oct. 16, 1981, it completed its buy of Orion Broadcasting for $110 million. It retained WAVE-TV Louisville, Ky.; WFIE-TV Evansville, Ind., and WMT-AM-FM Cedar Rapids, Iowa. Those station's join Liberty's broadcasting subsidiary, Cosmos Broadcasting, stations: WDSU-TV New Orleans; WIS-AM-TV Columbia, S.C.; WSFA-TV Montgomery, Ala.; WSRZ(FM) Sarasota, Fla., and WTOL-TV Toledo, Ohio.

Liberty's revenues for the year ended September 1981 rose to $318,323,000 from last year's $291,956,000. Earnings fell slightly, from $30,823,000 to $29,535,000.

Cosmos contributed $37.8 million in revenues during the previous four quarters, or about 12% of Liberty's revenue. Macon Patton, former Liberty president, became chairman and chief executive officer of Cosmos this year.

90

LIN Broadcasting □ *Donald A. Pels, chairman and president.*

LIN reported increases all down the financial line for this past year. Revenues for the 12 months ended Sept. 30, 1981, rose from $62.6 million to $67.5 million. Earnings rose to $17 million from $14.8 million. Earnings per share increased 41 cents to $3.09.

LIN completed its buy of WEMP(AM)-WMYX(FM) Milwaukee from Consolidated Broadcasting for $3.3 million during the past year. The company, in addition to its broadcasting operations, is involved in radio paging and two-way radio service and thus holds particular interest in the FCC's ongoing investigation in cellular mobile radio.

LIN owns WAND(TV) Decatur, Ill.; WIL-AM-FM St. Louis; WBBF(AM)-WMJO(FM) Rochester, N.Y.; WFIL(AM)-WUSL(FM) Philadelphia; KTVV(TV) Austin, Tex.; KXAS-TV Fort Worth; KILT-AM-FM Houston, and WAVY-TV Portsmouth, Va.

LIN bought Guest Informant in October, a publisher of books and magazines for hotel rooms.

8

3M Co. □ *Lewis W. Lehr, Chairman and chief executive officer.*

The diversified St. Paul-based manufacturing concern has 10 divisions which posted revenues of $6,436,000,000 for the four quarters ended September 1981. That was an 8.3% increase over the same period a year earlier. Earnings, however, dipped 14.1% to $576,000,000 from $670,000,000 and earnings per share also dropped 14% to $4.92 from $5.72.

The recording materials division manufactures recording and playback tape and equipment for markets ranging from broadcast and commercial audio and video to data processing and sound mastering. The division reports strong demand for videocassettes, data and computer tape and softened demand for audio tape products. New products include: mastering and reproducing videodisks in both consumer and industrial areas; data cartridge systems for fixed-disk memory minicomputers, and a digital audio mastering system. The division contributes about 8% of the company's total sales.

47

M/A Com Inc. □ *Lawrence Gould, president; Joseph C. Bothwell Jr., vice president.*

In spite of high interest rates that kept orders from smaller cable systems down, 1981 was another year of extraordinary growth for M/A Com Inc. Formerly Microwave Associates Inc., M/A Com supplies equipment for satellite communications, data communications, TV broadcast transmission and cable TV, as well as microwave components for government, commercial and telecommunications markets.

Revenues at M/A Com grew to $496,718,000 during the 12 months ending Sept. 31, 1981, from $336,488,000 during the previous 12 months. Net income rose 51.9% from $25,463,000 to $38,691,000. The company increased its volume of business with the U.S. Department of Defense during 1981 and expects to do so again once spending under the Reagan administration defense budget begins.

62

Maclean Hunter □ *Donald G. Campbell, chairman and chief executive officer; Frederick T. Metcalf, president and chief operating officer.*

Maclean Hunter is a diversified media corporation based in Toronto. Nearly 50% of its revenue is derived from its publishing operations, but it holds significant broadcasting and cable operations in Canada. In the U.S., it owns cable systems with 158,000 basic subscribers, primarily in northern New Jersey and near Detroit. It has 325,000 Canadian subscribers.

For the previous four quarters, M H brought in $322 million, a 37% increase over last year's $235 million. Earnings rose from $14.6 million to $23.5 million. Earnings per share increased from 54 cents to 75 cents. The figures include the $5.7 million in cash M H received in closing the deal on selling common shares of the Metro Toronto News Group.

Maclean Hunter is an active cable franchise applicant in the U.S. It has shown interest in communities near Detroit, Baltimore and Washington.

24

MCA Inc. □ *Lew R. Wasserman, chairman and chief executive officer; Sidney Jay Sheinberg, president.*

"Disappointing results" from its filmed entertainment division lowered earnings for MCA Inc. For the four quarters through Sept. 30, 1981, MCA earnings were down 34% from the previous year, from $155,170,000 to $102,565,000. Revenues were off 1.5% from $1,347,371,000 to $1,327,664,000.

In its latest quarterly report, MCA explained that its film division suffered "primarily due to a substantial reduction in theatrical revenues." The corporation added that given "the growing uncertainty in the market for licensing of theatrical films to the networks," it "considered it prudent in the third quarter to write down the unamortized television values of theatrical films unlicensed to television, reducing pre-tax income by $15,000,000."

On network television this season, MCA's Universal Television has had such series as *Harper Valley, Magnum P.I., House Calls, Dark Room, Shannon, Simon & Simon, Fitz and Bones* and *Quincy.* Syndicated properties range from *Sugar Ray Leonard's Golden Gloves* to *Hardy Boys/Nancy Drew* reruns. In addition, MCA is involved in the videodisk business with Discovision, a joint venture with IBM. And with Paramount and Time, it is now a partner in the advertiser-supported USA Network for cable and is considering pay-per-view opportunities.

Aside from television and theatrical films (with 1981 titles ranging from "The Four Seasons" to "Endless Love"), MCA's filmed entertainment division also encompasses Universal Studios Tour and Amphitheatre among other activities. About 10% of MCA's revenues are related to television.

Other MCA businesses involve records and music publishing, retail and mail order (Spencer Gifts), and others ranging from the MCA Publishing Group (books) to its MCA Financial operations.

31

McGraw-Hill Inc. □ *Harold W. McGraw Jr., chairman and chief executive officer; Joseph L. Dionne, president and chief operating officer.*

McGraw-Hill, one of the country's leading publishers of books and trade publications, is also a significant factor in broadcasting. It operates four network-affiliated television stations—WRTV(TV) Indianapolis; KERO-TV Bakersfield, Calif.; KMGH-TV Denver, and KGTV(TV) San Diego. In 1980—broadcasting figures for 1981 were not yet available—the stations accounted for $53,561,000 of the company's revenues. But overall, that year, McGraw-Hill revenues topped $1 billion. In the four quarters ending in September 1981, the company reported total revenues of $1,072,937,000, compared to $977,201,000 for the preceding four quarters. The company's earnings per share increased in the same period from $3.36 to $3.39.

60

MCI Communications Corp. □ *William G. McGowan, chairman and chief executive officer.*

MCI Communications, one of the first of the common carriers to take advantage of favorable FCC rulings to compete with mighty AT&T for business it had always taken for granted, is continuing to record impressive gains. The company reported revenues in the four quarters ending in September of $334,404,000, almost double the $182,045,000 reported a year ago. Earnings more than quadrupled, from $6,672,-000 to $27,483,000 (in both cases, after payments of preferred stock dividends).

The company offers intercity long-distance telecommunications over a country-wide microwave radio network. And last year, it began making headway in efforts to sign up residential in addition to business customers. Indeed, the company now has 500,000 residential customers and thus can make more efficient use of its facilities. In 1980, the company reported only 60,000 customers nationwide. Another reason for the boost in revenues and profits was the increase in rates it charges; MCI's rates, following those of AT&T, have increased about 15%.

57

Media General Inc. □ *D. Tennant Bryan, chairman; Alan S. Donnahoe, president.*

Media General Inc. hopes to expand its broadcasting holdings in 1982, having recently announced plans to purchase WJKS-TV Jacksonville, Fla. from Ziff-Davis Broadcasting Co. for $18 million. Completion of that sale could come in March, pending FCC approval and proof of "due diligence" by the company to its stockholders. Media General presently owns WFLA-AM-FM-TV Tampa/St. Petersburg, Fla., and three cable systems with a single headend near Fredericksburg, Va.

Total revenues for the 12 months ending Sept. 30, 1981 were $354,268,000, up 9.5% from $323,301,000 generated during the previous 12 months. Net income rose during the same period by 7.2% from $28,258,000 to $30,304,-000. Broadcast revenues amounted to 6% of total revenues during the first nine months of 1981, a slight decrease from the 6.2% of total revenues broadcast holdings generated during 1980. A company spokesman attributed this to higher revenues from its newspaper holdings.

52

Meredith Corp. □ *E.T. Meredith III, chairman; Robert A. Burnett, president and chief executive officer.*

Meredith's most recent four quarters gave the company its highest earnings ever, $419 million in revenues, $24.4 million in earnings at $7.75 per share. That was an increase over last year's $360 million in revenues, $22.8 in earnings and $7.33 per share.

Meredith's five television and six radio stations account for 17% of the company's revenues. The bulk comes from its magazine division that publishes *Better Homes and Gardens* and *Apartment Life*. Broadcast division revenues were $69.1 million, or 17% of company revenues for the previous four quarters.

The company's annual report attributed the record numbers to its book publishing and broadcasting divisions. KPHO-TV Phoenix was cited in particular for highest growth in sales.

Last year the company began to make inroads into television production. But Meredith has shelved *World's Apart* and "is no longer involved" in the Bill Hillier production of *The World of People*.

Meredith owns a 40% interest in Omega Communications, licensee of WOFL-TV Orlando, Fla., which went on the air in October 1979. Its other broadcast holdings, of which it owns 100%, are: KPHO-TV Phoenix; WPGH-TV Pittsburgh; WTVH(TV) Syracuse, N.Y.; WNEM-TV Bay City, Mich.; KCMO-AM-TV and KCEZ(FM), all Kansas City; WGST(AM)-WPCH(TV) Atlanta, WOW(AM)-KEZO(FM) Omaha.

Among 1980 acquisitions, the company bought 50% of the stock of Planned Cable Systems Corp., which offers STV service to Fort Lauderdale, Fla.

65

Metro-Goldwyn-Mayer Film Co. □ *Frank E. Rosenfelt, chairman and chief executive officer; Donald Sipes, president and chief operating officer.*

Metro-Goldwyn-Mayer Film Co. capped an extraordinary year in fiscal 1981 by purchasing the United Artists Corp. from Transamerica Corp. in July for $380 million. In August approximately $144 million of MGM common stock was sold with proceeds used to reduce the amount of indebtedness incurred for the UA purchase. Approximately $44 million of the stock was purchased by the public and $100 million by financier Kirk Kerkorian, who raised his ownership in MGM shares from about 47% to 54%. As part of this acquisition, David Begelman, president and chief operating officer of MGM, was named chairman and chief executive officer of United Artists, and Donald Sipes, president of Universal Television, succeeded Begelman as president and chief operating officer of MGM.

It was a propitious time for expansion by MGM, which ended its fiscal year last Aug. 30 with revenues of $298,313,000, up 65% from 1980 and with net income of $23,164,000, up 41%. Television and other video forms played a significant role in the revenues upsurge, totaling almost $147 million, accounting for 46% of the total. Distribution to television of feature films contributed heavily, amounting to $82,560,000, up from $33,917,000 in fiscal 1980.

Revenues from television programing slipped modestly from $39,554,000 in 1980 to $38,953,-000. But the newer communications forms, listed by MGM as pay television and home video, grew dramatically. Revenues climbed to $25,224,000 from $5,659,000 in fiscal 1980. MGM noted that for fiscal 1981, its results include one month's operation of United Artists.

50

Metromedia □ *John W. Kluge, chairman and president.*

Metromedia describes itself as "a leading group broadcaster, outdoor advertising and entertainment company with operations nationwide." Its broadcasting revenues in the four quarters ending in October totaled $263,185,000, more than half of the company's total revenues of $478,-034,000. (The comparable figures for the preceding four quarters were $193,182,000 and $442,460,000). But the major news in broadcasting that involved Metromedia was its proposed purchase of WCVB-TV Boston for the largest price—by far—ever paid for a single station: $220 million (BROADCASTING, July 27, 1981). To bring Metromedia within the permissible limit of seven television stations, the company in September sold, subject to FCC approval, KMBC-TV Kansas City, Mo., to the Hearst Corp. for $79 million. The company's 19 other stations are WNEW-AM-FM-TV New York; WASH(FM)-WTTG(TV) Washington; WTCN-TV Minneapolis-St. Paul; WXIX-TV Cincinnati; KLAC(AM)-KMET(FM)-KTTV(TV) Los Angeles; KRIV-TV Houston; WIP(AM)-WMMR(FM) Philadelphia; KNEW(AM)-KSAN(FM) San Francisco-Oakland; WMET(FM) Chicago; WOMC(FM) Detroit; KRLD(AM) Dallas-Fort Worth, and WCBM(AM) Baltimore. The company's other holdings include The Ice Capades, Metromedia Producers Corp., and the Harlem Globetrotters, as well as outdoor and advertising businesses in 15 markets.

15

Motorola □ *Robert W. Galvin, chairman and chief executive officer; William J. Weisz, vice chairman and chief operating officer; John F. Mitchell, president and assistant chief operating officer.*

With revenues exceeding $3.2 billion, Motorola is one of the leading manufacturers of electronic equipment. Its products include: two-way radios, semiconductors, electronic equipment for military and aerospace use; electronic engine and digital appliance controls, automobile and citizen band radios, high-speed modems, multiplexers and network processors.

New products introduced during the past year included a number of FM two-way radio sets under its "Handi-Talkie" label; radio pagers and mobile telephones.

While the FCC is still trying to come to grips with its AM stereo rulemaking, Motorola continues to press the commission for a decision adopting its proposed system, one of five, as the single industry standard. The company estimates that the potential AM stereo market could produce yearly revenues of between $75 million and $150 million. Should the commission eventually decide on a single system, a company spokesman suggested, the winner will license others to produce the equipment.

For the four quarters ending September 1981, the company produced revenues totaling $3.28 billion, a gain of 7.4% over the previous four quarters, but far shy of the 18.2% revenue gain it was able to register for the period ending September 1980. Earnings for the 12-month period ending September 1981 were up 5.3% to $182.4 million. Earnings per share totaled $5.81 for the four-quarter period through September 1981, up 4.6% from the previous year.

72

Multimedia Inc. □ *Wilson Wearn, president and chief executive officer.*

Multimedia, with holdings in newspapers, broadcasting and cable, continued to record significant gains. In the four quarters ending in September, it reported revenues of $187,187,-000, compared to $155,651,000 for the preceding four months. Earnings for the most recent four quarters totaled $24,394,000, an increase of almost $4 million.

The company's broadcast and cable interests generated 59% of revenues in the past four quarters—$110,215,000, an increase of more than $25 million over the $84.5 million those divisions provided in the preceding four quarters. The broadcast division includes 18 stations, but Multimedia plans to swap two of them—WXII(TV) Winston-Salem, N.C., and WFBC-TV Greenville, S.C., plus $8.25 million for Pulitzer's KSDK(TV) St. Louis. The application seeking FCC approval was filed in December, nine months after the deal was originally announced. Multimedia officials said "contractual problems," since resolved, delayed the filing.

The company's other broadcast holdings are WMAZ-AM-FM-TV Macon Ga.; WWNC(AM) Asheville, N.C.; WFBC-AM-FM Greenville, S.C.; WLWT(TV) Cincinnati; WBIR-TV Knoxville, Tenn.; WZT(TV) Nashville; WAKY(AM)-WVEZ(FM) Louisville, Ky.; WEZW(FM) Milwaukee. The division also includes Multimedia Program Productions, which produces and distributes television programs—including the top-rated *Donahue* talk show. The cable television division operates systems in Kansas, North Carolina, Oklahoma and Illinois, with total subscribers of more than 125,000. The company's media also include newspapers—13 dailies and 22 non-dailies.

37

New York Times Co. □ *Arthur Ochs Sulzberger, chairman; Walter E. Mattson, president.*

The New York Times is only the best known of the many properties owned by the New York Times Co. The company is also a major factor in magazine publishing, information retrieval, the worldwide syndication of news and features and newsprint companies, as well as in broadcasting and, since March, cable television.

All told, the company in the four quarters ended September 1981, reporting earnings of $813,033,000, compared to $714,980,000 for the four preceding quarters. For the most recent period, the revenues included $31,102,000 contributed by the broadcast and cable section, almost twice the amount broadcasting provided in the preceding four quarters.

The increase follows the expansion of the company into cable television. In March, it became a cable owner with the acquisition of NYT Cable TV, in southern New Jersey. The company's broadcasting stations are WREG-TV Memphis, Tenn.; WHNT-TV Huntsville, Ala.; KFSM-TV Fort Smith, Ark., and WQXR-AM-FM New York.

43

A.C. Nielsen Co. □ *Arthur C. Nielsen Jr., chairman; N.E. Harden, president.*

Total revenues at A.C. Nielsen grew by 17.3% during the 12 months ending Sept. 30, 1981. Revenues grew from $493,116,000 during the previous 12 months to $578,721,000. Net income grew 25.4% from $28,456,000 to $35,700,000.

A multinational corporation offering research, petroleum information and other services, A.C. Nielsen is best known in the communications industry for its media research services which now include Compucon—a division offering telecommunications engineering services to cable systems, media and cable programing firms, common carrier equipment vendors, telephone and utility companies and oil and railroad companies. Acquired in October 1980, Compucon helped boost the percentage of revenues earned from media services at A.C. Nielsen from 9.7% during the 12-months ending Sept. 30, 1980, to 10.8% during the same period in 1981.

A.C. Nielsen acquired 10 companies during 1981, one of them C.P.M. Services, N.Y., offering media-related services. Nielsen now offers that former company's "Cassandra" software package, daily, market-by-market updates of TV station ratings.

13

Nippon Electric Co. □ *Koji Kobayashi, chairman and chief executive officer; Tadahiro Skimoto, president.*

Edging close to $5 billion in revenues, the electronic communications giant Nippon Electric Co. (NEC) is clearly benefitting from the worldwide explosion in demand for what NEC likes to call its "C&C" products—items combining the technologies of computers and communications. Indeed, by product line, the electron devices unit that incorporates NEC's manufacture and sale of integrated circuits experienced the largest growth in sales for the company last year—31%.

NEC views its businesses as falling into the following areas—communications, (which includes fiber and coaxial transmission and switching systems for telephone communications) facsimile devices, mobile telephone systems and radio paging devices, broadcast equipment, and satellite earth stations; computers and industrial electronic systems; electron devices; home electronics, including television sets, videotape and disk players, audio systems and household appliances, and an "other operations" category including such businesses as test systems, electrical connectors and vending machines.

NEC revenues advanced 22.2% in the year ending March 1981 (the latest period for which figures are available), to $4.8 billion; while earnings were up 51.4% to $99,305,000.

NEC America is the subsidiary responsible for sales to broadcast and cable customers in this country.

17

North American Philips Corp. □ *Pieter C. Vink, chairman; Cees Bruynes, president and chief executive officer.*

With the Jan. 21, 1981, purchase of GTE's consumer electronics business, North American Philips added Sylvania and Philco audio and video products to its diversified line best known for Norelco and Magnavox products. The GTE purchase, carried a $118-million price.

The year also saw Philips sell its Philips Broadcast Equipment and American Data Corp. to Central Dynamics in Point Sinclair, Quebec. Those subsidiaries market TV cameras, transmitting, routing and switching equipment. No price was disclosed.

For the year through Sept. 30, 1981, North American Philips's revenues increased 30% from the previous four quarters, from $2,290,-545,000 to $2,979,993,000. Earnings were up 44%, from $73,035,000 to $105,282,000.

During 1981, Philips restructured its operations into three major sectors: consumer products and services; electrical and electronic components, and professional equipment and lighting.

While the company's manufacturing portfolio ranges from Selmer musical instruments to Baker furniture, product involvement with the electronic media includes Magnavox, Philco and Sylvania TV sets; cable TV equipment; Magnavision videodisk systems; Odyssey video games; radio sets and stereo sets. Sales related to the electronic media contributed about 15% to Philips's total.

Philips is 62% owned by a trust for shareholders of the Dutch firm, N.V. Philips.

48

Oak Industries □ *Everett A. Carter, chairman and chief executive officer.*

Since 1978, 49-year-old Oak Industries has been split into two distinct groups: Oak Communications and Oak Technology. Interests within the former group include subscription television and cable television, while the latter manufactures switches and electronic laminates. As in the past few years, Oak's revenues continued to climb. For the four quarters through September 1981, Oak achieved a 40% gain, reporting $491,-687,000 compared with $351,279,000 in last year's survey. Net income escalated nearly 61% to $26,949,000, and earnings per share showed a 35% increase at $2.14.

In Oak's subscription television department during the third quarter of 1981, the Chartwell Communications Group interest in their National Subscription Television joint venture was purchased. That 49% interest gave Oak total control of the Los Angeles On TV system, founded by the two companies in 1977. Oak's On TV is also offered in Phoenix, Dallas-Fort Worth, Fort Lauderdale-Miami and Chicago. In the Fort Lauderdale market, Oak owns 100% of the STV operation as well as the station, WKID(TV), channel 51. Oak also has a 49% interest in WSNS(TV) Chicago, channel 44, which broadcasts the 50% Oak-owned STV service. During the year Oak entered into a joint venture with WBFF(TV) Baltimore, attaining 90% of the STV operation, subject to purchase option that could reduce its interest to 75%.

Oak's CATV interests are twofold: equipment manufacturing and system ownership. Among its products are converters for regular CATV home installations, encoders and decoders for scrambling and unscrambling signals for pay cable, including addressable decoders. On Feb. 4, 1981, the company completed purchase of the cable system serving Oxnard, Calif., for about $22 million. Another important acquisition during 1981 was the purchase of 81% of a video conferencing firm, VideoNet, based in Woodland Hills, Calif.

On the Oak Technology front, the company services the home appliance industry with components including the Touch-in Panel (TIP) switch used in copy machines, microwave ovens, communications and navigation equipment.

66

Ogilvy & Mather International □ *William Phillips, chairman of Ogilvy & Mather U.S.A. and chief executive officer of Ogilvy & Mather International.*

Worldwide revenues of Ogilvy & Mather International grew by about 11% to $286,216,000 for the 12-month period ended Sept. 30, 1981, but net income dipped by about 5% to $13,979,999 because of foreign translation and exchange loss. During the first nine months of 1981, Ogilvy suffered a foreign translation and exchange loss of $2,940,000, compared with a loss of $73,000 in the previous nine-month period.

Ogilvy completed an important acquisition in December 1981 when it purchased the direct marketing firm of A. Eicoff & Co. Eicoff, a specialist in direct marketing, bills about $50 million, of which an estimated 95% is in broadcast.

During the year Ogilvy acquired the accounts of Columbia Pictures International, Hallmark (Ambassador Greeting Cards), and Foremost Foods. It lost or resigned Clairol, F&M Schaefer Brewing Co. and Warner Amex Satellite Corp.

O&M invested $320 million in television and radio domestically in 1980, placing it in sixth position among U.S. agencies. Its radio-TV spenders include American Express Co., Avon Products, Block Drug, Bowery Savings Bank, General Foods, Hershey Foods, Lever Bros., Menley & James, Armour & Co., Royal Crown Cola, Sears, Roebuck & Co., Del Monte and Nationwide Insurance. Broadcast is responsible for about 50% of its total revenues.

81

Outlet Co. □ *Joseph S. Sinclair, chairman; Bruce G. Sundlun, president and chief executive officer.*

Outlet may be missing from BROADCASTING's Top 100 list next year. If all goes according to plan, what remains of Outlet will be merged into Columbia Pictures Industries (see page 40), with Outlet's president and its chairman getting seats on the Columbia board. On. Dec. 10, 1981, the shareholders of both companies, in separate actions, approved the merger, which is to be accomplished by a tax-free exchange of stock valued at some $170 million. The deal now awaits approval by the FCC, and the parties say that closing is expected in the spring. Prior to closing, Outlet is to sell off its remaining specialty stores, 70 in all, and three of its radio stations. That will leave five VHF television stations and four radio stations to roll into Columbia.

Outlet has already arranged to sell two stations, WDBO-AM-FM Orlando, Fla., to Katz Communications for $9.5 million. And the company says it is close to a sale on WSNE-FM Taunton, Mass.

This marks a radical shift for a company that 21 months ago spent $65 million to purchase KOVR-TV Stockton-Sacramento, Calif., and which later sold off its department store division and men's wear division for $38.5 million. The word then from president Bruce Sundlun was that Outlet intended to fill out its broadcast complement, and move into other broadcast-related businesses. Prior to the sales of those store units, Outlet's revenues had been composed of about 85% retail sales; following them, broadcasting produced about 50% of the revenues.

Then in March 1981, Sundlun made a presentation to New York securities analysts, at which his emphasis on the value of the Outlet stations properties left some analysts with the impression he might be looking for a buyer for the company. In July, a joint announcement from Columbia and Outlet confirmed reports that a merger partner had indeed been found.

Outlet's revenues for the 12 months ended October 1981 were $142,286,000, up 10.7%; earnings were $781,000, against a $33,254,000 loss in the previous 12 months. The radio stations merging into Columbia are WTOP-AM Washington, KIQQ-FM Los Angeles, WIOQ-FM Philadelphia and WQRS-FM Detroit; the television properties are WJAR-TV Providence, R.I.; WDBO-TV Orlando, Fla.; KSAT-TV San Antonio, Tex.; WCMJ-TV Columbus, Ohio, and KOVR-TV.

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Post Corp. □ *V.I. Minahan, president; David L. Nelson, executive vice president.*

Post Corp. is a diversified media company that owns 11 newspapers, five television stations, three radio stations, three printing companies, a TV and film production company and a shopper.

The Appleton, Wis.-based company saw earnings rise from $2,738,000 to $3,018,000 for the year ended Sept. 30, 1981. Revenues rose slightly, from $77.5 million to $78 million. Earnings increased from $1.49 to $1.65 per share.

Post stations are WOKR(TV) Rochester, N.Y.;

KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa; WEAU-TV Eau Claire, Wis.; WLUC-TV Marquette, Mich.; WLUK-TV Green Bay, Wis.; KBIZ(AM) Ottumwa, WAXX(FM) Eau Claire and WAYY(AM) Chippewa Falls, Wis.

The company derives 29% of its revenue from broadcasting, although in its 1980 annual report broadcasting accounted for 73% of the company's net earnings. Drops in classified advertising have hurt Post's newspaper earnings in recent years.

5

RCA Corp. □ *Thornton F. Bradshaw, chairman and chief executive officer.*

RCA Corp.'s sales in the 12 months ended Sept. 30 increased 1.04% above those of the same period of the year before, reaching $7,985,500,000. But net earnings declined 77.11% to $70,100,000 as a result primarily of reserves set aside during the July-September period for losses related to the restructuring or disposition of some operations and the revaluation of certain assets. Lower operating earnings during that quarter also contributed to the loss, but officials said they thought the decisions taken during the quarter would enable RCA to resume its progress in coming months.

Among the steps being taken were a write-down of some NBC-TV programs that would not be broadcast a second time and revaluation of certain assets of the company's worldwide picture-tube operations and of its Hertz truck rental and leasing operations. RCA was also in the final stages of a divestment program undertaken in 1980 to permit concentration on four basic areas: the NBC broadcasting operations, the Hertz car-rental business, financial and consumer products and services and electronics and communications.

With RCA's acquisition of CIT Financial Corp. in 1980, NBC slipped from second place to third as an RCA profit center. NBC accounted for $75.3 million in pretax earnings in 1980, down from $105.6 million in 1979. RCA's Hertz transportation services—first in pretax earnings in 1979—took second place with $127.2 million, down from $146.8 million. Hertz was replaced as number one by CIT, which represented $177.4 million in 1980 pretax earnings. Electronics—consumer products and services, commercial products and services and government systems and services—together accounted for $295.9 million in pretax profits. The communications segment, RCA Global and RCA Americom, the latter a prime supplier of communications satellite services, represented $90.9 million.

NBC remained the number-one contributor to RCA revenues in 1980, with an all-time high of $1,521,800,000. Its earnings decline was attributed to a write-off caused by the U.S. boycott of the Moscow Olympics, to which NBC held TV rights, and the additional costs of covering the 1980 political campaigns. Transportation services represented $1,290,200,000 of RCA's revenues, electronics $3,364,900,000 and communications $253,500,000.

NBC revenues represented about 19% of RCA total sales in 1980. Sales of broadcast and cable gear and revenue from the sale of satellite time to cable and broadcasting services were believed to bring the total from broadcasting, cable and related sources to about 35%.

Earnings during 1981 felt the effects of sharply higher interest expense, substantial outlays in connection with the introduction in March of the RCA Selectavision videodisk system and unprofitable operations in the company's European joint venture for the manufacture of picture tubes. The company continued to acquire programing for its videodisk venture, which it launched in March but which produced lower than expected sales of player units during the rest of the year, although sales of program disks were said to be strong. RCA also joined Rockefeller Center Inc. as an equal partner in the RCTV pay-cable program service (The Entertainment Channel), due to start in 1982. And, with space on its communications satellites running short, RCA launched Satcom III-R in November 1981 and hoped to launch another, already under construction, in 1983.

RCA-NBC broadcasting operations include the NBC Radio network, NBC-TV network, The Source radio network, NBC News, NBC Entertainment, NBC Sports, five TV stations and four AM-FM combinations. The TV stations are WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago, WKYC-TV Cleveland and KNBC(TV) Los Angeles. The radio stations are WNBC(AM)-WYNY(FM) New York, WRC(AM)-WKYS(FM) Washington, WMAQ(AM)-WKQX(FM) Chicago and KNBR(AM)-KYUU(FM) San Francisco.

75

Reeves Communications Corp. □ *Marvin H. Green Jr., chairman and chief executive officer; Seth Baker, president.*

Prior to 1981, Reeves Communications had been almost exclusively involved in television, producing programing and offering production services. Now, Reeves TV involvement represents only about 50% of its business after last year's acquisition of the former Musexport Group of direct-mail companies for an aggregate price of about $72 million.

Due to that acquisition as well as healthy gains in its television business, Reeves revenues soared 332% for the four quarters through September, to $165,936,000. Net earnings were up 312% to $13,156,000.

The Reeves Entertainment Group, including Alan Landsburg Productions and Grant-Reeves Entertainment, this season has a programing portfolio including the networks' *That's Incredible* and *Gimme a Break,* the syndicated *In Search Of* and made-for-TV movies ranging from *The Jayne Mansfield Story* to *A Long Way Home.*

The Reeves Television Facilities Group provides production and post-production work on broadcast and cable shows. And Corporate Services handles a variety of communications work for companies such as Xerox and J.C. Penney.

The new Reeves International direct-marketing business offers books, encyclopedic and reference materials and various leisure products including the "Bullworker" exercise device. According to Chairman Green, "The benefits of integrating our established skills and the direct marketing skills of Reeves International will, we believe, be realized during the next few years in the rapidly emerging home video market."

6

Rockwell International Corp. □ *Robert Anderson, chairman and chief executive officer; Donald R. Beall, president and chief operating officer.*

Rockwell's revenues for the four quarters ended September 1981 totaled $7,039,700,000, a 1.9% increase over the same period a year earlier. Earnings also rose 4.1% to $291,800,000 and earnings per share amounted to $3.84, up 1.8%.

The company's electronics division accounts for about 25% of the firm's total sales. Among the division's various products are microwave transmission systems, data and voice switching equipment, microelectric devices, avionics systems and electronic systems for the defense industry.

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Rogers Cablesystems Inc. □ *John Graham, chairman; Edward S. Rogers, vice chairman, chief executive officer.*

Rogers Cablesystems, the largest MSO in Canada, with 1.2 million subscribers, vastly broadened its interests in the United States this year with the acquisition in November of UA-Columbia Cablevision by a joint venture between Rogers and United Artists Theater Circuit, which had been the single largest shareholder (28%) in UACC. Rogers ends up with the controlling interest (51%) in UACC, which then was the nation's 10th largest MSO, serving some 450,000 subscribers in 15 states, at a cost of about $160 million. UACC has been renamed Rogers-UA Cablesystems, and its half interest in USA Network was sold to Time Inc. for $15 million prior to the Rogers acquisition. Rogers, by the way, had changed its name earlier in the year, from Canadian Cablesystems, in a move that reflected the 54% interest the Rogers family holds in the company. pany.

The Rogers-UATC buyout of UACC capped a months-long wrangle over the cable company—its directors approved a purchase bid from a joint venture of Dow Jones & Knight Ridder over the strenuous objections of the UATC faction. UATC then made its own counteroffer, before finding in Rogers a partner with which it could outbid Dow Jones and Knight Ridder for the whole of UACC.

Rogers separately had received final approval on several United States franchises in the year—chiefly for Portland, Ore., and a group of Minneapolis suburbs. Rogers UA has now taken over all the Rogers interests in this country, making it the ninth largest MSO with 515,000 subscribers.

In lining up the money to make the UACC purchase, Rogers sold its minority interest in the Canadian theater chain, Famous Players Ltd. to the majority holder, Gulf + Western Industries, for $47 million. The company also moved to sell off several other minor subsidiaries and interests, concentrating its activities in cable and communications. In the western United States, Rogers is involved in several STV operations, and it also has cable holdings in Ireland.

Looking toward the future, Rogers has an interest in a consortium of Canadian cable operators who have made an application to their government to provide pay television in Canada, with the government expected to grant the first pay licenses soon.

For the 12 months ended May 1981 (the latest period for which figures have been released) Roger Cablesystems reported revenues of $85 million (U.S.), up from $50 million. Earnings dropped from $11.6 million to $6.5 million (reflecting costs of the acquisition in 1980 of Premier, then Canada's second largest MSO). Were the revenues of what is now Rogers-UA included in those 12 months totals, the figures would have soared to over $160 million.

49

Rollins Inc. □ *O. Wayne Rollins, chairman; R. Randall Rollins, president.*

Rollins's largest activity continues to be in the pest control, security protection and oil and fuel services areas. However, in the past year, it has been expanding its Rollins CableVue operations. Rollins CableVue plus the radio and TV stations and outdoor advertising interests, make up the parent company's media group. The group accounted for approximately 14% of Rollins's revenues in the last fiscal year.

Rollins CableVue has an 80% interest in Connecticut systems in Branford, Guilford, Madison, New Haven, North Branford, North Haven and Wallingford. In Delaware, it is 100% owner of systems in Elsmere, Newark, Newscastle, Newcastle county, Newport and Wilmington. Currently it is building an additional 16 systems in Rhode Island and Massachusetts and actively seeking other franchises in that area.

The broadcast lineup of Atlanta-based Rollins remained intact in 1981. There are three VHF's: WCHS-TV Charleston-Huntington, W. Va.; WEAR(TV) Mobile, Ala.-Pensacola, Fla., and WPTZ(TV) Plattsburgh, N.Y.-Burlington, Vt. Its six radio stations are KDAY(AM) Santa Monica, Calif.; WCHS(AM)-WBES(FM) Charleston, W. Va.; WBEE(AM) Harvey, Ill.-Chicago; WRAP(AM) Norfolk, Va., and WAMS(AM) Wilmington, Del.

The corporation overall had revenues in the four quarters ended Sept. 30 of $482,461,000, with profits of $46,520,000 and earnings per share of $1.69. That was substantially up over the preceding four quarters when revenues were $414,564,000 and profits were $36,757,000.

Major contributor to those figures was 81-year-old Orkin Exterminating Co., which dominates the pest control industry. Other facets of Rollins Inc. include its Patterson division that supplies crews and equipment to oil and gas companies for drilling and production. In addition, there is Rollins Protective Services Co. whose earnings in the last fiscal year were $1 million, a reverse from the previous year's $3.3-million loss.

22

Schering-Plough □ *Richard J. Bennett, chairman and chief executive officer; Robert P. Luciano, president and chief operating officer.*

A sharp third-quarter dip lowered earnings and earnings per share for Schering-Plough for the year ended September 1981. Earnings dropped from $238.7 million to $186.6 million, and earnings per share dropped 99 cents to $3.45. Overall revenues rose from $1.69 billion to $1.81 billion.

The decline was attributed to S-P's nonbroadcast holdings. The company is best known for its pharmaceuticals and home and consumer products. The drop stemmed from losses on the foreign currency exchange and increased domestic competition, the company said.

The figures for its broadcast holdings—12 radio stations—are included in a category entitled "other," which also includes animal health and footwear products. That category accounted for 14% ($131.9 million) of revenues for the previous four quarters. Broadcasting itself contributed 1.7%.

S-P owns WUBE-AM-FM Cincinnati, WPLO-AM-FM Atlanta, WCAO(AM)-WXYV(FM) Baltimore, WJJD(AM)-WJEZ(FM) Chicago, WMPS(AM)-WHRK(FM) Memphis, and WQXM(AM) Clearwater and WSUN(AM) St. Petersburg, both Florida.

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Scientific-Atlanta □ *Sidney Topol, chairman and president.*

Scientific-Atlanta, a major supplier to the cable television industry, includes in its product line everything from satellite earth stations, headend equipment and coaxial cable to 54-channel home set-top converters. Other lines serve markets for energy management, home security, test and measurement instrumentation, satellite communications equipment, and government applications.

Scientific-Atlanta also serves broadcast customers as well, and chairman Topol has said "1981 was the year in which demand for satellite capacity surged in the TV and radio broadcast markets." Broadcasters ordered 144 ground stations from Scientific-Atlanta in its fiscal 1981, and S-A is negotiating an agreement to provide ABC radio with the digitial satellite equipment it will use to distribute its services starting in 1983). A new Mexican affiliate received orders for 15 earth stations for use in Mexico's national television network.

Scientific-Atlanta has experienced some slowness in bringing production of its 54-channel converters up to volume, a fact which trimmed earnings growth in the cable equipment business. At the same time, Group W Satellite Communications placed a $1.8 million order for two satellite transmitting stations and two receive stations for its Satellite NewsChannels joint venture with ABC. And in business communications, MCI selected Scientific-Atlanta's broad-band modem for use in local distribution systems.

In the 12 months ended in September, Scientific-Atlanta logged revenues of $303,087,000, up 45.6% and earnings of $20,176,000, up 42.9%.

86

Scripps-Howard Broadcasting Co. □ *Jack R. Howard, chairman; Donald L. Perris, president.*

Scripps-Howard Broadcasting, a Cincinnati-based group owner of eight radio and six television stations, escalated its involvement in cable during the past year. It now has cable interests in California, Connecticut, Florida, Massachusetts and Michigan, and when fully developed, the systems will pass more than 250,000 homes. Last year's developments were: Cablevision of Connecticut, of which Scripps-Howard is a partner with two other companies, was awarded the 120,000-home cable franchise for lower Fairfield county, Conn.; another partnership in which Scripps-Howard has an interest (18%), was awarded the franchise for Springfield, Mass., which will pass 57,000 homes and represent an investment of $1,400,000 for Scripps-Howard; the 5,000 home franchise for Farmersville, Exeter, Ivanhoe and portions of Tulare county, Calif., was awarded to a subsidiary of Scripps-Howard, an investment of $1,200,000, and in Florida, a Scripps-Howard subsidiary acquired a 12,000-subscriber system serving Lake county for $10,000,000.

Two of the company's radio stations, KUPL-AM-FM Portland, Ore., were acquired during 1981 for $4,750,000. Its other broadcasting properties are WBSB(FM) Baltimore; KMEO-AM-FM Phoenix; WMC-AM-FM-TV Memphis; KNOX(AM) Knoxville, Tenn.; WCPO-TV Cincinnati; WEWS(TV) Cleveland; KSHB-TV Kansas City, Mo.; KJRH(TV) Tulsa, Okla., and WPTV(TV) West Palm Beach, Fla.

Scripps-Howard also experienced a four-for-one stock split in October.

Revenues for the four quarters ended Sept. 30, 1981, were $84,235,270, up from the previous four quarters of $68,444,000. Net earnings for the same quarters were $17,608,000, up from $16,408,000.

83

Selkirk Communications □ *J. Stuart MacKay, president.*

Selkirk is a Canadian-based company that owns five cable systems in the U.S. in and around Fort Lauderdale, Fla. Selkirk counts 19,000 subscribers from the 110,000 homes in the area. In addition, Selkirk owns 32.3% of Tocom, a cable television equipment company based in Fort Worth.

Selkirk had revenues of $122,083,000 last year with earnings of $11,438,000. Although one quarter showed a deficit, primarily from capital spending in the Florida cable systems, a strong 1981 third quarter from a land sale, helped boost earnings.

Selkirk also owns three television stations and 11 radio stations in Canada in addition to a news service, rep firms and other allied operations. (It owns the U.S. rep firms Seltel and Selcom.)

Selkirk derives all of its revenue from broadcast-related ventures, but its U.S. cable systems represent only 4% of overall revenue. Selkirk applied for but lost the cable franchise for Fairfield county, Conn., though it remains an active franchise applicant in the U.S.

10

The Signal Companies Inc. □ *Forrest N. Shumway, chairman and chief executive officer; Daniel W. Derbes, president.*

Ampex, a major manufacturer of audio-visual products, was absorbed Jan. 15, 1981, by the Signal Companies, a worldwide multi-industry company involved in aerospace, trucking and energy. The merger was effected by the exchange of .85 of a Signal common share for each common share of Ampex.

For nine months of 1981, Ampex sales increased from $373.6 million reported in the first three quarters of 1980 to $390.5 million. Earnings slipped from $8 million to $6.5 million. While magnetic tape sales were up, a poor economic climate and high interest rates kept revenues from other products down. The downturn was most noticeable late in the year, with Ampex earnings down 19% in the third quarter.

The Signal Companies owns 49% of Golden West Broadcasters, involved in broadcast programing, radio/TV station operation, and pay TV. Signal does not break out figures for Golden West, but alluded to its "continuing investment to develop its subscription TV" operations as part of an explanation for depressed earnings from "other operations" of Signal during the first nine months of 1981. Broadcast-related activities accounted for about 9% of Signal's revenues last year.

Overall, Signal reported record sales and earnings during 1981. The dividend paid on Dec. 10, 1981, for the third quarter was the highest in the company's 59-year history: 21 cents per common share. A major portion of the firm's growth took place in its two high-technology subsidiaries, The Garrett Corporation and UOP Inc. Garrett has had success with sale of propulsion engines to the general aviation market, and UOP had increased sale of petroleum-related products and completed two major construction projects. Signal's revenues were up from $4.65 billion for the 12 months ending Sept. 30, 1980, to $5.3 billion for same period in 1981. Earnings grew from $185 million to $209 million. Annual earnings per share increased from $2.79 to $3.04.

12

Sony Corp. □ *Akio Morita, chairman and chief executive officer; Kazuo Iwama, president, and chief operating officer.*

Though based in Tokyo, this communications giant is truly international in scope—indeed, over 70% of its $4.8 billion in sales last year were conducted in markets outside of Japan.

A few weeks ago, Sony reorganized its operations in this country, dividing Sony Corp. of America into five operating groups—marketing and sales; manufacturing; service; engineering laboratories, and diversified operations. A new company, Sony Broadcast Products, headed by Neil Vander Dussen, was formed in this process, to handle sales of broadcast equipment. Vander Dussen's unit was spun off from the former Sony Video Products Co., now called Sony Communications Products Co., headed by Koichi Tsunoda. Kenji Tamiya serves as president of Sony Corp. of America.

Earlier in the year, Sony Corp. of America formed Sony Consumer Electronics Laboratories (SOCEL), to develop "technology needed to fully utilize the growing communications media in the United States"—with noted areas of research cable television, DBS and videotext. And from its Japan-based laboratories, parent Sony Corp. last year announced a magnetic video still camera system, which it calls Mavica, and its "Sony High Definition Video System."

Around the world, sales of videotape recorders led Sony's product line, accounting for 27% of all sales. In this country, its Betamax units have gotten Sony embroiled in some controversial litigation. It is seeking a rehearing of an October court decision that held Sony, its ad agency and four retailers guilty of copyright infringement because of home taping.

Sony's other products include television sets, audio tape recorders and radios, (the ubiquitous Walkman among them), other audio equipment and video and audio tape. In this country, Sony manufactures color televisions in a San Diego plant and tapes in Dothan, Ala.

For the fiscal year ended in October, Sony revenues grew 17.8% to $4.86 billion, though earnings slid 10% to $283,284,000, the latter attributed to a higher actual tax rate and other factors including foreign exchange losses.

67

Storer Broadcasting Co. □ *Bill Michaels, chairman and chief financial policy officer; Peter Storer, vice chairman and chief executive; Terry H. Lee, president and chief operating officer.*

Storer Broadcasting, which started in radio, expanded into television and ultimately moved out of radio to help underwrite an aggressive cable television expansion program, reached a milestone in this year's third quarter: It was the first quarter in the company's history that its cable revenues exceeded television revenues ($35 million to $32.5 million)—and this "notwithstanding the excellent performance in broadcasting."

For the 12 months ended Sept. 30, Storer revenues—which are entirely from broadcasting and cable—reached $251,005,000, a gain of 35.46% over the preceding 12 months. Net earnings, however, declined by 12.24% to $24,-038,000, reflecting both the expansion and start-up costs in cable and the absence of the previous period's extraordinary gains from the sale of the radio stations. (The last of the Storer radio stations, WLAK(FM) Chicago, was sold in September 1981 to Viacom International for $8 million, subject to FCC approval.)

Broadcasting's share of the revenues during the 12 months came to 55%, cable's to 45%—a big change since 1979, when broadcasting represented 76% and cable 24%. In operating profits, however, broadcasting was still dominant, accounting for 88% to cable's 12%.

Storer operates cable systems in some 20 states, serving an estimated 760,000 basic and 717,000 pay subscribers as of Sept. 30, for a gain of 180,000 and 370,000 respectively, since Dec. 31, 1980.

Storer stations, in addition to WLAK(FM), are WAGA-TV Atlanta, WSBK-TV Boston, WJKW-TV Cleveland, WJBK-TV Detroit, WITI-TV Milwaukee, KCST-TV San Diego and WTVG(TV) Toledo, Ohio.

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Taft Broadcasting Co. □ *Charles S. Mechem Jr., chairman; Dudley S. Taft, president.*

Taft Broadcasting's operations are divided into three groups: Broadcast, Entertainment and Amusement Park. During the year ended Sept. 30, 1981, revenues climbed nearly 38% to $339,447,000, with broadcast accounting for about 35%, entertainment 27% and parks 38%. This represented a big gain in the park group's share, from 19% in fiscal 1981, and resulted both from the opening of Canada's Wonderland park, Taft's biggest single project, and from the acquisition of full ownership of two other theme parks in which it formerly held 50%.

Earnings for the 12 months totaled $30,956,-000, down about 3% from the preceding year. The biggest contributor to the decline was a loss of $2,069,000, or 21 cents a share, in the quarter ended March 31. This stemmed from an estimated loss of $4.1 million, or 42 cents a share, related to the discontinuance of Taft's theatrical film distribution business.

The broadcast group includes 19 stations: seven TV and six AM-FM combinations. The entertainment group embraces Worldvision Enterprises, the TV distribution company Taft acquired in 1979 in a $14.2-million stock deal, and Taft Entertainment Co., which includes Titus Productions, a TV company whose credits include the *Holocaust* miniseries, which was acquired in July; Ruby-Spears Enterprises, animated programing producer, acquired in March, and Hanna-Barbera Productions, Cine Guarantors, QM Productions, Sy Fischer Co., Taft International Pictures and Taft Merchandising Group.

In addition to stepping up production for both broadcast television and the newer media, Taft also moved into cable ownership, entering into two partnerships with Tele-Communications Inc. in January. TCI-Taft Cablevision Associates was formed to acquire, develop and operate cable systems (and subsequently began an acquisition and franchise program), while Taft-TCI programs were set up to develop programing for both basic and pay cable.

The Taft stations are WBRC-TV Birmingham, Ala.; WGR-AM-TV and WGRQ(FM) Buffalo, N.Y.; WKRC-AM-TV and WKRQ(FM) Cincinnati; WTVN-AM-TV and WLVQ(FM) Columbus, Ohio; WDAF-AM-TV and KYYS(FM) Kansas City, Mo.; WTAF-TV Philadelphia; WDCA-TV Washington; KQV(AM)-WDVE(FM) Pittsburgh and WDAE(AM)-WYNF(FM) Tampa-St. Petersburg, Fla.

30

Tektronix Inc. □ *Howard Vollum, chairman; Earl Wantland, president and chief executive officer.*

This Beaverton, Ore.-based maker of sophisticated electronic equipment turned in revenues of $1,081,546,000 for the four quarters ended in August. That was an 8.5% increase over the same quarters a year earlier. Earnings dropped for the first time in 10 years though, to $82,-349,000—down 1.4% from the previous four quarters' $83,499,000. Earnings per share dipped 2.7%, from $4.57 to $4.45. The reason for the decline was, in part, laid to the general economic recession. The company also blamed "our failure to live up to our own set of performance standards."

The company has two major product divisions—test and measurement products and information display equipment. Test and measurement sales account for about 71% of the company's total sales and include oscilloscopes, modular plug-in instrument systems, spectrum analyzers, pulse generators, amplifiers, logic analyzers, microprocessor development aids, cable testers, power supplies, physiological monitors, probes, attenuators and waveform cameras. For the television industry, the group makes waveform and picture monitors, signal generators and vectorscopes for testing and displaying the quality of video transmissions. This division also includes the Grass Valley Group, which makes television routing switchers and special effects systems for TV production.

The information display group, which contributes about 29% of the firm's revenues, manufactures graphic computer systems utilizing CRT's, microprocessors and keyboards.

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Tele-Communications Inc. □ *Bob Magness, chairman; John Malone, president and chief operating officer.*

TCI, the third largest MSO in the country, and projected by BROADCASTING to take over the number-two slot upon completion of construction in areas it now has under franchise, had an excellent year in terms of growth. For the four quarters ended September 1981, TCI revenues climbed 40.5% to $162.3 million. Earnings soared 72.4% for the same period to $11.4 million while earnings per share rose 28% to 41 cents.

TCI's growth is also reflected in the number of new billing units it is currently adding per week: some 15,000. When the 1981 totals are in, TCI expects that it will have added about 300,000 billing units, 150,000 for basic cable and 150,000 for pay cable.

The company's largest acquisition of the year was Horizon Communications Corp., an Evansville, Ind.-based MSO, for approximately $30 million cash plus some $46 million in liabilities. The deal, which closed in March, added 135,000 basic subscribers to the TCI rolls, of which 65,000 take a pay tier, thus a total of 200,000 billing units.

TCI acquired an additional 120,000 subs in addition to Horizon in various systems around the country. The company has also negotiated deals for systems with subscribers totaling 180,-000 which aren't expected to be closed until sometime in 1982.

The last official basic subscriber count for TCI totaled 1,570,000. BROADCASTING's projected count for that company is 1,871,200.

TCI also operates a microwave communications subsidiary known as Western Tele-Communications Inc. (WTCI) which provides services to specialized common carriers, broadcast networks and cable systems, including systems owned by its parent. TCI's microwave operations account for about 8% of its total revenues while its cable operations account for the remaining 92%.

16

Time Inc. □ *J. Richard Munro, president and chief executive officer; Ralph P. Davidson, board chairman.*

Revenues rose by 16% to $3,233,404,000 at Time Inc. for the year ended last Sept. 30, but net income declined by more than 7% to $134,-901,000.

The net income fell because of losses from two subsidiaries which were closed down during 1981. During the first nine months of 1981 the operations of *The Washington Star* and Time-Life Films were discontinued. Operating losses plus provisions for close-down costs resulted in a charge to income of $35.7 million after taxes, or 59 cents a share. In the same period of 1980 the two discontinued operations had losses of $13.1 million after taxes, or 23 cents per share.

Time's abdication from TV program distribution is being replaced by an emphasis on cable television. It reported that its Video Group continues to grow, paced by increases in revenue from its basic cable operations and its two pay systems, Home Box Office and Cinemax. Last October Time bought one-third ownership of the USA Network, an advertiser-supported cable television service that supplies a schedule of sports and entertainment programing to more than 9 million viewers of 1,450 cable systems. MCA Inc. and Paramount Pictures are partners with Time in USA.

Time also owns ATC, the largest basic-cable MSO with about 1,752,000 subscribers. The company's revenues from electronic communication amount to about 14.5% of the total.

21

Times Mirror □ *Otis Chandler, chairman; Robert F. Erburu, president and chief executive officer.*

The Times Mirror Co., still primarily known for its newspapers, has become one of the leading broadcast and cable companies in the country. Its broadcast holdings, in fact, were a significant factor in the $256-million increase in revenues in the four quarters ending in September over the previous four-quarter period—$2,074,656,-000 as compared with $1,818,081,000. The broadcast and cable group generated $178,442,-000 in revenues in the most recent four quarters, $50 million more than in the preceding four quarters. A major reason for the increase was the operation in the full four quarters of the five stations acquired from Newhouse Broadcasting Corp., in March 1980—WAPI-TV Birmingham, Ala.; KTVI(TV) St. Louis; WSYR-TV Syracuse, N.Y.; WSYE-TV Elmira, N.Y. (a satellite of WSYR-TV) and WTPA-TV Harrisburg, Pa. Those properties were added to those already owned by Times Mirror—KDFW-TV Dallas-Fort Worth and KTBC-TV Austin, both Tex.

The company's principal newspaper holding is the *Los Angeles Times.* But it also owns *Newsday,* on Long Island, the *Dallas Times Herald,* the *Hartford* (Conn.) *Courant,* the *Stamford* (Conn.) *Advocate,* the *Greenwich* (Conn.) *Times,* and, acquired on Dec. 31, 1980, the *Denver Post.* The company is also active in newsprint and forest products and book publishing.

87

Turner Broadcasting System Inc. □ *Robert E. (Ted) Turner, chairman and president.*

Turner Broadcasting System has turned in steady losses since building and launching its Cable News Network in the first half of 1980. But with a cable audience now reported by Nielsen to be more than 10.5 million homes, prospects for turning the stream of red ink into black have brightened considerably. Indeed, TBS Vice President Terry McGuirk said the 24-hour-a-day service broke even for the first time in the month of November. The news that CNN is approaching profitability could not have come at a better time. In response to competition in cable news from ABC and Westinghouse, TBS launched CNN2, a more concise news service, with the New Year last Friday. With a $15-million annual budget and an audience of fewer than one million homes at start-up, CNN2 has a long way to go before it too is solvent.

As the news services continue to struggle through their infancy and adolescence, superstation WTBS(TV) Atlanta enters its prime. McGuirk said that internal studies project that the superstation will reap $500 million in pre-tax profits by 1986.

TBS's other two businesses—the Atlanta Braves of the National Baseball League and the Atlanta Hawks of the National Basketball Association—are perennial losers on the field (or court) and on the balance sheet. Although TBS would obviously like to make some money off the franchise, their worth to the corporation is as inexpensive, high-quality programing for the superstation.

TBS reported revenues of $81.5 million for the year ended September 1981, an increase of 64% over the previous year, and a loss of $16.4 million. TBS in the previous year was put in the black—nearly $700,000—by the sale of WPCQ-TV Charlotte, N.C., to Westinghouse for $20 million.

89

United Cable Television Corp. □ *Albert M. Carrollo, chairman; Gene W. Schneider, president and chief executive officer; David R. Van Valkenburg, executive vice president and chief operating officer.*

United Cable Television is cable's 11th largest MSO. It owns and operates 37 systems in 84 communities in 16 states. According to BROADCASTING's recent survey (BROADCASTING, Nov. 30, 1981), United Cable serves more than 443,-000 subscribers who account for more than 355,000 pay units.

Fiscal 1981 was a year of substantial achievement and growth for United. Record earnings of $7,897,000 represented an increase of 21% over last year. Revenues were up 41% to $62,-838,000.

United has recently been awarded a cable franchise for Scottsdale, Ariz., with 42,000 homes. United has applications in several other communities and last month it signed letter of intent with Tribune Co. Cable to pursue the franchising of 600,000 homes in Michigan, Maryland and California.

During fiscal 1981, United expanded the number of basic and pay television services available to its subscribers. Many operating systems were upgraded from 12 to 21 channels.

97

United Television Inc. □ *E. Robert Kinney, chairman of the board; Donald E. Swartz, president and chief executive officer.*

Effective June 8, 1981, as a condition of the acquisition of 20th Century-Fox by oil operator Marvin Davis, Fox's broadcasting subsidiary, United Television Inc., was spun off as an independent public company. Under the terms of the acquisition each Fox shareholder received one share of UTV stock for each share of Fox common stock held, and 1 1/3 shares of UTV common stock for each share of Fox preferred stock, and cash for fractional shares. In addition, each shareholder received $60 in cash for each share of Fox common and $80 for each preferred share held.

UTV is the licensee of three VHF stations: KMSP-TV Minneapolis; KMOL-TV San Antonio, Tex., and KTVX(TV) Salt Lake City. Its proposed purchase of WBRT-TV Baton Rouge fell through in June 1981, as a result of the UTV spin off which required early repayment of 11% notes totaling $16 million. New financing for the purchase of WBRT-TV would have cost the company 1/2% above prime, which at the time was over 20%. UTV withdrew its offer, leaving behind its $500,000 deposit.

When UTV went public, Chris Craft Industries owned 19% of the company's stock. In October 1981 the FCC granted Chris Craft permission to acquire an additional 1.6-plus million shares (14%) of UTV at $9.21 per share for a total of about $15,035,000. With 33% of the outstanding stock of UTV, and with three of the five UTV board members being Chris Craft designees, Chris Craft has effective "control" of UTV.

Chris Craft owns two VHF television properties, KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore. Those two properties combined with the three V's owned by UTV, constitute the maximum of five VHF's permitted by FCC multiple ownership rules.

UTV revenues for the four quarters ended September 1981 totaled $42,097,000, an increase of 10.8% from the previous 12-month period. Earnings for the same period were $7,012,500, up 4% from $6,744,231. Earnings per share increased by 3.6% for the same 12-month period, to 56 cents.

41

Varian Associates □ *Edward L. Ginzton, chairman; Norman F. Parker, president and chief executive officer.*

This Palo Alto, Calif.-based concern has five divisions which produced total revenues of $638,400,000 for the four quarters ended September 1981. That was a 15.1% increase over the same period a year earlier. However, losses in the second and fourth quarters left the company with a net loss of $3.6 million, compared with a $22 million profit for the year-earlier period.

The company's divisions are electronic devices, instruments, industrial equipment, medical and electrical components. Two of these, the electron device group and the electrical components group, are involved in the broadcast industry, manufacturing solid state devices and components, power tubes, subsystems used in satellite ground stations and various magnetic components. In the past year the electron device group unveiled a new traveling-wave tube operating at millimeter-wave frequencies and capable of generating power levels 10 times those of previous tubes.

71

Viacom International Inc. □ *Ralph M. Baruch, chairman and chief executive officer; Terrence A. Elkes, president.*

This New York-based diversified communications and entertainment firm had revenues of $198,604,000 for its four quarters through Sept. 30, 1981, up 39% from the comparable period a year earlier. Earnings were up 34% to $19,119,000.

Since the company was formed in 1971 from an FCC-mandated spin-off of CBS Inc.'s program distribution and cable holdings, its figures have been on a consistent upswing. In its 1980 annual report, Viacom stated that its first decade has shown "a compounded annual growth rate of 26% in revenues and 29% in earnings."

Today, Viacom's ownership interests are spread across the electronic media from which it derives 100% of its revenues. As a cable MSO, it has more than 545,000 basic subscribers and more than 350,000 pay subscribers; Showtime, the national pay programing service it owns equally with Teleprompter, has more than 2.8 million subscribers, and Viacom also has an interest in the new Cable Health Network basic service to be launched this spring.

As a broadcast station group, Viacom owns WVIT(TV) New Britain, Conn.; WNYT(TV) Albany, N.Y.; WMZQ(FM) Washington; WKHK(FM) New York; WDIA(AM)-WQUD(FM) Memphis; KIKK(AM) Pasadena, Tex.; KIKK(FM) Houston, and KDIA(AM) Oakland, Calif. In addition, it is seeking to buy Storer Broadcasting's WLAK(FM) Chicago and last November donated its WWRL(AM) New York (valued at $1.5 million) to the United Negro College Fund.

Through its Enterprises division, Viacom also produces and distributes television programs. Its network series this season include *Nurse* and *The Devlin Connection*. Its syndication series include *Family Feud* and *Louis Rukeyser's Business Journal* (co-produced with Metromedia) and the off-network *All in the Family* and *Mary Tyler Moore Show*.

18

Warner Communications Inc. □ *Steven J. Ross, chairman; Emanuel Gerard, David H. Horowitz, Deane F. Johnson, Bert Wasserman, office of the president.*

Warner Communications Inc. experienced major growth during the four quarters through Sept. 30, 1981, with operating revenues at $2,805,463,000, up 49.8% from $1,872,757,000 during the comparable period a year earlier. Earnings were $195,248,000 up 54.7% from $126,205,000 (excluding a $91,689,000 gain in late 1979 from the sale of 50% of its cable operation to American Express).

While recorded music and music publishing had been Warner's leading revenue-generator previously, that distinction now goes to its consumer electronics and toys operation. The third quarter alone (ended Sept. 30) saw that division with more operating income than in all of 1980. And for the first nine months of 1981, consumer electronics and toys have brought in $715,298,000 in operating revenues.

Elsewhere on the balance sheets, theatrical films in television distribution had revenues of $108,190,000 for the first nine months and television series accounted for $104,077,000. This season's Warner Bros. series are *Dukes of Hazzard*, *Alice*, *Private Benjamin*, *Bret Maverick* and *Love Sidney*, in addition to specials and syndicated programs.

But over-the-air television programing is only one part of WCI's involvement in the electronic media. Warner claims more than 850,000 basic subscribers within Warner Amex Cable Communications, of which Gustave M. Hauser is chairman and chief executive officer. Another subsidiary, Warner Amex Satellite Entertainment Co. (headed by John A. Schneider), has some 1,750,000 subscribers to The Movie Channel pay service. Its Nickelodeon children's service is said to be able to reach 5,750,000 and its Music TV video rock service, 2,500,000. WCI also has joined the home video business, with nationwide implementation scheduled early this year.

Overall, revenues related to cable and broadcasting contribute about 15% of Warner's total.

WCI's other business interests range from "Superman" movies to Rolling Stones record albums, as well as Franklin Mint collectibles, colognes and DC comic books.

38

Washington Post Co. □ *Katharine Graham, chairman; Richard D. Simmons, president.*

The Washington Post Co. reported an increase in revenues during the four quarters ending Sept. 30, 1981, but a decline in earnings. Losses associated with the sale of two properties that have been losing money—the Trenton (N.J.) *Times* (to Allbrittc ι Communications) and the company's national television sales representative unit—resulted in a loss after taxes of $3.1 million. *Inside Sports*, a magazine venture that has proved a financial disappointment, has been placed on the market.

All told, the company reported revenues of $720,694,000 for the four quarters ending in September, up from $647,447,000 for the corresponding period a year ago. Earnings, however, were down, from $33,629,000 to $29,729,000, with much of the decline attributed to a third-quarter loss of $440,000. The transactions involving the *Trenton Times* and the rep firm occurred in that quarter.

The death of the *Washington Star* in August also resulted in some short-term costs for the *Washington Post*. Production and distribution costs involved in absorbing the circulation gains it expects over the long run had the immediate effect of reducing pre-tax operating income by about $2.5 million.

The company's other publications, including the *Post* and *Newsweek*, were profitable, as were its broadcast properties: WDIV(TV) Detroit, WPLG(TV) Miami, WFSB-TV Hartford, Conn., and WJXT(TV) Jacksonville, Fla., all VHF outlets.

4

Westinghouse Electric Co. □ *R.E. Kirby, chairman, and chief executive officer; Westinghouse Broadcasting Co., Daniel L. Ritchie, chairman, chief executive officer; Russell Karp, vice chairman.*

Westinghouse Broadcasting, Group W, as it's known, was already one of the nation's premiere group broadcasters before placing itself in the first ranks of cable television as well with the acquisition of Teleprompter Corp. for $646 million in cash. (Along with Teleprompter cable systems now serving 1.6 million subscribers, the acquisition brought Group W Teleprompter's Musak and Filmation units, and its half interest in Showtime)

Not content with being the country's number-two MSO, Group W has moved into cable programing as well, striking a deal that could give the company ownership of Home Theater Network, the pay cable family entertainment programer, by 1986. And armed with transponders on Westar IV (scheduled for launch early this year) the company set up Group W Satellite Communications (GWSC), which has already entered into one joint venture with ABC that promises two advertiser-supported channels of cable news (Satellite NewsChannels) and another venture with Walt Disney Productions for a pay cable children's channel, with more services promised.

Back in the broadcast arena, where Westinghouse claims to have originated commercial radio broadcasting in 1920 with a report on the Harding-Cox presidential election, over KDKA(AM) Pittsburgh, Group W's station lineup is WJZ-TV Baltimore; WBZ-AM-FM-TV Boston; WRET-TV Charlotte, N.C.; WIND(AM) Chicago; KOAX(FM) Dallas; WISI(FM) Denver; WOWO(AM) Fort Wayne, Ind.; KODA(FM) Houston; KYW-AM-TV Philadelphia; KDKA-AM-TV-WONY(FM) Pittsburgh; KFWB(AM) Los Angeles; WINS(AM) New York; KJQY(FM) San Francisco.

The Group W Productions unit of Westinghouse Broadcasting produces and syndicates *The John Davidson Show, PM Magazine* and *Hour Magazine.*

In November, the long-time head of Group W, Don McGannon, retired from his post of chairman, and Daniel L. Ritchie, who had been serving as president and chief executive officer, was elected chairman. Shortly thereafter, Ritchie announced that Teleprompter Corp. president Russell Karp would join him in a newly created office of the chairman, and Karp was named vice chairman of Westinghouse Broadcasting.

For the 12 months ended September, revenues of the parent Westinghouse Electric rose 9.4% to $9.1 billion. (If Teleprompter revenues were added for that period the total would have topped $9.3 billion). Earnings over the 12 months were up 146.7% over the previous 12 months, Westinghouse was still recording losses from the uranium contract settlements that had bedeviled the company.

34

Western Union Corp. □ *Robert M. Flanagan, chairman, president and chief executive officer.*

Western Union posted substantial increases in revenues and earnings for the year ending Sept. 30, 1981, over the previous year. Revenues rose 17% to nearly $890 million and earnings soared 43% to more than $53 million (or $2.77 per share).

The diverse electronic communications activities of the Western Union Telegraph Co. still account for the bulk of the revenues of the parent corporation. But the satellite communications division continues to come on strong with the potential of significant revenue gains in 1982.

Western Union currently has three satellites in orbit and, by this time next year, should have two more—Westar IV and Westar V—in geostationary orbit and ready to work. If all goes according to plan and if the FCC doesn't object, Western Union should get a quick return on at least part of its investment in the new satellites. It has agreed to sell rather than lease on a long-term basis several of the satellites' transponders to such companies as Westinghouse Broadcasting, TeleMine, Dow Jones, Citicorp and Equatorial Communications. American Satellite Co., a joint venture of Fairchild Industries and Continental Telephone, has acquired 20% of the capacity of both satellites.

53

Wometco Enterprises □ *Mitchell Wolfson, chairman and president.*

Wometco's growth in the electronics media continues to be mainly in cable TV and subscription television.

At the end of 1981, its on-air broadcast properties included: WTVJ(TV) Miami, which Wometco put on the air in 1949: WLOS-FM-TV Asheville, N.C.-Greenville and Spartanburg, S.C.; WZZM-TV Grand Rapids, Mich.; KVOS-TV Bellingham, Wash.; WWHT(TV) Newark, N.J., and WSNL-TV Smithtown, N.Y. The last two, UHF stations, are used to broadcast Wometco's STV programing (Wometco Home Theater) to metropolitan New York, Long Island, and southern Connecticut.

WTVJ, with an estimated value of upward of $100 million, is considered the broadcast standout of Wometco. Problems persist at border station KVOS-TV; unfavorable Canadian legislation disallows tax deductions for Canadian advertising bought on U.S. stations.

Wometco's most recent activity in subscription TV includes the start of service in the Philadelphia-southern New Jersey area via WRBV(TV), a UHF in Vineland, N.J. Wometco also plans to offer STV in the Washington-Baltimore market in 1982.

In May of last year, Wometco, which itself is traded on the New York Stock Exchange, diluted its holdings in a subsidiary, Wometco Cable TV, offering 1.1 million shares, to the public and retaining about 84% of the stock. At the end of the third quarter of 1981, the company was providing cable service in 127 franchised communities in eight states plus the Bahamas.

Biggest contributors to Wometco Enterprises' profits are its soft drink bottling division ($14,-715,000 in earnings for the first three quarters of 1981). During that same period, profits from broadcasting were $12,491,000; from the vending division, $4,175,000; from CATV, $3,027,-000; from the entertainment division that includes theaters and tourist attractions, $1,768,-000. Due to start-up costs, STV had an $856,-000 loss. Broadcasting, cable and STV contributed 27% of Wometco Enterprises revenues.

Revenues for the four quarters ended Sept. 12, 1981, were $408,196,000, up 21% over $337,194,000 in the preceding four quarters. Earnings were $24,034,000 in the more recent four quarters, an increase of 22.7% over $19,-580,000 in the preceding four quarters.

85

Wrather Corp. □ *Jack Wrather, president.*

Wrather rebounded in 1981, but its financial picture remained mixed. The sale of Wrather's 1.6 million shares of Teleprompter Corp. common stock resulted in a first quarter gain of $33.4 million, equal to $14.33 per share. Revenues were also up significantly from the company's Queen Mary entertainment complex in Long Beach and Disneyland hotel in Anaheim, yielding an increase in overall revenues from $57.7 million for 12 months ending Sept. 30, 1980, to $86.4 million for the same period in 1981. Earnings for the same one-year period shifted from a $3-million deficit for year ending Sept. 30, 1980, to a $30.4 million profit this year. The Teleprompter stock sale also improved earnings per share.

Wrather's cable stock divestiture limits its broadcast industry activities to motion picture production (a major feature is scheduled for release soon) and various entertainment venues. The company attributes its lack of profitability to increased cost of operations coupled with higher interest rates.

28

Zenith Corp. □ *Joseph S. Wright, chairman; R.W. Kluckman, president, chief executive officer and chief operating officer.*

Zenith lost ground in 1981 after rebounding significantly for two consecutive years from its mid-70's slump. Revenues were up 6.8% for the four quarters ended September 1981 to $1.25 billion, less than half the 14% revenue gain the company was able to put together during the same period a year ago. Profits dropped 26%, however, to $20.5 million, effectively wiping out the 28.8% profit climb the company registered for the four quarters through September 1980.

Zenith attributes its poor showing in the last three quarters (January through September 1981) of the survey period to inflated payroll and material costs which increased by $17 million. Those costs, the company notes, were partially offset by increased selling prices, manufacturing efficiencies and volume.

Although Zenith refuses to disclose production figures, it still claims to be the leading producer of both color and black and white television sets in the U.S. The claims are based on industry surveys of retail sales.

Zenith introduced "Space Phone" in some models of its line of 1981 television sets. Space Phone enables viewers to answer incoming telephone calls through the set when it is connected to a telephone jack. When a call is received on Space Phone, the TV picture remains but the audio portion of the program is replaced by telephone voices. In some 1982 models, Space Phone will be enhanced so that calls can be transmitted as well as received.

Also introduced in 1981 was the company's "Z-TAC" scrambling and decoding system for cable TV. Zenith claims that Z-TAC allows the cable operator to offer up to 20 tiers of service in more than a million possible combinations. The system is also capable of transmitting pages of text and mosaic-style graphics, although the viewer would need a separate teletext decoder, Zenith's new TX-1000 model, to receive such programing. The TX-1000 decoder has a 10,-000-page capacity. The company has negotiated agreements to provide both a Southern Satellite Systems subsidiary and Field Enterprises with teletext equipment. Rogers Cablesystems Inc., a major Canadian MSO, has signed a contract with Zenith for the purchase of 150,000 Z-TAC converters. The company also produces STV decoders for which, up to now, the largest customer has been American Television & Communications, Time Inc.'s cable subsidiary, the largest MSO in the country.

Zenith also introduced this year a lightweight (11 1/2 pounds) portable "Beta-format" videocassette recorder as well as a projection television unit with a 45-inch diagonal foldaway screen.

Zenith is still involved with two court cases involving antitrust and antidumping grievances it has against foreign television set manufacturers, most notably in the Japanese market. Its suit against Motorola (contesting the sale of its Quasar line to Matsushita on antitrust grounds) and Japanese importers in a Philadelphia district court has been pending since 1974. A separate suit is pending at the International Court of Trade in Washington, alleging that the U.S. government has failed to enforce such laws currently on the books.

CNN2: Now it's 48 hours a day in cable news networking

News headline service premieres year and a half after launch of original CNN, but under more competitive circumstances; on heels of CNN2: Westinghouse/ABC venture, Satellite NewsChannels

If all went as planned last Thursday, if the planets ran in their courses and Satcom I in its, those of some one million cable subscribers who chose to stay home New Year's Eve had the chance to witness the birth of the cable industry's newest news service, Ted Turner's CNN2.

The one million subscriber figure is the upside projection and 785,000 the low end count that Turner Broadcasting System officials gave as the number of cable homes CNN2 should reach at sign on. The actual tally will in part depend on the number of individual systems of the large MSO's that have agreed to carry CNN2 that choose to clear the service. CNN2's announced figures include 200,000 Cox Cable subscribers; 200,000 Warner Amex Cable Communications subs in the Cincinnati, Houston, Dallas, Pittsburgh and Chicago areas; 160,000 United Cable subscribers in Tulsa, Okla., Plainville, Conn., and Boise, Idaho; plus unspecified subscriber totals.

One million subscribers is a far cry from the 9.6 million homes that older sibling CNN reaches, but then again CNN2 is not much more than four months old, officially announced to the world at last August's CTAM conference in Boston. CNN President Reese Schonfeld takes care to point out that when launched a year and a half ago, the original CNN had only 1.7 million subscribers, and says he hopes to reach four million subscribers with CNN2 by year-end 1982.

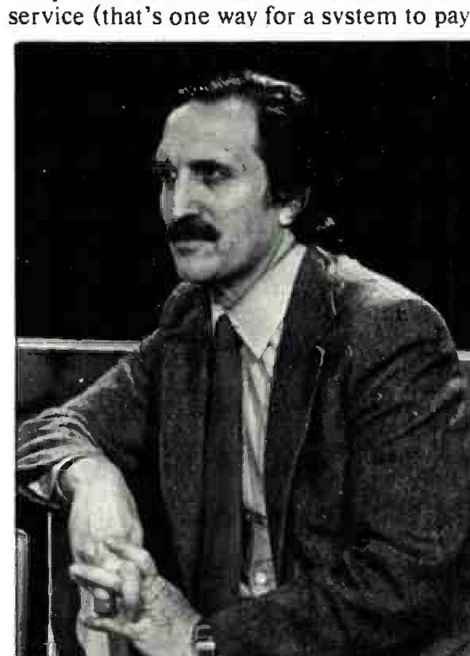
Still, the CNN2 premiere takes place against a backdrop of competition that was lacking at the time CNN went on the satellite. Indeed, Turner announced CNN2 largely in response to the Satellite NewsChannels joint venture of Westinghouse Broadcasting and ABC. Both the initial project of Satellite NewsChannels and CNN2 are structured as short-form headline services akin to conventional newsradio (Turner even plans to make CNN2 audio available to radio stations), as distinct from the CNN format which includes many three-minute stories, features, and as the occasion warrants, extended live coverage of individual stories. While many observers think the cable industry is large enough for a long and short-form news service, there are grave reservations that the economics of the business could support two short-form services in head-to-head competition. And the journalistic reputations, not to mention the financial resources of both NewsChannels partners, make them formidable contenders.

Ted Turner, of course, doesn't give the impression he is the type to walk away from a fight, and CNN2's short history demonstrates one of the principal advantages, a lean, entrepreneurial operation like Turner's has over more structured corporate competition: an ability to move fast in response to snap decisions. Within days of the CNN2 announcement, bulldozers were clearing a site at Turner's Atlanta headquarters that now supports a 20,000-square-foot CNN2 facility, the operational home for the 173 staffers who will be working exclusively for CNN2. That figure includes 11 anchors, three of whom had most recently been on the CNN staff. Serving as director of news and executive vice president in charge of CNN2 is Ted Kavanau, who as vice president, managing editor and senior news producer of CNN, had been part of the team that helped Schonfeld build CNN for Turner. Various projections put the cost of starting CNN2 between $15 million and $20 million, and Turner has said the budget for the service will be $1.5 million per month.

The budgeting for CNN2 has taken its toll on some other TBS projects, coming shortly after Turner had tied down a restructuring of his debt package from several banks. Most notably, Turner has for the present, had to shelve announced plans to build a major production facility in Atlanta.

The financial squeeze also shows up in the difference in rate structure between CNN2 and its NewsChannels competition. The NewsChannels partners are not just giving their service away—they'll pay systems 50 cents per subscriber in one lump sum as an inducement to take the service (that's one way for a system to pay

Among CNN2 anchors: Dan Hackel, Patricia Harvey, Chuck Roberts and Denise LeClair.



Executive News Director Ted Kavanau

for the extra satellite dish it'll need to pull in the NewsChannels signal off Westar IV). Turner will give CNN2 free to systems that carry CNN, but that costs 15 cents per sub (five cents if the system gives CNN back the local avails in the feed). Taking CNN2 alone will cost 5 cents.

And NewsChannels has another trick or two up its sleeve; it's not the only cable service Westinghouse will offer through its Group W Satellite Communications subsidiary—its joint venture in pay cable with Walt Disney Productions will be carried on the same Westar satellite as NewsChannels—and Lloyd Werner, GWSC senior vice president, sales and affiliate relations maintains that not only would the revenues from that pay channel make it worthwhile to operators to acquire the necessary dish, but GWSC will discount the charge for the Disney service according to the number of GWSC channels a system takes.

While Turner and his staffers are moving to get CNN2 off to as big a start as possible, and trumpeting their affiliation agreements, Werner (and all of GWSC) are keeping quiet about the commitments they have from cable operators. Things are going "extremely well" says Werner, but he adds that GWSC promised people who signed (and he swears he's got a number of signed contracts) "we would not do publicity ... we'd keep the numbers and companies quiet" until a few weeks before launch date. He will say there is an unspecified commitment from Teleprompter (the 1.3 million-plus subscriber MSO now owned by Westinghouse) to take NewsChannels on some of its systems, and he gives another example of a 100,000 subscriber MSO he says is committed to CNN on three systems, but will put NewsChannels on another 20.

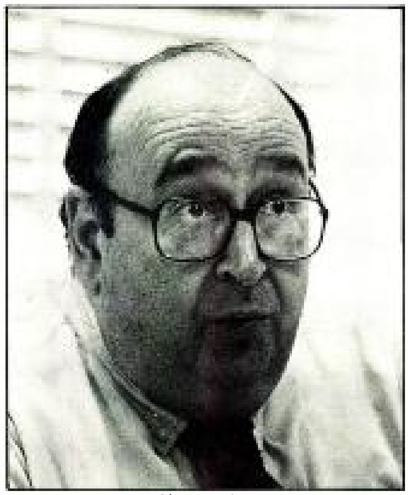
Back in the CNN camp, Reese Schonfeld argues that cable operators contemplating taking NewsChannels should "talk to ABC affiliates" on the broadcast side before getting involved with ABC in cable. And as for the per subscriber fee CNN services levy, Schonfeld insists that cable operators should remember that "our quality comes from their dollars" in a service that is "only for cable."

That latter statement isn't totally correct—or at least may not remain so. Radio usage of CNN2 audio aside, Turner early on promised to make "selected footage" from CNN2 available to broadcast stations, sort of a Turner counterattack against network broadcasters' entries into cable. And with the latest versions of the CNN2 schedule, a half-hour format, with solid hours at 7, 8 and 10 p.m., and two halfs in between at 9 and 9:30, Schonfeld admits there was some thought given to making the blocks available to broadcasters. Though no decision has been made, he says that when the networks a few weeks back were mulling over the possibility of hour-length evening newscasts "the number of major affiliates who called us [expressing interest in the half-hour segments] would knock your socks off."

Changing of the news guard at the Voice

Bernard Kamenske, 28-year veteran, leaves to join Cable News Network; Reagan appointees have ordered more "aggressive" approach by ICA

For weeks, the U.S. International Communication Agency and its Voice of America have been at the center of a controversy over whether the "aggressive" approach to their mission that ICA director Charles Z. Wick has ordered will result in their transformation to an out-and-out propaganda operation. The issues involved were sharpened before Christmas with the announcement that the VOA was losing the director of its news division—Bernard H. Kamenske, a 28-year veteran of the Voice who is almost legendary for his devotion to the independence and objectivity of the Voice's news operation—to the Cable News Network. But the significance of the departure, in terms of VOA's future, is not yet clear.


Kamenske

Kamenske himself would appear to be ideal for the role of martyr for journalistic ethics. At 54, he is not prepossessing in appearance; he weighs close to 300 pounds and walks with the aid of a cane. But he has been enamored of journalism since he was a small boy in Boston reading the *Boston Transcript* and listening to NBC commentator Hilmar Baukhage on the radio.

Kamenske has been credited with a major role in framing the VOA charter, which pledges the VOA to provide "accurate, objective and comprehensive" news, but he shrugs off the credit with some embarassment.

But was he pressured by the Reagan administration officials determined to politicize the Voice? Is the copy written by Voice correspondents and editors less objective than in the past? Does it have a slant? To such questions, Kamenske replies in the negative. He also appears impatient over what he regards as an oversight on the part of those who write about his departure: His pleasure at joining CNN as a senior news editor, a job he assumed yesterday (Jan. 3). "CNN is serious journalism," he says. Its aim, he adds, is to meet the highest standards in providing news and information.

Wick himself is impatient with suggestions that the VOA, which broadcasts more than 900 hours per week in 39 languages, will be transformed into a propaganda tool. He says VOA news is "sacrosanct" and is not subject to tampering. The proof, he notes, is in the product.

The story of Kamenske's departure was featured in pieces on the VOA that appeared on Dec. 22, on NBC's *Nightly News* and on ABC's *Nightline.* It also commanded space in a number of newspapers. And while he expresses pleasure at joining CNN and asserts that VOA's integrity has not been compromised, Kamenske does not attempt to disabuse reporters entirely of the notion he feels something is amiss at VOA. He reminds them, for instance, that his departure should be examined against the background of recent history of the Voice.

The "history" includes the transfer to other posts of two top VOA officials—M. William Haratunian, who as deputy director was the number two person at the Voice, and Claude B. (Cliff) Groce, acting program manager—and "rumors" that Kamenske himself was on the same "hit" list. (Haratunian, in a farewell memorandum to VOA senior staff, expressed concern "that the absence of mutual trust between political appointees and professional broadcasters has created an adverse atmosphere at VOA.")

There is, however, another side to that history. Wick has defended Conkling's right to appoint his own people to top posts. And Kamenske says those named by Conkling—Terrence F. Catherman, a career foreign service officer, who replaces Haratunian, and Frank Scott, who had been division vice president of NBC Radio and former general manager of WRC(AM) Washington, who succeeds Groce, as well as Charles E. Courtney, another career information officer who was named to the newly created post of deputy director for policy and programs—are "deeply committed to the ideas and principles involved in the VOA."

Then why leave? "Two forces were at work," Kamenske said. One was the offer from CNN. The other, he suggested, was that he felt his usefulness at the VOA was at an end. "If you've been around as long as I have, you know when you're in a deep freeze."

Yet, he avoided opportunities given him in the various interviews to make clear his unhappiness over the situation in which he found himself at the Voice. (The closest he came to a critical remark in public was the somewhat cryptic comment he made in the piece carried on NBC, in response to a question from correspondent John Dancy: "News can't be an island of candor in a sea of propaganda."

The search for a successor to Kamenske is under way. Scott said the search will be expedited. But, he added, "we'll find the best broadcast news professional we can put our hands on."

RKO asks appeals court to rehear WNAC case

In petition to U.S. Court of Appeals in Washington, RKO says case should be remanded to FCC

RKO General Inc. has petitioned the U.S. Court of Appeals in Washington for a rehearing of the decision that would deny the company's application for renewal of its license for WNAC-TV Boston. RKO, which suggested the case be heard by the entire 11-member court, said a remand of the case to the commission is required because the three-judge panel that affirmed the commission's decision did so for reasons "markedly different" from those given by the agency.

The commission had based its denial of renewal on three grounds: misrepresentation of financial information, unlawful reciprocal trade practices and lack of candor. However, the court rejected the first two, and based its decision on the third. That one involved RKO's failure to report that its parent, General Tire & Rubber Co., was the subject of investigations by the Securities and Exchange Commission and an internal group regarding alleged bribery of foreign officials and illegal domestic political contributions.

However, RKO said the commission's finding was based not on failure to report but on affirmatively misleading statements. Furthermore, RKO said, "whatever the correct interpretation of the FCC's finding" on the issue, the commission never determined that the finding alone "outweighed RKO's long and honorable broadcast record." RKO said that the commission balanced "all of its findings of RKO misconduct—including the now disapproved findings—against the RKO broadcast record as viewed by the FCC."

RKO did not rest its request for rehearing solely on the ground that the three-judge panel based its decision on reasons other than those found in the commission's decision. It said the court's holding on the issue deprived it of hearing rights to which it is entitled.

RKO said it was never told before the commission announced its decision in the case that candor was an issue, "much less that the agency contemplated the entry of a summary finding that RKO lacked candor." If given the opportunity, RKO said, it would present evidence that corporate officials, "far from intending to deceive the FCC, engaged in a meticulous effort to comply with all FCC disclosure requirements as reasonably understood by them."

The court had based its finding on an analogy to "summary contempt proceedings." But such a finding is permissible only when "all relevant events transpired before the eyes of the trier of fact or when there is an imperative need for haste," RKO said. It added that it cannot be suggested that "the intent underlying the decisions of RKO officials can be conclusively determined on the basis of matters that occurred before the commission.

The court, while affirming the commission in the WNAC-TV case, reversed that portion of the decision denying the renewals of RKO's WOR-TV New York and KHJ-TV Los Angeles. The commission is not expected to appeal that part of the decision. However, the competing applicants for the Los Angeles and New York frequencies involved—Fidelity Television Inc., which is after KHJ-TV's channel 9 and Multi-State Corp., which is seeking WOR-TV's channel 9—will seek rehearing of those portions of the decision reversing the commission.

Touche from Congress on Canadian tax bill

'Mirror bill' would deny tax deduction to Americans who advertise on Canadian stations

Plans are being laid for congressional action in the new session starting this month on the administration bill to retaliate against Canada for its tax bill that penalizes Canadian advertisers who buy time on U.S. stations. The administration's so-called mirror bill was introduced in the House in the final week of the first session of the 97th Congress, and is expected to be introduced in the Senate shortly after the Christmas-New Year's recess.

The bill (H.R.-5205) was introduced in the House in a manner designed to show the extent of its support. Representative Barber Conable (R-N.Y.), ranking minority member of the Ways and Means Committee, introduced the measure along with six co-sponsors. Two of them—Representatives Guy Vander Jagt (R-Mich.) and William Frenzel (R-Minn.)—are also members of the tax-writing committee. Other co-sponsors are Representatives Jack Kemp (N.Y.), John LaFalce (D-N.Y.) and Henry Nowak (D-N.Y.), all from the Buffalo area, and Representative Al Swift (D-Wash.), a member of the House Telecommunications Subcommittee. Backers of the legislation expect key members of the Senate International Trade Subcommittee to sponsor companion legislation in the Senate.

The bill would deny Americans who advertise on Canadian stations the tax deduction they now receive. The aim is to pressure the Canadians to repeal their law, in effect since 1976, that imposes that penalty on Canadians advertising on American stations. The attempt at mirror legislation comes after repeated failure on the part of the State Department to persuade the Canadians to act voluntarily. The legislation follows a finding on the part of U.S. Special Trade Representative that the Canadian law was "unreasonable." U.S. broadcasters are said to be losing an estimated $20 million annually as a result of the Canadian law; however, Canadians are still buying an estimated $12 million worth of time on the American stations annually. Conable, in introducing the measure, said it was designed to demonstrate the seriousness with which the matter is viewed in the U.S. "I understand that our friends in Canada understand that this measure reflects the commitment of the Congress and the President to the promotion of free trade while at the same time insuring that our trade laws operate effectively to protect U.S. industry from unreasonable and restrictive practices." He also said he hoped the measure would not have to be "strengthened."

Rivera makes stand opposing elimination of FCC EEO reports

Commissioner's memo asks that OMB recommendation be rejected

FCC Commissioner Henry Rivera has called upon the commission to reject an Office of Management and Budget recommendation that it stop requiring broadcasters to file affirmative action reports at renewal time on a routine basis.

In a memo circulated last month, Rivera urged his fellow commissioners to "override OMB's disapproval right now" and to reassess FCC Broadcast Bureau proposals aimed at relaxing EEO reporting requirements for the broadcasting industry.

According to Rivera, the commission had "sufficient grounds to exercise its statutory override authority now, without resorting to a rulemaking on the point."

As an independent regulatory agency, the FCC could override OMB's proposal by a simple majority vote.

OMB, acting under authority derived from the Paperwork Reduction Act, disapproved of routine use of the FCC's 10-point, model EEO program forms last August (BROADCASTING, Nov. 30, 1981). In a directive to the FCC, OMB had said the model program forms should only be required in cases where the FCC had first determined that a licensee had been engaging in "discriminatory practices."

At the FCC's request, OMB subsequently postponed the effective date of its disapproval until March 31.

According to Rivera, the FCC Broadcast Bureau had recommended that the commission include OMB's recommendation in a rulemaking proposal to solicit public comment.

The OMB recommendation was slated to be included in a rulemaking that also proposed reducing the frequency of broadcasters' annual employment reports (form 395) from an annual to a biennial basis and also proposed to raise the limit for stations subject to EEO reporting requirements from the current level of five full-time employes to 16.

Although the proposed rulemaking was scheduled to be addressed at the commission's open meeting Dec. 17 (BROADCASTING, Dec. 21, 1981), it was deleted from the agenda at the request of Commissioner Joseph Fogarty, who said the commission needed more time to study the item.

In his memo, Rivera said he had "serious misgivings" about the entire item, noting that if the commission adopted all of the items as a package, a "body blow" would be "dealt to this agency's commitment to equal employment opportunity."

Rivera said that adopting OMB's proposal would "substantially alter" the way the FCC currently uses the model program forms and the "general focus of the commission's EEO program." While the commission currently requires the forms to measure a licensee's adherence to its nondiscrimination and affirmative actions policies, OMB would propose that the forms be used as a compliance device to gauge a licensee's adherence to FCC nondiscrimination policies only, Rivera said.

Rivera

In addition, Rivera said, the model program is "used to encourage licensees to formulate a specific, positive and continuing plan to insure equal employment opportunity."

According to Rivera, broadcasters are familiar with the form, the form is "brief and simple to complete" and has "clearly" proved beneficial in realizing the commission's EEO policies.

Rivera also called the Broadcast Bureau's proposal to require broadcast licensees to file employment reports (form 395) only once every two years "ill advised" for the "simple reason that if the proposal is adopted, the commission would have very little information upon which to assess a station's EEO compliance."

Although Rivera said he didn't oppose efforts to "ameliorate unreasonable" reporting burdens on smaller licensees, he opposed the Broadcast Bureau's proposal to exempt licensees with fewer than 16 full-time employes from formal EEO procedures, noting that such an increase in the threshold would "foreclose commission review of roughly 53% of existing employment units," substantially exempting the radio industry from the FCC's EEO requirements.

Rivera said he was also concerned that exempting so large a proportion of stations would "hinder efforts of women and minorities to penetrate the industry, given the fact that smaller stations are often the training ground for women and minorities seeking to enter the broadcasting industry."

Rivera said that relaxing current EEO processing guidelines for smaller stations would be "more sensible" than adopting a policy that would "entirely exempt a large segment of the broadcasting industry."

Another possible approach, but one he thought "less desirable," would be to consider exempting stations with fewer than 10 employes, he said. Under that approach, he said, current reporting requirements would remain for 92% of the employes now covered, "and the commission would eliminate reporting requirements for a substantial number of employment units."

Cable operators wary of Geller petition on leased access

Cable industry says rule is not needed, would place burdensome restrictions on systems; ABC, NLC, NBA-NHL say rulemaking should be pursued

Although cable operators don't think the FCC should—or legally can—require them to lease a percentage of their channels on a common carrier basis, their opinion isn't shared by broadcasters or public interest groups, according to comments filed at the FCC.

The comments came in response to a petition for rulemaking filed by Henry Geller, former head of the National Telecommunications and Information Administration, in October (BROADCASTING, Oct. 12,1981).

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

To insure that a diversity of services is available on cable systems, the petitioners recommended that the FCC launch a rulemaking aimed at requiring large-capacity cable systems—those with at least 30 channels—to lease a percentage of their channels on a first-come, first-served basis.

Not surprisingly, the National Cable Television Association urged the commission to dismiss the petition, charging that the FCC didn't have the authority to impose such common carrier regulation on the cable.

NCTA also said the premise behind the petition—that mandatory leased access channels were necessary to promote diversity—was erroneous.

A group of cable operators—including Comcast Corp., Cox Cable Communications Inc., and Sammons Communications Inc.— said that requiring leased access channels would unnecessarily disrupt existing contractual relationships between cable systems and their program suppliers and existing channel users; "disturb" commitments made to communities and citizens; "infringe important legal rights"; divert limited resources from an "already overburdened commission" and "frustrate the national goals of administration and the commission to eliminate wasteful government regulation."

The cable operators also said that a large number of channels was sufficient to guarantee diversity.

"The market generates powerful economic incentives to insure that cable programing and services are diverse," they said. "Clearly it is in the cable operator's best interest to provide programing or ser-

Pfister letter. Edward Pfister, president of the Corporation for Public Broadcasting, has appealed to President Ronald Reagan to "overturn the recommendations" of the Office of Management and Budget that would further reduce funding for public broadcasting.

Pfister, who had sent two previous letters to OMB director David Stockman stressing the "devastating and inequitable effect" of the funding levels, again emphasized that theme to Reagan. "I reiterate now that the unprecedented size of the cuts to CPB's appropriation would place in jeopardy the very existence of public broadcasting as the public knows it, and would go far beyond the effect intended by your Economic Recovery Program."

The CPB official also expressed concern about the corporation's advanced funding mechanism. Pfister said it was "being seriously eroded" by reducing appropriations that had already been calculated. Pfister said OMB's proposal to further rescind $20.5 million from CPB would "do irreparable harm to the principle of advance funding which has been in place over six years."

Stations have already made budget and production plans and further cuts would cause "serious negative consequences on every facet of operations of these stations." The cuts would also hurt efforts to find other funding, Pfister said.

vices that will attract new subscribers or that existing subscribers desire and demand."

Midwest Video Corp. agreed that the FCC lacked authority to impose such common carrier regulation on cable systems and warned that such regulation would violate cable operators' First Amendment guarantees.

The Geller proposal would also violate cable operators' Fifth Amendment rights by taking a cable operator's property without "just" compensation, Midwest said. "The ability to charge customers in a common carrier business it never sought to enter does not compensate the cable system for the fact that its property was taken from it for this public use in the first place," Midwest said.

Gilmer Cable Television Co. said the Geller petition was "wholly speculative, devoid of any factual support, legally erroneous and politically ill-advised."

The FCC, Gilmer said, had no statutory or ancillary authority to regulate cable television as a common carrier. "If the commission should improvidently desire to regulate cable television as a common carrier, it should wait for congressional guidance in the form of comprehensive legislation," Gilmer said.

Harry "Chip" Shooshan, former counsel to the House Telecommunications Subcommittee, now an attorney with the Washington law firm of Shooshan & Jackson, also urged the FCC to dismiss the petition. Shooshan said the Geller petition wasn't grounded on sound public policy and had little justification in law or fact.

"To the contrary, the Geller petition invites the FCC to venture once again down the 'slippery slope' of regulation and to repeat its past mistakes in attempting to regulate cable television in the absence of a clear mandate from the Congress," Shooshan said.

"Both houses of Congress are currently considering wholesale revisions of the Communications Act, and the Geller petition, steeped as it is in policy recommendations, should properly be directed to the Congress," Shooshan said.

ABC, however, said that although it didn't agree with everything Geller proposed, it did think the FCC should launch a rulemaking on the petition.

"ABC has no doubt that as these multiple and competing origination services develop, problems of access to cable television will arise," ABC said.

Forward Communications Corp. seconded ABC, noting that it had "no doubt that major and significant problems surrounding access to cable television systems will emerge."

The National Basketball Associaton and the National Hockey League, filing together, also urged the commission to adopt a rulemaking proceeding.

"In its zeal to maintain a posture of deregulation, the commission cannot continue to ignore two practical facts: cable operators increasingly control and limit television access to sizeable segments of the population and cable operators are in business to make money," those sporting groups said.

The National League of Cities said it "strongly" believed that cable operators should be required to provide such access.

"As vertical integration of the industry increases and the commission considers allowing networks and broadcasters to own and operate cable systems, a policy guaranteeing access to cable systems for programers and service providers, other than those selected and controlled by the cable operator, is critical to insure diversity of information and price competition," the league said.

Nonetheless, the league added, the FCC shouldn't "pre-empt state and local leased channels requirements and regulations which are consistent with a national policy."

The Citizens Communication Center said that cable had "burst out" of the experimental phase that permitted its regulation merely on an "ancillary to broadcasting" basis.

"The history of the current form of cable regulation, with its demonstrated lack of capacity to keep pace with even foreseeable developments in service offerings and ownership concentration, demands that the petition's proposals be seriously evaluated," the center said.

Satellite Business Systems said it agreed that cable could play an important part in the local distribution of intercity services, but SBS said it also believed that "it may not be necessary at this time to establish rules governing such access."

Instead, SBS said, it would be better if the FCC were to launch an inquiry exploring cable more broadly. "Capacity requirements by themselves would not address specific concerns and needs of intercity carriers, concerns such as two-way compatibility and quality of service," SBS said. "The development and exchange of views on these matters in a more open environment than might exist with specific impending rules would be useful to all concerned," SBS said.

IBM, noting that it was primarily interested in cable's availability for providing nonvideo services, said it also thought the commission should launch a broader inquiry.

"Given the depressant effect of unnecessary regulation, it would seem the wiser course to investigate the need for such regulation before moving to adopt it, at least with regard to the provision of leased channel access for nonvideo services where First Amendment issues are perhaps not as critical as they are in the broadcast area," IBM said.

A case too complex for oral argument

FCC opts for written views on AT&T's proposed rates for TV program transmission; rejects petition of ABC, CBS, and NBC

It isn't often that the FCC says, in effect, enough's enough. But in the case of a request for a hearing on AT&T's proposed rates for television program transmission, that's what it did. And for what struck some as an unusual reason: The issues are too complex to be addressed in an oral argument.

The commission expressed that view on Dec. 21 in rejecting the petition of ABC, CBS, and NBC for an oral argument on the rates AT&T has proposed as a means of complying with a commission requirement that it treat full-time and part-time users as like services. Previously, full-time users—the networks, essentially—were given what the part-time users, such as Hughes Sports Network, considered preferential rates.

The proposed tariff pending before the commission was filed in July and is now scheduled to go into effect on Feb.1. It has been attacked by the company's customers for a variety of reasons.

The networks wanted to express their views in an oral argument. They said that the proceeding raises fundamental policy issues which will have a bearing on future commission ratemaking proceedings. And while an oral argument is normally considered an appropriate mechanism for threshing out such issues, the commission thought otherwise in the present case.

"The rate structure issues in the proceeding are...highly complex and technical," the commission said. "Many of the extensive number of parties have disparate central concerns making it very difficult for the commission to conduct an oral argument in an organized, efficient fashion."

The commission noted it would not be left uninformed. It said the parties have submitted written pleadings and the staff has concluded its analysis of the record and will present the matter to the commission for its consideration shortly.

But that's part of what is troubling the networks. Their attorneys are not sure how many commissioners have read the pleadings. "We wanted to talk to the commissioners," one attorney said. "We wanted a decision based on the commission's understanding of what the issues are."

Washington Watch

NAB's ad committee. Thomas Bolger, president, WMTV(TV) Madison, Wis., and immediate past chairman, National Association of Broadcasters joint board of directors, has been named chairman of NAB Task Force on Public Broadcasting. Recently created by NAB executive committee (BROADCASTING, Dec. 14, 1981), task force will seek ways commercial broadcasters can help public stations raise private funding and is effort to head off congressionally-approved plans to permit public stations to air institutional advertising. Members of task force, set to meet for first time on Thursday (Jan. 7) at NAB headquarters, are William F. Baker, president, Television Group, Group W, New York; Ralph M. Baruch, president, Viacom International, New York; David O. Ives, president, WGBH-TV Boston; Donald A. Pels, president/chairman, LIN Broadcasting, New York; O. Leonard Press, executive director, Kentucky Educational Television, Lexington, Ky.; NAB-TV Board Vice Chairman Gert Schmidt, vice president, Harte-Hanks Communications, Jacksonville, Fla., and NAB Radio Board Chairman Cullie M. Tarleton, senior vice president, radio, Jefferson Pilot Broadcasting, Charlotte, N.C.

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Fowler views. Because they "retard competition with scant concern for marketplace effects," FCC's trafficking rules, its rule of sevens, its limitations on cable system ownership, "the duopoly rule in some case," and prime time access and other network limitation rules "are ready for re-examination and pruning," FCC Chairman Mark Fowler said. "While I withhold my right to decide the future or nonfuture of these policies, I believe that they are not entitled to a presumption of validity," Fowler told group of Gannett executives meeting in Washington. While Fowler said he thought concentration did pose problem in mass communications, "arbitrary rules limiting ownership that do not attempt to gauge concentration are an evil as well. They prevent possible economies of scale to industries where such economies are possible, at times crucial. And they reduce the speech opportunities for some—even if those 'some' are large players in our economy—with no assurance that other voices will fill the void."

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Foiled. Plans by Senator Howard Cannon (D-Nev.) to bring broadcast deregulation bill (S. 1629) to vote by full Senate just before end of first Congressional session (BROADCASTING, Dec. 14, 1981) were stymied by hold placed on bill by Senator Bill Bradley (D-N.J.), who wants amendment added that would permit license renewal challenges against stations in states contiguous to New Jersey and Delaware if challenges are based on need for VHF stations in those states. Senate Commerce Committee Chairman Bob Packwood (R-Ore.) opposed amendment, but Bradley is expected to continue pushing for it.

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Planning begins. Martin Rubenstein, president and chief executive officer, Mutual Broadcasting System, Arlington, Va., will chair steering committee for National Association of Broadcasters' next Radio Programing Conference, to be held Aug. 29-Sept. 1 at New Orleans Hyatt Regency hotel. Steering committee members are Frank Bell, WSQV(FM) Jersey Shore, Pa.; Andy Bickle, WBT(AM) Charlotte, N.C.; Bob Kipperman, CBS Radio, New York; Michael O'Shea, KBLE(AM) Seattle; Richard Penn, NBC Radio, New York; Ron Riley, WCAO(AM)-WZYX(FM) Baltimore; Tom Rounds, Watermark, Los Angeles, and Rick Sklar, ABC Radio, New York.

ABC Radio debuts Rock Radio and Direction networks

Formats are designed to appeal to 18-54 age groups

Two new ABC Radio Network news services, Direction and Rock Radio, make their inaugural run this week. Rock Radio, geared to the 18-34 demographic and an off spring of the FM network, is designed for album-oriented-rock and top-tracks stations, while Direction uses a "life style" approach and is marketed to stations serving the 25-54 age group.

Direction signed on with 46 affiliates including WKBW(AM) Buffalo, N.Y.; WPOC(AM) Baltimore; KNUZ(AM) Houston; WPRO(AM) Providence, R.I., and KTKT(AM) Tucson, Ariz. Officers at the network are: Vincent A. Gardino, director; Ruth Meyer, director of programing and Charles A. King, vice president.

Direction intends to reach listeners who are "at the peak of the decision-making period of their lives." It employs three-minute newscasts delivered in "a light conversational manner" and features familiar correspondents—Frank Reynolds, Ted Koppel and Barbara Walters, as well as six anchors. Also included on the program menu are daily and weekend sports reports, music specials and features that focus on money management, physical fitness, consumer ideas and "people stories."

Rock Radio, headed by A. Thomas Plant, vice president; Virginia Westphal,

Taking off. Officers of ABC's Rock Radio Network gathered last week at WPLJ(FM) New York, the anchor-affiliate of the new young-adult service. L-to-r: Denise Oliver, director of programing; A. Thomas Plant, vice president; Virginia Westphal, director of Rock Radio, and Edward F. McLaughlin, president, ABC Radio Networks.

Tandem flight. Also gearing up for Monday's debut were the chiefs of ABC Direction Network. L-to-r: Vincent A. Gardino, director; Ruth Meyer, director of programing; Charles A. King, vice president, Direction Network, and Edward F. McLaughlin, president, ABC Radio Networks. News for all six networks will emanate from newly reconstructed studios at 1926 Broadway, New York.

director, and Denise Oliver, director of programing, schedules two minute newscasts each hour in addition to 11 news calls per day. Correspondents include Kenneth Alexander, Rob Williams and Steve McPartlin.

The young adult network premiered with over 40 affiliates, including two ABC Radio O & O's formerly linked with the FM Network, WPLJ(FM) New York and KLOS(FM) Los Angeles. The FM network has evolved to fit the adult contemporary format and its new New York affiliate, for example, is WBLS(FM). A spokeswoman for ABC Radio added: "We don't expect any major holes" as a result of switches in affiliations.

The program roster at Rock Radio includes *Lifelines,* short features with varied topics; *Rocknotes,* news covering events in the "rock world" hosted by Pat St. John of WPLJ(FM); *On Location,* a "personality-oriented" Hollywood feature hosted by Gayl Murphy; *Rock and Roll Legends,* a mini-profile on an artist or song with host Jimmy Fink, also from WPLJ; *The Steve Dahl Supper Club,* a two-hour comedy/music program for Sunday night broadcast, hosted by the WLS(AM) disc jockey, and DIR Broadcasting's *King Biscuit Flower Hour,* presenting concerts recorded live, 52 weeks per year.

Commenting on the inception of Direction and Rock Radio, which brings ABC Radio's network total to six, Edward F. McLaughlin, president, ABC Radio Networks, acknowledged the changing needs of affiliate stations. "Radio stations are in a more competitive environment than ever, and we're doing all we can to give our affiliate stations an edge in the local ratings," he added.

'New York Times'-RCA: cable programing tete-a-tete

Reports out of New York over the holidays put top *New York Times* executives in a meeting with RCA officials involved on various video programing fronts. *Times* publisher Arthur Ochs Sulzberger and that company's cable development chief, Sam Summerlin, were present, along with RCA's Herb Schlosser, who's heading up new video developments there, and coordinates the RCA input into *The Entertainment Channel* joint-venture with RCTV. Also along were NBC vice chairman Irwin Segelstein and corporate development vice president Kathryn Pelgrift.

NBC has been saying for almost a year that it's examining the possibilities of cable programing, and the network even had its own booth at the recent Western Cable Show. But the RCA subsidiary says it has yet to complete its review and select a specific course of action.

The *Times*/RCA meeting itself has been described as strictly exploratory.

NBC is the only network that has not announced formal cable programing plans. CBS Cable began in October and ABC plans to start ARTS this year.

PBS show examines CBTV monitoring

'Inside Story' focuses on Wildmon, Falwell and group's movement toward TV boycott

If the Rev. Donald Wildmon, chairman of the Coalition for Better Television, calls for a boycott of certain television advertisers Feb. 1, he'll be defending that decision with the results of program monitoring done by CBTV members since September (BROADCASTING, Nov. 23, 1981).

While Wildmon, Moral Majority leader Jerry Falwell and network chiefs have been in the headlines for months over the possible boycott controversy, the monitors—rating alleged offensiveness—generally have been an unknown.

One monitoring couple has been receiving national exposure as part of an *Inside Story Special Edition: Eye of the Beholder* which began airing on Public Broadcasting Service stations last month. The special, with *Inside Story* series host Hodding Carter, examines the CBTV cause.

Whether or not the monitoring results will lead to a boycott Feb. 1 is an open question. But, according to Wildmon, eventual CBTV action is inevitable. There is "no question about that; the only question is when," he told *Inside Story.*

Falwell, however, said he doesn't believe a boycott is coming in the immediate future. He contended that "there's no question" that television programing has changed since CBTV and other groups began their scrutiny.

But should a boycott be necessary, Falwell said, the Moral Majority is ready to commit $2 million, "write 4.5 million families instantly," take full-page ads "listing public enemy number one and his products."

Inside Story, also featuring citizen-group leaders, members of television's creative community and others, focuses at one point on a meeting outside Fort Worth where—with cameras rolling—Wildmon took over a monitoring-training session.

"Jiggly scenes," Wildmon explained to the group, are those with "undue and unnecessary emphasis on the human anatomy." As an example, he said, a woman in a bathing suit is not necessarily jiggly but if a camera zooms in on her chest and certain other parts of her body, "to exploit, that's a jiggly scene."

Network executives interviewed were far from conceding a victory to the fundamentalist pressure groups. Asked if such a boycott would be successful, CBS's Gene Mater, Broadcast Group senior vice president for policy, said "absolutely not."

NBC President Robert Mulholland also claimed a boycott could not work. He said it was "nonsense" when it is charged that the networks are trying to keep Christian values off the air.

ABC-TV President James Duffy admitted that the coalition may have had an effect "to some degree, because [certain] kinds of themes may be overbalanced."

Nielsen, Arbitron cable penetration figures vary—between 25%-35%

Nielsen's two surveys (28% and 35%) are higher of two; miscellaneous factors account for wide diversity

The science of measuring cable television penetration, while inexact at this stage, is, like the industry itself, still evolving. That statement is best supported perhaps by the varied numbers different research firms come up with when measuring cable penetration.

Currently, the cable penetration estimates prepared by Nielsen and Arbitron vary by 10 points. Of the two Nielsen polls and one Arbitron survey, the Nielsen television index—based on a metered sample of 1,250 homes nationwide—puts cable penetration at 35%, the highest estimate of the three. The Nielsen's "cable universe" estimate, a market-by-market survey which relies on data from both Nielsen station index diaries kept by viewers and subscriber count totals solicited directly from cable operators, computes cable penetration at 28.3%. (Nielsen projects that will reach 30% this month, once further tabulations are in.) The Arbitron estimate, also a market-by-market survey based on cable subscriber counts, is the lowest of the three at 25%.

Why the discrepancies? Different research methods tend to produce different results. "Meters don't lie" is a common response of those who feel that the NTI estimate hits closer to the mark than either the NCU or Arbitron surveys. Jordan Rost, research vice president of Warner Amex Satellite Entertainment Co., noted that when Arbitron switched from diaries to meters in Chicago to measure television viewing there, "the HUT [homes using television] figure for late fringe went up about 25%." Rost suggested that "the usual problems with diaries get stretched to the breaking point with cable." For example, he said, as a rule younger people "aren't as conscientious" about keeping survey diaries. Research shows that the heads of cable households tend to be younger than the heads of non-cable households.

The NTI estimate may be overstated by a couple of points, a factor recognized by Nielsen officials. Ed Schillmoeller, director of statistical research for Nielsen's media research group, suggested that if the metered survey is a little high, it may be because "households that have cable may be more willing to become involved in the sample." As cable viewers, such households express a greater interest in television from the outset, Schillmoeller said, "especially" . in areas where many viewing choices and no reception problems exist.

Bill Hamill, head of Nielsen's media research group, agreed that the NTI figure may be slightly exaggerated, but said that between the NCU and NTI estimates, "you get a pretty good idea of where the levels are."

A major concern of many in the industry who follow cable penetration surveys is the validity of data collected directly from cable operators by both Arbitron and Nielsen. Subscriber counts, they say, do not necessarily reflect the actual number of homes receiving cable, due to piracy or other "unauthorized" uses of cable service, such as former subscribers whose homes have not been physically disconnected from the cable system. According to Bob Sieber, vice president of research for Turner Broadcasting, unauthorized use of cable service could account for an additional 10% to 15% of U.S. television households which have access to cable but which go unreported in official Arbitron and Nielsen cable-penetration estimates.

Arbitron's Lynne Stauffer agreed with Sieber's assessment, but said that service theft and cancelled subscriptions can't be accounted for.

Stauffer also contended that Arbitron's 25% official cable penetration figure has been proved to be "right on target" by crosschecks conducted by the company. In July, the company crosschecked a questionnaire survey of cable penetration in the San Francisco market with a metered survey. Data obtained from the questionnaire revealed a 34% penetration level while the metered survey determined penetration to be a 33.4%, less than a one percent difference.

Schillmoeller also acknowledged the problem of determining the number of unauthorized cable service users. He said that diary markets indicated a "substantially higher" cable penetration level than did data based on subscriber counts. The timeliness of cable operator-supplied data is also a factor, since cable undergoes continuous growth. "The real problem," said Schillmoeller, "is we can't go back every other week" to the operator and get an update.

Nielsen also has a third figure for estimating cable penetration, based on a telephone household sample of 170,000 which the company conducts to solicit participants in its diary markets. Those interviewed in that sample are asked whether or not they have cable. Based on calling for the first week of November, 32.5% of the respondents said they did have cable. And while viewer sophistication is increasing, Schillmoeller suggests that that estimate may also be a little high since some people may believe they have cable when in fact they are connected to a master antenna system or receive an STV or MDS channel.

Schillmoeller's personal opinion, when all the factors are considered, is that actual cable penetration is probably in the 31% to 32% range.

Turner's Sieber notes that operator-supplied data is also flawed by the many ways a "subscriber" can be defined. As an example, he noted that 50 subs in an apartment complex may be counted as only one. He described such data (operator supplied) as the "weak link" in both the Arbitron and NCU estimates and thus prefers the "consistently higher" NTI estimate of 35% (projected to be a 36+% by this month, once all the tabulations are complete).

Broadcasters also have been keeping an eye on cable penetration estimates. CBS's Mike Eisenberg said cable penetration is probably around 30% to 35% noting that it is "a difficult thing to tabulate" with precision. The difficulty stems from the rapid growth of cable, said Eisenberg, and the fact that "the sources of information [upon which to base an estimate] are not centralized."

Warner releases two-way cable code of privacy

MSO, which introduced first two-way interactive in country, announces rules to protect subs

In an attempt to address privacy concerns associated with two-way interactive cable services, Warner Amex Cable Communications has developed a code that outlines how information about subscribers using such services will or will not be used by the company (BROADCASTING, Dec. 21, 1981). Warner Amex Chairman Gustave M. Hauser described the so-called "Warner Amex Code of Privacy" as a "compilation of existing Warner Amex policies and procedures concerning privacy which is currently contained in our company business codes, subscriber agreements and other operating directives."

The code states that Warner will explain to its subscribers "the information-gathering functions" of the cable services being provided and that the company "shall maintain adequate safeguards to ensure the physical security and confidentiality of any subscriber information."

Subscriber agreements, the code states, will note that individual viewing or responses "may be recognized only where necessary to permit billing or to render a subscriber service." Viewing and response information "will be kept strictly confidential unless publication is an inherent part of the service (e.g., announcing a game show prize-winner)." Other "individualized" information concerning viewing or responses may be developed, but not before "the subscriber has been advised in advance and given adequate opportunity not to participate."

Data of a general nature may be developed by the company concerning subscriber services "for use in developing new services or improving existing services." Such "bulk data" may be made available to third parties as long as the identity of individual subscribers "is not ascertainable from the data provided."

In the absence of legal compulsion, such as a court order or subpoena, the code states that Warner will not fulfill requests from government agencies seeking information about individual subscribers. The company would also notify subscribers of such requests prior to responding "if permitted to do so by law."

Any information gathered by Warner pertaining to subscribers will be made available to them on company premises for examination and copying. "Warner Amex shall correct such records," the code states, "upon a reasonable showing by the subscriber that information contained therein is inaccurate." Subscribers will bear all copying costs.

Mailing lists may be made available to third parties by the company, but not without first providing subscribers the opportunity to have their names removed.

NAB responds. The notion that the public owns the airwaves is "mischievous," said the National Association of Broadcasters in a letter to House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), and is one "that has been misused as a rationalization for government regulation."

Written by Erwin Krasnow, NAB senior vice president and general counsel, and Barry Umansky, NAB assistant general counsel, the letter responds to a request by Representative Al Swift (D-Wash.) for information on the public ownership concept. Swift asked for the statement during a recent subcommittee hearing on deregulation at which Krasnow testified (BROADCASTING, Dec. 14, 1981).

"The public airwaves concept has led to much misunderstanding and confusion in communications law, particularly as it concerns the authority and mission of the FCC," said NAB.

Policymakers have tried to refute the notion of public ownership, said NAB, quoting former FCC Commissioner Glen Robinson in saying, "the spectrum is purely an artificial construct of the commission itself," and "to give this construct an independent nature and then attempt to justify the regulation itself in those terms is entirely circular."

The idea of public ownership "is demonstrably at odds with the intent of Congress in enacting the Radio Act of 1927 and the Communications Act of 1934," said NAB. According to Senator Clarence C. Dill (D-Ohio), co-author of the 1927 law, "The government does not own the frequencies ... or the use of the frequencies. ... It only possesses the right to regulate the apparatus. ..."

Money chief topic at CPB board meeting

The Corporation for Public Broadcasting's board of directors meets this week (Jan. 6 and 7), to re-evaluate the corporation's program fund, discuss the impending reduction in government funding and look at priorities for the coming year.

CPB's program fund, which is up for review this year, will be a major topic of discussion. While the board is not expected to take action until its March meeting, the corporation management will be soliciting comments.

Board members are expected to discuss the impending cuts in CPB's budget for FY 1983 and 1984 (BROADCASTING, Dec. 21, 1981). The board's planning and legislative committee will report on the issue. To help cope with the reduction in funds, the board, at its October meeting, established a financial task force. Board member Howard White was appointed chairman and members for the task force are expected to be announced at the board's meeting.

Walda Roseman, CPB executive vice president, explained that the task force will be comprised of 12 members representing the public and the public broadcasting sector. Board members from National Public Radio, the Public Broadcasting Service and members of public radio and TV stations will be selected she said. Roseman said the task force will look at the role of public broadcasting in the 1980's and "how we should proceed moving into the future seeking new revenues and structuring new revenue sources."

The planning and legislative committee will also examine policy issues such as community service grants and the access of public radio to non-NPR members. Other committees meeting on the 6th include the human resources, audit and education committees.

Harold Morse, President of the Appalachian Community Service Network, will speak to the board on the ACSN's future role in public broadcasting.

Two convicted of offering bribe for cable franchise

A lawyer and a used car dealer have been found guilty of offering a $50,000 bribe to a Danvers, Mass., official to guarantee that Rollins Cablevision would be awarded the 8,000-home Danvers cable franchise.

The lawyer, Charles O'Donnell, a former assistant district attorney, was hired to represent Rollins in Danvers by a Boston legal and consulting firm—Malden Square Cable Associates. Rollins, which has seven cable systems in Massachusetts and is bidding for several other franchises in the state, has denied any knowledge of or participation in O'Donnell's activities, which it has termed "totally contrary" to the Atlanta-based company's business policies (BROADCASTING, Oct. 5).

The key testimony against O'Donnell and New Hampshire used car dealer Raymond White came from John Webb, chairman of the Danvers board of selectmen, and the four hours of tapes Webb made—at the FBI's suggestion—of his talks with the two men.

The guilty verdict, in Boston's federal district court, was the first Massachusetts bribery conviction involving a cable television franchise. Sentencing is set for Jan. 11. But the Danvers case is still under investigation by federal authorities, according to the prosecutor in the O'Donnell-White case, assistant U.S. attorney Douglas Woodlock.

O'Donnell could receive a maximum sentence of 15 years in federal prison, White as much as 10 years.

Changing Hands

PROPOSED

KKUA(AM)-KQMQ(FM) Honolulu and KJOI(FM) Los Angeles □ Sold by Northwest Industries to Beatrice Foods Co. for $20 million. **Seller** is publicly traded, Chicago-based diversified manufacturer that is selling its broadcast interests as part of $600-million sale of its beverage subsidiary which owns radio stations. **Buyer** is publicly traded, Chicago-based diversified food company with additional interests in home products, chemicals, apparel and allied products. James L. Dutt is chairman and Donald P. Eckrich is president. KKUA is on 690 khz with 10 kw full time. KQMQ is on 93.1 mhz with 100 kw and antenna 126 feet below average terrain. KJOI is on 98.7 mhz with 75 kw and antenna 1,180 feet above average terrain.

WCWR(AM)-WEZY(FM) Cocoa, Fla. □ Sold by Sound Stage Communications to raKel Communications for $1,050,000. **Seller** is owned by Donald R. Clark, vice president and general manager (30%), and eight others, none with other broadcast interests. **Buyer** is owned by Jim C. Pride and Robert Klepper. Klepper is principal owner of WMOH(AM) Hamilton, Ohio, where Pride is general manager. WCWR is 1 kw daytimer on 1350 khz. WEZY is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Chapman Associates.*

KEND(AM) Lubbock, Tex. □ Sold by Radio Lubbock Inc. to Lubbock Broadcasting Inc. for $1,015,000. **Seller** is owned by Larry Ackers, who owns 11% of KRBC(AM) Abilene, Tex. **Buyer** is owned by Jame[illegible] Thrash and John Frankhouser, who ow[illegible] KILL-AM-FM Lubbock and bought, subject to FCC approval, KAMA-AM-FM El [illegible] Tex., for $2,070,000 (BROADCASTING [illegible] 26, 1981). They will spin off KILL(A[illegible] [illegible] make room for purchase. KEND is on 1590 khz with 1 kw full time. *Broker: Norman Fischer & Co.*

WBOW(AM)-WBOQ(FM) Terre Haute, Ind. □ Sold by WBOW-WBOQ Inc. to Contemporary Media Inc. for $750,000. **Seller** is subsidiary of Quincy Newspapers Inc., Quincy, Ill.-based publisher of *Quincy Herald-Whig* and Newton, N.J., *New Jersey Herald.* Thomas A. Oakley is president. Its broadcast interests include WGEM-AM-FM-TV Quincy; WSJV(TV) Elkhart-South Bend, Ind.; KTTC-TV Rochester, Minn., and WVVA-TV Bluefield, W. Va. **Buyer** is owned by Michael S. Rice, who owns KFMZ(FM) Columbia, Mo. WBOW is on 1230 khz on 1 kw day and 250 w night. WBOQ is on 107.5 mhz with 46 kw and antenna 185 feet above average terrain. *Broker: Blackburn & Co.*

WNYN(AM) Canton, Oh o ☐ Sold by Keyes Corp. to North Shore Communications Inc. for $475,000 plus $100,000 non-compete agreement. **Seller** is owned by Donald C. Keyes (66.77%) and father, Carleton C. Keyes (33.33%). Donald Keyes owns 50% of WTAL(AM) Tallahassee, Fla. **Buyer** is owned by Stephen A. Bloomfield, president, and 10 others. He is news producer at WJKW-TV Cleveland and has no other broadcast interests. WNYN is 500 w daytimer on 900 khz.

KPUB(AM) Pueblo, Colo. ☐ Sold by Rocky Mountain Broadcasting Co. of Colorado Inc. to Gary Gunter and wife, Maggie, for $215,000. **Seller** is owned by Leo Smentowski who has no other broadcast interests. **Buyer** Gary Gunter is newscaster at WIVB-TV Buffalo, N.Y. Maggie Gunter is University of Pittsburgh (Pa.) professor. Neither has other broadcast interests. KPUB is 1 kw daytimer on 1480 khz. *Broker: Richard A. Shaheen Inc.*

☐ Other proposed station sales include: KFML(AM) Denver (BROADCASTING, Dec. 21, 1981); WWJB(AM) Brooksville, Fla. (BROADCASTING, Dec. 21, 1981); KSIB(AM)-KITR(FM) Creston, Iowa (BROADCASTING, Dec. 14, 1981); WNNR(AM) New Orleans and WAIL(FM) Slidell, La. (BROADCASTING, Dec. 21, 1981); WMZK(AM) Detroit (BROADCASTING, Dec. 21, 1981); WXCM(AM)-WIBM(FM) Jackson, Mich. (BROADCASTING, Nov. 16, 1981); and WSAI-AM-FM Cincinnati (BROADCASTING, Dec. 21, 1981). (See "For the Record," page 91).

APPROVED

WEFM(FM) Chicago ☐ Sold by GCC Communications Inc. to First Media Corp. for $9.2 million. **Seller** is owned by General Cinema Corp., Boston-based publicly traded corporation. Richard A. Smith is chairman and president and 3.3% owner. General Cinema also owns WCIX-TV Miami and 80% of WSNY(AM)-WHUE(FM) Boston. It has also sold, subject to FCC approval, WIFI(FM) Philadelphia (BROADCASTING, Aug. 10, 1981). Alexander M. Tanger, president of GCC Communications, owns remaining 20% of Boston stations. **Buyer** is owned by Richard E. Marriott (chairman) and family. He is vice president of Marriott Corp., publicly held worldwide hotel and restaurant chain. Marriotts also own WPGC-AM-FM Morningside, Md. (Washington); KAYK-AM-FM Provo, Utah; KOPA-AM-FM Scottsdale, Ariz.; KFMK-FM Houston; WZGC(AM) Atlanta and KBLE-FM Seattle. WEFM is on 99.5 mhz with 6 kw (CP: 9.7 kw) and antenna 1,170 feet above average terrain.

KAPE(AM) San Antonio and KTUF(FM) Terrell Hills, both Texas ☐ Sold by S.S.S. Broadcasting Inc. to SIT Broadcasting Corp. for $3 million. **Seller** is owned by Center Atkins Jr. (90%) and Jerry A. Moon Sr. (10%). Atkins owns KDLK(AM)-KLKE(FM) Del Rio, Tex. **Buyer** is owned by Frank J. Sitterle (56.25%), and brothers Daniel S. Sitterle (18.75%) and Sam Sitterle (25%). Frank and Daniel Sitterle are San Antonio-based contractors and real estate developers. Sam Sitterle is program manager at KPRC(AM) Houston. They have no other broadcast interests. KAPE is 500 w daytimer on 1480 khz. KTUF is 106.3 mhz with 3 kw and antenna 143 feet above average terrain.

WJJB(FM) Hyde Park, N.Y. ☐ Sold by Gregory Broadcasting Inc. to WJJB Acquisition Corp. for $625,000. **Seller** is owned by Warren Gregory who owns co-located WWWI(AM). **Buyer** is subsidiary of Sillerman-Morrow Broadcasting Group Inc., which is principally owned by Robert F.X. Sillerman and Bruce Morrow. Sillerman-Morrow is licensee of WALL(AM)-WKGL(FM) Middletown, N.Y., and WRAN(AM) Dover, N.J. WJJB is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

CABLE

Cable system serving Kingston, Rhinebeck and Woodstock, all New York ☐ Sold by Kingston Cablevision Inc. to Tele-Communications for $17.2 million. **Seller** is owned by Narragansett Capital Corp. (50%), Plains Television Corp. (47.5%) and James L. Lahey (2.5%). Narragansett is publicly owned Providence, R.I.-based investment firm. Plains Television is owned by Harry and Elmer Balaban, brothers, who own WICD-TV Champaign and 47.5% of WTVO(TV) Rockford, both Illinois. Lahey is president of Kingston Cablevision. **Buyer** is publicly owned, Denver-based, third-ranked MSO that serves more than 1.3 million basic subscribers and passes more than 2.6 million homes. John C. Malone is president. It also acquired cable system serving Alton, Ill. (see below). Kingston system serves 19,500 basic subscribers and passes 24,970 homes.

Cable system serving Alton, Ill. ☐ Sold by Jones Intercable to Tele-Communications Inc. for $11,250,000. **Seller** is Englewood, Colo.-based. MSO that serves 141,195 basic subscribers passing 211,600 homes. Robert Lewis is president. **Buyer** bought cable system serving Kingston, N.Y., and surrounding area (see above). Alton system serves 12,500 basic subscribers and passes about 32,000 homes.

Cable system serving Rich Creek, Va., and Peterstown, W.Va. ☐ Sold by Master Telecable Inc. to Cablentertainment Management Services Inc. for $550,000. **Seller** is owned by Gerald Chandler, who owns systems serving Watoaka and Rupert, W. Va. **Buyer** is New York-based MSO that serves about 75,622 subscribers in six states. Robert Baum is president. Rich Creek and Peterstown system serves 1,017 basic subscribers and passes 1,388 homes. *Broker: Donald A. Perry & Associates.*

Vineland, N.J. TV may be on verge of financial collapse

WRBV, placed in receivership, has been turned over to attorney until Jan. 28, when account must be settled; principal of station, which is black owned, attributes predicament to "subtle racism"

New Jersey, long considered by many to be severely lacking in television service due to the absence of a VHF assignment within the state, may be on the verge of losing one of the 13 UHF stations assigned to it. On Dec. 18,1981, black-owned WRBV(TV) Vineland, N.J., which had been on the air since July, was placed in statutory receivership by a Cumberland county judge. The station is in arrears on loan payments financed by the Philadelphia-based Girard Bank.

The station's principal, before the station was put in receivership, Donald McMeans (who is now barred from the station and may not conduct any of its affairs), has until Jan. 28 to straighten out his account with Girard and otherwise show that he is solvent. Upon that showing, McMeans may regain control of the station. Otherwise, the court appointed receiver, Richard Milstead, a Vineland attorney, will probably dispose of the station, according to sources at WRBV.

Contributing significantly to the station's difficulties, said Carmen Colucci, station manager and vice president of WRBV, was the fact that a number of cable systems (approximately 20) within the 35-mile must-carry zone of the station have refused to carry WRBV's signal, citing capacity problems or a lack of the necessary equipment to add the signal. Without carriage on those systems, Colucci said, advertisers have been reluctant to buy time on the station, indicating that they would, should cable carriage eventually be increased.

WRBV has filed petitions with the FCC against five cable companies, arguing that they should be penalized for violating the must-carry rules. It has also contested the waiver requests of eight other cable companies within the Vineland area.

McMeans suggested that decisions not to carry the WRBV signal were based on "subtle racism," perhaps unconscious, but racism nonetheless. By that, McMeans explained, he meant that cable operators were possibly using his station, because he is black, as a "test case" to narrow the scope of the must-carry rule—something "they would not attempt" with a white-owned station.

In the town of Waterford, where the station's tower is located, WRBV has been confronted with hostility more directly attributable to racism in the past. During construction, an unsuccessful attempt was made to firebomb the transmitter building. McMeans noted that at one point during the time when the town was contesting the station's tower construction site, a Waterford official told him outright that while the town probably would not win in court, it was its intention "to break you financially."

Tribune's 'Daily News' on the trading block

New York tabloid, a money-loser for publishing, broadcasting and cable MSO company, is scheduled to go up for sale; Salomon Bros. investment firm to scout buyers

What's the medium of the future? Consider the case of the Tribune Co., the long-established, if not venerable, publishing institution built on the *Chicago Tribune* and *New York Daily News* tabloids, WGN-AM-TV Chicago; KWGN-TV Denver; KDAL(AM) Duluth, Minn.; KBNR(AM)-KCTC(FM) Sacramento, Calif., and through interlocking arrangements WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn. And in April of 1981, the Tribune Co. kicked its standing in cable MSO rankings up to 40th place with the purchase of Douglas Communications. Now it wants to sell the money-losing New York paper. But consider as well that among the companies with at least "theoretical" interest in acquiring that property is Warner Communications, the conglomerate whose joint venture with American Express, Warner Amex Cable Communications is the fifth largest MSO.

Salomon Brothers, the investment house that Tribune Co. has brought in to hunt for potential buyers for the *Daily News*, says it's in the process of pulling together information, financial and otherwise, that a purchaser would need. Actual solicitation would start in a week or so.

Over at Warner, which was linked to the search by early reports, a spokesman said the company was approached, but that its interest would remain "theoretical" until it sees some financial data on paper. And that's not expected before the end of the year. (The privately-held Tribune Co. is known to keep a tight rein on such material.)

According to Salomon Brothers's John Schlesinger, a number of companies have expressed some interest in the *Daily News*, including "some people who say they understand newspapers."

One group, which has separately indicated its interest in the paper, certainly has some understanding of publishing—unions representing the papers employes have said they would try to work out an arrangement with Tribune Co. to take over the ailing paper.

But evidently, the investment community doesn't think the *Daily News* is much of a bargain. With the reports of Warner's interest, its stock, trading around $54, dropped over $2 in as many days. And looming in the background of any such deal would be questions of media concentration. Warner Amex is among cable companies targetted for franchise negotiations in the New York City boroughs of Queens, Brooklyn and Staten Island.

Enterprise bankruptcy. Financially beleaguered Enterprise Radio of Avon, Conn., which suspended operations last fall ("In Brief," Sept. 28, 1981, et seq.), has filed for bankruptcy under chapter seven of U.S. Bankruptcy Act, which calls for liquidation of company. In its petition, Enterprise Radio listed liabilities of $3,008,736.42 and assets of $331,114.08. Initial hearing on action is scheduled to be held on Jan. 18 in U.S. Bankruptcy Court in Hartford, Conn.

Stock Index

Exchange	Company	Closing Mon. Dec 28	Closing Wed. Dec 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
	BROADCASTING						
N	**ABC**	**32 3/4**	32	+ 3/4	+ 2.34	7	924
N	**Capital Cities**	**72 1/2**	71 1/2	+1	+ 1.39	12	944
N	**CBS**	**48**	48			7	1,341
N	**Cox**	**35 1/2**	34 7/8	+ 5/8	+ 1.79	18	1,040
A	**Gross Telecasting**	**29 3/8**	29 1/4	+ 1/8	+ .42	8	23
O	**LIN**	**35**	34 3/4	+ 1/4	+ .71	11	178
N	**Metromedia**	**165 1/2**	173	-7 1/2	- 4.33	12	657
O	**Mooney**	**5 3/4**	5 3/4			12	4
O	**Scripps-Howard**	**21 1/4**	21 3/4	- 1/2	- 2.29	12	219
N	**Storer**	**27 1/2**	29	-1 1/2	- 5.17	16	437
N	**Taft**	**32 1/4**	33 1/2	-1 1/4	- 3.73	10	308
O	**United Television**	**7 3/8**	7 5/8	- 1/4	- 3.27	12	88
	BROADCASTING WITH OTHER MAJOR INTERESTS						
A	**Adams-Russell**	**19 1/4**	19 1/2	- 1/4	- 1.28	15	74
A	**Affiliated Pubs**	**31 1/2**	31 7/8	- 3/8	- 1.17	11	163
N	**American Family**	**7 5/8**	7 1/2	+ 1/8	+ 1.66	6	102
N	**John Blair**	**24 3/4**	25 1/2	- 3/4	- 2.94	8	92
N	**Charter Co.**	**8 3/8**	9	- 5/8	- 6.94	12	180
N	**Chris-Craft**	**34 1/4**	34	+ 1/4	+ .73	16	86
N	**Cowles**	**31 3/4**	31 3/4			20	126
N	**Dun & Bradstreet**	**63 1/4**	62 1/4	+1	+ 1.60	15	1,774
N	**Fairchild Ind.**	**12 3/4**	12 3/4			4	165
N	**Gannett Co.**	**33 1/2**	37 7/8	-4 3/8	-11.55	11	1,776
N	**General Tire**	**21 3/4**	22 1/8	- 3/8	- 1.69	6	502
O	**Gray Commun**	**40 1/2**	40 1/2			8	19
N	**Harte-Hanks**	**33**	34 3/4	-1 3/4	- 5.03	13	320
O	**Heritage Commun.**	**10**	11 1/2	-1 1/2	-13.04	33	72
N	**Insilco Corp.**	**16**	15 1/2	+ 1/2	+ 3.22	7	228
N	**Jefferson-Pilot**	**25 3/8**	25 1/2	- 1/8	- .49	8	554
O	**Josephson Intl.**	**9**	8	+1	+12.50	4	18
N	**Knight-Ridder**	**29 7/8**	29 3/8	+ 1/2	+ 1.70	10	958
N	**Lee Enterprises**	**29 1/8**	29 1/8			11	202
N	**Liberty**	**14 3/8**	14 3/8			6	183
N	**McGraw-Hill**	**51 3/8**	52 5/8	-1 1/4	- 2.37	14	1,275
A	**Media General**	**38 1/2**	38 1/2			9	271
N	**Meredith**	**63 1/2**	63	+ 1/2	+ .79	8	202
O	**Multimedia**	**35**	35 1/2	- 1/2	- 1.40	15	355
A	**New York Times Co.**	**37**	35 5/8	+1 3/8	+ 3.85	10	458
N	**Outlet Co.**	**38 1/8**	39	- 7/8	- 2.24	112	100
A	**Post Corp.**	**27 5/8**	27	+ 5/8	+ 2.31	17	50
N	**Rollins**	**16 3/4**	17 1/2	- 3/4	- 4.28	10	460
N	**San Juan Racing**	**22 1/8**	22 1/8				95
N	**Schering-Plough**	**28**	26 5/8	+1 3/8	+ 5.16	8	1,488
O	**Stauffer Commun.**	**45**	45			11	45
A	**Tech Operations**	**16 1/2**	16 1/4	+ 1/4	+ 1.53	8	17
N	**Times Mirror Co.**	**46 7/8**	49	-2 1/8	- 4.33	11	1,600
O	**Turner Bcstg**	**10 1/2**	9 1/2	+1	+10.52	24	213
A	**Washington Post**	**31 1/8**	31 1/2	- 3/8	- 1.19	15	437
N	**Wometco**	**20 5/8**	20 7/8	- 1/4	- 1.19	12	277
	CABLE						
A	**Acton Corp.**	**12**	11 3/4	+ 1/4	+ 2.12	16	56
N	**American Express**	**43 3/4**	43 3/4			8	4,008
O	**Burnup & Sims**	**12 7/8**	13	- 1/8	- .96	12	110
O	**Comcast**	**20 1/2**	20 3/4	- 1/4	- 1.20	20	91
N	**General Instrument**	**43 1/2**	41 1/4	+2 1/4	+ 5.45	16	1,335
O	**Rogers Cablesystems**	**7 1/2**	8 3/8	- 7/8	-10.44	23	144
O	**Tele-Communications**	**18 5/8**	19	- 3/8	- 1.97	45	520
N	**Teleprompter**	**37 1/2**	37 1/2			30	638
N	**Time Inc.**	**38 3/4**	37 3/4	+1	+ 2.64	17	1,873
O	**Tocom**	**11 1/2**	12 1/2	-1	- 8.00	18	57
O	**UA-Columbia Cable**	**88 7/8**		33	298		
N	**United Cable TV**	**27 1/4**	25 1/2	+1 3/4	+ 6.86	33	297
N	**Viacom**	**23 1/4**	23	+ 1/4	+ 1.08	14	262

Exchange	Company	Closing Mon. Dec 28	Closing Wed. Dec 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
	PROGRAMING						
O	**Barris Intl.**	**2 1/4**	2 1/4			38	12
N	**Columbia Pictures**	**44 3/4**	45 1/2	- 3/4	- 1.64	10	356
N	**Disney**	**53 1/8**	50 1/2	+2 5/8	+ 5.19	14	1,722
N	**Filmways**	**6 1/2**	5 3/4	+ 3/4	+13.04	1	37
O	**Four Star**	**2**	2			20	1
N	**Getty Oil Corp.**	**64 1/2**	66 1/2	-2	- 3.00	6	5,298
N	**Gulf + Western**	**15 7/8**	16	- 1/8	- .78	4	1,202
N	**MCA**	**41 3/4**	42 1/2	- 3/4	- 1.76	10	994
O	**Medcom**	**12 3/4**	11 1/2	+1 1/4	+10.86	12	20
N	**MGM Film**	**8 1/2**	8 1/4	+ 1/4	+ 3.03	13	422
O	**Reeves Commun.**	**30 1/2**	30 3/4	- 1/4	- .81	15	225
O	**Telepictures**	**8 1/4**	7 1/2	+ 3/4	+10.00	16	38
O	**Video Corp. of Amer.**	**6 5/8**	7 38	- 3/4	-10.16	17	10
N	**Warner**	**54**	55 1/2	-1 1/2	- 2.70	17	3,311
A	**Wrather**	**22 1/2**	21 7/8	+ 5/8	+ 2.85	18	52
	SERVICE						
O	**BBDO Inc.**	**39 3/4**	38	+1 3/4	+ 4.60	8	106
O	**Compact Video**	**6 5/8**	6 7/8	- 1/4	- 3.63	5	21
N	**Comsat**	**64 1/2**	62 3/4	+1 3/4	+ 2.78	17	516
O	**Doyle Dane Bernbach**	**17 1/2**	17 1/4	+ 1/4	+ 1.44	10	96
N	**Foote Cone & Belding**	**29 1/4**	30	- 3/4	- 2.50	7	78
O	**Grey Advertising**	**66 1/2**	63	+3 1/2	+ 5.55	6	38
N	**Interpublic Group**	**32 3/4**	32 5/8	+ 1/8	+ .38	9	151
N	**JWT Group**	**33 1/2**	33 1/2			14	175
O	**MCI Communications**	**34 3/8**	35 1/4	- 7/8	- 2.48	55	1,632
A	**MovieLab**	**3 1/4**	3 1/8	+ 1/8	+ 4.00	33	5
A	**MPO Videotronics**	**5 7/8**	5 3/4	+ 1/8	+ 2.17	9	3
O	**A.C. Nielsen**	**47 1/8**	48	- 7/8	- 1.82	15	529
O	**Ogilvy & Mather**	**31 1/2**	32 1/2	-1	- 3.07	10	134
O	**Telemation**	**2 1/8**	2 1/4	- 1/8	- 5.55	13	2
O	**TPC Communications**	**2 1/4**	2 1/4			3	2
N	**Western Union**	**36 5/8**	33	+3 5/8	+10.98	17	581
	ELECTRONICS/MANUFACTURING						
O	**AEL**	**11 1/2**	12	- 1/2	- 4.16	6	22
N	**Arvin Industries**	**14 7/8**	14 7/8			6	101
O	**C-Cor Electronics**	**17 1/4**	15 3/4	+1 1/2	+ 9.52	27	51
A	**Cetec**	**4 1/8**	4 1/8			8	9
O	**Chyron**	**18**	16 3/4	+1 1/4	+ 7.46	16	47
A	**Cohu**	**5 1/4**	5 3/4	- 1/2	- 8.69	7	9
N	**Conrac**	**26 3/8**	24 1/4	+2 1/8	+ 8.76	16	57
N	**Eastman Kodak**	**71 1/2**	68 5/8	+2 7/8	+ 4.18	9	11,539
O	**Elec Missle & Comm.**	**13 1/4**	12 1/2	+ 3/4	+ 6.00	70	36
N	**General Electric**	**57 7/8**	58 1/4	- 3/8	- .64	8	13,187
N	**Harris Corp.**	**39 1/8**	39 1/8			13	1,223
O	**Microdyne**	**15 3/4**	14 1/2	+1 1/4	+ 8.62	18	71
N	**M/A Com, Inc.**	**25 1/2**	25	+ 1/2	+ 2.00	24	973
N	**3M**	**53 3/4**	54 1/4	- 1/2	- .92	11	6,300
N	**Motorola**	**58**	65	-7	-10.76	10	1,830
O	**Nippon Electric**	**91**	91 3/8	- 3/8	- .41	34	3,515
N	**N. American Philips**	**39**	37 3/4	+1 1/4	+ 3.31	7	531
N	**Oak Industries**	**31 1/4**	29 7/8	+1 3/8	+ 4.60	15	443
A	**Orrox Corp.**	**8**	7 1/2	+ 1/2	+ 6.66	29	14
N	**RCA**	**17 1/8**	17 1/2	- 3/8	- 2.14	132	1,291
N	**Rockwell Intl.**	**32 1/8**	32 1/8			8	2,438
A	**RSC Industries**	**4 1/4**	4 1/4			61	10
N	**Scientific-Atlanta**	**27 1/4**	26 1/2	+ 3/4	+ 2.83	28	580
N	**Sony Corp.**	**17 1/4**	17	+ 1/4	+ 1.47	13	3,719
N	**Tektronix**	**54 5/8**	54	+ 5/8	+ 1.15	12	1,017
O	**Telemet (Geotel Inc.)**	**1 7/8**	1 7/8				5
A	**Texscan**	**16 7/8**	15 7/8	+1	+ 6.29	23	77
N	**Varian Associates**	**28 1/2**	29 3/4	-1 1/4	- 4.20	35	226
N	**Westinghouse**	**25 1/4**	25 3/4	- 1/2	- 1.94	5	2,150
N	**Zenith**	**11 1/4**	11 1/8	+ 1/8	+ 1.12	6	76
	Standard & Poor's 400 Industrial Average	**136.91**	137.15	- 24			

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.

Continued from page 22.

1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee quit negotiating for new TV-station licenses with ASCAP and BMI and filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). That case was tried in November and December 1981 (BROADCASTING, Dec. 14, 1981). Final post-trial briefs are due March 10.

□

Network inquiry. FCC's network inquiry staff disbanded in fall of 1980, submitting its final report to commission Oct. 20, 1980. Staff suggested best way to achieve goals of added competition, diversity and localism in television is to open existing allocations plan to more local outlets so that new networks can be formed. Staff also concluded that commission can foster growth of more networks in newer forms of technology such as direct broadcast satellite, multipoint distribution service and cable by not placing regulatory barriers in way of new technological development (BROADCASTING, Oct. 27 and Nov. 10, 1980). Broadcast Bureau has completed review of network inquiry report and hopes to present commission with recommendations on proposed rulemaking examining continuing need for all or some of rules that currently regulate network activity during first quarter of 1982.

□

Network standings. Prime-time TV ratings averages, Oct. 5-Dec. 20, 1981: CBS 19.3, ABC 18.9, NBC 15.6.

□

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

□

Noncommercial broadcasting rules. FCC has amended rules to permit public TV stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27). New identifications may be run without limit. Public broadcasters may now also promote goods and services on air as long as no consideration is received—with proviso that they make determination that such promotion serves public interest. Commission, under authorization given it in budget reconciliation bill, has established committee to look into possible implementation of 18-month experiment by limited number of public radio and television stations to air commercials (see **"Public Broadcasting"** below). Commission initiated inquiry and rulemaking designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. In addition to action taken early last year, commission is considering establishment of FM table of allocations for educational assignments and new classes of stations and extension to noncommercial licensees of limits on ownership now applicable only to commercial licensees. Comments have been received in all (BROADCASTING, Jan. 28, 1981). FCC has also launched proceeding considering elimination of ascertainment and logging rules and program oversight of public broadcasting (BROADCASTING, Nov. 9, 1981). Broadcast Bureau hopes to recommend action on deregulatory proposal to commission by second quarter of 1982.

□

Operator licensing. FCC has eliminated first-class radiotelephone operator licenses, replacing them with "general" license that is similar to old second-class permit, also eliminated. Under new program, holders of any type of operator's license—with exception of marine radio permit—will be allowed to operate and maintain broadcast equipment. Elimination of rule requiring that broadcast stations employ technician holding first-class ticket has taken effect. Instituting new general license may take longer as appropriate forms have to be approved by Office and Management and Budget. In interim, first-class permits will be renewed but new applicants must wait for implementation of general-license program.

□

Performer royalties. House Subcommittee on Courts, Civil Liberties and Administration of Justice has postponed indefinitely markup of proposal to assess royalties for use of recorded music according to radio stations' net advertising receipts after agency commissions. Introduced by Representative George Danielson (D-Calif.), bill (H.R. 1085) would also allow assessment at TV stations (BROADCASTING, March 2, 1981). Subcommittee may hold hearing on how satellite technology affects copyright law (BROADCASTING, Oct. 26, 1981), but majority of subcommittee is said to oppose passing performer's royalty bill (BROADCASTING, Nov. 2, 1981).

□

Prime time access rule. FCC dismissed petition by Chronicle Broadcasting Co. to delete prohibition against use of off-network programing during prime time access (BROADCASTING, Nov. 16, 1981). FCC argued that though there might be merit to Chronicle's proposal, it should be considered in context of review of entire prime time access rule which it said might be addressed when commission takes up staff recommendations, stemming from FCC's network inquiry (see above), in first quarter of 1982. Chronicle petitioned FCC to repeal section of PTAR that restricts off-network programing on network affiliated stations in largest 50 TV markets (BROADCASTING, July 27, 1981) arguing that it was unconstitutional, ineffective and gave stations not affected by rule several competitive advantages. NBC, filing comments, urged that proceeding be expanded to consider repeal of entire prime time rule, arguing that rule presented "barrier" to expansion of its *Nightly News* to 60 minutes (BROADCASTING, Aug. 17, 1981). NBC's proposal to expand proceeding was strongly opposed by Chronicle and all network affiliates' associations (BROADCASTING, Aug. 31, 1981).

□

Public broadcasting. Corporation for Public Broadcasting got new authorizing legislation, extending life through 1986, but authorizing less federal funding than CPB has grown accustomed to. Although authorization for 1982 was $172 million, new bill would limit federal funding to $130 million annually for 1984 through 1986 (BROADCASTING, Aug. 3, 1981). And continuing resolution passed by Congress last December leaves CPB with a $105.6 million budget for fiscal 1984, 40% below current 1982 appropriation of $172 million. While $105.6-million figure is not final, (BROADCASTING, Dec. 21, 1981), fiscal 1983 budget set at $137 million may suffer further cuts, lowering figure to possibly $116.5 million. CPB's advanced funding mechanism, allows corporation to receive appropriations two years in advance, but also subjects budget to frequent scrutiny by Congress, who may continue to whittle away public broadcast funding. Bill also authorizes establishment of Temporary Commission on Alternative Financing for Public Telecommunications, which is to investigate new ways for public stations to raise money (BROADCASTING, Aug. 31, 1981), Commission is authorized, but not mandated, to set up experiment allowing public stations to carry advertising. Commission is composed of representatives from FCC chairman's office, National Telecommunications and Information Administration, CPB, National Public Radio, National Association of Public Television Stations, chairmen and ranking minority members of Senate Commerce and House Energy and Commerce Committees. Since first meeting Oct. 2, temporary commission has received proposals from 29 radio and TV stations interested in joining experiment. However, because of possible conflicts with technical unions serving those stations and potential copyright problems, commission has delayed selection of stations in experiment. Commission has asked stations to reconfirm their commitment to project and is attempting to resolve some of problems. Essentially unions are refusing to let stations partake in experiment without changing rates of station from noncommercial to commercial, which could be costly to stations and could jeopardize experiment with 18-month deadline (BROADCASTING, Dec. 14, 1981). Meanwhile, Public Broadcasting Service continues efforts to develop pay television network, now being called PBS/Cable, which would be supported by pay television revenue and institutional advertising (BROADCASTING, Feb. 9, 1981). At PBS annual meeting, noncommercial stations voted 107-18 to let PBS proceed with development phase of service. PBS has received $500,000 in seed money from Carnegie Corp. and Mobil Oil to develop project and was awarded $250,000 grant from General Electric, to be used for intensive study of subscriber potential, methods of local distribution via cable TV, and structuring arrangements with arts and educational institutions.

□

Radio deregulation. In January, FCC adopted radio deregulation proposal initiated by former FCC Chairman Charles Ferris in October 1978. Order went into effect April 4. Specifically, commission eliminated nonentertainment programing guidelines (which were 8% for AM's and 6% for FM's); formal ascertainment requirements for new station and renewal applicants as well as for those acquiring stations; commercial limit guidelines (maximum, 18 minutes per hour), and requirement to keep detailed program logs in licensees' public files. United Church of Christ filed for review of decision in Washington appeals court. Petitions for FCC reconsideration—denied by commission—had been filed by National Association of Broadcasters; Henry Geller, former head of National Telecommunications and Information Administration; National Black Media Coalition, and Citizens Communications Center, challenging or seeking clarification of various aspects of commission's radio deregulation order. Senate has passed bill that would eliminate even more regulation (see **"Communications Act"** page 19).

□

Region 2 (western hemisphere) conference on AM broadcasting. second and final session of Region 2 conference on AM broadcasting ended on Dec. 19, 1981 on note of uncertainty. Cuban delegation to proceeding walked out, with strong denunciation of U.S. (Broadcasting, Dec. 21, 1981). Question of how U.S. and Cuba would negotiate incompatibilities in their respective inventories was key dispute left unresolved, and Cuba's inventory posed most serious problems faced by U.S. broadcasters. Among actions of conference, U.S. regarded as victories was decision to retain 10 khz channel spacing rather than adopt 9 khz plan that U.S. had advanced originally, at first session, in Buenos Aires, in March 1980.

□

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

□

Teletext/videotext. Common standard for videotext (via cable) and teletext (via air), worked out by proponents of three competing systems, was announced at Videotex '81 trade show in Toronto last May (Broadcasting, May 25, 1981). Standard, combining technology of French Antiope system, Canadian Telidon system and AT&T system, could become de facto North American videotext standard. CBS and Telidon interests have asked FCC to adopt North American standard as nation's teletext standard (Broadcasting, July 27, 1981). But proponents of incompatible British Ceefax have asked that its system be adopted as standard and have forcefully opposed North American standard. Meanwhile, FCC has launched proposed rulemaking that would authorize TV stations to provide teletext services—and would leave decision of what kind of services to offer and what kind of technical system to use up to licensee (Broadcasting, Oct. 26, 1981). Comments are due Jan. 11, 1982.

□

TV allocations. FCC approved VHF drop-ins for four markets—Salt Lake City (ch. 13), Charleston, W.Va. (ch. 11), Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8)—and proposed creation of 139 more (Broadcasting, Sept. 15 and Sept. 22, 1980). As of Dec. 18, 1981, no applications were on file for either drop-in at Charleston or Johnstown. Eight applicants have filed for Salt Lake City (Broadcasting, June 8, 1981) and 13 for Knoxville.

□

TV cameras in Senate. Resolution to allow televising of chamber proceedings (S. Res. 20) will be priority item on Senate's agenda when Congress returns late this month to begin second session. Majority Leader Howard Baker (R-Tenn.) who introduced resolution and hoped to bring it to Senate floor by end of last year (Broadcasting, Dec. 7, 1981), postponed consideration when schedule near end of last session got too crowded. Senate Rules Committee passed resolution unanimously, after defeating proposal by Senator Wendell Ford (D-Ky.) to restrict coverage to radio only (Broadcasting, July 20, 1981).

□

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (Broadcasting, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (Broadcasting, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (Broadcasting, May 22, 1978). In 1979 it set up new task force to work toward UHF comparability, and made plans to spend up to $610,000 on project (Broadcasting, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (Broadcasting, Sept. 17, 1979). Second report, released year ago, sees number of possible technical gains for transmitters that would narrow VHF advantages (Broadcasting, March 10, 1980). Subsequent report, "Comparability for UHF Television," released September 1980, concludes that although UHF is running poor second to VHF, disadvantages suffered by UHF service could be drastically reduced if viewers installed proper antenna systems (Broadcasting, Sept. 22, 1980). In comments broadcasters and equipment manufacturers have taken issue with that conclusion. Commission has initiated further notice of inquiry and notice of proposed rulemaking on some of concerns raised in report and looks toward revising some technical rules regarding UHF television. Task force released two more reports in September 1981—although neither has been placed in commission's proceeding—dealing with preamplifier effect on reception and analysis of field data obtained from sample of antenna systems.

□

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

For he Record

As compiled by BROADCASTING Dec. 14 through Dec. 18 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

■ Lincoln, Neb.—Long Pride Broadcasting Co. of Texas seeks 1180 khz, 5 kw-D, 1 kw-N. Address: 2650 Royal Lane, Suite 208, Dallas 75229. Estimated construction cost: $379,000; first-quarter operating cost: $82,500; first-year revenue: $410,000. Principals: Charley F. Pride (52.5%), Jim Long (37.7%) and Joseph J. Lastelik (9.7%). They own KQAM(AM)-KEYN(FM) Wichita, Kan., and are applicants for new AM at Charlotte, N.C. (BROADCASTING, May 4, 1981). Also, Jim Long owns 25% of KSSN(FM) Little Rock, Ark. Filed Dec. 11.

■ Pahrump, Nev.—Pahrump Broadcasting Corp. seeks 820 khz, 5 kw-D, 1 kw-N. Address: P.O. Box 357, Pahrump, 89041. Estimated construction costs: $119,-000; first-year operating cost: $68,500; first-year revenue: $172,000. Principals: James B. Hinkle and William E. Griffin (50% each). Hinkle is former engineer. Griffin is former Pahrump heavy duty repairman. Neither have other broadcast interests. Filed Dec. 11.

FM applications

■ Glendale, Ariz.—Marcell's Inc. seeks 103.5 mhz, 100 kw, HAAT: 208 ft. Address: 827 South Perry, Montgomery, Ala. 36104. Estimated construction costs: $9,250; first-year operating cost: $30,000. Principal: Marcell Robinson Jr. (100%), who is manager of WXVI(AM) Montgomery, Ala., and also applicant for new FM's at West Memphis, Ark. (BROADCASTING, Nov. 2, 1981) and Augusta, Ga. (BROADCASTING, Nov. 23, 1981). Filed Dec. 11.

■ Piggott, Ark.—Pa-Joy Broadcasters seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 268, Piggott 72454. Estimated construction costs: $68,300; first-quarter operating cost: $18,000; first-year revenue: $90,000. Principals: Rex Watson and George Cook (50% each). They each own Piggott insurance agencies and have no other broadcast interests. Filed Dec. 9.

■ Oildale, Calif.—Steven Rodriguez Macias seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 116 "B" Avenue, National City, Calif. 92050. Estimated construction costs: $47,400; first-quarter operating cost: $13,000. Format: Spanish language programing. Principal: Applicant is National City automobile paint and body repairman and has no other broadcast interests. Filed Dec. 10.

■ Visalia, Calif.—Zephyr Broadcasting Co. seeks 97.1 mhz, 15.6 kw, HAAT: 906 ft. Address: 12721 Adams Street, Garden Grove, Calif. Estimated construction costs: $150,000; first-quarter operating cost: $39,000; first-quarter revenue: $15,000. Principals: Patricia E. Dewey (41%), husband, Barney L. Dewey (39%), Ben M. Fujita and wife, Carol F. (10% each). Patricia Dewey is Buena Park, Calif., teacher. Barney Dewey is Garden Grove, Calif., contractural engineer. Ben Fujita is Los Angeles automotive repairman. Carol Fujita is Alhambra, Calif., teacher. None have other broadcast interests. Filed Dec. 10.

■ Waycross, Ga.—Janice C. Koger and Joanne Brehm seek 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 195 Colonial Way, Jesup, Ga. 31545. Estimated construction costs: $82,000; first-quarter operating cost: $24,000. Principals: Koger is secretary/clerk for Jesup, Ga., cable TV firm. Brehm is Atlanta, Ga., real estate broker. Filed Dec. 14.

■ Wichita, Kan.—Rochel Wright, Anthony Jones, and Gary Bell seek 105.3 mhz, 100 kw, HAAT: 257 ft. Address: 2942 North Holyoke, Wichita 67220. Estimated construction costs: $100,000; first-quarter operating cost: $12,850; first-year revenue: $200,000. Principal: Wright (34%), Jones and Bell (33% each). Wright is director KTVH-TV Wichita. Jones is production assistant at KMUW(FM) Wichita. Bell is insurance agent. None have other broadcast interests. Filed Dec. 15.

■ Chatham, Mass.—Spinnaker Communications Inc. seeks 107.5 mhz, 50 kw, HAAT: 306 ft. Address: Box 1278 Orleans, Mass. 02653. Estimated construction costs: $118,000; first-quarter operating cost: $63,000; first-year revenue: $234,000. Principals: Closely held group of 21 stockholders, none of whom have other broadcast interests. Jenette Kerr, news anchor at WROR(FM) Boston, is president. Filed Dec. 11.

■ Ortonville, Minn.—Tri-State Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 115, Ortonville 56278. Estimated construction costs: $67,500; first-quarter operating cost: $5,250; first-quarter revenue: $21,000. Applicant owns KDIO(AM) Ortonville. Filed Dec. 9.

■ Geneva, Ohio-N.E.O. Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 26111 Brush Avenue, Euclid, Ohio 44132. Estimated construction costs: $128,000; first-quarter operating cost: $30,000; first-quarter revenue: $30,000. Principals: Edna M. Smith (55%) and husband, Donald D. (45%). Donald Smith owns WBKC(AM) Chardon, Ohio. Filed Dec. 10.

■ Bay City, Tex.—Bay City FM Inc. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 1515 Adell, Bay City 77414. Estimated construction costs: $89,000; first-quarter operating cost: $48,000; first-year revenue: $220,000. Principals: Candelario Cantu (35%), Nathan Blum (30%), Blum's daughter, Barbara L. Morrison (20%) and Candelario's brother, Joe Cantu (15%). Candelario is TV repairman. Blum is employe of Bay City School system. Morrison runs real estate career school. Joe Cantu is employe of Corpus Christi Army depot. None have other broadcast interests. Filed Dec. 8.

■ Midland, Tex.—Gonzalez/Torres Broadcasting Co. seeks 106.7 mhz, 100 kw, HAAT: 485 ft. Address: 300 North Jackson, Suite 214, Odessa, Tex. 79761. Estimated construction costs: $183,000; first-quarter operating cost: $43,000; first-quarter revenue: $54,000. Principals: Abraham Torres (28%), Samuel Gonzalez, Fred T. McMinn Jr. and Frank L. Aelvoet (24% each). Torres is Odessa, Tex., financial consultant. Gonzalez is Odessa restaurant owner. Aelvoet is Odessa banker. McMinn is real estate investor. Filed Dec. 15.

■ Christiansted, St. Croix, V.I.—Radio 95 Inc. seeks 95.1 mhz, 50 kw, HAAT: 990 ft. Address: 26 Company Street, Christianstead 00820. Principal: John T. Galanses (100%), who is general manager and 50% owner of WWUS(FM) Big Pine Key, Fla., and 8.77% owner of WGFT(AM) Youngstown, Ohio. Filed Dec. 9.

■ Wausau, Wis.—Seehafer Broadcasting Corp. seeks 107.9 mhz, 100 kw, HAAT: 1029 ft. Address: 3730 Margin Street, Manitowoc, Wis. 54220. Estimated construction costs: $451,000; first-quarter operating cost: $20,000; first-year revenue: $500,000. Principal: Donald W. Seehafer (100%), who owns KRBI-AM-FM St. Peter, Minn.; WOMT(AM) Manitowoc, WXCO(AM) Wausau, WGEZ(AM) Beloit and WQTC(FM) Two Rivers, all Wisconsin. Filed Dec. 14.

TV application

■ Caldwell, Idaho—Benjamin B. Moore seeks ch. 9; ERP: 74 kw vis., 7.4 kw aur., HAAT: 178 ft.; ant. height above ground: 246 ft. Address: Route 1, Box 1, Murfreesboro, Tenn. 37130. Estimated construction cost: $135,000; first-quarter operating cost: $100,000; first-year revenue: $350,000. Consultant: Edward M. Johnson, Knoxville, Tenn. Principal: Applicant owns 80% of Franklin, Tenn., travel agency and 80% of Atlanta, Ga., restaurant. He has no other broadcast interests. Filed Dec. 10.

AM action

■ Clinton, Miss.—Wood Broadcasting Co. granted 1150 khz, 500 w-D. Address: 1991 Lloyd Street, Pearl, Miss. Estimated construction costs: $15,500; first-year operating cost: $25,000; revenue: $50,000. Format: Christian, Principal: Terry E. Wood (100%), who is former announcer at WJXN(AM) Jackson, Miss. Action Nov. 16.

FM action

■ Remsen, N.Y.—Renman Broadcasting Inc. granted 93.5 mhz, 3 kw, HAAT: 239 ft. Address: 9579 Main St., Remsen 13438. Estimated construction cost: $27,700; first-year operating cost: $1,000. Format: C&W/con-

temporary. Principals: Lawrence Edward Manuel (80%) and Eugene A. Wahl (20%). They own WADR(AM) Remsen, N.Y. Action Dec. 1.

TV action

■ Lansing, Mich.—F&S Comm/News Inc. granted ch. 36; ERP: 1380 (M) kw vis., 77.6 kw (H) aur., HAAT: 1090 ft.; ant. height above ground: 1134 ft. Address: 4280 W. Saginaw Hwy, Lansing, Mich. 48917. Estimated construction cost: $2,157,000; first-quarter operating cost: $366,350; revenue: $2,002,000. Legal counsel: Lovett, Ford and Hennessey, Washington. D.C.; consulting engineer: Jules Cohen and Associates, Wash., D.C. Principals: Joel I. Ferguson (48.5%), Sol L. Steadman (48.5%), and 3 others. Ferguson and Steadman are co-owners (50% each) of F&S Development Co., real estate concern. Neither have other broadcast interests. Action Dec. 7.

Ownership changes

Applications

■ KFML(AM) Denver (1390 khz, 5 kw-D)—Seeks assignment of license from Radio Denver Corp. to Golden Bear Communications Inc. for $760,000 (BROADCASTING, Dec. 21, 1981). Seller: Bruce L. Lien (100%) who has no other broadcast interests. Buyer: Dennis D. Workman (100%), who is Ventura, Calif., engineer and has no other broadcast interests. Filed Dec. 9.

■ WWJB(AM) Brooksville, Fla. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hernando County Radio Inc. to Hernando Broadcasting Inc. for $550,000 (BROADCASTING, Dec. 21, 1981). Seller: John C. Clancy (47%), Donald L. Stork (35%) and Robert L. Penrod (18%). Stork owns 51% and Clancy 49% of WFLR-AM-FM Dundee, N.Y., and 45% each of WSCM(AM) Cobleskill, N.Y. Buyer: Steve Manuel, president, wife, Barbara; Howard Weston, wife, Pat; Bruce Snow and wife, Cynthia (16.6% each). Steve Manuel is high school band director. Barbara Manuel is teacher. Howard Weston is Saint Petersburg, Fla., investment banker. Bruce Snow is Brooksville attorney. Cynthia Snow is legal secretary. Pat Weston is housewife. They also are applicants for new FM at Homosassa Springs, Fla., (BROADCASTING, April 28, 1980). Filed Dec. 8.

■ KSIB(AM)-KITR(FM) Creston, Iowa (AM: 1520 khz, 1 kw-D; FM: 101.7 mhz, 3 kw, ant. 255 ft.)—Seeks assignment of license from Creston Radio Inc. to Glenn R. Olson for $267,000 plus $104,846 for assumption of debt (BROADCASTING, Dec. 14, 1981). Seller: Subsidiary of Heritage Communications, publicly traded Des Moines, Iowa-based cable MSO that owns no other broadcast stations. Buyer owns KQWC-AM-FM Webster City, Iowa; 90% of KDOM-AM-FM Windom, Minn.; and 60% of KQWI(FM) Clarinda, Iowa. Filed Dec. 9.

■ • WIPU(FM) Fort Wayne, Ind. (89.1 mhz, 4 kw, ant. 120 ft.)—Seeks assignment of license from Purdue University to Public Broadcasting of Northeastern Indiana Inc. Assignor: Educational institution; Frederick R. Ford is executive vice president. It also owns WBAA(AM) West Lafayette, Ind. Because of increased operation costs, University is assigning license because of insufficient funds from doners. Assignee: Noncommercial corporation;. Rocco Navarro is president. It has no other broadcast interests. Filed Dec. 4.

■ WNNR(AM) New Orleans and WAIL(FM) Slidell, La. (AM: 1500 khz, 1 kw-D; FM: 105.3 mhz, 100 kw, ant. 407 ft.)—Seeks assignment of license from Security Broadcasting of Baton Rouge Inc. to Phase II Broadcasting Inc. for $2,316,000 (BROADCASTING, Dec. 21, 1981). Seller is owned by Ed Muniz, Michael O'Keefe and Ben Bridgeman (one-third each). They own KIEL(AM)-KEZQ(FM) Jacksonville, Ark., and KALO(AM)-KZZB(FM) Beaumont, Tex. They also were granted FCC approval to sell WXOK(AM) Baton Rouge, La., for $2,850,000 (BROADCASTING, Nov. 9). Buyer: Ed Muniz (100%), who is one-third owner of Security Broadcasting group. He will become sole stockholder of WNNR and WAIL. Filed Dec. 8.

■ WCOD(AM) Hyannis, Mass. (106.1 mhz, 50 kw, ant. 450 ft.)—Seeks assignment of license from Resort Communications Inc. to Taylor Communications Inc. for $1,000,000 (BROADCASTING, Nov. 30, 1981). Seller: Marjorie A. Hyman, executor for estate of John G. Keljikan (100%), who also owns 17% of WCRN(FM) Charlotte-Amalie, V.I. Buyer: subsidiary of J.J. Distributing Co., North Dartmouth, Mass.-based beer and wine distributing company. John J. Taylor III is vice president. He has no other broadcast interests. Filed Dec. 10.

■ WMZK(AM) Detroit (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Booth American Co. to TXC Crop. for $2,000,000. (BROADCASTING, Dec. 21, 1981). Seller: Detroit-based MSO and group owner of five AM's and seven FM's owned by John L. Booth, chairman, and family. They also bought, subject to FCC approval, WSAI-AM-FM Cincinnati, Ohio (BROADCASTING, Dec. 21, 1981 and below), and sold, subject to FCC approval, WXCM(AM)-WIBM(FM) Jackson, Mich. (BROADCASTING, Nov. 16 and below). Buyer: Principally owned by Harvey Deutch, who is Detroit investor and has no other broadcast interests.

■ WXCM(AM)-WIBM(FM Jackson, Mich. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 94.1 mhz, 50 kw, ant. 320 ft.)—Seeks assignment of license from Booth American Co. to Casciani Communications Inc. for $1,100,000 (BROADCASTING, Nov. 16, 1981). Seller also sold, subject to FCC approval, WMZK(AM) Detroit (BROADCASTING, Dec. 21, 1981 and above) and bought, subject to FCC approval, WSAI-AM-FM Cincinnati (BROADCASTING, Dec. 21, 1981 and below). Buyer: John B. Casciani, former owner of WNRS(AM) Saline and WIQB(FM) Ann Arbor, both Michigan, who has no other broadcast interests. Filed Dec. 4.

■ WNYN(AM) Canton, Ohio (900 khz, 500 w-D)—Seeks assignment of license from Keyes Corp. to North Shore Communications Inc. for $475,000 plus $100,000 for covenant not to compete. Seller: Donald C. Keyes (66.77%) and father, Carleton C. Keyes (33.33%). Donald Keyes owns 50% of WTAL(AM) Tallahasse, Fla. Buyer: Closely held group of 11 stockholders. Stephen A. Bloomfield is president and 25.6% owner. He is news producer at WJKW-TV Cleveland, Ohio. None have other broadcast interests. Filed Dec. 15.

■ WSAI-AM-FM Cincinnati, Ohio (AM: 1360 khz, 5 kw-U; FM: 94.1 mhz, 32 kw, ant. 600 ft.)—Seeks assignment of license from Affiliated Broadcasting Inc. to Booth American Co. for $5,200,000 (BROADCASTING, Dec 21, 1981). Seller: Subsidiary of publicly traded Affiliated Publications, group owner of six AM's, six FM's and publisher of *Boston Globe*. Jay Q. Berkson is president of Affiliated Broadcasting and William O. Taylor is president of Affiliated Publications. Last year it also closed its deal to buy WAIV-AM-FM Jacksonville, Fla., for $3 million (BROADCASTING, March 23, 1981). Buyer is selling WMZK(AM) Detroit (BROADCASTING, Dec. 21, 1981 and above) and WXCM(AM)-WIBM(FM) Jackson, Mich. (BROADCASTING, Nov. 16, 1981 and above.) Filed Dec. 4.

Actions

■ WJJB(FM) Hyde Park, N.Y. (97.7 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Gregory Broadcasting Inc. to WJJB Acquisition Corp. for $625,-000. Seller: Warren Gregory (100%), who owns WWWI(AM) Hyde Park. Buyer: Subsidiary of Sellerman-Morrow Broadcasting Group Inc., which is principally owned by Robert F. X. Sillerman and Bruce Morrow. Sillerman-Morrow owns WALL(AM)-WKGL(FM) Middletown, N.Y., and WRAN(AM) Dover, N.J. Action Dec. 7.

■ KAPE(AM) San Antonio, Tex., and KTUF(FM) Terrell Hills, Tex. (AM: 1480 khz, 500 kw-D; FM: 106.3 mhz, 3 kw, ant. 143 ft.)—Granted assignment of license from S.S.S. Broadcasting Inc. to SIT Broadcasting Corp. for $3,000,000. Seller: Center Atkins Jr. (90%) and Jerry A. Moon Sr. (10%). Atkins owns KDLK(AM)-KLKE(FM) Del Rio, Tex. Buyer: Frank J. Sitterle (56.25%), Daniel S. Sitterle (18.75%) and Sam Sitterle (25%), brothers. Frank and Daniel Sitterle are San Antonio-based contractors and real estate developers. Sam Sitterle is program manager at KPRC(AM) Houston. They have no other broadcast interests. Action Dec. 8.

■ WEFM(AM) Chicago (99.5 mhz, 6 kw, ant. 1,170 ft.)—Granted assignment of license from GCC Communications Inc. to First Media of Illinois Inc. for $6,500,000. Seller is owned by General Cinema Corp., Boston-based publicly traded corporation. Richard A. Smith is chairman and president and 3.3% owner. General Cinema also owns WCIX-TV Miami and 80% of WSNY(AM)-WHUE(FM) Boston. It has sold, subject to FCC approval, WIFI(FM) Philadelphia (BROADCASTING, Aug. 10). Alexander M. Tanger, president of GCC Communications, owns remaining 20% of Boston stations. Buyer is owned by Richard E. Marriott (chairman) and family. He is vice president of Marriott Corp., publicly held worldwide hotel and restaurant chain. Marriotts also own WPGC-AM-FM Morningshide, Md. (Washington); KAYK-AM-FM Provo, Utah; KOPA-AM-FM Scottsdale, Ariz.; KFMK-FM Houston and WZGC(AM) Atlanta. Action Dec. 8.

Facilities Changes

AM applications

■ WASG(AM) Atmore, Ala.—Seeks modification of CP (800418AJ) to change frequency to 1160 khz; 2.5 kw-N, DA-2; increase D power to 50 kw; and make changes in ant. sys. Ann. Dec. 7.

■ KCTT(AM) Yellville, Alaska—Seeks CP to increase power to 1 kw. Ann. Dec. 14.

■ KNST(AM) Tucson, Ariz.—Seeks CP to increase D power to 5 kw and N power to 1 kw, DA-2; change TL; and make changes in ant. sys. Ann. Dec. 8.

■ KNCO(AM) Grass Valley, Calif.—Seeks CP to change frequency to 830 khz and increase D power to 5 kw. Ann. Dec. 9.

■ WINK(AM) Fort Myers, Fla.—Seeks CP to change D operation to non-directional. Ann. Dec. 17.

■ WRXB(AM) St. Petersburg Beach, Fla.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 5 kw; install DA-2; and make changes in ant. sys. Ann. Dec. 14.

■ KIWA(AM) Sheldon, Iowa—Seeks CP to change ant. sys. (increase tower height; reduce ant. input measurement). Ann. Dec. 11.

■ KLMS(AM) Lincoln, Neb.—Seeks CP to make changes in ant. sys. Ann. Dec. 7.

■ WOBM(AM) Lakewood, N.J.—Seeks CP to change hours of operation to U by adding 1 kw-N; install DA-2; change frequency to 1160 khz; specify TL/SL; and make changes in ant. sys. Ann. Dec. 10.

■ WCRR(AM) Cornwall, N.Y.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 5 kw; install DA-2; change frequency to 1160 khz, and make changes in ant. sys. Ann. Dec. 9.

■ WJOZ(AM) Troy, Pa.—Seeks modification of CP (BP-790924AD) to change TL. Ann. Dec. 11.

■ WYLV(AM) West Hazelton, Pa.—Seeks modification of CP (BP-20595) to change TL. Ann. Dec. 11.

■ WITA(AM) Knoxville, Tenn.—Seeks CP to relocate daytime TL. Ann. Dec. 7.

■ KUKA (AM) San Antonio, Tex.—Seeks CP to increase D power to 5 kw, DA-2. Ann. Dec. 7.

■ KXXR(AM) Spokane, Wash.—Seeks CP to change city of License to Opportunity, Wash; change hours of operation to U by adding 2.5 kw-N; increase D power to 10 kw; install DA-N; change frequency to 550 khz; change TL; make changes in ant. sys. Ann. Dec. 8.

■ KMO(AM) Tacoma, Wash.—Seeks CP to change community of license to Fife, Wash. and reduce N power to 1 kw and delete directional ant. Ann. Dec. 9.

FM applications

■ KWIZ(FM) Santa Ana, Calif.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 3 kw (H) and 2.7 kw (V); increase HAAT to 199.5 ft.; and change TPO. Ann. Nov. 30.

■ KYMS(FM) Santa Ana, Calif.—Seeks CP to change TL; change ERP to 1.33 kw; change HAAT to 425 ft.; and make changes in ant. sys. Ann. Nov. 27.

■ WMMK(FM) Destin, Fla.—Seeks CP to change ERP to 285 ft. Ann. Dec. 3.

■ WWID-FM Gainesville, Ga.—Seeks CP to change TL; increase HAAT to 930 ft.; change type trans.; and make changes in ant. sys. Ann. Nov. 24.

■ WKKC-FM Chicago—Seeks CP to increase ERP to 250 w; increase HAAT to 70.5 ft.; make changes in ant. sys. (install directional antenna). Ann. Nov. 27.

■ WXLC(FM) North Chicago, Ill.—Seeks CP to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; decrease ERP to 2.30 kw; increase HAAT to 348 ft.; install auxiliary trans.; and ant. to be operated on ERP of 2.95 kw;

change HAAT to 300 ft. and change TPO. Ann. Nov. 30.

■ KUDL(FM) Kansas City, Kan.—Seeks CP to install auxiliary trans. and ant. at main TL to be operated on ERP of 2.37 kw; change HAAT to 250 ft.; and change TPO (for aux. purposes only). Ann. Nov. 30.

■ KRVS(FM) Lafayette, La.—Seeks modification of CP (BPED-800509AD) to correct TL; change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 500 ft.; and change TPO. Ann. Nov. 27.

■ KWCL-FM Oak Grove, La.—Seeks CP to make changes in ant. sys.; change type ant.; change ERP to 3 kw; decrease HAAT to 290 ft.; and change TPO. Ann. Dec. 3.

■ WPGC-FM Morningside, Md.—Seeks CP to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant.; decrease ERP to 16 kw; increase HAAT to 881 ft.; install auxiliary ant. to be operated on ERP of 27.7 kw; change HAAT to 700 ft.; and change TPO. Ann. Nov. 30.

■ WAYL-FM Minneapolis—Seeks CP to install auxiliary ant. at main TL to be operated on ERP of 100 kw; change HAAT to 225 ft.; and change TPO (for aux. purposes only). Ann. Nov. 30.

■ *WCTS-FM Minneapolis seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 100 kw; decrease HAAT to 429 ft.; and change TPO. Ann. Nov. 30.

■ KOGA-FM Ogallala, Neb.—Seeks 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. Ann. Nov. 24.

■ KAFE-FM Santa Fe, N.M.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,631 ft.; and make changes in ant. sys. Ann. Nov. 30.

■ WNCT-FM Greenville, N.C.—Seeks CP to change frequency to 107.9 mhz; change TL; change HAAT to 1,701 ft.; change type trans.; and make changes in ant. sys. Ann. Dec. 3.

■ *KTEC(FM) Klamath Falls, Ore.—Seeks CP to change frequency to 889.5 mhz. Ann. Nov. 30.

■ WTPA-FM Harrisburg, Pa.—Seeks modification of CP (BPH-810812AT) to change type trans.; change type ant.; decrease ERP to 14.8 kw; increase HAAT to 950 ft.; and change TPO. Ann. Nov. 27.

■ *WBMR(FM) Telford, Pa.—Seeks CP to change frequency to 91.7 mhz; change TL; operate RC from SL; increase ERP to 116 w; change HAAT to 249.27 ft.; change type trans.; and make changes in ant. sys. Ann. Nov. 27.

■ WIVI-FM Christiansted, St. Croix, V.I.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 10.7 kw; increase HAAT to 1,076 ft.; and change TPO. Ann. Nov. 30.

■ WAIM-FM Anderson, S.C.—Seeks CP to change type trans.; change type ant.; increase ERP to 100 kw; change SL & RC; and change TPO. Ann. Nov. 27.

■ WNCS(FM) Montpelier, Vt.—Seeks CP to change ERP to 580 w; and change TPO. Ann. Nov. 27.

■ WQAA(FM) Luray, Va.—Seeks CP to change TL; change HAAT to 300 ft.; and make changes in ant. sys. Ann. Nov. 24.

TV applications

■ WTOG(TV) St. Petersburg, Fla.—Seeks CP to change ERP to 1974 kw vis., 197 kw aur.; and change trans. Ann. Dec. 8.

■ *KLPA-TV Alexandria, La.—Seeks MP (BPET-800226KE) to change ERP to 2040 kw vis., 204 kw aur.; change TL; and make changes to ant. sys. Ann. Dec. 10.

■ WCCB(TV) Charlotte, N.C.—Seeks CP to change ERP to 5000 kw vis., 500 kw aur.; and change TL. Ann. Dec. 14.

■ WSOC-TV Charlotte, N.C.—Seeks CP to change ERP to 316 kw vis., 31.6 kw aur.; and change TL. Ann. Dec. 10.

■ WTLW(TV) Lima, Ohio—Seeks CP to change ERP to 904.9 kw vis., 100.2 kw aur.; change trans.; change ant.; and make changes to ant. sys. Ann. Dec. 8.

■ *KZLN(TV) Harlingen, Tex.—Seeks MP (BPCT-5121, as mod.) to change TL. Ann. Dec. 7.

In contest

Designated for hearing

■ Silt, Colo.—General Broadcasting Inc. for modification of its license to operate KFAM(AM) Bountiful, Utah and Rifle Broadcast Co. for new AM at Silt, Colo.: to determine whether General Broadcasting is financially qualified; whether Rifle's proposed nighttime ant. sys. can be adjusted within proposed limits of radiation; areas and populations which would receive primary service from each proposal, and availability of other primary aural service to those areas and populations; which of proposals would better provide service; and which, if either, to grant. (BC Doc. 81-820-821). Action Nov. 19.

■ Decatur, Ill. **new FM** (99.3 mhz)—Completing applications of Town and Country Broadcasting Inc., and Mary Ellen Burns: to determine whether Town and Country is financially qualified; if Town and Country's environmental information has fully complied with the rules; which of proposals would provide better distribution of service; if it's concluded, choice should not be based on preceding issue; which of proposals would best serve the public interest. (BC Doc. 81-802-803). Action Nov. 20.

■ Decatur and Mount Lion, Ill. **new FM** (99.3 mhz)—Town and Country Broadcasting Inc. and Mary Ellen Burns: to determine whether TCB is financially qualified; whether TCB's environmental information has fully complied with provisions of rules; which of proposals would provide better distribution of services; and which of proposals would better serve public interest, and which to grant. (BC Doc. 81-802, 81-208). Action Nov. 10.

■ Toledo, Ohio **new TV** (ch. 36)—Toledo Telecasting Inc., Toledo Family Television Inc., Toledo Ohio T.V. Inc., Channel 36 Inc., and TVUSA/Toledo Inc.: to determine if any or all of tower heights and location proposals would be hazard to air navigation' if Channel 36 Inc., is financially qualified; which of proposals would best serve public interest; and which application should be granted. (BC Doc. 81-828-832). Action Nov. 24.

■ San Juan, P.R. **new TV** (ch. 18)—Comark Television Inc., and Three Star Telecast Inc: to determine whether applicants are financially qualified; if Three Star's tower height and location proposal would be hazard to air navigation; which of proposals would better serve public interest; and which to grant. (BC Doc. 81-833-834). Action Nov. 24.

■ Elmwood Township, Mich. **new AM** (1400 khz)—Good News Media Inc., and Paragon Radio Network Inc.: to determine if Good News Media is financially qualified; with respect to each proposal, whether it would provide coverage of Elmwood Township, and if not, whether waiver would be warranted; which of proposals would better serve public interest; and which should be granted (BC Doc. 81-842-843). Action No. 24.

■ Jackson, Miss. **new TV** (ch. 40)—Media South Broadcasting Corp., Jackson Family Television Inc., Big River Broadcasting Co., and Television Corp. of Mississippi: to determine if Jackson Family Television, Big River Broadcasting and Television Corp of Mississippi are financially qualified; if tower height and location proposals of Jackson Family Television and Television Corp. of Mississippi constitute hazard to air navigation; which of proposals would best serve public interest, and which should be granted (BC Doc. 81-835-838). Action Nov. 27.

■ High Point, N.C. **new TV** ch. 67)—Fox Media Inc., Triad Family Television Inc., and High Point Community Television Inc.: to determine if Fox Media is financially qualified and if its tower height and location proposal would constitute hazard to air navigation; which of proposals would best serve public interest, and which of applications should be granted (BC Doc. 81-844-846). Action Dec. 1.

■ Colorado Springs, Colo. **new TV** (ch. 21)—Light Communications Inc., and Quality Media Corp.: to determine if applicants are financially qualified; if Light Communications's tower height and location proposal would constitute hazard to air navigation; which of proposals would better serve public interest, and which should be granted (BC Doc. 81-847-848). Action Dec. 3.

■ Tye, Tex. **new FM** (99.3 mhz)—Consolidated into proceeding involving Craft Communication Inc.'s application for new FM at Abilene, Tex., and application of Griffis Broadcasting Co. for new FM: to determine areas and populations which would receive primary aural service from proposed operations and availability of other primary service to such areas and populations; which of proposals would better provide distribution of radio service; which of proposals would better serve public interest, and which, if either, should be granted (BC Doc. 81-849). Action Dec. 3.

Procedural ruling

■ Willits, Calif. **AM proceeding** (Broadcasting Corp. of Mendocino County and the Henry Radio Co.)—ALJ Thomas B. Fitzpatrick granted joint request and approved agreement for reimbursement of $3,708.57 to Broadcasting Corp. of Mendocino and dismissed its application with prejudice; granted Willits application for new AM on 1250 khz and terminated proceeding (BC Doc. 81-240-241). Action Nov. 18.

■ Solvang, Calif. **FM proceeding** (Robert T. Mindte, et al.)—ALJ Edward Lutton granted request by Pacific Coast and Mindte and approved agreement; authorized reimbursement of $19,000 to Mindte by Pacific and dismissed with prejudice Mindte's application (BC Doc. 81-194-199). Action Nov. 24.

FCC actions

■ Review Board affirmed ALJ's decision granting application of Morris, Pierce & Pierce for new FM at Fort Myers Beach, Fla., and denied competing application of Local Soundwaves Inc. Both MPP and LSI filed exceptions to March 1981 initial decision of ALJ Edward J. Kuhlmann, who awarded CP to MPP on strength of its proposal to integrate its three owners into fulltime management. LSI criticized failure to grant its posthearing petition to add cross-interest issue against MPP and argued it should have received substantial preference under the integration criterion. MPP contended it should have received slight preference under diversification criterion and credit for civic activities for its principals. Judge Kuhlmann had not given MPP credit for its principals; many civic activities because one belonged to Rotary Club, which has national policy of excluding women from membership. With exception of judge's treatment of Rotary membership, Review Board affirmed his ultimate conclusion that granting MPP's application would better serve public interest. Action Dec. 11.

■ FCC scheduled oral argument for Jan. 12, 1982, to consider exceptions to initial decision granting license renewal of WPWC(AM) Quantico, Va. In 1978 ALJ granted short-term, one-year renewal for WPWC, holding that erroneous data in engineering protion of 1975 renewal application did not reflect intent to deceive FCC. Broadcast Bureau appealed decision, saying license renewal should be denied. Action Dec. 15.

■ FCC scheduled for Jan. 12, 1982, oral argument in proceeding involving mutually exclusive applications of Simon Geller for renewal of license WVCA-FM Gloucester, Mass., and Grandbanke Corp. for new FM at Gloucester on same frequency. In initial decision of June 19, 1978, ALJ concluded that Geller was basically qualified, despite fact that he had failed to comply with FCC's ascertainment requirements and had not met nonentertainment programing needs of his community of license. He found that Geller's past record and superior credits for integration and diversification justified grant of his application. Grandbank and Broadcast Bureau appealed judge's decision. Action Dec. 15.

Allocations

Petitions

■ Colorado Springs, Denver, Lamar, Monte Vista, Evergreen and Pueblo, all Colorado—In response to petition by Carolyn Caspard and Penny Eilerson: proposed assignment of 95.5 mhz to Evergreen as its first FM or assignment of that channel to Denver as its tenth FM. Both options would require substitution of 98.1 mhz for 95.5 mhz at Colorado Springs, substitution of 105.7 mhz for 96.9 mhz at Lamar, substitution of 95.3 mhz for 96.7 mhz at Monte Vista and substitution of 96.9 mhz for 97.9 mhz at Pueblo; comments due Jan. 17, replies Feb. 1 (BC Doc. 81-819). Action Nov. 18.

■ Naples, Fla. In response to petition by WRMF Inc.: proposed substituting 103.1 mhz for 97.7 mhz at Naples and ordered WSGL(FM) to show cause why its license should not be modified to operate on 103.1 mhz instead of 97.7 mhz; comments due Jan. 17, replies Feb. 1 (BC Doc. 81-818). Action Nov. 19.

■ Sebewaing and Tawas City, both Michigan—In response to petition by Gaeth/Hofmeister Inc.: proposed assigning 103.9 mhz to Bevewaing as its first FM and substituting 99.3 mhz for 103.9 mhz at Tawas City, comments due Jan. 29, replies Feb. 16. (BC Doc. 810854). Action Dec. 8.

■ Wadena, Minn.—In response to petition by WWCO Television Inc.: proposed assigning ch. 42 to Wadena as its first commercial TV; comments due Jan. 25, replies Feb. 10. (BC Doc 810840). Action Dec. 2.

■ Shawnee, Okla.—In response to petition by Canadian Valley Television Inc.: proposed assigning ch. 30 to Shawnee as its first TV; comments due Jan. 25, replies Feb. 10. (BC Doc. 81-839). Action Dec. 1.

■ Amarillo, Tex.—In response to petition by K.T. Wiggins and R.K. Jack: proposed assigning 96.9 mhz to Amarillo as its sixth commercial FM; comments due Jan. 29, replies Feb. 16. (BC Doc. No. 81-853). Action Dec. 8.

■ Giddings and Nelsonville, both Texas—In response to petitions by Michael G. Wallace and Radio Ten-Ninety: proposed assigning 101.7 mhz to either Giddings or Nelsonville as both communities' first FM assignment; comments due Jan. 25, replies Feb. 19. (BC Doc. 81-841). Action Dec. 1.

Assignments

■ College, Alaska—In response to opposition by Interior Broadcasting Corp. to notice of proposed rulemaking to assign 103.9 mhz to College as requested by Associated Students of University of Alaska: ordered Associated Students to file further information regarding community status of College, specifically official boundaries indicating that College is distinctly separate from Fairbanks, Alaska; comments due Jan. 18, replies Feb. 2 (BC Doc. 81-433). Action Nov. 30.

■ Arcata, Calif.—Assigned ch. 23 to Arcata as its first TV; effective Feb. 5 (BC Doc. 81-175). Action Dec. 2.

■ Oroville, Calif.—Assigned ch. 28 to Oroville as its first TV; effective Feb. 1 (BC Doc. 81-169). Action Nov. 18.

■ Fountain, Colo—In response to petition by Fountain Broadcasting Co. for reconsideration of order terminating proceeding for lack of interest on part of original petitioner: assigned 106.3 mhz to Fountain as its first aural broadcast service, effective Feb. 1 (BC Doc. 80-316). Action Nov. 18.

■ Fort Walton Beach, Fla.—Substituted ch. 53 for 52 at Fort Walton Beach; effective Feb. 1 (BC Doc. 81-488). Action Nov. 30.

■ Canton, Ill.—Assigned 100.9 mhz to Canton as its second FM; effecrive Feb. 1 (BC Doc. 81-408). Action Nov. 30.

■ North Muskegon, Mich.—Assigned 98.3 mhz to North Muskegon as its first FM; effective Feb. 1 (BC Doc. 81-388). Action Nov. 18.

■ Petosky, Mich.—Substituted 96.3 mhz for 96.7 at Petosky and ordered WMBN to specify operation on 96.3 instead of 96.7 mhz; effective Feb. 1 (BC Doc. 81-504). Action Nov. 30.

■ Joplin, Mont.—Assigned ch. 35 to Joplin as its third UHF; effective Feb. 1 (BC Doc. 81-174). Action Nov. 30.

■ Orchard, Neb.—Assigned ch. 16 to Orchard as its first commercial TV assignment, effective Feb. 16 (BC Doc. 81-176). Action Dec. 8.

■ Beaumont, Lake Jackson and Port Lavaca, all Texas—Substituted 107.9 mhz for 107.7 mhz at Beaumont; 107.5 mhz for 107.3 mhz at Lake Jackson and 93.3 mhz for 95.9 mhz at Port Lavaca and ordered stations KWIC, KGOL and KGUL-FM to specify operations on new channels assigned to Beaumont, Lake Jackson and Port Lavaca. (BC Doc. 81-234). Action Dec. 1.

■ Trementon, Utah—Assigned 104.9 mhz to Trementon as its first FM; effective Feb. 16. (BC Doc. No. 80-512). Action Dec. 8.

■ Farmville and Appomattox, both Virginia—Directed petitioners to supply further information regarding their intentions to pursue proposed assignments to Farmville and Appomattox, comments due Jan. 18, replies Feb. 2 (BC Doc. No. 80-494). Action Nov. 30.

■ Roanoke, Va.—Assigned ch. 38 to Roanoke as its fourth commercial TV; effective Feb. 5. (BC Doc. 81-283). Action Nov. 24.

■ Leone, American Samoa—Assigned 101.1 mhz to Leone as its first FM; effective Feb. 1 (BC Doc. 81-406). Action Nov. 18.

Translators

UHF actions

■ Iron Mountain, Mich.—U.P. TV Systems Inc. granted CP for new UHF on ch. 64 to rebroadcast WYAH-TV Portsmouth, Va., via Satcom II, transponder 8. Action July 17, 1980.

■ Bovina and rural area, Tex.—Panhandle Telecasting Co. granted CP for new UHF translator on ch. 67 to rebroadcast KFDA-TV Amarillo, Tex. (100 w, 312 ft.). Action Nov. 30.

■ Hereford and Friona, both Texas—Panhandle Telecasting Co. granted CP for new UHF translator on ch. 67 to rebroadcast KFDA-TV Amarillo, Tex. (100 w, 283 ft.). Action Nov. 30.

■ Santa Maria, Orcutt, Guadalupe and Nipomo, all California—Central Coast Good News Inc. granted CP for new UHF translator on ch. 65 to rebroadcast KTBN(TV) Fontana, Calif. (100 w, 20 ft.). Action Nov. 17.

■ Tohatchi area, N.M.—El Paso Natural Gas Co. granted CP for new UHF translator on ch. 53 to serve El Paso Natural Gas Co. Gallup compressor station rebroadcast KNME(TV) Albuquerque, N.M. (1 w, 40 ft.). Action Nov. 20.

■ Tohatchi area, N.M.—El Paso Natural Gas Co. granted CP for new UHF translator on ch. 68 to serve El Paso Natural Gas Co. Gallup compressor station and rebroadcast KOB(TV) Albuquerque, N.M. (1 w, 40 ft.). Action, Nov. 20.

Cable

■ FCC received following cable service registrations:

■ Coastside Cable TV Inc. for Riverbank, Calif. (CA0801), add signal.

■ Central Valley Cablevision Inc. for Hillsboro and Cooperstown, both North Dakota (ND0105, 106), new signal.

■ Jones Intercable Inc. for Fairmont and Pembroke, both North Carolina (NC0218, 207), add signal.

■ San Mig-Uel Cable Systems Inc. for Nucla and Naturita, both Colorado (C00184, 185), new signal.

■ Richard Dyste d/b/a Bainbridge TV Cable for Winslow, Wash. (WA0323), new signal.

■ Teleprompter Corp. for Burna Park, Calif. (CA0895), new signal.

■ Utah Satellite Corp. for Duchesne, Utah (UT0093), new signal.

■ Stephen Cable TV Inc. for Alvarado and Vega, both Minnesota (NM0224, 294), new signal.

■ Wheat State Telecable Inc. for Douglas, Kan. (KS0294), new signal.

■ Kip-Lee CATV Inc. d/b/a Deer Park Cablevision for Deer Park, Tex. (TX0806), new signal.

■ Warner Amex Cable Communications Co. of Northwest Suburbs for Elk Grove, Ill. (IL0532), new signal.

■ Cable TV of West Odessa Inc. for Odessa, Tex. (TX0869), new signal.

■ Communications & Cablevision Inc. for Monroe and Berlin, both Michigan (MI0567, 568), new signal.

■ Landmark Cablevision Associates for West, Mart, and Clifton, all Texas (TX0871, 872, 873), new signal.

■ Valley Cablevision of South Dakota Inc. for Dell Rapids, S.D. (SD0067, 68), new signal.

■ Booth American Co. d/b/a for Solon, Mich. (MI0569), new signal.

Earth Stations

Applications

■ FCC reports following satellite radio applications have been accepted for filing:

■ First National Home Theatres Inc. for Romulus, Mich. (4.5 m, Andrew, E3819).

■ Comcast Cable Communications Inc. for Shelby township, Mich. (5m, Anixter-Mark, E3926).

■ Highland Video for Blairsville, Pa. (5m, S-A, E3975).

■ Stellar Vision Inc. for Corpus Christi, Tex. (5m, Comtech, E3976).

■ Madison Cablevision Inc. for Orange, Va. (5m, S-A, E3977).

■ Tele-Media Co. of Andover for Shippingport, Pa. (5m, AFC, E3978).

■ KFDA-TV for Amarillo, Tex. (5m, S-A, E3979).

■ R & E Cablevision for Atlantic Beach, Fla. (5m, S-A, E3980).

Actions

■ Full Gospel Businessmen's Fellowship International of Eugene, Ore. (E2082); Westport, Ind. (E2416); Sunnyside, Wash. (E2599); Manhattan, Kan. (E2963); Bakersfield, Calif. (E2988); Huntsville, Ala. (E3021); Haynesville, La. (E3129); Burlington, Vt. (E3164); and Walker, Mich. (E3165).

■ H & R Management for Houston (E3381).

■ Rogersville Cable TV Co. for Rogersville, Tenn. (E3526).

■ Pike County Cablevision Corp. for Petersburg, Ind. (E3528).

■ Teletronics Cable Co. for Howard, Kan. (E3529).

■ Cox Cable Communications Inc. for Saranac Lake, N.Y. (E3533).

■ Beaver Springs Mutual Cable for Beaver Springs, Pa. (E3638).

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

■ Futurevision Cable Enterprises Inc. for Burlington, N.J. (E3700).

■ Gulfstream Cablevision Inc. for Dunedin, Fla. (E3701).

■ Storer Cable Communications Inc. for Camilla-Pelham, Ga. (E3702); Jefferson, Ky. (E3703); Ashburn, Ga. (E3704); Williston, Fla. (E3706); Wasuchula, Fla. (E3709); Charleston, S.C. (E3708); and Hyattsville, Md. (E3712).

■ Middlesex Cablevision Inc. for East Brunswick, N.J. (E3712).

■ Futurevision Cable Enterprises Inc. for Bordenton, N.J. (E3713).

■ General Television of Delaware Inc. for Milford, Del. (E3714).

■ Futurevision Cable Enterprises Inc. for Eatontown, N.J. (E3716).

■ Hi-Net Communications Inc. for Columbia, S.C. (E3735); Boston-Peabody, Mass. (E3737); Holyoke, Mass. (E3739); Georgetown, S.C. (E3741) and Shreveport, La. (E3743).

■ Cable Television Co. of Illinois for Fairbury, Ill. (E3745).

■ New Mexico Junior College for Hobbs, N.M. (E3747).

■ Domesticon Corp. for Atlanta, Ga. (E3748).

■ Best Western Motor Inn for Hurricane Mills, Tenn. (E3749).

■ Hi-Net Communications Inc. for Chevy Chase, Md. (E3750) and Carbondale, Ill. (E3751).

■ Wometco Cable TV of Alabama Inc. for Newton, Ala. (E3753).

■ Storer Cable Communications Inc. for Miami (E3754).

■ Storer Communications of Groton Inc. for Groton, Conn. (E3755).

■ Erie Telecommunications Inc. for Erie, Pa. (E3756).

■ Booth American Co. for Leland, Mich. (E3757).

■ Hi-Net Communications Inc. for Mt. Pleasant, Tex. (E3759).

■ United Cable Television Corp. of Cupertino Inc. for Cupertino, Calif. (E3760).

■ Gross Telecasting Inc. for Lansing, Mich. (E3761).

■ Newport Cablevision Inc. for Newport, Vt. (E3762).

■ Cherokee Village for Brooklyn Park, Minn. (E3763).

■ Toney Fork TV Line Service for Itman, W. Va. (E3764).

■ Multimedia Cablevision Inc. for Warr Acres, Okla. (E3965).

■ Carolina Broadcasting Co. for Charlotte, N.C. (E3766).

■ Miami Vally Broadcasting Corp. for Dayton, Ohio (E3767).

■ Cableworld of Franklin County Inc. for Washington, Mo. (E3768).

■ Mehl Cable Systems Inc. for Tucson, Ariz. (E3769, 3770, 3771).

■ Sam Echols for Bonne Terre, Mo. (E3772).

■ Crawford Cable for Franklin, Neb. (E3776); Red Cloud, Neb. (E3777); and Alma, Neb. (E3778).

■ Hi-Net Communications Inc. for Sterling, Va. (E3779); Craig, Colo. (E3780); Shreveport, La. (E3781); Wheeling-Northbrook, Ill. (E3782); Scottsboro, Ala. (E3783) and Tomah, Wis. (E3784).

■ Douglas Communications of Glens Falls, for Warrensburg, N.Y. (E3785).

■ Taft Broadcasting for Cincinnati (E3786).

■ Marco Communications for Houston/Green Arbor, Tex. (E3787).

■ Full Gospel Bussinessmens Fellowship for Richland, Wash. (E2418) and Lincoln, Neb. (E2029).

■ Signal Master Inc. for San Diego, Calif. (E3366).

■ American Satellite Co. for Fort Collins, Colo. (E3555) and Los Alamos, N.M. (E3752).

Other

■ In response to numerous requests extended through March 1 time to file comments in matter of list of FCC's rules to be reviewed pursuant to Regulatory Flexibility Act during 1981-82. Action Dec. 15.

■ Total of 3,111 complaints from public was received by Broadcast Bureau in Oct. 1981, decrease of 1,181 from Sept. Other comments and inquiries for Oct. totaled 630, decrease of 183 from previous month.

■ Temporary Commission on Alternative Financing for Public Broadcasting set its next meeting for Monday, Jan. 11, at 2 p.m. Meeting will be at FCC meeting room on eighth floor of the FCC building at 1919 M Street, N.W., Washington, D.C.

Call Letters

Applications

Call	Sought by
	New AM
WCDO	Broadcast Facilities Co., Sidney, N.Y.
	New FM's
KMEL	Samuel Berkowitz, Memphis, Mo.
KBBN-FM	Custer County Broadcasting Co., Broken Bow, Neb.
WDPN	Midcom Corp., Columbia, S.C.
WWVU-FM	West Virginia Board of Regents, Morgantown, W. Va.
	New TV
WDPB	Delaware Citizens Committee, Seaford, Del.
	Existing AM's
WCMX	WLMS Leominster, Mass.
KLBB	KEEY Saint Paul, Minn.
WERZ	WKXR Exeter, N.H.
WSSG	WYNG Goldsboro, N.C.
WSML	WWOK Graham, N.C.
WJQI	WHIT New Bern, N.C.
KTLK	KJET Beaumont, Tex.
KXOI	KBSN Crane, Tes.
KQEU	KITN Olympia, Wash.
	Existing FM's
KBRQ-FM	KADX Denver
WMLO	WSPB-FM Sarasota, Fla.
KZOQ	KYLT-FM Missoula, Mont.
WERZ-FM	WKXR-FM Exeter, N.H.
	Existing TV
WCPX-TV	WDBO-TV Orlando, Fla.

Grants

Call	Assigned to
	New AM's
WIUA	Bobby W. King, Albertville, Ala.
KVLD	Prince William Sound Broadcasters, Valdez, Alaska
WREI	Jose J. Arzuaga, Quebradillas, P.R.
KZZI	Western Broadcasting Inc., West Jordan, Utah
	New FM's
WITD	Ohio Valley Broadcasting Inc., Vanceburg, Ky.
KBPS-FM	Benson Polytechnic School/Portland Public Schools, Portland, Ore.
	New TV's
WDAI	Great Lakes Broadcasting Inc., Gary, Ind.
KAVU-TV	Community Broadcasting of Coastal Bend Inc., Victoria, Tex.
	Existing AM's
KCNL	KGTL Homer, Alaska
WPJJ	WYAZ Yazoo City, Miss.
WNCR	WLAB St. Pauls, N.C.
WMBG	WBCI Williamsburg, Va.
	Existing FM's
KUOL	KSKR Mena, Ark.
WMSI	WZZQ Jackson, Miss.
WIQA	WIMA-FM Lima, Ohio
KINE-FM	KPUP Kingsville, Tex.
WBCI	WBCI-FM Williamsburg, Va.

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RADIO

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General Manager Needed for major market religious/ethnic radio station. Must be sales-oriented and want to make money. We are one of the largest radio chains and are offering a once in a lifetime opportunity in an upper Midwest market. If you think you're qualified, contact Dick Marsh, Vice-President, Universal Broadcasting, 3844 East Foothill Boulevard, Pasadena, CA 91107. 213-577-1224. This is an immediate opening.

Experienced G.M. with exceptional sales ability. Turnaround situation in top 100 market. Contact Bob Mooney, KWNT, Davenport, Iowa 52803. 319—326-4407.

General Salesmanager for extremely successful FM Top 40 and AM Urban Contemporary. Must possess thorough knowledge of sales systems, ability to follow through, hire, train and motivate eager staff. $50,000 salary plus bonus and automobile. Our employees know of this ad. Send resume to Box N-74. Equal Opportunity Employer.

Growing, small, well-managed group operator seeking manager/sales manager applicants. Special emphasis on individual achievers with empathy-oriented approach to clients and personnel. Midwest and Southern facilities. Reply with full resume and references. E.O.E. Box N-110.

General Sales Manager for major market. Must train, motivate, lead sales force. Knowledge of co-op and agency contacts required. Compensation package could include ownership opportunity for right individual. Send resume to P.O. Box 600, Holbrook N.Y. 11741

General Manager for KISS-KMAC, San Antonio, Texas. Excellent opportunity for heavy-weight with strong administrative skills. Please share your interest in confidence to Wally Voigt, Capitol Broadcasting Company Radio Group, P.O. Box 12000, Raleigh, N.C. 27605-2000. EOE/MF.

General Manager. Dominant Minnesota AM-FM in rich agricultural area seeks "take charge" manager with strong sales/managerial record. Excellent career opportunity with excellent company. Base + commission. Box P-29.

Educational Radio Station Manager: Responsible for daily administration of 1,000 watt campus FM educational radio station and teach one course per semester in Communication Department. Minimum requirements: master's degree or equivalent in Communication with minimum of two years professional experience in commercial or educational radio to include administrative responsibilities. Knowledge of programing, production and broadcast law and ability to supervise student station staff and teach basic broadcasting course. Application deadline: January 25, 1982. Submit resume and letters of recommendation to: Station Manager Search Committee, 220 Hullihen Hall, University of Delaware, Newark, Delaware 19711.

General Manager for successful AM/FM in the northwest. Requires aggressive leadership capabilities and sales skills. Please mail resume to Paul Spranger, Western Broadcasting Company, Drawer M, Missoula, MT 59806. E.O.E.

Sales Manager for Florida medium market. Adult format. Salary, commission and override. Must carry list and be heavy closer. GM promotion probable on short term. Resume immediately to Box P-39.

Operations Director-Heavy Sales-All-Around Man. New FM Stereo. On your way up. 314—586-8577 for Mgr.

HELP WANTED SALES

Sales Manager. New FM in beautiful St. Augustine, Florida, will need aggressive proven sales manager for this 1st class facility serving 50,000. Excellent living and working conditions—super opportunity. Send resume to Jim Martin, WMKM, P.O. Box 2696, Jacksonville, FL 32203. Phone 904 355-7511. EOE.

I'm looking for someone who can successfully sell a 35+ format in the fastest growing market in the country. Send resume to Mr. Rory Mack, WINK-AM, Box 331, Fort Myers, FL 33902.

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.

Group-owned, medium market combo in Virginia has opportunity for experienced and professional person to handle sales development, promotions, and personnel/management training. Good track record needed. Compensation commensurate with experience/qualifications. Equal opportunity employer. Box N-108.

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.

Sales Manager for WNVY, Pensacola, Florida. Fulltime Modern Country. Salary, commission and override. Complete resume to Steve Williamson, General Manager, WNVY Radio, P.O. Box 18710, Pensacola, Florida 32523.

Sales Person Wanted - Must have radio sales experience, self-starter. Excellent opportunity for advancement to SM. Medium size KY market. Good salary plus. Reply to Box N-85. EOE.

Sales position with growing group! Career position available selling this central California coastal combo. We're the established buy in this spectacular growth area. Sell us w/your experience and drive in a letter w/ resume to Box N-112.

Radio Sales Pro—medium market group—stations in Midwest and Florida. If you've reached your dollar potential, let's talk about your future. Write to: James C. Pride, President, Rakel Communications, 161 Twin Lakes Dr., Fairfield, Ohio 45014.

WTNY is looking for an aggressive, mature sales person with an ability to work closely with our fine family of advertisers. Excellent opportunities and benefits. Send credentials to James E. Brett, Executive Vice President, Watertown, N.Y. 13601. Equal opportunity employer.

Sales Trainee Position. WSM Broadcasting, Nashville, Tennessee, has a trainee position available in local sales. Must have a Bachelor Degree in Communications with a major in Broadcasting. Must have one or more years experience in sales. If interested and qualified, contact Opryland U.S.A., Personnel Office, 2802 Opryland Drive, Nashville, Tennessee 37214. Equal Opportunity Employer, M/F/H.

Eastern Long Island's No. 1 Adult Contemporary FM Stereo station. Salesperson wanted. Knowledge of Retail, Co-op, RAB helpful. Commissions with many benefits. On-Air experience helpful, but not essential. Send resume to: General Manager, WSBH, 56 Jagger Lane, Southampton, New York 11968.

Texas State Network needs a self-starting, enthusiastic salesperson with at least two years' experience in radio sales. Salary and commission. Call Ms. Ranson 214—263-2836 for appointment. EOE, M/F

WTTM Trenton, New Jersey's only full-time Country satellite station wants full-time News/Production person. Send tape, resume: Marc Scott, General Manager, WTTM, 333 West State Street, Trenton, NJ 08618. 609—475-5141.

The best AM/FM combination in Houma-Thibodaux, Louisiana, market is looking for an experienced salesperson. Established list with billing accounts. Only 60 miles from New Orleans. Contact John Starr, 504—475-5141.

WKGN, Knoxville's only News/Talk Station, is expanding its sales department in time for the World's Fair. Rush your resume for this opportunity to Bill Struck, General Sales Manager, WKGN, 2900 Sutherland Avenue, Knoxville, Tennessee 37920. EEO Employer.

HELP WANTED ANNOUNCERS

Excellent opportunity for experienced personality. Top quality community radio, adult contemporary format. Join great staff, modern facilities, good salary, benefits. Summer/Winter vacationland. Send resume & tape to: Donald A. Thurston, WMNB, Box 707, North Adams, MA 01247.

Northern Illinois small market leader now accepting presentations from Adult communications for possible future openings. 3 to 5 years' experience necessary. T & R's to: Randy Rundle, WZOE AM/FM, Broadcast Center, Princeton, Illinois 61356. EOE, M/F.

Central Virginia FM stereo modern country is looking for talented, hard working announcer, minimum two years on-air experience. Full benefits. Send tape/ resume to: Operations Manager, Box 522, Amherst, VA 24521. EOE.

Radio Personality for "music of your life" station in Daytona Beach. Warm adult delivery and a minimum of 3 years commercial radio experience. Tape and resume to WROD, P.O. Box 991, Daytona Beach, FL 32015 904— 253-000.

Southern MD Community-oriented AC station needs experienced announcer. Good production. Other responsibilities possible. Tape and resume to Ted Tate, WKIK, P.O. Box 346, Leonardtown, MD 20650. EOE.

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.

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. EOE. Send resume to Box P-26.

Excellent opportunity to join a proven winner in Central Virginia. WPVA (AM-FM) needs a professional capable of handling Country in morning drive, producing creative spots, and co-hosting a top rated talk show. Must have the winning attitude. Send tape and resume to Bob Rich, Operations Manager, WPVA, P.O. Box 87, Petersburg, Virginia 23804. An E.O.E.

Announcers Needed, all air shifts. Please send tapes and resume with salary requirements to: WTSB/ WGSS, Ron Pait, P.O. Box 393, Lumberton, NC 28358.

HELP WANTED ANNOUNCERS CONTINUED

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.

Radio Announcer. The University of Missouri-St. Louis is seeking an Announcer for its FM radio station, KWMU. Candidates must have high school diploma or equivalent and 1 year announcing experience. Familiarity with classical music and pronunciation of foreign works is a necessity. Application deadline is January 25, 1982. Send letter of application, resume and audition tape to: Personnel Office, University of Missouri-St. Louis, 8001 Natural Bridge, St. Louis, Missouri 63121. Equal Opportunity Employer, M/F.

HELP WANTED TECHNICAL

Chief Engineer for new FM in beautiful St. Augustine, Florida, who can also do air shift and will be proud to maintain this 1st class facility. Excellent living and working conditions. Send resume to Jim Martin, WMKM, P.O. Box 2696, Jacksonville, FL 32203. Phone 904 355-7511. EOE.

Chief Engineer/Announcer for medium market AM/FM in Florida. EOE. Reply with resume and salary history to Box N-89.

Assistant Chief Operator. Growing AM/FM has immediate need for Assistant Chief Operator. Minimum 1st Class license and two years practical experience in transmitter, studio installation and maintenance required. Excellent career opportunity. Full benefits. Senc cover letter, resume and salary requirements to S. Rice, Personnel Manager, WJLK, Asbury, Park, NJ 07712. EOE.

Northern Virginia AM/FM: Director of Engineering for fulltime regional AM at 610 khz and a Class "B" FM. Attractive area about seventy miles from Washington, D.C. Already on-line with satellite ... other facility improvements scheduled for 1982. Please send your resume to our home office: The Holt Corporation, Westgate Mall, Bethlehem, PA 18017.

South Florida Coastal AM/FM needs Chief Engineer with solid background in FCC rules as well as hands-on experience with RF and audio. 1st or General Radio Telephone license required. Send resume with salary requirements to Box N-88. EOE.

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.

Chief Engineer immediately needed for full-service public radio station serving Western New York and Southern Ontario. Required talents include planning, maintenance, repair and installation. Opportunity to set up new facility for established station. Station does many remote broadcasts. Excellent state benefits and security. If you're an outstanding Chief Engineer or want to be one, send resume and salary requirements to Mr Sikorski, WBFO, 3435 Main Street, Buffalo, NY 14214. AA/EOE.

Radio Automation maintenance technician. Experience required. Contact Earl Bullock, Broadcast Automation, 4340 Beltwood Pkwy., Dallas TX 75234. 214—934-2125.

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.

Chief Engineer. WMPS/WHRK, the flagship stations of Memphis-based Plough Broadcasting Company, is looking for a highly professional chief engineer. Excellent compensation and benefits plan. Forward resume and introductory letter to: Craig Scott, VP/GM, WMPS/WHRK, 112 Union Avenue, Memphis, TN 38103. No calls, please. An Equal Opportunity Employer.

Chief Engineer. Chief Engineer needed by top ten market adult contemporary FM. If you have 3-to-5-years radio maintenance experience, know how to get top quality, competitive sound, and can run a clean technical operation, we would like to hear from you. This position requires first-rate management and technical skills. We are a major group broadcaster operating in eleven markets, and offer an excellent salary, benefit plan and future grown opportunities. Qualified applicants should send resume in confidence to Box N-101. An Equal Opportunity Employer.

HELP WANTED NEWS

WLAP/WLAP-FM, Lexington, Kentucky, needs experienced, dedicated news reporter/anchor. Strong delivery, ability to dig and write. Tape, writing samples and resume to Phil Miller, P.O. Box 11670, Lexington, KY 40577. EOE.

Searching for experienced Feature/Hard News Reporter for topnotch small market operation. Send your best to David Van Drew, WZOE AM/FM, Broadcast Center, Princeton, Illinois 61356. EOE M/F.

Kansas' No. 1 radio news team is looking for experienced News Anchors and Reporters. Send tapes and resumes to Geoff Scott, N.D., KFH Radio, 104 S. Emporia, Wichita, Kansas 67202. EOE.

Part-Time & Weekend talk show hosts plus part-time newsperson for number one news/talk station in southeastern New England. Gusty, provocative informed talkers. Newsperson who likes to dig for local news and report it. Tape and resume to David Derosier, WBSM, 220 Union Street, New Bedford, MA 02740. 617—993-1767.

Casey Radio, the fastest growing station in Western Oklahoma, has an immediate operning for an aggressive, experienced news person. Reply to Basil Price, General Manager, KKCC, Box 1326, Cointon, Oklahoma 73601. 405—323-0617.

News Director for Adult AOR station in small market Rocky Mountain resort area. Must have solid news background. No smokers. Like the mountains? Tape and resume to KMTN-FM, Box 927, Jackson Hole, WY 83001.

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.

Morning News Pro for adult AM midwest University town. Top salary and benefits. Tape and resume to Kent Braverman, KCJJ Radio, Box 2118, Iowa City, Iowa 52244.

WSVS AM-FM, Crewe, VA, has an immediate opening for a news reporter to cover, write and broadcast area news events. Applicants must have prior radio news experience and a college degree or equivalent experience. In addition, must have good radio voice and good oral and writing skills and be able to type at least 40 wpm. Qualified applicants should call 804—645-7734 to establish a time for interview. EOE.

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.

Great Falls, Montana. New 100,000 watt FM to sign-on in early 1982. Now accepting applications for complete staff including Manager, Salespersons, Announcers, Newspersons. Contact: William Reier, President, Northern Sun Broadcasting, P.O. Box 20, Bozeman, Montana 59715.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Development Director Responsible for fundraising and public awareness at Public Radio Station. 9.7% rating in small market area. Salary $13,386 - $18,280. WMRA, James Madison University, Harrisonburg, VA, 22807. Jan. 20th deadline. An Affirmative Action/ Equal Opportunity Employer.

Fast-growing midwest radio group is seeking talented, experienced air talent, News Anchors and Reporters. Send resume to Box N-90. EOE.

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: Box N-58. EOE-M/F.

Copy Director Needed. If you have writing skills and a team spirit, send your credentials to Don Alexander, WTNY, Watertown, N.Y. 13601. Equal Opportunity Employer.

Single Station Small Market in New York recreational area needs help now in developing full potential and in preparing for upcoming tourist boom. Only dynamic individuals fully experienced in all aspects of radio and ready for management responsibilities need apply. $12,000.00 to start, plus benefits and growth bonus. Production, air shift, and PBP. EOE, M/F. Reply Box P-14.

Casey Radio, the fastest growing station in Western Oklahoma, has an immediate opening for a take charge operations manager. Reply to Basil Price, General Manager, KKCC, Box 1326, Clinton, Oklahoma 73601. 405—323-0617.

Creative copywriter/production announcer. Experienced writer-producer to join award-winning team at two top-rated, highly successful medium market stations. Send produced samples and complete resume to Jack Shuster, WHWH, Box 1350, Princeton, NJ 08540. EOE.

SITUATIONS WANTED MANAGEMENT

GM-GSM, over 16 years' medium and small market experience. RAB, Jennings, Welsh, Business Management & Law. Strong sales, national, regional, and local experience. Great sales training program and recruitment, good programing background and knowledge of ratings. Results-oriented, strong collections. Prefer Western, but will listen to offers. Available January; married with family. Call 606—384-4129 or 606—586-5458.

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, programing and promotions ... plus a dedication to, and love for, radio. I am a resourceful, imaginative and practical developer of people and properites ... 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.

I've made up my mind to move into management and/or sales after many years on the air in markets from N.Y. City to L.A. My background and intelligence demand consideration. Personal interviews only, any market will be considered. Box N-76.

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 long-term association with quality organization. Write Box N-80.

General manager/Sales manager team available to build a solid operation for you. Strong track record in sales, programing and news. Believers in community involvement. Investment opportunities welcomed. Reply to Box P-6.

Program Manager- Impressive track record with references. Currently with medium market chain in Operations aspect. Looking for move up. Box P-37.

Experienced Young GM/GSM seeks small to medium market position in Midwest or South. Self starter with strong programming and promotion background. Let's talk 904—767-6176.

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 all national advertisers. Many film/TV credits. Now interested in relocating to other major market. Box No. 1, 312 West 81 Street, N.Y., NY 10024.

Male announcer, new, aggressive, some experience in writing and production, immediate start possible. Felix, 714—483-4264.

Announcer with three years' experience looking for employment in small to medium market. Announcing and sports experience. Anxious to gain more experience. Box P-7.

Two talk hosts available. One hosted late-night NBC-TV show. The other one works cheap! 201—838-6991.

Announcer with 4 years' experience. Also interested in sales. Box P-20.

Versatile Announcer/Newscaster/DJ. 10 years experience, wants a permanent home at small or medium market station, anywhere in California. Can handle any format. 714—658-1094.

Seeking career in small to medium market as sportscaster/news reporter. Newhouse School of Communications (Syracuse University) grad. Knowledgeable, articulate, experienced. Michael Mostow, 10114 Brock Drive, Silver Spring, MD 20903.

Talk Show Host with splendid ratings. Long on humor and entertainment deftly intertwined with serious discussion and interviews. 503—635-5190.

SITUATIONS WANTED TECHNICAL

ASET Degree, 10 years' experience in Radio and TV. Want staff engineer position. Prefer West Coast. Reply to Box N-21.

Experienced Chief Engineer, First Phone, C.E.Y., Technical School. Write Box N-102.

Dynamite Engineer with good ears, great attitude, AM DA, high-power FM, and digital experience is looking for medium market chief's position. Box N-79.

SITUATIONS WANTED NEWS

Sports Director. Award winner. 15-years' experience. Hard working. Involved. Employed but looking. Box N-1.

News Director with impressive six-year news gathering background wants to dig up stories with dedicated radio journalists. Box P-4.

Chicago area law student with extensive sportswriting background and some PBP experience seeks position with Windy City station. For tapes and resume, contact David Schwartz, 716 Sarson Way, Hanover Park, IL 60103. Telephone 312—837-6783.

Employed female radio news director seeks opportunity with quality station. Write Box P-16.

Two years broadcast skills, seeks stable News/Sales or News/Sports position. 717—523-0876.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

If you like Dr. Don—Try this doctor. Heavy into humor/entertainment. Serious offers only. Box N-61.

Program Director/Music, promotion, research & production background! Looking for room to grow at stable operation! Let's talk! Frank, 412—373-3994.

11 Years Radio/TV. Seeking position in Phoenix area. Announcing preferred. Available immediately. Air personality/production/music director/news/sales/program director. Experience-reliability. Resume-tape. All inquiries welcome. Ray, 309—289-4925.

Florida calling. 15-year pro seeks stable position with a future. 813—446-4871.

High-profile morning personality, high energy, lots of humor, high ratings. It's contagious. Will consider P.D. Position. Box P-1.

TELEVISION

HELP WANTED MANAGEMENT

Expanding group owners looking for aggressive Station Manager with Sales Experience. (Western State). Salary commensurate with ability and experience. Box N-6.

New VHF station in Arizona's most desireable small town needs sales-oriented general manager. If good climate, a start-up challenge and an exciting future interests you, send resume and salary requirements to P.O. Box 391, Phoenix, AZ 85001. EEO M/F.

Assistant Program Manager. Manage the Program Department at WGVC-TV in the absence of the Program Manager, assist in program scheduling, bookings, screening, viewer correspondence and all facets of the department operations. Applicant must have four-year college degree, preferably with major in broadcasting or telecommunications. Emphasis on public television experience. Full fringe benefits. WGVC is the Public Television Station serving west Michigan. Send resume to Personnel Office, 121 Lake Superior Hall, Grand Valley State Colleges, Allendale, MI 49401. Deadline Jaunary 11, 1982. (EEO/AA Employer).

General Manager Corporate Officer—new VHF in Anchorage, Alaska, seeking experienced broadcaster to put Channel 4 on the air. Sales, programing, production, promotion, budgeting, people skills essential, plus proven performance record in medium-sized market. Send resume, salary requirements and references to Tacoma Fund, 2104 North 30th Street, Tacoma WA 98403. E.O.E.

Station Manager with energy, administrative ability and proven sales record for growing South Texas market. EOE. Box N-99.

HELP WANTED SALES

Account Executive: Local TV sales experience required. Emphasis on retail sales, client contact and development. Expanding local sales force of major market independent UHF until 8 p.m., then STV operation. Liberal commission structure. Resume/salary requirements to: Gary Brandt, WCLQ-TV, 6000 West Creek Rd., Cleveland, Ohio 44131.

National Sales Manager—Group-owned network affiliate in Midwest Top 60 market seeking national sales manager with good track in both national and local sales. Immediate opening. Send resume and salary requirements to Box P-33. An Equal Opportunity Employer, M/F.

Unusual opportunity for Spanish speaking broadcasters in several categories. Major Hispanic television station is looking for salespersons. All replies in confidence. Box P-12.

HELP WANTED TECHNICAL

Chief Engineer/Operations Manager. Accent on manager—to assume direction of engineering operations for midwest UHF station. Experienced in budgeting, hiring, training, and supervising engineering personnel. Knowledge of production helpful. Will become important part of a professional management team. Excellent future and benefits. Reply in confidence to Box N-30. EOE.

Maintenance Engineer Wanted. Modern Videotape Production Facility is seeking a maintenance engineer. If you would like working in Colorado and qualify in the maintenance of Ampex 1" Type C videotape, CMS Editing Systems, Vital Squee-zoom and Hitachi Cameras, contact Jerry Ebbers, Chief Engineer, Telemation Productions Inc., 7700 East Iliff, Suite H, Denver, CO 80231. 303—751-6000.

Assistant Chief. WLFI-TV Lafayette, Indiana, is taking applications for Assistant Chief Engineer. Write or call Ken Gardner, WLFI-TV, P.O. Box 18, Lafayette, Indiana 47903. 317—463-3516.

Opportunity for assistant engineer to become Chief Engineer with expanding group owners. (Western State). Salary commensurate with ability and experience. Box N-7.

TV Maintenance Engineer: WXIX-TV, a Metromedia station, has an opening on the midnight shift for an experienced engineer. Requirements: FCC 1st class license; two year electronic associate degree or equivalent; three years experience trouble shooting; TV broadcast equipment to the component level. Competitive salary and good fringe benefits. Send resume to: Director of Engineering, 10490 Taconic Terrace, Cincinnati, Ohio 45215.

Chief Engineer. Top 50 CBS/TV affiliate in largest UHF market in United States will relocate station to new site early 1982, needs experienced take charge chief engineer on-site location, design, equipping and construction of new facility. Scranton has active cultural activities including own symphony, public theater, museum, zoo. Hub of interestate highways, PA Turnpike, within two hours of New York, Philadelphia. Send resume to: General Manager, WDAU-TV, 1000 Wyoming Avenue, Scranton, PA 18509.

Electronic Technician Wanted: Studio Chief Engineer wanted at WOWK-TV Huntington, W. Va., to be responsible for maintenance of studio equipment and supervision of studio technicians. Heavy electronic equipment maintenance and repair background required. Salary $20,000 plus profit sharing, retirement plan, excellent benefits package. Please write to General Manager, WOWK-TV, 625 Fourth Avenue, P.O. Box 13, Huntington, West Virginia 25706. An Equal Opportunity Employer.

Television Broadcast Engineer with production emphasis required for operation and maintenance of new EFP vehicle, Vanguard studio editing and studio maintenance. FCC license, two years television engineering experience and ASEE or equivalent required. Send resume to KAKM, 2651 Providence Drive, Anchorage, Alaska 99504. Deadline for applications is January 15, 1982. KAKM is an EEO employer.

Production-Minded chief engineer with excellent technical training for medium market Texas station. EOE. Box N-73.

Consulting firm, Midwest location, needs staff engineer for field and office work. Experience in AM and FM required. TV a plus. BSFE desired but other math and physics background considered. Salary negotiable. Call 309—673-7511.

Sunbelt Indie needs working chief/UHF xmtr superviser. Excellent pay and benefits. Good opportunity for maintenance super or asst chief looking to move up. Contact Bob Brewer, KLKK-TV, 1510 Coors Rd., NW, Albuquerque, NM 87105, or call 505—836-1992.

Maintenance Engineer for southwestern ABC affiliate. Must have minimum three years transmitter/translator and microwave maintenance experience. Appropriate FCC license required. Resume & references to Chief Engineer, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125.

Opportunity for snowbirds to fly South! Sunny South Texas VHF has immediate opening for qualified technicians. EOE. Box N-100.

Chief Engineer. Sioux Falls-Mitchell, South Dakota. KXON-TV. Call Jim Nelson, 605—996-7501. EEO.

Sunbelt! Excellent opportunity for an experienced, full-charge television engineer to serve as an assistant chief at UHF affiliate in one of Texas's fastest-growing markets. Only thirty miles from the coast. Microwave, transmitter and ENG maintenance knowledge a must. Salary is negotiable depending on ability. Direct inquiries to Charles Smithey, Director of Engineering, KXIX-TV, Box 1879, Victoria, Texas 77902. No telephone calls, please.

TV Engineer—Connecticut Public Broadcasting seeking TV Engineer with FCC First or General, minimum 2 years technical schooling and broadcast experience. Salary range $12,948-$23,244. EOE, M/F. Send detailed resume to Mary Sullivan, CPTV, 24 Summit St., Hartford, CT 06106.

TV Engineer, maintenance & production—maintain TV equipment; provide production support and repair of ENG/EFP equipment. AAS degree or equivalent and experience in maintenance of TV equipment. Send resume to: Mr. Chris Pruszynski, Rochester Institute of Technology, National Technical Institute for the Deaf, One Lomb Memorial Drive, Rochester, NY 14623. AA/EOE.

HELP WANTED TECHNICAL CONTINUED

R.F. Maintenance Technician. NBC affiliate in rapidly growing Southwest market is lookinf for an R.F. Maintenance Technician with a minimum of three years of applicable experience. Knowledge of RCA "F" line transmitters, Lenkurt microwave equipment, and digital remote control is desired. This position requires some travel and an FCC General Radiotelephone license. Salary is negotiable depending on experience. Send resume to Bob Hauck, KVBC, P.O. Box 44169, Las Vegas, NV 89116. An Equal Opportunity Employer.

Maintenance Engineer for public broadcasting stations, KUAT-TV-AM/FM Tucson, Arizona. We are looking for an experienced maintenance engineer who will be a part of our maintenance team providing preventative maintenance, daily repair and installation of equipment. Two years' experience plus FCC first class license is required. Salary hiring range $17,884-$19,-673. Please send resume by January 20, 1982 to Employment Office, Babcock Building, University of Arizona, Tucson, AZ 85721. The University of Arizona is an equal opportunity/affirmative action employer.

Assistant Chief Engineer—We are looking for an individual with 3-5 years studio/transmitter maintenance experience with a desire to move up to a management level position. We are a growing independent UHF in a major eastern market, group-owned, offering a competitive starting salary and benefits package. E.O.E., M/F. Please forward resume and salary history to Box P-2.

Engineering Manager. Engineer for 5-station multiservice ITFS network. Responsibilities include studio, production, network operations, construction of new ITFS stations and general management. Position requires operations experience, knowledge of computers, good writing and presentation skills, FCC 1st and B.S. in Engineering or Telecommunications. An EOE. Salary $25,000-$30,000, depending on experience and qualifications. Send resume to Center for Excellence Inc., P.O. Box 158, Williamsburg, VA 23187. Closing Date: Jan. 15, 1982.

Audio Director for Connecticut Public Television with strong technical background and minimum 3 years related experience with broadcast facility or production company. EEO. M/F. Send resume to Mary Sullivan; CPTV, 24 Summit Street, Hartford, CT 06106.

Studio Maintenance Engineer—responsible for the technical operation and maintenance functions at the WIBP-TV studios and earth station; will also assist maintenance personnel in other areas. Must be a high school graduate with two years technical training in broadcasting or electronics or equivalent; appropriate FCC operator license for UHF-TV, satellite uplink, TV STL, TV pickup microwave transmitters required. 3-4 years experience needed. Excellent fringe benefits. Send resume to: Personnel Services Office, Ball State University, Muncie, IN 47306. Application deadline is 1/29/82. An Equal Opportunity/Affirmative Action Employer.

Maintenance Engineer—Top ten TV market. Immediate opening for strong maintenance background in ENG equipment, control room, cameras to videotape, microwave and transmitter equipment. First phone. EOE. Box P-17.

Chief Engineer: Ground floor opportunity in design, installation, operation & maintenance of television production and post production facility with CATV interconnects and 3,000 watt FM radio station. Experience in above areas required. Salary competitive. Available January 1982. Send resume and 3 letters of recommendation to John L. Beabout, Director, Radio & Television Center, Eastern Illinois University, Charleston, IL 61920.

TV Engineering Supervisor—Major market CBS affiliate, WNAC-TV Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG, digital background and FCC general License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements to, Diane Puglisi, Division Personnel Manager, RKO General Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

Engineering Television Technician. A minimum of 2-5 years' experience preferred in studio broadcasting and an FCC General License is required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume including salary requirements, to Personnel Department, WNAC-TV Boston, a CBS Affiliate. RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

TV Maintenance Engineer—Ohio CBS-Affiliate station seeking individual with a restricted telephone permit experienced in video, audio and R.F., as well as complex digital computer logic. Send resume and salary requirements to Box P-30. An Equal Opportunity Employer, M/F.

KGRV-TV in the lower Rio Grande Valley of Texas has an opening for an aggressive Asst. Chief Engineer. If you are experienced in state of the art television equipment including RCA tape and cameras, ENG and EFP equipment including 3/4" tape, and have a solid foundation in overall television systems, are presently an Asst. Chief Engineer, studio supervisor or staff engineer who believes in good television and are ready to move up, we would like to talk with you. The position involves day-to-day responsibility for operation, maintenance, and supervision of our staff of professional television engineers. Salary commensurate with experience and ability. Write or call Bill Yordy, Director of Engineering, Manship Stations, c/o WBRZ-TV, P.O. Box 2906, Baton Rouge, Louisiana 70821, or call 504—387-2222.

HELP WANTED NEWS

Position open immediately for news director at KTUU 2, NBC affiliate in Anchorage, Alaska. Responsibilities include supervision of an aggressive 9 member news operation in a rapidly developing market. Five years experience preferred. Emphasis on journalistic, managerial and strong producing skills. For more information, contact Al Bramstedt Jr., General Manager, or Melissa Wells, acting news director, at 907—279-7477 or send resumes to: KTUU-2, P.O. Box 2880, Anchorage, AK 99510.

Anchor Reporter—News-oriented station seeks weekend anchor/reporter. Must have previous daily anchor experience, strong on-air, and good reporting/writing skills. Resume/tape to: Pete Langlois, News Director, KCRA-TV, 310 Tenth Street, Sacramento, CA 95814-0794.

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.

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.

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.

Anchors and producers. Medium market, group owned net affiliate in Southeast/Sunbelt is starting early morning news program. We are searching for anchor with strong delivery and interview ability; and a producer with ENG editing ability. Self-starters required for both positions. Resumes and salary requirements to Box P-21. EEO 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 requirments, to Box P-24. EOE.

Expanding our news. Medium-market New England station needs experienced, creative producer ... plus street reporter with anchor potential. List experience, salary requirements, and tell us why you're the person we want. Box P-18.

Number 1 medium market station needs reporter with strong news background who also knows shooting. No beginners. Write Box P-9.

Weekend news producer needed for CBS affiliate in Tampa, Florida. Applicants should have at least 2 years' experience in producing television news programs. Must be a good writer with creative ideas and must be knowledgeable in the use and application of ENG videotape editing and live ENG. Must have had reporting experience. Resume and 3/4" videotape to Hugh L. Smith, News Director, WTVT, P.O. Box 22013, Tampa, Florida 33622. An Equal Opportunity Employer.

Assistant News Director/assignment editor for Public TV station. BA degree in broadcasting or related field and at least 2 years full time television news experience required. Supervise news room activities; teach 1 course. Some anchor work. Salary mid-to-upper teens. Resume and references postmarked by January 18, 1982, to T. Weiser, KRWG-TV, Box TV 22, Las Cruces, NM 88003. An Equal Opportunity/Affirmative Action Employer.

Weekend Sports. Top twenty Sunbelt market seeking experienced sportscaster for weekend and weekday backup. Send resume to Box P-35. Equal Opportunity Employer.

Aggressive Reporter needed for hard-news beat. We need a genuine self-starter who wants to dig. Not an anchor position, but it is key to our success in this top-rated Midwest market. Send resume and salary requirements to Box P-31. An Equal Opportunity Employer, M/F.

KRMA-TV/6, Denver's PBS station, seeks a Producer/Reporter for its award-winning News/PA Unit. We're looking for an experienced professional who wants to grow beyond mere formula journalism newscasts toward program-length documentaries and specials. Salary information: $18,671-$23,324, depending on experience. Fringe benefit package. This employment contract is renewable annually based on job performance. Write or call for complete job notice. Application deadline: January 29, 1982. EEO/AA employer. News/PA Unit, KRMA-TV/6, 1261 Glenarm Place, Denver, CO 80204. 303—892-6666.

Position open immediately for an aggressive journalist as co-anchor at a progressive station in Pennsylvania. We're in the top fifty market—and looking for a pro. Reply Box P-27. An equal opportunity employer, M/F.

ENG Photographer. Minimum 3 years' experience. Ability to operate a microwave van mandatory. Light maintenance and editing skill desirable. Aggressive total tape news operation with top requirement. S.E. location. Resume to Box P-28.

Weekend Meteorologist. Top twenty Sunbelt market seeking degreed meteorologist for weekend and weekday backup. Send resume to Box P-34. Equal opportunity employer.

News Photographer. Struggling in a small market? We're a live ENG No. 1 station in a medium market and we need an experienced ENG photographer who wants to grow with the best. No beginners. Send resume and salary requirements to Box P-32. An Equal Opportunity Employer, M/F.

Meteorologist wanted for top rated station in South Carolina. This person has TV experience and loves to communicate with viewers. Occluded fronts and troughs of low pressure suddenly take on meaning for this meteorologist's viewers. If you are a communicator, have a degree in meteorology and love doing the weather, we would like to talk with you. Send resume, recent air check and salary requirements to Gary Anderson, News Director, WIS-TV, PO Box 367, Columbia, SC 29202. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Creative commercial copywriter with excellent writing skills and proven production know-how for Gulf Coast market. EOE. Box N-96.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Features Producer: Major Market Access Magazine wants experienced features producer to start immediately. Must have prior Evening/PM Magazine producing experience. Must have reel to show strong story structure and writing skill. Send your reel and resume to: J. Adair, Evening Magazine, KDKA-TV, 1 Gateway Center, Pittsburgh, PA 15222.

Traffic: Station in top 10 market affiliated with the Christian Broadcasting Network, seeks an experienced Traffic Manager. Computer knowledge helpful. Send resume to: Box N-20. Equal Opportunity Employer.

Director wanted for major market independent. Candidates should have 2 years experience with heavy emphasis on promotion. Some commercial experience useful. Take-charge abilities a must. Send resume to Box N-53. EOE.

Television Program Director. Duties: Purchase programs, schedule broadcasts, supervise production staff, prepare Department budget, produce and direct TV programing; other duties pertaining to the operation of the Programing Dept. Experience: 5 years of commercial or public television; 1-2 years of programing background in television. Application deadline: January 8, 1982. Salary: $1955-$2377. Resume: Fresno County Schools, Personnel Dept.-Room 330, 2314 Mariposa Street, Fresno, CA 93721; phone 209—488-3018.

Post Production Quality Control Assistant. Showtime Entertainment is seeking a Post Production Quality Control Assistant with experience related to the technical quality control of video recordings, and/or motion picture film prints. Successful candidates should have experience in supervising film to tape transfers. Any experience should preferably have been gained in a television broadcast studio video facility or a motion picture film laboratory. Company offers excellent benefits package, convenient mid-town NYC location and good growth potential. Send resume indicating salary requirements to: Showtime Entertainment, 1633 Broadway, New York NY 10019, Attn: Dept Quality Control-Alan Rosenfeld. Equal Opportunity Employer, M/F/H.

PM Magazine Videographer. Immediate opening for an ENG Videographer to showcase your creative shooting and lighting techniques. Our candidate must have at least two years' ENG shooting experience. Please rush tapes and resume to: PM Magazine, Attention: Len DePanicis, 4001 Brandywine Street, NW, Washington, DC 20016.

Broadcast Computer Installations. Join the Jefferson Data Systems Installations Team and travel to broadcast stations throughout the country teaching the JDS Sales/Traffic and General Accounting computer systems. Computer background and/or extensive Sales and Traffic experience required, as well as a problem-solving attitude and ability. Good communication and instructional abilities a must. Be prepared for extensive travel installing one of the industry's leading broadcast management systems. Send resume to Anna Rufty, Assistant Personnel Manager, Jefferson-Pilot Broadcasting Company, 1 Julian Price Place, Charlotte, N.C. 28208. An equal opportunity employer.

KRMA-TV/6, Denver's PBS station, seeks a Videographer/Editor for its award-winning News/PA Unit. We're looking for an experienced professional who wants to grow beyond mere formula journalism newscasts toward program-length documentaries and specials. Salary information: $17,508-$22,159, depending on experience. Fringe benefit package. This employment contract is renewable annually based on job performance. Write or call for complete job notice. Application deadline: January 29, 1982. EEO/AA employer. News/PA Unit, KRMA-TV/6, 1261 Glenarm Place, Denver, CO 80204. 303—892-6666.

Television Producer/Reporter—Produce, research and write general assignment/arts programs under the supervision of the Program Director. Appears on camera as a moderator or reporter. A bachelor's degree and three years of broadcast experience or equivalent training and experience are required. Salary: $17,460 starting. Contact: Rita Ray, Director of Programing, WSWP-TV, P.O. Box AH, Beckley, WV 25801 E.O.E.

Director of productions. Denver's PBS-affiliated TV station seeks an experienced TV production professional for director of productions, a top management position in charge of all general audience program production. Job notice available upon request. Salary $37k-plus, depending upon experience, with benefit package. Send letter of application, resume, and three professional references by January 22, 1982, to: Mike H. Mottler, General Manager, KRMA-TV/6, 1261 Glenarm Place, Denver, CO 80204. An EEO/AA Employer.

Traffic Assistant for innovative Independent in Top 20 market. Prefer one year experience in program scheduling and BIAS Computer System. Send qualifications to Dept. T.A., P.O. Box 98828, Tacoma, WA 98499.

Videographer. Field Production Unit. Operate portable camera. Edit to finished program. On-line editing experience essential. Experience with Phillips, Sony, Convergence equipment helpful. Central Florida public station. Resume to: Box P-19.

Director Needed. Top 40 market. Track record a must. Top wages and benefits package. Will direct 2 nightly newscasts, 5 days per week. Submit applications to Box P-36.

Producer/Host plus Field Producer needed for business series at KTCA-TV, the Minneapolis/St. Paul PBS station. Producer/Host position requires experience in business reporting for television, radio or print. Field producer position requires strong television experience and an interest in business. Excellent writing skills necessary for both positions. Salary is competitive. Applicants must include resume plus videotape or other samples of work. Send to Gerald Richman, Executive Producer, KTCA-TV, 1640 Como Ave., St. Paul, MN 55108. EEO/AA employer.

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.

Unusual opportunity for Spanish speaking broadcasters in several categories. Major Hispanic television station is looking for production and programing executives. All replies in confidence. Box P-11.

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.

Documentary Producer: First class documentary unit needs excellent writer/producer. Minimum requirements: Five years film or television experience and three years producing documentaries. Salary open. Send resumes and tapes to: The Moore Report, WCCO-TV, 50 So. 9th St., Minneapolis, MN 55402.

Top 40 CBS Affiliate seeking promotion director. Excellent production and writing skills; knowledge of print and video campaigns; creative; organized. We have excellent facilities; and employee benefits. Send resume to Box P-38. E.E.O.

SITUATIONS WANTED MANAGEMENT

General Manager. Practicing television 27+ years! Outstanding track record! Produces spectacular sales and profits, plus prestige! Box P-5.

SITUATIONS WANTED TECHNICAL

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 news director, for station with commitment, growth opportunity. Stable professional, solid background, employed. Box N-8.

Reporter who can dig! Seeks general assignment position in top 40. Five years TV news experience. Write Box N-82.

Experienced Reporter-Anchor. Sports, News, photography, editing, interviewing, PBP. If you want creative writing, intelligence, and versatility, call 309—691-2927.

Veteran Newshound. 10 yrs. experience. Reporter, Anchor, N.D., Talk Host. Seeks to relocate. 801—487-4353, Box 6077, Salt Lake City, Utah 84106.

Dedicated Newswoman, hardworking but young with experience in major-market newsroom, seeks job as reporter. Tape and resume. Write Suite CY3, 400 Commonwealth Ave., Boston, MA 02215.

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.

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 News Anchor. I've hosted TV talk shows in America's top markets. I've been a network sports reporter, PBP anchor. I've hosted radio talk/entertainment shows in the No. 1, No. 2, and No. 3 markets in the country. I know the next step in commercial news delivery and I'll share it with you. Market size not important. Box N-77.

ALLIED FIELDS

HELP WANTED MANAGEMENT

CATV System General Managers—Family-owned company looking for GMs for its systems in both Kankakee, Ill., and Hilton Head Island, S.C. Marketing background desired. Equal Opportunity Employer. No phone calls, please. Send resume and salary history to: Steve Small, Senior VP, Mid America Media, Six Dearborn Square, Kankakee, IL 60901.

HELP WANTED SALES

Direct Sales Manager: New York-New England-Middle Atlantic. The man or woman we select must have a strong broadcast management background with light engineering experience. You will demonstrate and sell the hottest audio products in the AM-FM field today. Sales commission plan equals top broadcast sales management and you must be of that calibre to qualify. Short resume and trade references to M. Gaines, Box 118, Brookside, NJ 07926. Interviewing early January.

HELP WANTED INSTRUCTION

Broadcast/Film Chair. The University of Alabama seeks a chairperson for its broadcast/film program. The department is one of four instructional units in the School of Communication, which has over 1,600 students. Other teaching areas in the school are advertising/public relations, journalism, and speech communication. The chair directs a program of 450 majors with a faculty of 10. The candidate should possess qualifications for a senior faculty appointment, including PhD, teaching experience and demonstrated scholarship. Previous administrative experience and previous media experience are highly desirable. Rank & salary will be determined by qualifications. Nominations & applications should be sent to: William H. Melson, School of Communication, The University of Alabama, P.O. Box 1482, University, AL 35486. The University of Alabama is an equal opportunity, affirmative action employer.

The University of Texas at Austin is seeking an Associate Professor, with tenure, to teach graduate and undergraduate courses and conduct and supervise research relating to the policy, economics, regulation, history and social impact of new technologies, including cable communication, satellite communication, videodisk and tape and the different information technologies arising from the combination of computer and telecommunication capabilities. Position available August 1982. Send resume and names of three references by February 15, 1982, to Robert E. Davis, Chairman, Department of Radio-Television-Film, University of Texas, Austin, TX 78712. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED INSTRUCTION CONTINUED

Assistant Professor in Advertising/Public Relations, Persuasion, Design in Print and Non-Print Media; position available Fall, 1982; minimum M.A., plus 10 graduate credits, Ph.D. preferred; 4 years teaching and/or related professional experience will be considered; $18,280-$24,358 dependent on qualifications; 12-hour class load, fringe benefits (40% salary); automatic annual salary increment, good potential summer work; tenure-track at strong Pennsylvania State System multipurpose college of 6,300 students in pleasant Susquehanna Valley, county seat; 3 hours from New York City, Philadelphia. Growth opportunity in flourishing Mass Communication degree program (265 majors), media facilities, new building on line, plus new graduate program. Apply by sending current vita, 3 letters of recommendation, official transcripts, samples of work (portfolios, video, film). Active Equal Opportunity/Affirmative Action employer. Application must be postmarked no later than February 1, 1982. Send to: Dr. Ralph Smiley, Co-chairman, Search and Screen Committee, Department of Speech, Mass Communication and Theatre, Bloomsburg State College, Bloomsburg, PA 17815.

Assistant Professor of Telecommunications. Tenure track position beginning Fall, 1982. Doctorate desired, with teaching and professional experience. Teach introductory, writing and announcing courses and labs. Send letter of application, resume, transcripts, names and addresses of three references before Jan. 15, 1982, to: Dennis Harp, Director of Telecommunications, Texas Tech University, Box 4710, Lubbock, TX 79409. AA/EOE.

Instructor: Department of Radio-TV at Southern Illinois University-Carbondale has an opening for an instructor beginning Fall, 1982 on a nine-month non-tenure track position. The instructor position includes responsibilities for advising undergraduate majors, placement activities, and alumni relations. In addition, the instructor will be expected to teach one or two courses each semester in his/her area of expertise. Master's Degree in Radio-Television or related field and alumni relations preferred. Evidence of successful teaching experiences required. Send cover letter, curriculum vita, and three letters of reference by March 15, 1982 to: Dr. Sam Swan, Acting Chairman, Department of Radio-TV, Southern Illinois University, Carbondale, Illinois 62901.

Assistant professor/Sangamon State University. Master's and professional experience required. Ph.D. and teaching preferred. Tenure track position. Will teach television writing and production and produce small format programs for cable and closed circuit distribution. Salary depends on qualifications. Application, resume, and three letters of reference to: Dr. Sandra Baldwin, Communication Program, Sangamon State University, Springfield, IL 62708. SSU is an upper division university with a public affairs mandate. Deadline: February 26, 1982. SSU is an equal opportunity/affirmative action employer. Starting date: August 16, 1982.

Instructor/Assistant Professor, Radio and Television. Seminars in Production and Writing, TV Acting and Directing, Broadcast Journalism, Programing and Management, some technical proficiency. Temporary, one-year full or part-time position available beginning Fall, 1982. Minimum B.A., plus 15 graduate credits (M.A. preferred; 3 years teaching and/or related professional experience for Instructor.) Minimum M.A., plus 10 graduate credits (Ph.D. preferred), 4 years teaching and/or related professional experience for Assistant Professor. Fulltime salary range $15,-135-$20,125, Instructor; $18,280-$24,358, Assistant Professor, dependent on qualifications. 12-hour class load. Strong Pennsylvania State System multi-purpose college of 6,300 students in pleasant Susquehanna Valley county seat, 3 hours from New York City and Philadelphia. Flourishing Mass Communication degree program (265 majors), media facilities. Provide current vita, 3 letters of recommendation, official transcripts, samples of work (video, audio, film). A permanent tenure-track search is anticipated in the department for Fall, 1983. Active Equal Opportunity/ Affirmative Action employer. Application postmarked no later than February 1, 1982. Send to: Dr. Ralph Smiley, Co-chairman, Search and Screen Committee, Department of Speech, Mass Communications and Theatre, Bloomsburg State College, Bloomsburg, PA 17815.

Radio-TV. Faculty position available, Fall 1982, to teach courses in television production, promotion and broadcast writing. News and/or cable background helpful. Assistant or Associate Professor (tenure-track). Professional experience required. PhD required for higher rank. Master's for lower rank. Salary competitive. Deadline for applications: February 15, 1982. Send letter of application, vita and three letters of recommendation to Dr. Ed. Paulin, Chairman RTVF, Oklahoma State University, Stillwater, OK 74078. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Telecourse Producer to oversee production of television programs for use in college credit telecourses. Skills required include production management, script supervision, budget and staff administration, and video production expertise. Work experience plus Master's degree preferred. Write to: Bob Crook, Center For Telecommunications, Dallas County Community College District, 12800 Abrams Road, Dallas, Texas 75243; 214—746-4465. An Equal Opportunity/Affirmative Action Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Moseley 505/C STL transmitter and receiver, any frequency. Mark Howard 912—232-0097.

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, 2111 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.

Textronix vectorscopes. Textronix waveform monitors, NEC FS-10 frame synchronizers, PC-70 cameras, camera chains. Ampex VR 2000 videotape machines,GVC distribution amps, GVG pulse amps. Contact: Jim Richards, ABC, New York. 212—887-4906.

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.

Used Equipment Bargains: RCA TT-IOAL 11 kw Transmitter; RCA TT-35 CHW & Diplexer just removed from service!; GE Film Chain; CBS 504B TBC; Envirozone Air Filters; Chvron 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.

Automation Controllers and Parts. Harris, CETEC, Schafer, IGM, Instacarts, Gocarts, Carousels, Audiofiles, Tape Decks. 800—527-5959.

(4) New ITC 10 1/2" Stereo Tape Players with warranty. Make offer, sell or trade. 800—527-5959.

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 1200 B 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.

Channel 19 UHF GE TT 57A 30kw transmitter, 460 ft. 6 1/8" 75 ohm Line and hangers, GE TY25-B helical antenna. Removed from service November, 1981. Contact purchasing agent, Delta College, University Center, MI 48710. Phone 517—686-9232.

20 KW FM CSI. New. Good buy. R.J. Carlson, 801—262-5541.

26-Panasonic NV-8170 VHS players, head end equipt. RF modulators (Jerrold Blonder Tongue), strips, etc. Call collect, 305—592-2654.

Sparta 625-A 25 kw FM and Sparta 620, 20 kw FM, with solid-state exciters, and stereo gen. Other Continental, Harris, Collins, RCA 5 kw, 10 kw and 50 kw AM and FM units in stock. Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248. 214—630-3600.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free fiyer 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.

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.

Science Features. Five-minute conversations with research scientists, recorded for radio. Covering astronomy, plant biology, earth science. Free, for educational or public service uses. Call 202—387-6411 or write to Perspectives in Science, Carnegie Institution, 1530 P Street, N.W., Washington, D.C. 20005.

INSTRUCTION

Cassette recorded preparation for FCC General Radiotelephone Operators license, plus one week seminar in Boston, Detroit, Philadelphia or Washington. Bob Johnson RLT, 1201 Ninth Street, Manhattan Beach, CA 90266. 213—379-4461.

CONSULTANTS

MJO News Associates. The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314—522-6325.

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.

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, N.Y. 11520 516—223-1244.

RADIO

Help Wanted Sales

GENERAL SALES MANAGER WGY/WGFM

Albany-Schenectady-Troy, New York
Top 50 Market

- Management Experience
- National Sales Experience
- Local Sales Experience

Send resume to Barbara Vardin, General Manager, General Electric Broadcasting Company, 1400 Balltown Road, Schenectady, New York 12309. An Equal Opportunity Employer, M/F.

Help Wanted Announcers

PRODUCTION AND ANNOUNCING PRO

Growing contemporary AM and beautiful FM in dynamic upstate New York facility seek dedicated pro for announcing, production, and consultation work with advertisers. This position requires a minimum of three years' experience, and carries an outstanding starting salary and benefits package. Applicants must possess extensive hands-on experience with modern automation systems, as both our stations are fully automated. This is not an entry-level position, and reports directly to the Vice-President-Broadcasting-Division. Only those with excellent credentials and a committment to excellence need apply. Send resumes and tape to Timothy Lyman, Vice President-Broadcasting, Box 557, Saratoga Springs, N.Y. 12866. No phone calls will be accepted. WKAJ, WASM, Saratoga Cable T.V., and Community Cablevision are affirmative action, equal opportunity employers.

Help Wanted Technical

CHIEF ENGINEER

WMPS/WHRK, the flagship stations of Memphis-based Plough Broadcasting Company, is looking for a highly professional chief engineer. Excellent compensation and benefits plan. Forward resume and introductory letter to: Craig Scott, VP/GM, WMPS/WHRK, 112 Union Avenue, Memphis, TN 38103. No calls, please. An Equal Opportunity Employer.

Help Wanted Technical Continued

KBEQ FM - Q104 KANSAS CITY

has an immediate opening for qualified chief engineer with thorough knowledge of studio and transmitter operations. This is a permanent position. Station is located in finest area in Kansas City-Country Club Plaza. Direct inquiries to: Gary Rodriguez, General Manager, 4710 Pennsylvania, Kansas City, Missouri 64112.

Help Wanted News

ANNOUNCER-WRITER

Top business news broadcaster seeks experienced anchor to write and voice business and economic newscasts. Must write active copy and have a dynamic on-air delivery. Previous business news experience helpful but not essential. Send resume and salary requirements to Box P-13.

NEWS DIRECTOR

A motivating broadcast journalist needed to lead a four-person dept. Send tape & resume to General Manager, KSTT/WXLP, PO Box 3788, Davenport, IA 52808. No Calls. EOE

Situations Wanted Announcers

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.

TELEVISION

Help Wanted News

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.

Help Wanted News Continued

PHOTO JOURNALIST

A minimum of 1 year experience with a TV News Dept. required. We are an All-ENG operation. Send tape and resume to Wayne Doolittle, WSBT-TV, 300 West Jefferson, South Bend, Indiana 46601. EOE.

WEATHERCASTER

Experienced TV meteorologist for weekends and three days environmental reporting. Must be eligible for A.M.S. seal. Send tape and resume to: Richard W. Roberts, WFLA-TV, P.O. Box 1410, Tampa, Florida 33601. Equal opportunity employer, M/F.

THE NIGHTLY BUSINESS REPORT

Business-news program seen nightly in more than 130 markets is preparing to expand staff and network-style nationwide coverage. Opportunities for producers, associate producers, writers, researchers, ENG editors and shooters at our production center in Miami. Freelance reporter/anchor opportunities nationwide. Resumes/tapes to Mark J. Estren, Executive Producer, P.O. Box 2, Miami, FL 33161-0002.

Help Wanted Sales

Account Executive

Top 20 Network Affiliate in the Rocky Mountain West looking for an ambitious, experienced Salesperson. Must have proven track record in TV Sales. Experience in production, retail and agency important. Send your resume to Box N-94. An Equal Opportunity Employer M/F.

Help Wanted Technical

TV ENGINEERS WANTED

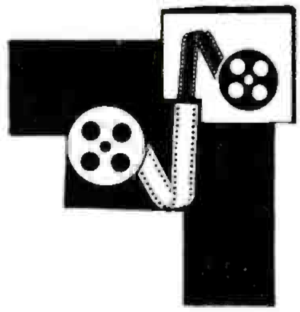
Overseas assignment. Must have technical experience of at least 3 years. Cameras, VTR, transmitters. Prefer PAL and SEACAM knowledge. Minimum one year assignments at very attractive salary. For further information call Mr. Alton at 312—298-9858 or mail a resume to International Electronic Center, Inc., P.O. Box 66375, AMF O'Hare, IL 60666.

PRODUCTION VIDEO TAPE OPERATOR

Must have Quad experience. TR-600, TR-70, TCR-100 background preferred. Come live in the beautiful Pocono Mountains. Send resume to: D. Burnette, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. E.O.E.

Help Wanted Technical Continued

TECHNICAL MANAGER



Electronic Journalism Operations

3/4ths the way to the top? Take the next 1/4 in one step to NBC

Now that you've proven your supervisory skills and managerial proficiencies in a support role in a network or cable TV news operation, why wait to make your big move? National Broadcasting Company can offer you immediate opportunity to take the reins of EJ Operations in its News Videotape Department.

As our Technical Manager, you'll be responsible for the performance of an editing staff, the productivity and efficiency of facilities and equipment, and direction of daily activities which include scheduling of output for network news programs.

To qualify, you should have 3 or more years hands-on supervisory experience in an EJ editing operation and thorough knowledge of multiple source editing systems.

We offer excellent salary fully commensurate with experience and responsibilities, and a full range of attractive benefits. Please submit resume, with salary requirements to:

W.C. Fallon/EJ
Senior Staffing Specialist

National
Broadcasting
Company, Inc.

30 Rockefeller Plaza
New York, New York
10112

An equal opportunity employer M/F

NBC

Help Wanted Programing, Production, Others Continued

PM magazine
WTVJ/MIAMI

PRODUCTION ASSOCIATES

Two positions available, must have strength in ENG camera operations and 3/4 inch time code editing. Minimum 2 years experience in ENG photo, field sound operations and ENG editing console. Please send tape and resume to:

WTVJ PM Magazine
316 North Miami Ave.
Miami, Florida 33128

An equal opportunity employer. M/F

EXECUTIVE PRODUCER/ PROGRAM DEPARTMENT

WFLA-TV seeks experienced individual to create new local programming, supervise existing programming, produce documentaries, and provide close liason with production department. To qualify, candidates must have strong background and successful experience in the production of a variety of program forms, with emphasis on talk and variety. A minimum of five years' experience in these areas is necessary. If you qualify and are interested, send resume and appropriate materials (no phone calls, please) to: Richard W. Roberts, WFLA-TV, P.O. Box 1410, Tampa, Florida 33601. An Equal Opportunity Employer, M/F.

Help Wanted Programing, Production, Others

TELEVISION PRODUCTION ASSISTANT

We are seeking an enthusiastic and creative person to work with our video team. We are requiring at least two years experience shooting and editing smooth, creative news-style features with ENG equipment. If qualified and interested, submit a resume, sample tape, and salary requirements, in confidence, by January 15, 1982 to: Mr. Jack Fowler, Director of Employment, Illinois Farm Bureau, 1701 Towanda Avenue, Bloomington, IL 61701. An Equal Opportunity Employer.

CREATIVE SERVICES DIRECTOR

Major market affiliate needs an experienced Creative Services Director. The person we are seeking must have exceptional creativity skills in both broadcasting and print advertising, with at least three years' experience in writing, dealing with other media, TV production, planning and implementing special promotion campaigns and events.

If you have the experience it takes, if you work well with people and want to be part of a winning management team, send your resume and salary requirements to Box N-84. E.O.E., M/F.

Help Wanted Programing, Production, Others Continued

GROWING NATIONAL CABLE TV BUSINESS PUBLICATION HAS THREE OPENINGS FOR EXPERIENCED PERSONNEL

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Situations Wanted Programing, Production, Others

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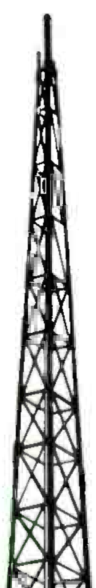

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- Ohio, small mkt, AM-FM, 750K
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- New Mexico med. mkt, FM, 450K
- Broadcast School Colorado, 35K
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- Fulltimer. N. Ala. Nice sized town. Large county 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.
- Daytimer. Suburban Atlanta. $590,000.
- Powerful Daytimer in Cent. GA. $560,000.
- 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. $15,000. Terms. $350,000.
- Daytimer. E. Ark. $50,000. Terms. $150,000.
- Daytimer North Central NC. Good buy. $160,000. Terms.
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MW	Small	FM	$479K	$139K	Peter Stromquist	(612) 831-3672
E	Small	AM	$500K	$145K	Jim Mackin	(207) 623-1874
MW	Small	AM/FM	$595K	$150K	Corky Cartwright	(303) 741-1020
MW	Medium	FM	$395K	Terms	Peter Stromquist	(612) 831-3672
W	Medium	AM	$750K	$100K	Elliot Evers	(213) 366-2554
SE	Medium	AM/FM	$1050K	SOLD	Bill Cate	(904) 893-6471
S	Metro	FT	$635K	Terms	Bob Thorburn	(404) 458-9226
W	Metro	FT	$650K	Cash	Bill Whitley	(214) 387-2303
MW	Metro	AM/FM	$3500K	$1000K	Corky Cartwright	(303) 741-1020
MW	Major	AM	$525K	SOLD	Jim Mackin	(207) 623-1874
MW	Major	AM/FM	$2350K	SOLD	Bill Chapman	(404) 458-9226
MW	Major	AM	$3100K	SOLD	Ray Stanfield	(213) 366-2554

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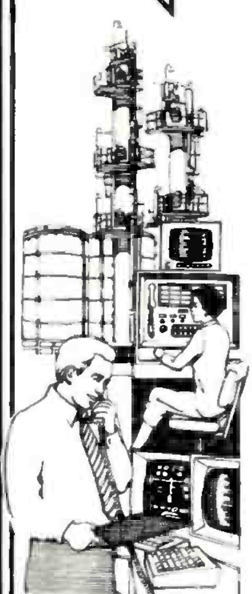

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Media

Pollock

Clark Pollock, VP and general manager, Nationwide Communications, Columbus, Ohio-based group owner of two AM's, five FM's and three TV's, elected president.

Bruce Walton, local sales manager, KCBQ-AM-FM San Diego, joins KIFM(FM) there as VP-general manager.

Kenneth Minerich, Midwest regional manager, U.S. Cable Inc., Waukegan, Ill., joins Lone Star Video, Houston cable system, as VP-general manager.

Louise Heiftez, assistant to president, Sandusky Newspapers, Denver, named general manager of Sandusky's KERE(AM) there.

Mike Horne, general sales manager, Harte-Hanks's KYND(FM) Houston, joins its KQYT(FM) Phoenix as general manager.

Michael Osterhout, general sales manager, WRBQ(FM) Tampa, Fla., named general manager.

Mendes J. Napoli, assistant to general manager, KJRH(TV) Tulsa, Okla., joins WNGE(TV) Nashville as general manager.

Ken Gerdes, sales manager, WYEA-TV Columbus, Ga., joins WWLG(TV) Macon, Ga., as general manager.

Al Leitl, general sales manager, WVTV(TV) Milaukee, named assistant general manager.

Jack Mann, VP-general manager, Tulsa (Okla.) STV, Satellite Syndicated Systems outlet there, elected VP of corporate development for SSS. He remains in Tulsa.

Ronald Pratz, director, internal audit, West Coast, ABC, Los Angeles, named director of business affairs administration, ABC Television there. **Patricia Thompson,** associate director of business affairs, East Coast, named director. **Cecilia Perry,** director of revenue and data entry departments, ABC, New York, named director, accounting services. **Thomas Rooney,** business manager, ABC broadcast operations and engineering production planning and controls, New York, named director of disbursements. **Ramona Sinclair,** business affairs administrator, ABC, Los Angeles, named manager, business affairs.

Cheryl Daly, associate director, internal communications, corporate information, CBS, New York, named director, corporate information.

Johnathan Rodgers, news director, KNXT(TV) Los Angeles, named station manager.

Wilmer Borneman, chief engineer, WBYO(FM) Boyerton, Pa., named station manager.

Arthur Voiles, chief of technical services, Media Systems, joins Heritage Communications as general manager of its Fort Dodge, Iowa, cable system.

James Behling, VP-general manager, Minnesota cable operations, Storer Cable, Minneapolis, assumes additional duties as general manager of company's newest northwest suburbs of Minneapolis franchise. **Ann Alvis,** marketing manager, Western region, Storer, Miami, named director of new personnel development division there. **Bob Lumbard,** customer relations manager for Selkirk cable system, Fort Lauderdale, Fla., succeeds Alvis. **Ellen Wander,** from Dun & Bradstreet, Atlanta, joins Storer, Thousand Oaks, Calif., as marketing manager, far West. **John Battles,** assistant manager, New Haven, Conn., cable system, Storer Cable, named manager of Storer system in Campbell, Ky. **Ward Bodner,** general manager, Television News Associates, Washington, joins Storer as manager of its Leesburg, Va., system. **Sarah Glenn,** assistant manager, Louisville, Ky., system, named manager, Bowling Green, Ky., system.

Nancy Palmer, news-operations manager, WPLG(TV) Miami, joins WPTY-TV Memphis as director of operations.

Merily Friedman, from production department, WCMH-TV Columbus, Ohio, joins WTVN-TV there as operations director.

Bob Baker, freelance sports reporter, Phoenix, joins KLFF(AM) there as operations manager.

Allan Edelson, director of financial controls and accounting, Capital Cities Communications, New York, named controller.

Susan Eisner, director of acquisitions scheduling and specials, noncommercial WNET(TV) New York, named director of broadcasting.

John Dawson, director of human resources, *Washington Star,* owned by Time Inc. before its demise, joins Time's American Television & Communications, Denver, as VP-human resources.

Steve Magnuson, finance and administration executive, Los Angeles County College District, named accounting manager, Valley Cable TV, Los Angeles. Other Valley Cable appointments: **John Helmore,** producer, University Community Video (Minneapolis), as institutional access coordinator, and **Tony Farwell,** analyst and portfolio manager, Froley, Revy Investment Co., Los Angeles, as special projects manager.

Linda Mauskopf, communications consultant, Glankoff & Wishner Communications Ltd., New York, appointed manager, research and sales production, USA Cable Network there.

Advertising

Michael Jeary, management supervisor, Dancer, Fitzgerald, Sample, New York, elected senior VP.

Elected VP's, BBDO, New York: **Michael Mudd,** manager of corporate communications; **Paula Brown,** manager of information resource center; and **Dick Fitzhugh, Charles Gowl** and **Mel Platt,** associate creative directors.

Ball

Michael Ball, executive director international, Ogilvy & Mather International, Sydney, Australia, named vice chairman of company. He remains based in Sydney.

Elected VP's, Ogilvy & Mather, New York: **Jack Deitchman,** director of local broadcast; **Malcolm End, Gerald McGee, Vel Rankin** and **Tom Rost,** creative directors, and **Rochelle Lazarus, Jack Reed, Michael Vaughn** and **Edward Vick,** management supervisors.

Robert Wallace, group supervisor, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named VP-account supervisor.

Beth Becker and **Robert Ross,** associate directors of research, Cunningham & Walsh, New York, elected VP's.

Appointments, D'Arcy-MacManus & Masius, Chicago: **Gail Fujisawa,** media supervisor, to associate media director; **Mary Gerwig,** media planner, to media supervisor; **Bill Ross,** control coordinator, to media planner; **Mary Goldner,** media estimator, to assistant planner; **Karen Kolodzey,** regional coordinator, to market negotiator; **Rosemary Schmit,** data processing supervisor, to regional coordinator.

Connie Myck, producer, broadcast production department, Bozell & Jacobs, Phoenix, named senior broadcast producer. **Barbara Raynard,** production assistant, named associate producer.

John Beddia, group VP, Vitt Media International, New York, joins KSL Media there as senior VP and director of planning operations.

Tom Maples, account executive for MCA TV in Southwest, based in Dallas, named VP.

Lee Hilbrich, manager of media financial services department, CPM, Chicago, named assistant VP, administration.

John Morris, sales manager, Cleveland office, Katz, named divisional VP. **John Rossi,** manager of sales research team, Katz, New York, named associate director of TV research.

Robert Mertz, account executive, Storer TV Sales, New York, joins Katz Independent TV Sales there in same capacity.

Rick Schwartz, account executive, Seltel, Los Angeles, joins Katz Television Continental there in same capacity.

Gerald Linehan, and **Richard Levy,** group sales managers, Petry Television, New York, elected VP's. **Al Westermann,** account executive, named group sales manager.

Judy Preston, account executive, J. Walter Thompson, New York, joins Preston Advertising, St. Petersburg, Fla., as manager of traffic and production.

Tina Steer, account executive, ABC team, John Blair, Los Angeles, named assistant sales manager.

Appointments, Popejoy & Fischel, Dallas: **Pamela Dyer,** marketing consultant, International Trade Administration, U.S. Department of Commerce., Dallas, to account coordinator; **Cece Grimes,** senior designer, Bozell & Jacobs, to art director; **Sallie Sampsell,** account executive, North American Advertising, Dallas, joins Popejoy in same capacity. **Jana Smith,** editorial coordinator, Peat, Marwick, Mitchell & Co., Dallas, to account executive.

Donald Frier, director of finance and administration, WCBS(AM) New York, named director, operations, CBS Radio Spot Sales there. **W. Scott McGraw,** analyst, sales planning, CBS Television Network Sales, Chicago, named manager, sales planning. **Martin Daly,** account executive, national sales, CBS-TV, named account executive, central sales, Chicago.

Linda Arehart, marketing manager, Allstate, Chicago, joins Weightman Advertising, Philadelphia, as account executive.

Peter Paisley, account executive for WTTG(TV) Washington, and **Laurie Chatfield,** account executive with MMT Sales, New York, join Metro TV Sales, New York, in same capacity. **Kathleen Shovlin,** account executive with Evans Broadcasting's Eastern sales division, New York, joins Metro TV Sales, New York, as account executive on Blue Group, representing Metromedia's KTTV(TV) Los Angeles. **Julia E. Largay,** sales assistant, Metro TV Sales, San Francisco, named account executive there.

Named directors of national accounts, Showtime, New York: **Judy Klosek,** Western regional sales manager, Western region; **Barry Goldberg,** district marketing manager, North central region; **Roy Weissman,** district sales manager, Northeast region; **Jim Hall,** regional affiliate marketing manager, Southeastern region.

Mark Fox, VP-associate media director, Foote, Cone & Belding, New York, joins UTV Cable Network, Fair Lawn, N.J., as account executive.

Rollin Collins, senior VP and director of sales, Peters, Griffin, Woodward, New York, joins KRON-TV San Francisco as general sales manager.

Michael Raymond, general manager, KRLY(FM) Houston, named general sales manager.

Allan Horlick, sales manager, WRC-TV Washington, named sales director.

Candace Wendling, local sales manager, WOWO(AM) Fort Wayne, Ind., named general sales manager.

David Turner, national sales manager, WSSJ(AM) Camden, N.J., named general sales manager.

Joan Wagner Low, account executive, KSFX(FM) San Francisco, named sales manager.

Dave Kirby, senior account executive, KIMN(AM) Denver, joins KERE(AM) there as sales manager.

Karen Johnson, account executive, WISN-TV Milwaukee, named market-research director.

Ken Holmberg, sales manager, WERA(AM) Plainfield, N.J., joins WHWH(AM) Princeton and WPST(FM) Trenton, both New Jersey, as senior account executive. **Margaret Johnson,** account executive, WBCB(AM) Levittown-Fairless Hills, Pa., joins WHWH-WPST in same capacity.

Mark Mariani, VP, RCO Productions, Evanston, Ill., joins WLUP(FM) Chicago as account executive.

Cynthia Stacks, assistant to the general manager, KARN(AM) Little Rock, Ark., joins co-owned KKYK(FM) there as account executive.

Ken Dawkins, air personality, WCTD-FM, Federalsburg, Md., joins WMOU(AM)-WXLQ(FM) Berlin, N.H., as account executive.

Programing

Foster

Christine Foster, VP, Columbia Pictures Television, joins Group W Productions, Los Angeles, as VP-program development.

Daniel Stern, director of promotion, advertising and promotion, CBS Entertainment, New York, elected VP, promotion, East Coast. **Jonathan Kramer,** VP-programing for Spotlight Pay-TV Service, Times Mirror Satellite Programing, joins CBS theatrical films group, Studio City, Calif., as VP, ancillary rights.

David Sherman, director of motion picture contracts, ABC Television, named director of contracts, East Coast, ABC Entertainment. He will remain in New York. **Joyce Buchman,** executive secretary to president, ABC Entertainment, named assistant coordinator, special projects. **Hilary Botchin,** executive secretary of VP of casting, ABC Entertainment, named coordinator, casting.

Leonard Rosenberg, VP-development, Viacom Productions, Studio Center, Calif., named senior VP. **Steven Wishner,** assistant to treasurer, General Instrument Corp., joins Viacom, New York, as director, financial services.

Geoffrey Holmes, director of investor relations, Warner Communications, New York, elected VP.

Seth Kittay, from Century Communications, New Canaan, Conn., joins Group W Satellite Communications, Stamford, Conn., as director of national accounts.

Tom Maples, manager, Dallas sales office, MCA TV, elected VP-Southwest area.

Alan Bennett, VP, programing, Katz Television, New York, named president, Katz Program Development Corp. there. **Phil Oldham,** VP, director of program operations, Katz Television, succeeds Bennett.

Kathy Eckert Crain, senior unit manager, KNBC(TV) Los Angeles, joins *The John Davidson Show,* Hollywood, Calif., as production manager.

Glenn Ivey, general manager, Metro Traffic Control, Dallas, named national program director.

Tom Reddell, VP-general manager, Golden West STV, Dallas, named executive producer, Golden West Entertainment there.

Pamela Euler, director of sales planning and administration, Rainbow Programing Services, Woodbury, N.Y., elected VP.

Dalton Danon, VP-feature marketing, Columbia Pictures Television Distribution, joins Polygram Television, Los Angeles, as VP-sales and marketing.

Henry Schleiff, associate general counsel and assistant secretary, Viacom International, joins Home Box Office, New York, as director of business affairs. **Margret Louis,** attorney in business affairs for NBC, and **Rona Gersten,** attorney with Fulop & Hardee, New York, join HBO as associate directors of business affairs, Louis for special programing, Gersten for film programing.

Gary Khammar, national sales manager, Columbia Pictures Home Entertainment, Burbank, Calif., named director of sales.

Teresa Santiago, national sales liaison, National TV Log, joins GalaVision, New York, as Eastern region affiliate marketing representative.

John Long, part owner, TLT & Associates, Gathersburg, Md., joins WETACOM, Washington, for-profit programing and production subsidiary of noncommercial WETA-TV there.

John Ford, independent human resources consultant, joins Home Box Office Inc., New York as director of human resources.

Richard Harris, air personality, WLUP(FM) Chicago, joins WLPX(FM) Milwaukee as program director.

Judy Girard, director of programing, WBAL-TV

Baltimore, joins WTAE-TV Pittsburgh in same capacity.

David Jerrell, commercial producer-director, WKBD-TV Detroit, named production manager.

Dewey Lambdin, production supervisor, WPTY-TV Memphis, Tenn., named production manager.

Gary Otto, sports producer, WPTF-TV Raleigh, N.C., named executive producer-director.

James Wilson, associate producer, noncommercial KETC(TV) St. Louis, named producer.

Keith Buckley, air personality, WMOU(AM)-WXLQ(FM) Berlin, N.H., assumes additional duties as operations director. **Ted Baker** air personality, WBRL(AM) Berlin, joins WMOU-WXLQ in same capacity.

Charles Pellett, air personality, WHMP(AM) Northampton, Mass., joins WMCA(AM) New York as midnight manager.

Thomas Foster, courtroom artist, WREG-TV Memphis, joins WPTY-TV there as graphic artist-production assistant.

Karen Cavaliero, assistant music director, WLS-AM-FM Chicago, named music director.

News and Public Affairs

In further realignment of staff at CBS News ("In Brief," Dec. 7). **Joan Richmann,** executive producer, Saturday and Sunday editions of *CBS Evening News,* named VP-special events, replacing **Ernest Leiser,** who becomes VP and assistant to president. **Russ Bensley,** director of special events, succeeds Richmann. **Marshall Davidson,** VP operations, named VP-labor affairs, and **David Buksbaum,** producer of *CBS Evening News With Dan Rather,* replaces Davidson as VP, operations.

Ron Kershaw, news director, NBC-owned WNBC-TV New York, named producer, NBC Sports, with responsibility primarily for news-oriented features, profiles and investigative reports.

Jack Gallivan, VP, news and production, KUTV(TV) Salt Lake City, assumes corporate responsibilities for co-owned Kansas State Network, and regional operations of ABC/Westinghouse News Channels service at KUTV. **Michael Youngren,** news director, KOCO-TV Oklahoma City, replaces Gallivan as news director of KUTV. **Michael Beardsley,** executive producer, KUTV *NewsWatch 2,* named director of regional operations for Westinghouse/ABC satellite news service there. **Randall Carlisle,** anchor-reporter KUTV, succeeds Beardsley.

Bernard Kamenske, chief of Voice of America's news division, Washington D.C., joins Cable News Network as senior news editor, Washington bureau. **David French,** public relations director for National Restaurant Association, joins Cable News Network as a weekend anchor, Washington bureau.

Appointed anchors, CNN2, Turner Broadcasting, Atlanta: **Dan Hackel,** correspondent, CNN, Israel; **Chuck Roberts,** anchor, KMTV(TV) Omaha; **Don Harrison,** from WTSP-TV Tampa-St. Petersburg, Fla.; **Denise LeClair,** anchor, CNN; **Peter Ford,** from Seven Network, Sydney, Australia; **Patricia Harvey,** anchor, WNEM-TV Bay City, Mich.; **Rick Brown,** anchor, CFRN-TV Edmonton, Alberta, and **Bobbie Battista,** from WRAL-TV Raleigh-Durham, N.C.

Jaycox

Nancy Jaycox, writer, Associated Press's broadcast news center, New York, named supervising editor of television wire. Jaycox succeeds **Cammy Seidel,** who joins WABC-TV New York as writer. **Stephen Dunkelberg,** from KRLD(AM) Dallas. **Jack Messmer,** WHEB-FM Portsmouth, N.Y.; and **Stephen Pendlebury,** WSOC(AM) Charlotte, N.C., join AP broadcast news center as writers.

Frank Settipani, from *Wall Street Journal* Radio Network, joins CBS News, New York, as reporter.

Jeff Wald, executive director, Media People, Beverly Hills, Calif., news personnel agency, joins KTLA(TV) Los Angeles as news director.

Tom Bradford, assignment manager and executive producer, *Channel 2 News Tonight,* KNXT(TV) Los Angeles, named managing editor of station's *Channel 2 News.*

David Roe, news editor, KOA(AM) Denver, joins KERE(AM) there as news director.

Barbara Palmer, assistant news director, WBIE(FM) Marietta, Ga., joins WRNG(AM) North Atlanta as news director.

Larry Mercer, reporter-editor, KSBW-TV Salinas, Calif., joins co-owned KSBY-TV San Luis Obispo, Calif., as news director. **Paul Douglas,** weather reporter, KIQO(FM) Atascadero, Calif., joins KSBY-TV in same capacity.

Beverly Williams and **Patrick Emory,** co-anchors, KYW-TV, Philadelphia, join Cable News Network, Atlanta, as anchors.

Steve Morawetz, news director, KDLH-TV Duluth, Minn., joins WTCN-TV Minneapolis as managing editor.

Jack Groh, reporter, Metro Traffic Control, Boston, joins WJMQ(AM) Norfolk, Mass., as news director.

Robert Morford, acting news director, WTVX(TV) Fort Pierce, Fla., named news director.

Kathleen Lynch, producer, public affairs, New Jersey Network, Trenton, N.J., named director of news and public affairs.

David Leonnig, anchor, KBDF(AM) and co-owned KZEL-FM, both Eugene, Ore., joins KUHF(FM) Houston as director of news and public issues.

Sharon Edwards, weekday news producer, WHO-TV Des Moines, Iowa, joins WLWT(TV) Cincinnati as weekend news producer.

Mike Doocy, from KRIB(AM) Mason City, Iowa, joins KRNA(FM) Iowa City, Iowa, as producer-anchor.

Janice Waibel, reporter-anchor, KUTV(TV) Salt Lake City, named weekend co-anchor.

Larry Hoefling, from KTMC(AM) McAlester, Okla., joins KWEN(FM) Tulsa as news anchor.

Randy Price, executive producer-anchor, WTVG(TV) Toledo, Ohio, joins WBZ-TV Boston as anchor.

Dwight Smith, assistant sports director, WDTN(TV) Dayton, Ohio, named weekend news anchor. **Edie House,** from WBAL-TV Baltimore, joins WDTN as anchor-reporter.

Kevin Lance, anchor-reporter, KOAM-TV Pittsburgh, Kan., joins WKEF(TV) Dayton, Ohio, in same capacity. **Howard Epstein,** reporter, WBAY-TV Green Bay, Wis., joins WKEF in same capacity.

Luis Young, reporter, WTVT(TV) Tampa, Fla., and **Will Spens,** reporter, RKO Radio Network, New York, join WABC-TV New York in same capacity.

Cicely Hand, anchor, WLOS-TV Asheville, N.C., joins KPIX(TV) San Francisco, as general assignment reporter.

David Burns, news editor, WROC-TV Rochester, N.Y., joins WOKR(TV) there as reporter.

Technology

Philip Arneson, director, Orrox Corp., Santa Clara, Calif., named president and chief executive officer. He succeeds **William Orr,** who continues as chairman of board.

Janet Fowler, controller and chief financial officer, American Data, Huntsville, Ala.-based division of Central Dynamics Corp., elected VP and corporate controller of American Data and Central Dynamics.

Sheryl Rogers, from Sun Gas Co., Dallas, joins Tocom, Dallas-based manufacturer of interactive cable systems, as communications manager. **Kevin McAleer,** senior manager, Price Waterhouse, Dallas, joins Tocom as chief financial officer.

Altan Stalker, director-transmitter engineering, Westinghouse Broadcasting, New York, joins Westinghouse's Group W Satellite Communications, Stamford, Conn., as manager of transmission systems and quality control.

William Fitzgerald, director of programs, satellite communications division, Harris Corp., Melbourne, Fla., elected VP.

Jon Salvati, circuit design engineer, Magnavox CATV Systems, joins Octagon Scientific, Syracuse, N.Y., as senior development engineer.

John Theisz, administrator, business analysis, RCA Americom Communications, Princeton, N.J., named manager, business development and analysis.

David Fairley, VP-chief engineer, Farinon Video Corp., San Carlos, Calif., joins Moseley Associates, Goleta, Calif., as director of engineering. Moseley is manufacturer of communications equipment. **Bill Ticen,** sales engineer, Moseley & Associates, Goleta, Calif., named international sales manager.

David Quinn, production assistant, AT&T, New York, joins Sony video communications division there as district sales representative.

William Harris, assistant chief engineer, KIMN(AM) Denver, joins KERE(AM) there as chief engineer.

Gregory Smith, chief engineer, WTHI-TV Terre Haute, Ind., joins KFVS-TV Cape Girardeau, Mo., in same capacity.

Richard Blanton, chief engineer, WDHN(TV) Dothan, Ala., joins WWLG(TV) Macon, Ga., in same capacity.

Promotion and PR

Denise Dennis, account executive, Hill & Knowlton, Chicago, elected VP.

Jane Paley, vice president and account supervisor, Manning, Selvage and Lee Public Relations, New York, named director of community relations, ABC Television there.

John Magee, assignment manager and White House field producer, ABC News, Washington, joins Solem & Associates, San Francisco-based public relations firm, as publicity executive.

Joel Canfield, director of on-air promotion, *The John Davidson Show,* Hollywood, Calif., named audience promotion manager. **Joan Robbins,** promotion assistant, named promotion coordinator.

Vivien Burns, VP and creative director, Logan Agency, joins WRCB-TV Chattanooga as promotion manager.

Sid Shaw, zone manager, Investors Diversified Services, Spartanburg, S.C., joins WHYY-TV Wilmington, Del., as director of public information.

Janice Ginsberg, public relations-program coordinator, The Beacon Theater, New York, joins Norwood Productions, there as director of public relations.

Maurie Perl, senior affiliate publicist, Warner Amex Satellite Entertainment, New York, named manager, national publicity.

Tom Macauley, member of franchising staff, Storer Cable Communications, Portland, Ore., named community relations director, Miami.

Dick Hammer, promotion administrator, WFLD-TV Chicago, named promotion manager.

Allied Fields

Scott

Frank Scott, division VP, NBC Radio, and former general manager, WRC(AM) Washington, joins Voice of America there as director of programs.

Phyllis Kaminsky, White House press liaison to National Security Council, Washington, joins International Communication Agency there as director of office of public liaison.

Emmet Kitchen, executive VP, National Association of Business and Educational Radio, Washington, elected president.

Norman Lear, producer and co-founder of Tandem Productions and T.A.T. Communications, will receive Gold Medal Award, highest honor of International Radio and Television Society, March 1.

Dale N. Hatfield, deputy administrator, National Telecommunications and Information Administration, will join faculty of University of Colordao, in Boulder, to teach communications policy later this month. He will also consult. **Veronica M. Ahern,** associate administrator, office of international affairs, NTIA, joins law firm of Chadbourne, Parke, Whiteside & Wolff, Washington, **Ellen S. Deutsch,** association aministrator, office of policy analysis and development, NTIA, will establish new Washington law firm with David Irwin, Irwin & Deutsch. She will also become partner in consulting firm of Caruthers, Irwin & Associates, of Washington and San Francisco.

U.S. Senate has confirmed President Reagan's nomination of **Robert M. Garrick** as member of board of communications Satellite Corp. Garrick, former deputy counselor to the President, resigned to return to his California public relations firm.

Howard Shimmel, analyst, station index analysis/information department, A.C. Nielsen, New York, named marketing coordinator, Nielsen Homevideo Index.

Frank Price, chairman and president of Columbia Pictures, named chairman, Los Angeles task force, National Public Radio.

Deaths

Norman Brenner, 52, manager of special services, CBS Television Network production control department, died of heart attack Dec. 14 at St. Clare's medical center, New York. Brenner is survived by his wife, Marilyn, and three sons.

William Reynolds, 54, former television actor and producer, and more recently lobbyist specializing in transportation and billboard legislation, died of heart attack Dec. 9, at his home in Fairfax, Va. From 1953 to 1961, Reynolds hosted a children's television show in Oregon, and played role of Kit Carson on television series, *Death Valley Days.* Reynolds is survived by his wife, Billie, and three daughters.

Diana Michaelis, 56, television producer and former assistant public affairs director, CBS-TV, New York, died of cancer Dec. 16, at her home in Washington. She is survived by two sons.

Profile

Cox of CBS Cable: like starting all over in television again

"A long time ago I recognized that it was hopeless for me to be satisfied with the status quo because I get bored too quickly, so I became a specialist in change." That career philosophy has taken Dick Cox to the helm of CBS Cable, the purveyor of cultural cable programing in changing CBS Inc.

But don't expect Cox to be moving on soon—"the cable business at CBS is like [things were] at the beginning of television—you're starting with a clean page, and it's a big page." If anything, Cox maintains, the possibilities in cable are broader than they were in broadcast television 30 years ago, when television was just getting off the ground, and Cox was just getting into the business as an NBC page. The economics of cable don't require programing for "50 million people to be successful." Cox doesn't expect to be bored soon.

Testing new possibilities is part of Dick Cox's way of life, to hear him tell it. It's not just to confound critics who said it wouldn't work that CBS Cable runs an interview program, *Signature,* where the interviewer is never seen, or that CBS Cable continues to call itself a cultural service, when everyone knows culture won't sell in this country, or that earlier in his career, Cox helped produce the first syndicated soap opera. But, he allows, "if you tell me I can't do it that way because it's never been done that way before, well, that does sort of pique my interest." And occupying a prominent spot in Cox's office overlooking New York's Sixth Avenue is the framed legend: "The future cannot be predicted ... But it can be invented."

One embodiment of those beliefs was Cox's co-production, in 1970, of the off-Broadway play, "Orlando Purioso." With a cast of 60 Italian actors, none of whom spoke English, "Orlando's staging called for its frenetic action to take place literally among the audience. The actors wheeled about on small platforms, well, furiously." On opening night, 2,000 people showed up to see the avant-garde presentation, under an inflated dome in New York's Bryant Park. Cox received a special Obie award for the production. That play was far from Cox's sole involvement with the theater. In fact, through all his work in television for agencies and production houses, Cox says, "I probably spent more time in trying to bring theater to television than any one thing." Among other accomplishments in that line, he lays claim to having brought the Tony awards to network television, while working for Doyle Dane Bernbach.

The CBS Cable presidency affords Cox plenty of opportunity to indulge in theater and theatrical pursuits. Cox, of course, was brought into the company after the initial groundwork for the service had been laid, and he speaks of "the excellent bunch of people who were here" when he took charge last March. Since then, the staff has swelled from 35 to over 150, the service has begun operation (in October) and has been garnering critical raves.

Dick (Richard) Joseph Cox, president, CBS Cable division; b. Brooklyn, Aug. 21, 1929; attended Fordham University, 1947-49; page, NBC, New York, 1949-51, U.S. Army 1951-53; TV account executive, Young & Rubicam, New York, 1953-59; TV account supervisor, Y&R, 1959-61; TV account group supervisor, Y&R, 1961-63; vice president in charge of radio and television, Y&R, 1963-66; vice president in charge of radio and television, Doyle, Dane, Bernbach, 1966-71; vice president in charge of program development, Tomorrow Entertainment, New York, 1971-73; president, Y&R Ventures, and president, DCA Productions, (Y&R subsidiary) 1974-78; president and executive producer, DCA-TV (as private company), 1978-1981; present position since March 1981; m. Rosemary Broderick Oct. 2, 1954; children—Christopher, 25; Cynthia, 23; John, 21; Claudia, 17.

Laying in the programing that has attracted those favorable reviews has been a top priority for Cox in his nine months on the job. The pattern that marks traditional cable viewing, according to Cox, is that it has served as an alternative to other sources of video entertainment. What CBS Cable has been trying to do follows a mandate from the top—William Paley himself. Paley said: "Create something that gives an audience a reason to come back on a regular basis," Cox recalls. And that's what's being attempted ("successfully" as far as Cox is concerned) in the series-formatted schedule on CBS Cable.

Cox admits that, as a child of a broadcast network, CBS Cable "was not welcomed with open arms by the cable industry" when it was first announced. Now, however, he says the feedback he's getting from operators is supportive—"they're rather pleased that we're here."

Asked the inevitable question of whether there's a conflict between CBS on the one hand, programing a broadcast network and on the other, giving people a "reason to come back on a regular basis" to a cable-only service, Cox says the affiliate question isn't his affair—"my concern is to put on the best cultural service we can." But he adds: "I don't think the cultural audience will bury the competition" any time soon.

With programing squared away, Cox expects to devote more of his personal attention to the task of selling advertisers on the value of the narrowcast, upscale audience Cox says CBS Cable pulls in.

Selling narrowcasting is quite a shift from what Cox was doing back in the early fifties for Young & Rubicam, under the direction of Charles (Bud) Barry. Then, Cox says, they were selling advertisers on the "bigness" of television—with such memorable bits as "more people watched last Sunday's football game on television than have attended all football games in history," and "more people watched the Nixon/Kennedy debates than have voted in all U.S. elections."

For the then 25-year-old Cox, selling television and later picking series for clients' sponsorship got him into the corporate suites of advertisers unaccustomed to spending more on advertising than they did to build factories. Not a bad place for someone who left college after two years. "I was anxious to get going," Cox says, and he was getting bored. He knew he wanted to work in the developing medium of television and says: "I could see the boat sailing ... and I wanted to get on it.

While change may be Cox's credo in business, there's another side to his life—he and his family make their home in Essex, Conn., a town started in the 1600's, and where the Cox residence dates from 1790. "I'm very much involved in early Americana," Cox says of his leisure pursuits. "There's a wonderful feeling of simplicity of that era." He's impressed with "the ingenuity of the people." If he has anything that might properly be called a hobby, according to Cox, it's following the careers of his children.

Of his own successful career he attributes much to luck—luck, among other things, in having good mentors like Bud Barry. And also, Cox says, "I was too dumb to be frightened of taking a chance, too bored to be happy with things as they are."

In Brief

CBS-TV's expected expansion of its weekday "Morning" newscasts to two hours, starting at 7 a.m. (BROADCASTING, Dec. 21, 1981), was **announced last week, effective Jan. 18.** Bob Keeshan, who has been appearing in *Wake Up with the Captain* at 7-7:30 a.m. since *Morning* expanded to 7:30-9 last September, will return with *Captain Kangaroo* in its original format but at 6:30-7. Start times: 6:30 a.m. for *Kangaroo,* 7 a.m. for *Morning*—will be same in all time zones. New time period for *Morning* puts it directly opposite ABC-TV's *Good Morning America* and NBC-TV's *Today,* to which it has always run third in ratings, though more so in recent months. Gene F. Jankowski, president, CBS/Broadcast Group, said moves will return *Kangaroo* to "preschool children and their parents who have been informed and entertained by the Captain for 27 years," and will permit *Morning* to offer "more hard news, longer background and investigative stories and guest segments on subjects ranging from life styles to the arts to consumer reports." Bill Kurtis, WBBM-TV Chicago anchor, will replace Charles Kuralt as *Morning* co-anchor (with Diane Sawyer) in March, when Kuralt returns to *CBS Evening News,* and continue as anchor for *Sunday Morning.* Peggy Charren, president of Action for Children's Television, said new time period will mean end of *Captain Kangaroo* because viewership at that hour is lower and affiliates are not going to clear program. She said it's "disgrace" that *Kangaroo* has been only regularly scheduled children's show on commercial television and that program is being "destroyed." CBS, on other hand, maintains that 14 affiliates in cities ranging from Dallas to Great Falls, Mont., have been running Keeshan show at 6:30 a.m. and have been averaging 1.7 rating and 17 share, higher than national 1.4 rating/10 share at regular 7 a.m. slot.

□

FCC successfully pursuaded Office of Management and Budget to give commission **$73.5 million budget** allocation for fiscal 1983. **OMB had targeted** commission for **$64.8 million.** FCC sources said 375 employe positions would still have to be eliminated to meet new allocation.

□

Department of Justice has offered support for FCC proceeding aimed at deregulating subscription television industry. In comments filed with FCC, Justice said it "strongly" supported FCC's proposed move, endorsing FCC's recognition that "protection of conventional television cannot justify economic regulation of STV." Regulations FCC has proposed dropping include complement-of-four rule, which prohibits STV entry into markets served by fewer than four conventional TV stations; 28-hour rule, which holds that STV station must broadcast at least 28 hours of conventional programing each week; ascertainment requirement, and rule requiring STV operators to lease, not sell, decoders to subscribers. "These unnecessary restrictions on STV services have stifled competition, impeded STV efforts to gain a greater share of the video distribution market and frustrated consumers seeking video programing to suit their tastes," Justice said. Deadline for comments has been extended to Jan. 15; reply comments are due Jan. 29.

□

On last day of Congressional session (Dec. 16), **Senator Charles Mathias (R-Md.) introduced amendment to videocassette copyright legislation** that would permit Copyright Royalty Tribunal to levy compulsory license on sale of VCR's and cassettes. **Bill** (S. 1758) **exempts home recording from copyright liability** and would reverse recent Ninth Circuit Court of Appeals decision (BROADCASTING, Dec. 7). Amendment and bill are expected to be subject of at least one hearing before Judiciary Committee in coming months.

□

Labor trouble at WCVB-TV Boston erupted last week into **petition to FCC to deny or delay proposed sale of station**—for record $220 million—**to Metromedia Inc.** Local 1228 of International Brotherhood of Electrical Workers lists two principal aims. It wants assurance that present licensee, Boston Broadcasters Inc., will execute collective bargaining agreement with union representing newsroom employes and will submit to arbitration issue of firing of Rosemary White, associate producer of 11 o'clock news since August 1979. She was principal organizer of union unit and is its shop steward. Union says 12 of 18 employes in newsroom voted on Oct. 30 for representation by IBEW. Petition has received backing of Massachusetts AFL-CIO and Greater Boston Labor Council, in letters to FCC Chairman Mark S. Fowler.

□

American Satellite Co. joins ranks of domestic satellite carriers and **has applied to FCC to build and launch satellite system** of two operational satellites and one spare. ASC plans to launch first of its satellites in October 1985 and second in March 1986. Costs for system are estimated at more than $225 million. ASC is based in Rockville, Md., and provides voice, data, facsimile and video communications services to businesses by using satellite capacity obtained from its ownership interest in Western Union's Westar satellite system. System will serve new business needs. ASC plans to set up satellite control center for its existing earth station facility in Vernon Valley, N.J., with back-up center built at one of ASC's existing West Coast earth stations.

□

Board of the National Cable Television Association has been called to Washington for ad hoc meeting this week **to prepare NCTA comments on FCC's cable crossownership report** that are due Jan. 18. Crossownership was subject of lengthy and reportedly heated discussions at last scheduled board meeting prior to Western Cable Show last month. Reports emanating from that meeting indicate board is leaning strongly toward endorsing total ban against both ownership of cable by broadcasters within their service areas and against any network ownership of cable.

□

Congressional committee has called on Reagan administration to halt further work in organizing or operating Radio Marti until Congress has had "adequate time to study and authorize" proposal for station to broadcast news of Cuba to that country. House Committee on Government Operations, in **report** on hearings on international broadcasting, **cited "serious questions of Cuban retaliation which would have grave consequences for U.S. broadcasters."** Committee also questioned need for spending $10 million that administration has estimated project will cost. Report notes that Cubans already have access to Radio Marathon, Voice of America station on Florida Keys, as well as commercial stations in Florida. Those outlets, report says, provide same information that will be available from Radio Marti. State Department official says Radio Marti will broadcast news of Cuba and its activities around world; VOA, he notes, carries news of America and does not beam its broadcasts to one country.

□

AT&T has filed tariff with FCC, seeking approval of rates for two-way video teleconferencing service. Service, to be called Picturephone Meeting Service, would be available in 16 cities in 1982 and total of 42 cities by end of 1983, AT&T said. Full-color service would be provided over digital network of satellite and terrestrial facilities and would be offered in two ways. Under one approach, AT&T proposes to build "public" rooms in each of cities. According to AT&T, typical charge for customer using two public rooms for one-hour meeting between New York and Washington would be $1,340. Under other approach, customers could build teleconferencing rooms on their own premises, having option of providing any or all of their own equipment. AT&T said customers opting for installation in private rooms would pay one-time installation charge of $124,800. They would also pay monthly equipment rental and access fees of $13,420, and another $250 per month per mile for connecting each room to Bell System facilities. In private rooms, one-hour meeting between New York and Washington would cost about $600, AT&T said. Although AT&T applied for permission to construct and operate PMS last March, FCC, having received petitions in opposition from Satellite Business Systems, and other AT&T competitors, has not yet acted on application.

□

New red apple symbol was set **to bring in new year and continue New York tradition**—thanks to WMCA(AM) there. TSNY Realty Corp., new owners of 1 Times Square, had been unable to find underwriter for yearly event and until Nov. 25, it looked like there would be no dropping ball for first time in 75 years. **WMCA** heard about problem and **volunteered not only costs of descent but also new symbol.** According to R. Peter Straus, chairman of Straus Communications (pictured with Larry Linksman on left, who is principal of TSNY Realty), "Losing Guy Lombardo was enough of a blow to our New Year's Eve traditions. The excitement of watching the ball drop in Times Square each year has been the highlight of New Year's Eve for millions of people for the past 75 years."

□

Polish-language broadcasts by Voice of America are being jammed by Soviet Union, said Alan Romberg, State Department spokesman, last Wednesday. Jamming violates, "at least in spirit," Helsinki Final Act, said Romberg, and is "clear violation" of International Telecommunications Convention of 1973 and United Nations Human Rights Declaration.

□

FCC has approved Faith Center Inc.'s proposed distress sale of WHCT-TV Hartford, Conn., to Television Corporation of Hartford. FCC also renewed station's license. FCC said it approved sale because no evidentiary hearings had been held, TCH is 52.12% minority owned, and proposed sale price represents 61.5% of station's fair market value, thus easily meeting criteria of FCC's distress sale policy. FCC noted that sale is conditioned on FCC Broadcast Bureau finding that TCH is fully qualified to operate station and that sale is consummated within 90 days after release of FCC's approval order.

□

Screen Actors Guild has confirmed its board of directors **decided not to give its top award for 1981 to President Ronald Reagan,** who headed the union from 1947 to 1952 and from 1959 to 1960. Spokeswoman Kim Fellner said SAG board ignored recommendation by its awards committee that Reagan be honored at union's annual membership meeting last Dec. 13. SAG's current president, actor Ed Asner, says about 80 of board's 99 members rejected Reagan as recipient of award. Second choice, Roy Rogers and Dale Evans, were passed over, according to Asner, because "there didn't seem enough time to work out a recipient that would make everybody happy." Asner told reporters upon taking office last November he'd be continuing **trend toward political activism** that had seen union donate $5,000 to striking air traffic controllers' union (PATCO) and endorse proposed boycott of industry production in states that have not ratified Equal Rights Amendment. Since Asner took office, SAG has passed resolutions condemning military takeover in Poland and proclaiming support for union movement there. "We're beginning to enter the field of legislative and electoral politics," Asner explained, "which will be to the advantage of our union and, secondarily, to organized labor. Making a decision to move in that direction did not make the award (to Reagan) appropriate in view of the antagonism between the President and labor." Last September the SAG board rejected a move to strip Reagan of his life membership in the union because of the President's handling of the air traffic controllers' strike.

□

Proposed **advertising experiment** for noncommercial stations **may be delayed even further.** Temporary Commission on Alternative Financing for Public Telecommunications chaired by FCC Commissioner James Quello has been asked by several TV stations planning to participate in proposed experiment to meet with stations before taking any further action. Request could delay experiment, which was supposed to start beginning of year but has been stalled by possible conflicts with stations' technical unions and potential copyright complications. According to FCC spokesman, temporary commission is likely to comply with that wish and next meeting—scheduled for Jan. 11—may be delayed until all parties involved can get together.

□

National Conservative Political Action Committee has been turned down second time in effort to obtain FCC help in forcing broadcast stations to accept NCPAC commercials attacking voting records of liberal members of Senate and House. NCPAC, in complaint listing 13 television stations and three radio outlets, asked for ruling that it enjoys "affirmative, promptly enforceable right of reasonable access" to stations similar to that granted candidates for federal office. Commission's Broadcast Bureau said NCPAC has no such right. As it did in earlier turn down, commission staff said only those candidates have initial right of access (BROADCASTING, Dec. 7, 1981). NCPAC filed complaint after making good on promise to file $5-million suit against six members of Congress and broadcasters for alleged conspiracy to bar broadcasts of commercials. Stations named in suit and FCC complaint are KTVT(TV), KXAS-TV, WFAA-TV and KDFW-TV, all Dallas-Fort Worth; KTVQ(TV) Billings, Mont.; KJRH(TV), KOKI(TV), KOTV(TV) and KTUL-TV, all Tulsa; WFSB(TV) Hartford, Conn., WGGB-TV and WWLP(TV), both Springfield, Mass.; WMAR-TV Baltimore, and WOR(AM) and WCBS-AM-FM New York. One other station was also named in suit—WYNY(FM) New York.

□

Steven Stockmeyer, executive vice president, National Multi-Housing Council, has accepted offer from National Association of Broadcasters for position as **senior vice president, government relations, replacing Kenneth Schanzer,** who left NAB for job with NBC Sports (BROADCASTING, Oct. 26, 1981) Stockmeyer, 40, is Detroit native who was executive director to National Republican Congressional Committee from 1975-1981 and prior to that, directed Congressional affairs for Environmental Protection Agency. His starting date at NAB has not been set.

□

Rae Forker Evans, who has been executive in CBS Washington's corporate office since 1973, most recently as director of affiliate/Washington relations for CBS/Broadcast Group, will join Hallmark Cards Inc. as director of national affairs on Feb. 1—new post and new Washington office for Kansas City-based organization.

□

Mark Harrad, director of public information, Public Broadcasting Service, Washington, named director, affiliate public relations, **Home Box Office,** New York.

□

Edward E. Hall, 70, Western division manager of CBS-TV network affiliate relations from 1962 **until he retired** in 1970, **died** Dec. 24, 1981, of cancer at Woodland Hills, Calif. Except for 1955-56 period when he was executive vice president and general manager of Vitapix Corp., Hall was with CBS Radio and CBS-TV networks from 1934 until his retirement. Survivors include daughter, Nancy, and son, Edward Jr.

Editorials

Flab

In the Reagan administration's desperate search for ways to cut the federal budget, it has missed an easy mark: the National Telecommunications and Information Administration.

NTIA is the latest version of a bureaucracy that began to grow when the Nixon administration tried to invent an apparatus to influence the media, an odious mission that fortunately failed. Before Nixon created the Office of Telecommunications Policy, NTIA's predecessor, the executive branch had contained a small communications office dealing primarily in the allocation of frequencies among agencies of government.

Nixon's OTP turned into Jimmy Carter's NTIA, designed by Henry Geller, who became its first director, with the sub-cabinet rank of assistant secretary of commerce. By either name, the agency has created far more problems than it has solved. It proposed VHF drop-ins that would have caused destructive interference in the television system. It almost succeeded in euchering the western hemisphere into compressing AM channel spacing from 10 khz khz to 9, at costs in money and interference that NTIA never calculated. Its latest contribution was the testimony of its incumbent director, Bernard J. Wunder Jr., opposing the television deregulation that the FCC, acting in what it thought was accord with Ronald Reagan's views, has advocated.

The executive branch could get along very nicely without a National Telecommunications and Information Administration. So could the American communications system.

Rescue party

The National Association of Broadcasters' new task force on the funding of public broadcasting has much to discuss at its first meeting this week. Clearly, the noncommercial system is facing an economic crisis that will not be easily resolved.

The NAB has realized, however, that it is in its interests as well as the public's that the noncommercial system be saved. Too much public money has been spent on too many facilities to let the system fail at this point.

The "Monday Memo" in this issue presents three proposals for assistance to the noncommercial system by the commercial system. The proposals come from Larry Grossman, president of the Public Broadcasting Service, who used to be in the commercial business himself. They deserve consideration.

Grossman thinks public funding would be increased if commercial networks and stations engaged in fund-raising appeals. He is probably right. The NAB's task force could get off to a fast start by adopting a plan for coordinated, on-air support of the noncommercial system.

Grossman thinks the noncommercial system could make good use of "more of commercial television's outstanding informational and cultural programs, many of which are broadcast only once and then disappear forever because of their comparatively low ratings by commercial standards." An interesting point.

Grossman's third suggestion is that commercial broadcasters be charged license fees to support the noncommercial system. This suggestion needs thought. Before conclusions can be reached, Grossman will have to put a figure on his proposal.

Fees in reasonable amounts, such as those proposed last spring by Chairman Bob Packwood (R-Ore.) of the Senate Commerce Committee to defray about half of the FCC's annual expense, have been viewed here as an acceptable price of deregulation. Indeed benefits to the commercial system could accrue. The purchase of a license to broadcast, like the purchase of a license to drive, could confer rights that are missing now.

But would fees of that magnitude provide meaningful support if allocated to the noncommercial system? And if not, how much does Grossman have in mind? The doomed rewrite of the Communications Act that emerged from the House Communications Subcommittee in 1978 would have soaked commercial broadcasters $266.9 million a year to support noncommercial broadcasters. The proposal blew away in gales of laughter.

The plight of noncommercial broadcasting is no laughing matter. It is serious business that the NAB's task force is to do.

One on one

There is no way to guess how the disagreement between the U.S. and Cuba over AM radio allocations will turn out. Fewer than 100 miles of water separate Havana from Key West, but the ideological differences between the two countries widen with every shot fired in Nicaragua.

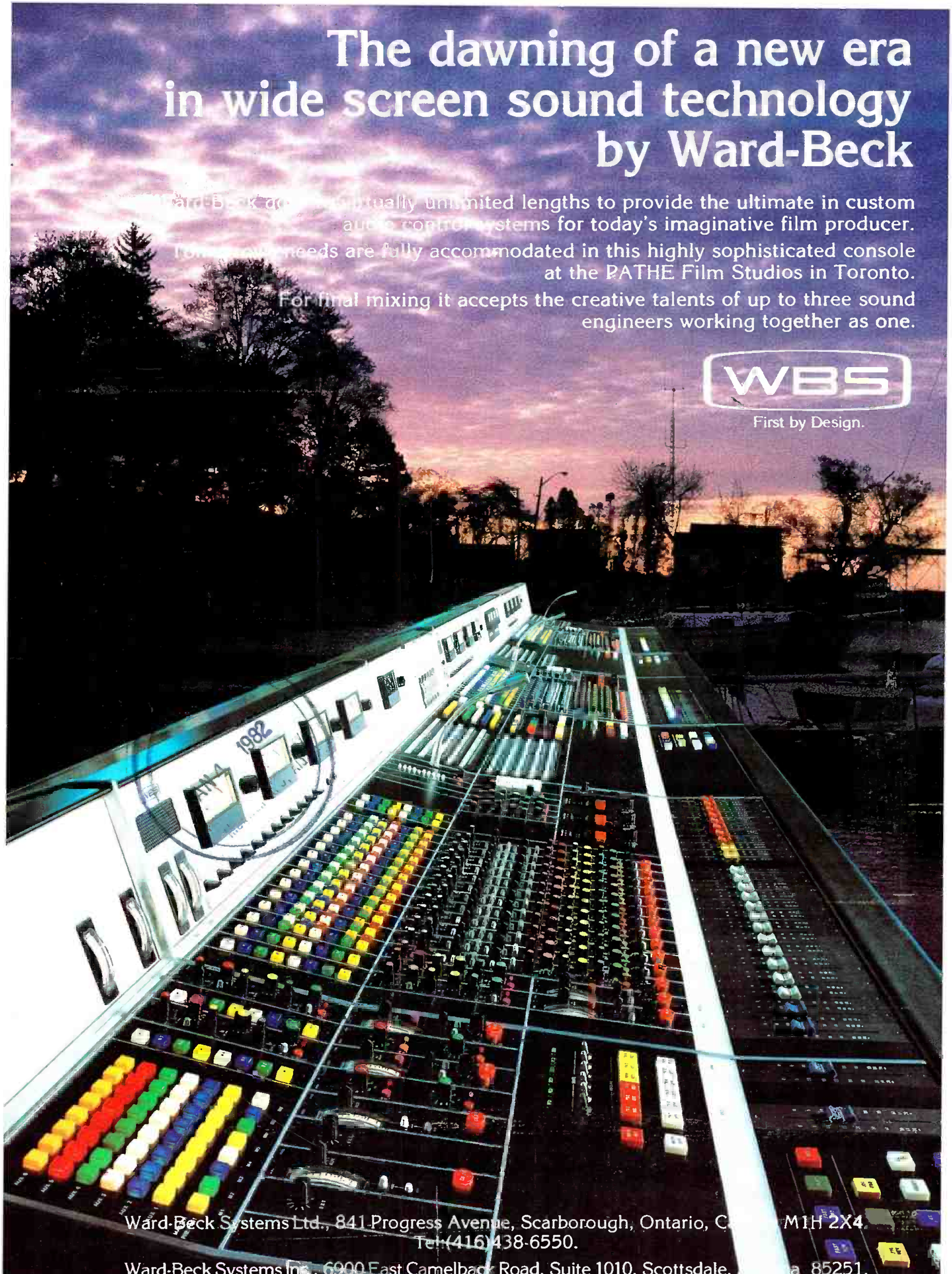
The Cuban walkout a week before the conclusion of the western hemisphere radio conference was said to have been unexpected by the U.S. delegation. It should not have been. The Americans went to Rio de Janeiro with conflicting missions, wanting to discourage Cuba from interfering with American stations, wanting to continue operation of a Voice of America station broadcasting to Cuba from Marathon, Fla., for almost 20 years and to introduce a Radio Marti, broadcasting news about Cuba to Cuba, also from Florida. Fidel Castro is not about to organize a fan club for either Radio Marti or the Voice.

Clearly, however, the Reagan administration has put a high priority on the expanded broadcast service to a country that it sees as the hatchery of revolutions throughout the Caribbean, not to mention Africa. It is gambling that it can do that and work out the conflicts between Cuban and U.S. AM inventories. American broadcasters and the American audience will hope that the gamble will pay off, although the odds at the moment do not heavily favor it. Cuba's introduction of an English-language service on 1160 khz is a sign to be read with care.

It would, of course, be disadvantageous to Cuban and American radio audiences alike if the two countries got into the kind of signal clashes that occurred along the Mexican-American border in the early days of radio. Kalmann Schaefer, the head of the U.S. delegation to Rio, said upon his return that the "ball is in the Cubans' court." It is also in this country's court. Efforts must be made to restart the game.

Drawn for BROADCASTING by Jack Schmidt

"How many times do I have to tell you about the underpass?"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