

would translate into more employment, less inflation, increased buying power and a more competitive position for the nation's companies and products in world markets.

Jack Trout of Trout & Ries Advertising, which produced, at cost, the radio and TV spots for the opening phase of the campaign, explained that the on-air messages deliberately avoided an approach of "singing and dancing with calls to America to roll up its sleeves." Trout also said that preliminary tests showed that appearances by representatives of labor, management and even a grouping of three ex-Presidents earned low marks in public acceptance.

Trout said the major TV networks were approached for appearances by such top news figures as Walter Cronkite, David Brinkley and John Chancellor, "but they weren't so hot to work together and cited network policies against it."

Howard K. Smith, the former network commentator who did get high credibility marks and the assignment from BICIAP, told the conference that he was doubly pleased to participate because the BICIAP cause involved a problem that had personally worried him for a long time and one that he had often spoken out against. Smith lamented that while other nations had been "beating a path to America's door" in their successful efforts to compete with U.S. output, there continued to be short-sighted, "one-year thinkers in America." He noted, however, that while "many have protested, Jerry Lee has done something."

Introduced at the conference were two new members of the special advisory council that is identifying the specific problems for



L-r: Trout, Usery, Lee, NAB President Edward O. Fritts and Murrin.

BICIAP (BROADCASTING, Oct. 18). They are Thomas J. Murrin, president of Public Systems Co. of Westinghouse Electric Corp., Pittsburgh, and William Usery, one-time secretary of labor and holder of other high-level government posts, who is now president of Bill Usery Associates, Washington labor/management consulting firm.

Murrin, who spearheaded Westinghouse's successful efforts to bolster its productivity rate in the last four years, offered a historical perspective on "once-dominant" U.S. industries that became noncompetitive, lost market share and had to lay off thousands of workers.

"This decline began two decades ago when foreign products first became attractive in our own U.S. marketplace as well as around the world, and the slide continued

with the decline of U.S. productivity," he said.

Asked about the initial phase of the BICIAP drive that primarily will attempt to educate the public about productivity and the BICIAP's later programs, Lee estimated that \$40 million in air time was being donated by America's broadcasters in the first 10 weeks. The spots are to be fed to affiliates of ABC, CBS, NBC, Mutual, RKO, AP Radio, UPI Audio, Cable News Network, Independent Network News, Satellite News Channel, Public Broadcasting Service and National Public Radio. Independent TV stations will receive them through either the Public Affairs Satellite System or Group W's Television Syndication Center. Public Interest Affiliates, Chicago, will distribute audio tapes to nonnetwork radio stations. □

Whitehead's Christmas gift from 10 years past

Ten years ago, on Dec. 18, 1972, Clay T. Whitehead, director of the White House's old Office of Telecommunications Policy, shook the broadcasting world with a speech that, in the view of many, placed him shoulder to shoulder with then-Vice President Spiro T. Agnew in what was seen as the Nixon administration's war on the media, particularly network television (BROADCASTING, Jan. 1, 1973).

Some of the language in the speech delivered to the Indianapolis chapter of Sigma Delta Chi, the Society of Professional Journalists, still recalls the bitterness of those days. Whitehead talked, for instance, of the "ideological plugola" he said some reporters were guilty of in stressing or withholding information according to their beliefs. The thrust of the speech was a call to affiliates to demonstrate independence from the networks, and to warn them that they are responsible for the network programming they carry, including news. And some thought he was saying that license renewal would be linked to the fairness and objectivity of the news that stations broadcast.

Almost lost in the uproar over the rhetoric was Whitehead's announcement of a license-renewal bill OTP had prepared for submission to Congress. As BROADCASTING noted at the time, it was the kind "broadcasters have longed for." It provided for longer license terms (five years instead of three), and while that has now finally been achieved, other provisions of the bill have not: protection against challenges at renewal time (the FCC

would be required to find that a licensee did not merit renewal before it could accept a competing application) and a ban on restructuring the industry on a case-by-case basis (concentration of control of media could count against a renewal applicant only if the degree of concentration violated a commission rule).

Looking back on the speech last week, Whitehead, who is now president of Hughes Communications in El Segundo, Calif., said his main thought is that, "It was a long time ago, and the communications world has changed so much." He said the competition he was trying to promote at the time in both television and common carrier "has come so far so fast, it's hard to think back on what it was like back then." Because of the increase in competition, with the three networks' audience share eroding, the bill OTP proposed in 1972 "would come more easily today," he said. Whitehead acknowledged the speech was a "tough" one, but he makes no apologies. "We were dealing with tough issues. In the context of the history of the time, it will stand the test of time." He thought the broadcasting industry was "naive" to think it would win the kind of



legislation it wanted, given "the social and political power it had." And while he said he has no regrets about the speech, he did mention one—that it "provoked the political turmoil that it did." The "larger issues were obfuscated," he said. "But," he added, as a final comment, "those things happen."

Inglis, Topol, Whitehead Boost Cable Programming

WASHINGTON, D.C.—Times may seem tough for cable television programmers, but leaders of at least one segment of the communications industry said last week they aren't planning to lose their biggest customers to a bad economy, the whimsey of viewers or anything else.

"We do not agree with the prophets of doom who are forecasting a big shakeout in the cable programming industry," said RCA American president Andrew Inglis.

The company, which has based much of its business on using satellites to deliver programming to cable systems, now operates two Satcom satellites which are devoted exclusively to cable program delivery. Mr. Inglis told a group of about 75 attending a satellite seminar here that there is enough business to support three or four cable satellites.

Hughes Communications president Clay Whitehead, whose company is set to launch the first of its three Galaxy cable satellites next year, said the programming industry was simply undergoing a "period of consolidation" which naturally follows an era of growth. "I think the demise of the cable programming industry has been prematurely written," he said.

Scientific-Atlanta president Sid

Topol, whose company manufactures equipment that links cable operators with the satellites, went one step further. He predicted that entertainment programming will lead home viewers toward using television not just for fun but for work as well.

"The world has a love affair with television," said Mr. Topol, adding that soon people will begin buying TV "components" allowing them to work and shop at home. "I think the home of the future can become the office of the future," he said. "Communica-

tions will replace transportation."

Both Mr. Inglis and Mr. Topol expressed doubts about what the latter called "phase three television," direct broadcast satellites. "I'm not sure anybody has figured out how to make money on DBS," said Mr. Topol. He said that the medium would probably evolve in stages beginning with cable, then on to "minicable" service to apartment dwellings and other residential clusters, and finally direct from satellite to home. According to his theory,

each step would bring increasingly smaller receive antennas and reduced prices.

Mr. Inglis, whose firm is one of eight to have received a DBS permit from the Federal Communications Commission, indicated RCA may have slowed down its DBS plans. "We're continuing to study the situation very closely," said Mr. Inglis, hinting that the company would wait for the outcome of an international frequency planning conference scheduled for next year. □

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