

CPB describes guidelines of Annenberg grant program

Project will fund development of collegiate instruction

The Corporation for Public Broadcasting/Annenberg School of Communications Project announced its specific goals and guidelines by which it will finance groups and individuals interested in helping it realize its goals.

The project was set up last February with a \$150-million grant from *TV Guide* Publisher Walter Annenberg. The money, which Annenberg will make available at a rate of \$10 million a year for the next 15 years, is earmarked for the advancement of higher education.

According to the funding announcement, the project will fund the development of audio, video, print and computer software materials for use in credit and noncredit college and university courses and demonstrations of ways telecommunications can be applied in higher education. The announcement specified that the materials and demonstrations should be aimed at students who are unable, for whatever reason, to pursue a conventional college education or who need remedial instruction.

The project is now accepting competitive proposals and plans to disburse the Annenberg funds at the same rate they are received.

Although the announcement of the goals and guidelines was made by the project's acting head—former CPB President Robben Fleming—on a closed-circuit teleconference with noncommercial radio and television stations, a spokesman for CPB said the funds are available to anybody, including colleges, universities, production companies and commercial broadcasters.

The deadline for the first round of proposals is Nov. 2. Independent "reviewers" will evaluate each proposal and make recommendations to the project council, made up of representatives from CPB, the Annenberg School, the Public Broadcasting Service and National Public Radio. The council will review the proposals and recommendations and make grants of about \$5 million at its Jan. 29, 1982, meeting. A second round of proposals will be accepted until April 5, 1982, and another \$5 million in grants will be made in July 1982.

In making the announcement, Fleming said the goals to determine the nature of the proposals were purposely made ambiguous so as not to restrict a proposal's creativity.

Applications for submitting a proposal are available from CPB in Washington. Each complete proposal must include a summary "fact sheet," a budget summary, a one-page abstract, a 25-page-or-less narrative and appendices containing the complete budget and, in the case of demonstrations, a description of how the demonstration can be repeated by others.

According to CPB's Doug Bodwell, the project does not have to be a "sole funder." It would be willing to be just one of many funders of a particular project.

It's new technology time, says Erlick

He tells Texas broadcasters they must be willing to experiment with variety of distribution forms

Broadcasters must plan to become active in the new technologies, Everett H. Erlick, senior vice president and general counsel of ABC Inc., told the Texas Association of Broadcasters convention in Dallas last week.

"We should do more than just seek elimination of regulatory restraints," Erlick said. "Broadcasters should be prepared to experiment and invest in the new technologies, or our claims for full participation will have a hollow ring."

ABC rules out "no area of participation in the television and radio market of the future," he said, and added:

"Many of you are thinking along similar lines. Each broadcaster must find his own niche in the future. You may be able to

Intermedia

The cable franchise game. Jack Barry, who with partner Dan Enright is producer of such television game shows as *Tic Tac Dough* and *The Joker's Wild*, has been tentatively awarded cable franchise for three unincorporated areas of Los Angeles county by county board of supervisors. Board must draw up and adopt franchise ordinance before award is final. That's expected to take about month. According to county department of engineering, franchise includes 12,000 homes in communities of Baldwin Hills, Ladera Heights and Lennox and is contiguous to Barry's existing system serving Playa Del Rey and Westchester sections of city of Los Angeles. County system will feature 54 channels and take \$1.28 million and nine months to build. Barry beat out Communicom (formerly Six Star-Nielson) for franchise.

Northwest passage. Northwest Suburbs Cable Communications Commission, consortium of nine communities northwest of Minneapolis-St. Paul, approved franchise ordinance with Northern Cablevision Northwest, subsidiary of Storer Broadcasting Co. Before construction of 116-channel system can begin, however, ordinance must be reviewed by nine cities individually and approved by Minnesota Cable Communications Board. Communities, all in Hennepin county, include Brooklyn Park, Brooklyn Center, Osseo, New Hope, Robbinsdale, Maple Grove, Crystal, Golden Valley and Plymouth. Meanwhile, Storer announced that its total subscribership has risen to 742,000. Storer operates systems in 20 states.

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