Broadcasting's economic prospects for 1980:
The bulls still outnumber the bears

The newsweekly of broadcasting and allied arts
Our 49th Year 1980

THIS RATING PERIOD
WE GOT A
BRODERICK CRAWFORD

10.4

*Arbitron O/N '79
M-S 6A/12M
12+METRO

Not since the days of Highway Patrol has a Twin Cities station grown like KSTP-FM. From a 6.1 last spring to a whopping 10.4* A number that means a lot.

- The first single Twin Cities station to ever achieve a double digit share against WCCO-AM.
- The first Twin Cities FM station to ever achieve a 10 share.
- We're now the #1 music station.
- We're now the #1 FM station. (Estimates subject to limitations in said report.)

When the book is out, we'll have a lot of other demographic and daypart numbers to talk about too. But for now, like Broderick, we'll just say 10.4.

KS95-FM
WE'RE HOT

KSTP-FM/Minneapolis/St. Paul Division of Hubbard Broadcasting; 1980©
For more information call KSTP-FM (612) 644-9595 or contact the nearest McGavren-Guild office.
Who says milk & beer don't mix?

Vince Perez knows they do, because he sells radio time for them both, day-in and day-out.

Even though their selling strategies may differ, their media goals are always the same...to reach the maximum numbers of people in their target audience, the maximum number of times.

To make that come about, Vince gets involved in their marketing plans. He finds out what each advertiser wants to say and how he wants to say it. Then he recommends the best stations to do the job.

Having the knowledge to mix both beer and milk may not make each one taste any better, but it sure can produce business for radio.

McGavren Guild Radio
People who know the territory.
If we’ve learned one thing, it’s this...

Advanced market research — perceptual research aimed at improving programming, promotion or sales — is most valuable to solid management teams. While it is not a substitute for good strategic thinking and implementation — the best people benefit from it greatly.

We feel our clients are some of the best.

The Research Group
a subsidiary of Sunbelt Communications, Ltd.
GREEN IS BEAUTIFUL.

Available now.

a TOY Production in association with
Columbia Pictures Television
The Week in Brief

RKO ROCKETED □ FCC strips group of three of its television licenses and the rest of its stations may be jeopardized as the commission decides parent General Tire’s wrongdoings bring to bear the character-qualification standard. PAGE 27.

NOW AND LATER □ Even while the U.S. headed for a boycott of the Moscow Olympics, ABC-TV was successfully bidding an estimated $90 million for the ’84 winter games in Yugoslavia. PAGE 28.

DAYS OF DECISION □ NAB boards meet in Palm Springs for week and come to terms on a number of items, including a budget increase of 13.4%, a realignment of the station services department, stands on 9 khz and direct-to-home broadcasting, naming of this year’s DSA winner. PAGE 29.

RUNNING HARD □ FCC’s James Quello’s campaign for reappointment to the commission garners momentum and hopeful signs. PAGE 30.

CAMPAIGN 1980 □ In the wake of Iowa, some of the presidential campaigns go into high gear, some into low and some even into neutral after the first head-to-head contesting. Now they’re polling, primarily for New England, with Ronald Reagan now challenged by Bush as the Republican to watch and Carter serenely incumbent. PAGE 31.

BULLS OUTNUMBER BEARS □ No matter how business goes in the 80’s, broadcasting should outperform the economy. That’s the conviction of those who specialize in radio, television and advertising. It’s explained in a BROADCASTING special report. PAGE 35.

THE BLUE CHIPPERS □ Young & Rubicam billed $763 million in radio and television last year. That kept it at the top of the leading 50 agencies in broadcasting during 1979. The complete analysis of that spending begins on PAGE 42.

ON WALL STREET’S SUNNY SIDE □ Financial specialist Bill Suter of Merrill Lynch, Pierce, Fenner & Smith is another who feels that broadcasting and related stocks will weather any business downturn. He faced BROADCASTING’s editors in a question-and-answer session to explain why and expound on a number of other economy-related issues. PAGE 72.

NATPE ’80 □ Here’s an advance look at next month’s programming conference in San Francisco, where a record 3,700 attendance is expected. PAGE 83.

THE GROWING ELECTRONIC CHURCH □ The Washington convention of the National Religious Broadcasters is an unqualified success as delegates exchange expertise and get a message from outside experts including Jimmy Carter. PAGE 86.

CARTER ON FTC SIDE □ President’s state of the union message includes a promise that he will oppose Congress if it interferes with federal agencies. PAGE 96.

CONCENTRATION OF CONTROL □ The media ownership issue gets another going-over on Capitol Hill before the LaFalce small business subcommittee. PAGE 97.

THEME FOR TORONTO □ The SMPTE’s television conference there next week will be devoted exclusively to digital technology. PAGE 98.

MAKING BASICS PAY OFF □ Alan Torbet acquired 19 years of hard experience in radio on the West Coast before he launched his own national radio representation firm, that was in 1967, and by the end of 1979 billings of Torbet radio had grown ten-fold to $30 million due to the organizational skills and research abilities of his chairman. PAGE 128.

BROADCASTING ISBN 0007-2028 is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20006. Second-class postage paid at Washington, D.C. and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120, Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber’s occupation required. Annuality: Broadcasting Yearbook $55.00. Microfilm of broadcasting is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (55/half year 525), Microfiche of Broadcasting is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

ROCKFORD'S 18/49 GOLD RUSH!

SOLID 18-49 GAINS OVER LAST YEAR'S PROGRAMMING...
IN EARLY FRINGE, PRIME TIME AND LATE FRINGE!

71% more in Atlanta
30% more in Baltimore
107% more in Boston
278% more in Dallas/Ft. Worth
62% more in Fresno
69% more in Kansas City

200% more in Los Angeles
80% more in Miami
109% more in Milwaukee
81% more in Phoenix
34% more in Pittsburgh
71% more in Rockford, Ill.

Stake your claim today.

THE ROCKFORD FILES

Source: NSI or ARB November '79 vs November '78 (subject to survey limitations). © 1980 Universal City Studios, Inc. All rights reserved.
Conversion
Anne Jones’s critical vote creating FCC majority that stripped RKO General of three TV licenses (page 27) wasn’t

definite until staff delegations sent by
Chairman Charles Ferris and
Commissioner Tyrone Brown intensively

lobbed her night before showdown
meeting. Until then, she told others, she

was “looking for ways to find RKO
qualified.”

Missionary expeditions were discovered by Commissioner James Quello who dropped into her office while one was there. He had hoped Jones would join him, Robert Lee and Abbott Washburn in favoring RKO.

Early selling
If threatened Olympic boycott doesn’t
destroy Olympic movement, as some

think it may, indications are that ABC-TV
will easily turn profit on its coverage of

1984 summer games in Los Angeles,

despite $225 million it must pay for rights.
Even before landing 1984 winter games in

Yugoslavia (see page 28), ABC had begun
selling TV time in Los Angeles summer
games—at prices above $400,000 a
minute. Prices could rise as inventory
shrinks—assuming games appear to be

going on as scheduled.

Second thoughts
Don’t write off chance that if Olympics are
held in Moscow next summer as

scheduled, NBC cameras will be there
even if U.S. athletes aren’t. At outset of
Olympics boycott movement, NBC

spokesman said network would cover
games if U.S. teams were there, but not if

they weren’t (Broadcasting, Jan. 14).

Word now is that in absence of U.S.
participants NBC certainly wouldn’t cover
anything like 152 1/2 hours originally
planned, but that it might—although this
hasn’t been firmly decided—provide

some selective coverage as matter of news
and as part of conventional sports

programming.

Escalator?
Selection of Donald Thurston, WMBI(AM)
North Adams, Mass., for NAB

Distinguished Service Award (see page
29) raised new question whether former

joint board chairman should be eligible for
highest citation until lapse of at least five
years beyond his tenure. Question first
was raised in 1974 when Richard W.

Chapin (KFOR(AM), Lincoln, Neb.) was

choice immediately upon conclusion of his

term as chairman. Thurston’s selection at
NAB’s winter board meeting at Palm
Springs, Calif., last Monday was concurred in
by NAB’s executive committee under

revised rules, in wake of criticism of
Chapin’s selection procedure.

Thurston, popular with TV as well as
radio membership of 45-member board,
was selected over several nominees—new,
as well as holdovers. Reportedly in final
contention were Joth Madsen, president of
Bonneville, Salt Lake City; Elton Rule,
president of ABC Inc., and Stanley E.
Hubbard, founder-chairman of Hubbard
Broadcasting, Minneapolis-St. Paul.

Loading up
Communications Satellite Corp. will have
assistance of one of nation’s major public
relations firms when time comes for it to
seek approval of its plan to break new
corporate ground and establish satellite-
to-home pay television service. Burson-
Marsteller was quietly hired in November
to assist Comsat with its public relations
needs across whole range of issues. But
test project on which firms that competed for
appointment were asked to
demonstrate their skills was selling
controversial satellite-to-home concept to
FCC, Congress and public.

Thus far, Tim Broshnak, executive on
account, said firm has not carried out any
assignments for Comsat. “We’re still
getting to know them and what they’re up
to,” he said.

Still more radio?
Is domestic shortwave next frontier of
American broadcasting? Joseph Costello,
who owns five Louisiana radio stations—
KKAY(AM) White Castle, KSMI(FM)
Donaldsonville, KKOR(FM) Thibodaux,
and WTLA(AM), WROF(AM) New

Orleans—seems to think so. FCC rules bar
domestic shortwave operation, and Costello
could in future seek rule change to lift that ban.
But as he has things figures, that may not be
absolutely necessary. He has applied to
FCC for permit to build shortwave station in
southern Louisiana to broadcast
to Canada and western Europe. Unlike five
private shortwave stations now operating in
U.S., Costello’s would broadcast
entertainment—contemporary music—
not religious programming and carry
advertising of goods and services available in
country being served. His signal would
cover two-thirds of eastern U.S. on its way
to Canada. Some 15 million Americans are
believed to own shortwave receivers.

U.S. government officials privately have
been discussing domestic shortwave as
possible alternative in event U.S. loses one
or more of its AM clear channels at
upcoming meeting of western hemisphere
nations on AM broadcasting. Coverage
would be vast, day as well as night.

Stakes in the sky
ABC and CBS are among companies that
have been assigned full-time
transponders on Western Union’s Westar
satellite system. Eight will begin use of
transponder in February under current
Western Union tariff, but if FCC allows
new tariff to go into effect March 3, all will
lease transponders on long-term basis
(two-year minimum). Others in group
include Robert Wold Co., Hughes
Television Network, Spanish International
Network, Cable News Network, Satellite
Communications Network, Bonneville
Broadcasting and Video Communications.

CBS has been using Westar extensively
through bulk-time arrangement, but move
to obtain full-time transponder was
response to direct order from Chairman
William S. Paley.

More cable news
C-SPAN is ready to add another cable
programing service to its existing coverage
of House of Representatives and its
interviews of members of House and
Senate. New feature is luncheon speeches
by celebrities at Washington’s National
Press Club. Talks of Howard K. Smith,
former ABC anchor, and Paul Volcker,
chairman of Federal Reserve Board, were
videotaped and sent out on satellite
without fanfare early this month to check
feasibility. C-SPAN will begin regular
service this week with Housing and Urban
Development Secretary Mom Andreou.
Taped speeches will be carried after 3 p.m.
on Fridays and before noon on Tuesdays,
times when House is ordinarily not in
session.

C-SPAN is also planning “alternative”
coverage of presidential primaries,
conventions and general election starting
in April.

Memorials
Posthumous Hall of Fame Awards given
annually by Broadcast Pioneers will go this
year to David Sarnoff, Bing Crosby and
William S. Hedges, long-time NBC
executive and early president of NAB.

Selections were made last week by
nominating committee composed of
Vincent T. Wastewski, NAB president;
Peter B. Kenney, NBC vice president,
Washington; Leslie G. Arries Jr., vice
president, WVTB Buffalo, N.Y., and Sol
Taishoff, editor of Broadcasting,
chairman. Jerry Lee of WDR(FM)
Philadelphia, president of Broadcast
Pioneers, participated ex officio.
Research shows that each mini-series segment generates its own audience. This means every episode of a mini-series can be treated as an individual show. If you look at it the way viewers do, it's easy to see why: story recaps at the start of each new episode allow the audience to enjoy every show independently. That's why Washington: Behind Closed Doors is six or eight* great movies in addition to being one great mini-series.

No matter how you slice it, Washington: Behind Closed Doors will work wonders for your station. It gives you dynamic counter programming whether you strip it or run it once-a-week.

Washington: Behind Closed Doors will hold your audience and attract new viewers with every episode. And it will do it in style. It is an exciting, supercharged story of power and corruption in the White House featuring a glittering cast of highly promotable stars. No other contemporary mini-series has ever received such rave reviews and unparalleled publicity coverage in major publications from Time magazine to TV Guide.

The fact is, when ABC premiered its 1977 Fall season with Washington: Behind Closed Doors, it stole the show for six consecutive nights against an unprecedented barrage of network "stunting."

Now it will do it for you. If all this surprises you, you haven't owned a great mini-series. Or, perhaps the mini-series you have owned simply isn't that great. Washington: Behind Closed Doors is that great.
WASHINGTON:
BEHIND CLOSED DOORS

Starring:
JASON ROBARDS
CLIFF ROBERTSON
ROBERT VAUGHN
ANDY GRIFFITH
JOHN HOUSEMAN
BARRY NELSON
LOIS NETTLETON
STEFANIE POWERS.

AVAILABLE IN SIX 2-HOUR OR EIGHT 90-MINUTE FORMATS, STARTING SEPTEMBER, 1980.

PARAMOUNT TELEVISION DOMESTIC SYNDICATION


American Health Care □ Ten-week campaign for nursing homes begins this week Jan. 28 in about 12 markets including Indianapolis and Orlando, Fla. Some spots will run during morning and afternoon drive times. Agency: Bentley, Barnes & Lynn, Inc. Target: adults, 25-54.


Six Flags □ Twenty-two-week campaign for amusement parks begins March 24 in New York, Philadelphia and Wilkes Barre-
Can you use a BAT System?

TAKE THIS TEST.

In 1973, we put in our first BAT Billing, Accounting and Traffic System for broadcasting. In 1979 alone, over 100 stations had BAT Systems installed! We have more of our BAT Systems serving broadcasting than any competitor, in less time, and our Systems are entirely in-house, using a modern minicomputer.

What are the reasons for our success? Take this little test below and see some of the BAT advantages!

For each question below, pick the answer that best describes your operation.

1. When does your log close? Can you still get an order on the air tomorrow using your regular procedures if it's in the station at (A) 4PM (B) 3PM (C) 2PM (D) 1PM (E) earlier.
   - Virtually all fully-installed BAT Systems have the bills out the day after each billing period ends. Typically, billing takes a BAT System 2-1/2 hours.

2. When do your bills get out? In relation to month-end, are they out (A) the day after (B) two days after (C) three days after (D) four days after (E) five or more days after.
   - BAT Systems issue split bills or co-op invoices without delay as part of the billing run, fully detailed with times and other data, ready the day after each billing period ends.

3. How about co-op or split billing invoices? Do they go out (A) simultaneously with regular bills (B) one day later (C) two days later (D) three days later (E) four or more days later.
   - Every BAT System prints a Daily Sales By Salesperson Report, revenue analyses, and other data as needed at any time.

4. When can you and your sales manager get sales figures for each salesperson on your staff in detail? (A) the day of broadcast (B) the day after broadcast (C) weekly (D) monthly at month-end (E) later.
   - In order to motivate salespersons and track inventory, you have detailed sales projections and accurate availability information (A) anytime (B) weekly (C) once in a while (D) only with great manual effort (E) never.

5. Can a BAT System run a "Bookings Report" projecting business by salesperson, revenue category, etc., and full Availability Reports, on the screen or printed, whenever needed.
   - BAT Systems can run Aging Reports at any time showing all outstanding items or merely totals by client or by salesperson. To facilitate collections, the reports show phone numbers and average account age in days, and report credit limit violations. Other Receivable Reports show comparative activity and contract utilization.

6. You have overdue accounting lists (A) immediately on demand (B) at month-end (C) within a week of month-end (D) occasionally (E) seldom.
   - BAT Systems can run Aging Reports at any time showing all outstanding items or merely totals by client or by salesperson. To facilitate collections, the reports show phone numbers and average account age in days, and report credit limit violations. Other Receivable Reports show comparative activity and contract utilization.

7. (If yours is a TV station, go to 7a). You have fully detailed music library catalogs and music playlists, a complete Mailing List System for promotional materials, FCC performance data, and other information like this (A) immediately (C) to some extent (D) with significant manual effort (E) no time for these things.
   - If you have a complete film inventory, including full amortization of all packages on hand, and you also have complete listings of all media on hand in-house or shipped to production houses and other stations. You also have a complete Mailing Label System and FCC Performance Analyses. (A) that’s right (B) yes, some (D) with a lot of work (E) no time for these things.

7a. You have a complete film inventory, including full amortization of all packages on hand, and you also have complete listings of all media on hand in-house or shipped to production houses and other stations. You also have a complete Mailing Label System and FCC Performance Analyses. (A) that’s right (B) yes, some (D) with a lot of work (E) no time for these things.
   - Every BAT System offers complete options for Music and Film Libraries, Media Inventories, FCC Program Analyses, and other helpful capabilities including Mailing List Systems.

8. You have a complete set of Financial Reports, including detailed Fixed Asset Depreciation Schedules, Profit-And-Loss Statements, Balance Sheets, etc., (A) two days after month-end (B) five days (C) ten days (D) quarterly (E) annually.
   - BAT Systems generate a full set of Financial Reports, plus all payroll, in one day to allow quick management decisions based upon current, not past, history.

9. For each station you operate, you have no more than (A) one (C) two (E) three or more persons working on traffic, order entry, and availabilities tasks.
   - BAT Systems typically produce all traffic operations, including availabilities reporting and order confirmation preparation with less than one person per station.

10. For each of your office locations, you have (A) one (E) two (C) three or more persons handling all accounting functions, including receivables, payables, payroll, and general ledger activities.
   - Most BAT Systems users need less than one person to handle all accounting tasks and report generation.

Now, score yourself. Allow ten points for each (A), eight for each (B), six for (C), three for (D), and none for (E). Your score:

If you had a BAT System, your MINIMUM score would be 90%!

Is this test conclusive? Of course not. But Station Business Systems offers your station, with no obligation, a complete "Station System Analysis" by a trained, thorough, full-time Systems Consultant. After the review, you will get a detailed report on the strengths and weaknesses of your present System, as well as details about the ways a BAT System would help you . . . if it could. To get such an appraisal, fill in the coupon or call today.

---

STATION BUSINESS SYSTEMS
A DIVISION OF CONTROL DATA CORPORATION

TO: Station Business Systems, 600 West Putnam Avenue, Greenwich, CT 06830, (800) 243-5200, (203) 622-2400

☐ My score was ______. Let's have a study for our operations.

☐ No study now, but send literature.

NAME _____________________________________________

STATION ___________________________________________

ADDRESS __________________________________________

CITY________________________STATE________ZIP________

PHONE ____________________________

$1A 80
NBC O&O's STEP IN FIVE MARKETS
THE '80s IN ALL
TH TONI TENNILLE!

WNBC-TV NEW YORK
KNBC-TV LOS ANGELES
WMAQ-TV CHICAGO
WRC-TV WASHINGTON, D.C.
WKYC-TV CLEVELAND

THE
TONI TENNILLE
SHOW

A new, daily strip of conversation, comedy and music.

SUPERSTAR. SUPERBUY!
Screen it today! Available for Fall 1980 in either 60 or 90-minute form.

MCA TV
Visit us at NATPE... Crown Suite 1136.

AND JUST SOLD TO ALL THE
McGRAW-HILL STATIONS

**Allen Products** Eight-week campaign for Alpo dog food begins this week in 18 markets including Los Angeles, San Francisco, Seattle-Tacoma, Wash. and Portland, Ore. Spots will run during day and fringe times. Agency: Weightman, Philadelphia. Target: women, 25-54.


**Knickerbocker Toys** Six-week TV campaign introducing new toy. Wrist Racers, begins this week in 12 markets. Six-week network TV campaign will be added in mid-April in firm's push to launch new products in addition to its traditional doll line. Agency: Symon, Thomas & Hilliard, New York. Target: children, 3 and over.

**Bell of Pennsylvania** Four-week campaign to promote long distance service begins Feb. 11 in Philadelphia, Harrisburg and Pittsburgh. Spots will run during day and fringe times. Agency: Lewis & Gilman, Philadelphia. Target: adults, 25-64.


**American Dairy Assoc. of Wisconsin** Four-week campaign to promote diet booklet entitled “The Wisconsin Weight Loss Guide” begins this month in all Wisconsin markets. Spots will run during daytimes, prime and early and late fringe. Agency: CreatiCom Advertising, Madison, Wis. Target: women, 18-49.

**Saks Fifth Ave.** Four-week campaign for department stores begins March 2 in 10 markets including Atlanta. Spots will run during daytimes and late fringe. Agency: Western International Media, New York. Target: adults, 25-49.

**Carnation** Four-week campaign for Slender Bars begins March 3 in about 50 markets including Houston, Atlanta, St. Louis and New Orleans. Spots will be placed during fringe and prime access times. Agency: SCS&B, Los Angeles. Target: women, 18-49.
The more kids in Richmond got involved with television, the smarter they got.

Kids aren't just involved with WWBT's show "Jack and the Juke Box," they are the show. Children interested in music receive instruction, conceive program material to demonstrate their new-found skills, and then perform on camera.

By allowing kids to learn by doing, the show provides a stimulating educational experience. The Richmond city schools were so impressed with "Jack and the Juke Box" they made it an extension of their system.

The NATPE was so impressed with "Jack and the Juke Box," they voted it their Iris Award as the best locally produced children's show in the country's under top 25 markets.

We're honored. But even more rewarding is the satisfaction gained from putting television to a constructive new use. Television has tremendous potential, not the least of which is helping our children realize their potential.

Jefferson Pilot Broadcasting
THE QUIET REVOLUTION
The rise of made-for-TV movies.

SOURCE: NSI, NTI
You may be aware that networks are programming more movies. However, what you may not know is that last year an overwhelming 90% of all first-run movies on the networks were made-for-television. And that they outdelivered theatricals by 14%. An impressively wide margin which has helped create an expanding market for made-for-television movies.

In fact, many station programmers who have already learned the real value of made-for-TV movies are quietly buying them now at very reasonable prices. There is no question about it: The demand for this efficiently priced product is on the rise. This means if you delay your decision to buy today, the prices may no longer be as reasonable tomorrow.

To ensure that what you buy now will pay off in the long run, Paramount has created Marquee II: A new two-hour made-for-television movie package designed to offer you 17 titles that will perform in the necessary key time periods where highly competitive programming is essential. These titles have also been carefully selected to give you the narrowest fall-off when repeated – made-for-TV movies have an impressive track record for repeatability over the past five years, and Marquee II titles have 50% less fall-off than the average.

And Marquee II has the content that has been proven to attract the largest audiences: Compelling dramas like “Having Babies,” gripping suspense stories like “Ski Lift To Death,” haunting true-life mysteries of the supernatural like “The Ghost of Flight 401,” sensational headline-making stories about contemporary topics such as the “Mary Harper Cried Last Night” exposé of child abuse, plus hilarious, any country humor and delightful romantic comedies starring some of television’s most impressive names.

You’ll find it all in Marquee II. Top-draw ratings, explosive stories, and today’s most recognized stars that make this the most highly exploitable and successful made-for-TV movie package you can buy.

Available June, 1980.
He Works For You:
Fred Yager

Fred Yager is a busy fellow. He runs the AP TV Wire, AP Broadcast's newest service. In his spare time, he goes to six or seven movies per week and reviews them for you. He also interviews movie producers, actors and, of course, actresses. Some people think he has a pretty good job. We think he has several pretty good jobs. We like that. We're like Fred Yager. Professional.

AP Broadcast Services
(212) 262-4011

Datebook

Feb. 7—Television Bureau of Advertising regional sales seminar, Galleria hotel, Houston.
Feb. 8—Deadline for submitting entries for Corporation for Public Broadcasting's local program awards and nominations for Edward R. Murrow award. Information: Diana Calland, director of radio activities, CPB, 1111 16th St. N.W., Washington 20036.

Feb. 8—Third annual Florida Agricultural and Mechanical University-Florida Association of Broadcasters radio news minicourse. Hillsborough Community College Dale Mabry campus, Tampa. Information: Phillip O. Keirstead, Department of Journalism, Florida A&M University. Tallahassee 32307; (904) 599-3083.
Feb. 15—Deadline for entries in Women in Communications Clarion Awards competition. Information: Clarion Awards, WCI, Box 9567, Austin, Tex. 78766.
Feb. 15—Deadline for entries in Investigative Reporters & Editors/University of Missouri awards for investigative journalism. Information: John Ullmann, IRE, 220 Walter Williams Hall, University of Missouri, Columbia, Mo. 65211.
Feb. 20-23—Three Cable Television Association annual convention. San Antonio Convention Center, San Antonio.
Feb. 24-26—North Central Cable Television Association annual convention. Hilton Inn, Des Moines, Iowa.
Feb. 24-26—CBS Radio Network Affiliates board meeting. El Conquistador, San Juan, P.R.
Feb. 27—Radio Advertising Bureau sales suc-
cess clinic, Peachtree Plaza, Atlanta.

Feb. 28—Southern Baptist Radio and Television Commission's 11th annual Abe Lincoln Awards banquet. Wilson C. Wearn, Multimedia Inc., will be keynote speaker: Green Oaks Inn, Fort Worth.


Feb. 29—Deadline for entries in Action for Children's Television Achievement in Children's Television Awards. Information: ACT, 45 Austin Street, Newtonville, Mass. 02160; (617) 227-7870.

Feb. 29-March 2—Oklahoma Broadcasters Association annual meeting. Skirvin hotel, Oklahoma City.

March 1—Deadline for entries in American Bar Association's Gavel Awards competition for "outstanding contributions to public understanding of the American legal and judicial systems." Information: Dean Tyler Jenks, ABA Gavel Awards, 77 South Wacker Drive, Sixth floor, Chicago 60606.

March 2-4—Ohio Cable Television Association annual convention. Sheraton-Columbus hotel, Columbus.

March 4—Association of National Advertisers television workshop, Plaza hotel, New York.

March 4—Ohio Association of Broadcasters "SPlute to Congress" dinner and White House briefing, Hyatt Regency, Washington.


March 5—International Radio and Television Society anniversary banquet and presentation of IRTS Gold Medal to John W. Kluge, chairman and president of Metromedia Inc. Waldorf-Astoria, New York.

March 5—Association of National Advertisers media workshop, Plaza hotel, New York.

March 5—National Association of Broadcasters workshop on "Dollars and Sense—Using Contracts to Solve Business Problems", Hyatt Regency O'Hare, Chicago.

March 5—Radio Advertising Bureau sales success clinic, Pittsburgh Hyatt House, Pittsburgh.

March 6—Radio Advertising Bureau sales success clinic, Hyatt Regency Dearborn, Detroit.

March 10—Washington Association of Broadcasters annual meeting. Red Lion Inn, Seattle.

March 10-29—Region 2 conference of International Telecommunications Union for medium frequency broadcasting, Buenos Aires.

March 11—Television Bureau of Advertising regional sales seminar, SeaTac Red Lion Inn, Seattle.


March 13—Television Bureau of Advertising regional sales seminar, Sir Francis Drake, San Francisco.


March 18—Public Radio in Mid-America business annual convention, Fairmont hotel, Dallas.


April 18-24—MIP TV international program market. Cannes, France.

May 4-8—CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

May 4-8—ABC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.


May 18-20—NBC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.


June 5-7—Associated Press Broadcasters convention. Fairmont hotel, Denver.

June 7-11—American Advertising Federation, annual convention. Fairmont hotel, Dallas.


Get the Angels on your side.
meeting. Crown Center hotel, Kansas City Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.


March 17-18—Society of Cable Television Engineers addressable technology seminar and live system demonstration, Holiday Inn, San Jose, Calif.


The real world

EDITOR: First, let me excerpt two short items verbatim from the Jan. 7 issue of your esteemed magazine.

From "Closed Circuit":

Price of squeeze

Country's 4,500 AM broadcasters would probably have to pay maximum of $15 million to make necessary adjustments in transmitters if western hemisphere nations decide to switch from 10 khz to 9 khz channel spacing plan that is to be considered at conference of Region 2 countries in March. That is estimate of consulting firm of Stillman, Moffett and Kowalski, of Washington, retained by FCC.

Although costs for nondirectional stations would be minor, those for 1,300 to 1,500 stations operating directional antennas that would have to be adjusted would average $10,000, according to study. Results are included in second report on Region 2 conference that FCC adopted in November but has not yet released.

From "Where Things Stand":

AM allocation, FCC has initiated rulemaking that could result in addition of 125 or more AM stations in clear and adjacent channels. Comments mostly supported maintaining clear channels (BROADCASTING, July 16, 1979). There also has been increased discussion about converting daytime radio operations into full-time operations, with several actions pending: National Telecommunications and Information Administration has proposed reducing AM spacing to 9 khz to create more radio channels, and FCC has adopted staff recommendation to propose 9 khz position to State Department as U.S. stance at Region 2 conference this March (BROADCASTING Dec. 17, 1979).

These are parlous times. A battalion of persons, most of whom have never run a broadcasting station or sweated a P&L statement, are plotting in their ivory towers to run you and me down the drain.

Another recent FCC pronouncement very seriously points to the prospect of reducing the present standard 200 khz FM channel allocations (TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION, which appears to have the ability to recommend the wrong things with the unerring accuracy of a bird dog pointing in the wrong direction, naturally heartily recommends this step—in the interest of diversity, of which, apparently, we can never have enough.

Let's also take a look at another phase of these splendid proposals: the AM allocation business. Here is another example of the "let's not leave well enough alone" syndrome. At the outset AM is at a disadvantage vs. FM in respect to the bandwidth of audio the listener can expect; therefore, of course, let's cut down this already limited bandwidth to 9 khz, so that when we license more stations maybe some underdog might get a grant in some small town so that the stations in the area can provide much poorer service, or possibly even go broke if changing frequency and directional tune-up doesn't beggar them first.

There are 4,554 operating AM stations and 4,194 operating FM stations, with 346 AM and FM CP's not yet on the air (as of Nov. 30, 1979) blanketing most of the U.S. with a babel of signals already, but by all means, let's have hundreds of thousands more. Don't forget too, that when we open up all the AM clear channels there's another Pandora's box we can open. We can degrade all service on the clear and have still more diversity, obviously a "consumption devoty to be wished" above all others. And for the same reason let's also extend the AM band to 1700 khz, or 1900 khz. Thank heaven the recent World Administrative Radio Conference Sensibly put the quietus to the 1900 khz further insanity, which—1700 or 1900—will obsolete all of the existing hundreds of millions of AM receivers.

While we are handing out the kudos to those who would give away our bread and butter and yours, let us not forget the Daytime Broadcasters Association, which has been feeding biased information assiduously to the press and the members of Congress for years about how very easy it would be to permit them all to operate full time or with considerably extended hours. It's only a lethargic bureaucracy which refuses to authorize the extended hours, you know. No problem—or at least no more of a problem than telling all of the automobile drivers in the country that in the future they may drive on either side of the street so that their freedom will be extended. And while we're at it, in the interest of greater diversity for all, let's abolish all red lights at street corners so
that nobody has to stop any more.

Our company went to the bank some years ago, mortgaged its right arm (and some other portions of its anatomy), and borrowed a horrendous amount of money in order to take down one tower and put up four others so that we could earn the right to full-time operation. We dance the technical minuet regularly to keep that directional array “in spec.” Not so for Ray Livesay and his Daytime Broadcasters Association. They want to trample on my nighttime limitation and make it worthless. In the process, their new nighttime operation would be clobbered with interference and would be worthless too, but they don’t see that. Above all, they want to do it without working, or going to the bank. The Communications Act of 1934, as amended, refers to “the public interest, convenience and necessity.” Ha, ha!

Here, then, are my further nominees for the hall of fame of those who are ready to take my living and yours, and turn it into a mess of pottage and red ink.—Louis N. Seltzer, president, WCOJ(AM)-Coatesville, Pa.

If they can sell Slurpees …

EDITOR: I nominate Bob Stanford’s agency (“Monday Memo,” Jan. 14) to produce the next series of Radio Advertising Bureau promotion spots selling the radio medium. They’ll be great.—Stephan T. Lindberg, vice president-general manager, Intermountain Network, Salt Lake City.

Editor’s note. Stanford wrote approvingly of results obtained from radio advertising by 7-Eleven stores.

More missing persons

EDITOR: Your Dec. 24 article, “How Many Missed In Motels?” brings to mind a questionable Arbitron practice. Personnel stationed on military bases and students living on college campuses are viewed by Arbitron as transients, and consequently are not surveyed. In many markets, military personnel and college students represent a significant element with substantial purchasing power. I suggest the industry goals committee review the situation and propose an affordable solution.—Glenn R. Morgan, programing consultant, New York.

Spaceman

EDITOR: I’m waiting for the day I can aim a dish 22,300 miles in space and receive a 24-hour-a-day, stereo adult contemporary format, with live switching tones after every record for insertion of local commercials, PSA’s, weather, public affairs and, of course, local/regional news and time checks. The service should include an audio news service.

It may be “Buck Rogers,” but some day, some enterprising, forward-looking group will put together such a service, and it will be extremely well received. It will allow more time and money for their subscribers to better serve their local communities which, after all, is what it’s all about. Go for it, someone.—Lee Shobom, president-general manager, KFW(AM)-KRFM(FM) Lake Havasu City, Ariz.

Upset by the Parkers of the world

EDITOR: We sit here and allow ourselves to be buffeted about by various “groups” headed by individuals who are apparently unable to acquire positions of responsibility in this society which do not require rabble-rousing. I believe, for instance, that to allow Everett Parker of the United Church of Christ to spend his waking hours pursuing broadcasters and questioning the motives of all of us in the industry while representing a tax-free organization is ludicrous.

I believe that it’s high time that broadcasters stood as one and called for the removal of the tax exempt status for churches. Only monies used in the direct performance of the church’s duties should be tax exempt.—Tom Joyner, president, WPVA-AM-FM Petersburg, Va.

Errata

In Jan. 7 report on top 100 publicly owned companies in electronic communications, Lee Enterprises’ broadcast operations account for $33,375,000 or 29% of total revenues and 31%—not 94.85%—of its pretax income of $30,563,000. In Lee broadcast holdings, wno is correct call letter of AM station in Quincy, Ill., and kua is correct call letter of AM in Lincoln, Neb. Also, Lee Enterprises no longer owns Blackhawk Films.

In top 100 listing for Movielab Inc., in table and capsule description, company’s earnings for the four quarters that ended Sept. 30, 1978, should have been $1,092,865 and for the four quarters ended Sept. 30, 1979, $2,076,720. The correct percentage increase should have been 96%. In addition, capsule should have precisely stated the quarters used in year-to-year comparison rather than leaving impression that this was calendar-year comparison.

In Jan. 14 “For the Record,” following three FM applications were incorrectly listed as FM actions: Open Media Corp., Chicago, for 90.1 mhz.; Mid-Acadia Broadcasting Corp., Kaplan, La., for 97.7 mhz.; and Tower Power Corp., Winsboro, Tex., for 104.9 mhz.

Charmaine Meyer has been named news promotion director, wcmk(AM) Miami, not promotion director as reported in “Fates & Fortunes” Jan. 14.

Jan. 17 regional meeting of NBC-TV affiliates was held at Miami, not Atlanta as reported in Jan. 21 issue.

KAREN ANGELA TRAVERS
(nee Heavers)

Born: 8-27-54
Distinguishing marks: burns on back
Conviction: murder of husband
Sentence: life
Karen killed her brutal husband and offered no defense at her trial.

The continuing serial-drama of women behind bars

SOLD:

KTLA
Los Angeles

Expanding from one hour per week (8-9 PM Wed.) to two hours per week (8-9 PM Tue. and Thur.)

San Francisco Hilton
Suite 1015
NATPE ’80
New shows for those "walking fingers"

If one were to name the advertising slogans or logos that have become legend over the years, the Yellow Pages "walking fingers" would rate high on the list. Developed for the Bell System Yellow Pages in 1962 by our advertising agency, Cunningham & Walsh, the walking fingers have been instrumental ever since in showing millions of consumers and businesses the value of turning to the Yellow Pages when they are in need of products and services. Now as we enter the 1980's, we're expecting to get more mileage than ever from those walking fingers.

Consistent with our new marketing-oriented organization, all of our national advertising activities are now directed toward Yellow Pages users. With renewed emphasis on the end user, broadcasting will be playing an increasingly vital role in the Yellow Pages' marketing message.

In the Bell System, we have some important goals that we keep before us to direct the thrust of our broadcast advertising activities. One is to provide the most information products and services to encourage use of the communications network. Another is to be the leader in offering traditional or untraditional products and services to satisfy the wants and needs of users. A third is to become more proficient in identifying and responding to changes in the marketplace.

We've had a hard time realizing any of these goals without broadcasting's far-reaching impact. For a "product" with as broad a market base as the Yellow Pages, our target audience is the adult consumer—18-to-54-year-olds, concentrating on the 20-to-45-year-olds who are better educated, have incomes of $15,000 plus, live in urban/suburban communities and have three or more family members. Given our budget, which has been increased from $6.4 million to $7.75 million for 1980, the most efficient way of reaching this group is through network television.

Yet I should point out that consumers aren't the only ones we are trying to reach. While the Bell System's national advertising program targets consumer usage (and business usage through print), our operating telephone companies direct their advertising at sales, through a combination of TV, radio and print advertising tied to sales canvass periods.

There's no question that our consumer usage advertising has a significant cut-back effect on directory sales advertising and vice versa. However, with our new 1980 advertising campaign, it will be the first time that a Bell System Yellow Pages umbrella look will characterize both consumer and sales advertising, enabling each type of advertising to more strongly reinforce the other.

It's important to note that our basic advertising strategy has not changed—it continues to position the Bell System Yellow Pages as the most convenient, comprehensive, helpful and reliable way to lose product and service shopping needs under all situations—at home, away from home and in the office. And our focus is not changed either—it remains on the three areas of prime importance to consumers: personal energy conservation, personal time conservation and natural energy conservation. What could be of more timely importance than these three elements? After all, with more and more women in the labor force, who has the personal time and energy to spend driving around shopping? So, without changing any of the basics, we decided to home in more clearly on those three relevant areas, freshening the walking fingers message with a change in our creative.

Playing off what are already the unique Bell System strengths—the directory and the telephone—we decided to enhance the walking fingers message with the addition of "The First Step" to prompt the usage impulse with a call-to-action. "The first step. Let your fingers do the walking." is our new national advertising signature in 1980. Our commercials will present situations in which the clear implication is that the use of the Yellow Pages and a phone call are the first step toward solving specific as well as a broad range of problems.

For example, in one of our new commercials, three little girls are trying to decide what to do for their parents' anniversary. After running through the conventional ideas—a new frying pan, flowers—they decide upon a dinner at a romantic restaurant. "Where are we going to find some place like that?" asks one. "Hold it! Hold it!" her sister says. "The first step is the Yellow Pages." As the girl reaches for the Yellow Pages, and flips to an ad for The Viennese Waltz restaurant, an announcer's voice cuts in: "The Bell System Yellow Pages, the first step in helping a dream come true. Before you waste time and energy, take the first step." Then the commercial cuts to one of Sawyer's national commercials, produced by Bob Able: "Let your fingers do the walking through the Bell System Yellow Pages." The final scene shows the little girls with their parents enjoying themselves at The Viennese Waltz where one of the girls says, a bit nervously: "Daddy, we may have to borrow some money.

We always do pre-testing of our commercials to enable us to pinpoint those areas that need adjustment before spending production dollars. Our "First Step" campaign, consisting of the "situation" commercials, tested very well and began running during early network news and sports programs the first of the year. In this way we reach the kind of audience we want—about 55% men and 45% women.

In our sports programming, we'll be continuing our successful Olympic Moments segments which began in September 1978. Also, since July of 1979 the Bell System has been the exclusive sponsor of the "Sportsman of the Week" feature every Tuesday morning on NBC's Today Show. Both these sponsorships feature a live billboard opening, followed by a two- to three-minute sports segment, followed by a 30-second commercial.

We think these sponsorship packages are great because they're such an appropriate platform for our message. After all, sports are very popular and with the nice variety of sports we buy—tennis, golf, football, baseball, basketball—we reach a good cross-section of our target market, both men and women.

Given our unique product, the Yellow Pages, the kinds of programs we choose to advertise on, and the nature of the audience these programs reach, it clearly makes sense for the Bell System to tell its story through broadcasting.
At Eastman Radio, you find only the most professional, knowledgeable sales reps. Men and women who deal with you on an open, honest level.

Honest. They won’t ever give you a con job. And that’s no coincidence. We work hard to make sure our reps turn out that way.

First off, we hire only bright, eager-to-learn young people. Then they undergo an extensive training program—working side by side with our older, more experienced salespeople. “Chemistry” is the only way to describe how they interact, in a learning system that works better than any we’ve ever seen.

The going gets pretty tough, too. Knowing the information is just half of it. Being able to apply it is something else. Our reps have to be on top. Know what’s happening right now. With the stations, their markets, and their competition.

The end product? More aggressive, confident, professional sales reps. So when we say Eastman sends you their best, we mean it.

All pros. No cons. Two reasons why Eastman Radio is different. And better.

We do things differently.
THE SYSTEM YOU'VE BEEN WAITING FOR VS. COMPUTERS YOU HAVE TO WAIT FOR.

JDS/System 34

READY WHEN YOU ARE. C. B.

Jefferson's In-Station System gives you all the sophisticated functions of on-line without the hurry-up-and-wait of remote processing.

Plus the reliability of IBM 34 equipment, the 24-hour accessibility of IBM service, and Jefferson's 10 years of experience designing management software packages for major-market broadcasters.

To find out how you can enter the 1980s with on-line capabilities at your beck and call, please telephone 704/374-3634, collect. Or write us at Jefferson Data Systems, Executive Plaza, 504 Archdale Drive, Charlotte, North Carolina, 28210.

Jefferson Data Systems
For broadcasters, by broadcasters.
FCC lifts three RKO licenses; 13 others are now in jeopardy

Close relationship with parent General Tire leads to decision; court appeals are certainty as $400 million in properties are affected in commission's 4-3 vote

In a decision that sent concern through the broadcasting industry, the FCC last Thursday declared RKO General Inc. unfit to be the licensee of its television stations in Boston, New York and Los Angeles.

In a four-and-a-half hour, closed-door session, the commission decided, in a 4-3 vote, that RKO and its parent company, General Tire, are so closely interlocked that the misconduct of one was shared by the other.

The specific case before the commission was the license renewal of RKO's WNAC-TV Boston, a CBS affiliate. The misconduct in question—documented by General Tire itself in a report for the Securities and Exchange Commission—involved bribery of officials of foreign governments and illegal political contributions. The SEC case charged General Tire and its president, M.G. O'Neill, with a variety of illegal acts in the U.S. and abroad. It was settled by consent decree.

The FCC decision on WNAC-TV also applies to WOR-TV New York and KHJ-TV Los Angeles, whose renewals had been conditioned on the Boston case.

But other far-reaching questions have yet to be answered. How can the FCC majority that held RKO unqualified as a licensee of three stations hold otherwise in regard to RKO's other 13 broadcast properties—which renewals have been conditioned on the outcome of the Boston case? That majority—Chairman Charles Ferris and Commissioners Tyrone Brown, Joseph Fogarty and Anne Jones—has asked for pleadings on that question from RKO and other interested parties. Riding on the decision: an estimated $400 million.

Another far-reaching question is how this decision will affect other corporations convicted of similar wrongdoing and also owning broadcast properties. RKO's pleadings to the FCC listed 15 companies that control or own substantial interests in more than 100 broadcast stations and that have made SEC disclosures of "questionable payments": ATO, Columbia Pictures Industries, Diamond Shamrock Corp., General Electric, Fairchild Industries, GAF Corp., Gulf & Western Industries, John Blair & Co., Metromedia, National Distillers & Chemical Corp., Rollins Inc., Schering-Plough, The Signal Companies, 20th Century-Fox and Westinghouse.

Ferris said he "knows of no other multiple-owner that fits under the rationale of this decision," which, he explained, was the "nexus between the parent company and the subsidiary."

Not only was the same person—Thomas O'Neill—chairman of the board and chief executive officer of both companies, but of particular concern to the commission was a trade relations program involving reciprocal dealings. The FCC found that General Tire and RKO tried to pressure companies into placing advertising with RKO stations as a condition of doing business with General Tire. Although RKO settled the matter with the Justice Department in a consent decree in 1970, the FCC decision was based on the nature of the misconduct and its reflection on the close relationship between General Tire and RKO.

Furthermore, the FCC found that, between 1972 and 1977, RKO knowingly filed inaccurate information with the FCC regarding trade and barter transactions, and that RKO intentionally concealed this information. In a statement released last Thursday, the FCC said it also found "that RKO failed to notify the FCC promptly about a formal SEC investigation into the alleged improprieties of its parent corporation and that RKO filed pleadings with the commission designed to mislead the FCC."

These additional activities "were even more serious," the FCC noted, "because they were part of an attempt by General Tire and RKO to prevent the FCC from gaining full knowledge of the illegal activities undertaken by General Tire at a time when the commission was actively considering the renewal of RKO's license."

Jones, considered to be the swing vote in the case, said: "If there is any truth to the concept of a trustee, these people just went too far." She said she is "nowhere near the position that the 'sins of the parent company are visited upon the child.' However, if the 'child' is a puppet—that's different."

Abbot Washburn, who dissented along with Commissioners Robert E. Lee and James H. Quello, disagreed. He called "the connection between General Tire's misdeeds and RKO's broadcast service to the public...tenuous at best." He added that the decision "derails a very good solution to the contested ownership of WNAC-TV Boston, where agreement had been reached with a fine group of citizens, New England Television, to take over the station and upgrade its programing. Sadly, too, this action of the commission does little but assure many more years of litigation in a proceeding that has already dragged on for 11 years."

Quello said the commission "is indulging in gross bureaucratic overkill...the sole judicial decision rendered in the 11-year proceeding was by the FCC Administrative Law Judge who found the licensee qualified." (Another ALJ, in the KHJ-TV case, had found RKO unqualified. That holding was overturned by an earlier FCC.)

A spokesman for General Tire, in Akron, Ohio, called the decision "shocking," and said the company intends to ap...
peal "as soon as is feasibly possible," RKO's board was holding its bimonthly meeting in Florida last week when the FCC decision was handed down.

New England Television, the company resulting from the merger of Community Broadcasting of Boston and WNBK-AM, had offered to buy WNAC-TV from RKO for $54 million (Broadcasting, Aug. 28, 1978), with a proposal to the FCC for "quality programming." A spokesman for NETV said the decision was a "great disappointment."

Hub Broadcasting Inc., which entered the picture last fall with a proposal that the commission resolve the long-standing litigation by denying RKO's renewal and opening the channel for new applications by Hub and others, was "pleased" with the decision, but will wait until it sees the FCC's order before moving further.

**Moscow Olympics head down tubes; ABC lands rights to '84 winter games**

House strongly backs Carter call for boycott; upwards of $90 million is price for Sarajevo competition

ABC all but captured TV rights to the 1984 Winter Olympics in Yugoslavia last week while pressures mounted in the U.S. for a boycott, if necessary, of this year's summer Olympics in Moscow.

With a bid unofficially said to be about $91.5 million, ABC bested CBS in the competition for the 1984 Yugoslav games, to be centered at Sarajevo. NBC, with millions riding on the outcome of the controversy over U.S. participation in the Moscow games, announced just before the Sarajevo bidding started late Wednesday that it would not participate. ABC said its 1984 Olympics winter coverage would exceed 60 hours, most of it prime-time.

Even with a $90-million rights fee, ABC would be paying more than double its estimated outlay of $40 million for both rights ($15.5 million) and production ($24.5 million) at the winter games at Lake Placid, N.Y., next month (Feb. 12-24). The Yugoslav award, by the Yugoslav Olympics Organizing Committee, is subject to ratification by the International Olympic Committee, but this generally tends to be perfunctory.

ABC reportedly agreed to pay 18%-16.5 million—of the rights fee, with the rest presumably payable in installments to 1984.

CBS was said to have come close to matching the ABC bid. A CBS source, without verifying that report, said one big hang-up for CBS was a demand for advance payments. "They wanted a lot of money up front," he said, "and we decided in advance that we were not going to put a lot of money up front—the world and Olympic situation is too precarious."

ABC officials declined to discuss terms of their agreement, including the rights fee, but said the contract will contain adequate protection for ABC in case the 1984 games are canceled. Olympic officials have insisted that a U.S. boycott of the Moscow games could imperil the entire Olympics movement, including the 1984 summer games at Los Angeles, for which ABC is paying $225 million in rights fees.

The unsettled nature of both world and Olympics situations was cited by NBC as making its "a particularly inappropriate time" for the Yugoslav negotiations. It "reluctantly" withdrew after its request for a 60-day postponement was turned down.

The negotiations came in a week in which President Carter twice called for the Moscow games to be moved, postponed or canceled, and in which the House of Representatives adopted a 386-12 vote resolution to the same effect. The Senate was expected to pass a similar resolution this week.

Ironically, President Carter first spelled out his position on NBC. "Regardless of what other nations might do," he said in a Jan. 20 appearance on that network’s "Meet the Press," "I would not favor the sending of an American Olympic team to Moscow while the Soviet invasion troops are in Afghanistan."

Nor would the American people favor it, he said—and said it again in his televised State of the Union message to Congress Wednesday night.

He also called upon the U.S. Olympics Committee to propose transfer, postponement or cancellation to the International Olympic Committee. And he was reported to have written to leaders of 100 countries seeking their support.

Neither appeal seemed to get much unequal support. Lord Killanin, president of the IOC, said Carter’s action was "hasty" and a "tragedy." Killanin reiterated that to move the games was impossible.

Robert J. Kane, president of the U.S. Olympics Committee, took the same stance in an appearance Wednesday before the House Foreign Affairs Committee. Kane also predicted a U.S. boycott would destroy the Olympics movement because the Russians would probably boycott the 1984 games in Los Angeles in retaliation for the U.S. action.

Kane told the committee, however, that his organization would be guided by Congress, "I can’t imagine," he said, "that

**InBrief**

Television Ratings Policy Committee has been formed by Television Bureau of Advertising to respond to broadcasters’ ratings-related needs on continuous basis. Members of committee are Walter A. Schwartz, Blair Television, chairman; Vincent Deluca, WTVN-TV Albany, N.Y.; Lloyd Werner, Television Advertising Representatives; James A. Landon, Gannett Co.; Lawrence J. Pollack, WPNY-Philadelphia, and Harvey Spiegel, WTV. Committee was established in line with recommendations by Booz, Allen & Hamilton, management firm, and will represent industry in TV ratings matters, including methodology issues; assessment of rating services; performance; assistance to individual broadcasters and reports to members on ratings activities.

FCC's RKO General decision came as surprise to financial community, most of whom were expecting, in words of one analyst, "wrist-stopping" by commission. General Tire felt market heat, closing Friday at 18.625, down 4.125-off almost 20%. Analysts chided FCC as "inexperienced regulators" with "analogous attitude to that of the FTC." Real unfairness of action, said one, is that "thousands of innocent stockholders lose substantial amount of their equity."

Sony Corp. announced on Friday marketing of world’s first charged-coupled device (CCD) color video camera. Totally solid state image sensor replaces conventional vacuum tube. Weighing only 2.8 pounds, Model KC-L camera will get first use in Nippon Airways 747’s, giving passengers "bird’s-eye view of passing scenery."

FCC will be disappointed in President’s fiscal 1981 budget to be submitted to Congress today Commission had sought increase of some $10 million over $76,892,000 available in fiscal 1980. But officials expect increase of less than $1 million, not even enough to keep up with inflation. Number of positions authorized in budget remains same as for 1980-2,261.

Republican presidential candidates have been invited to participate in discussion of issues on March 3 over Ted Turner’s superstation, WTSB (TV) Atlanta. Invitation, latest in series that have been issued to candidates, was extended by Ripon Society, liberal Republican research and policy group. WTSB, whose programming is carried by more than 1,500 cable television systems throughout country, will donate time for event. Henri Pell Junod Jr, Ripon chairman, noted that March 3 date is one day before primaries in Vermont and Massachusetts, five days before primary in South Carolina and eight days before primaries in Alabama, Florida and Georgia.

Russians pulled plug on ABC News transmission from Moscow last Wednesday. Charles Bierbauer piece with mother-in-law of exiled Nobel Prize-winner Andrei Sakharov and another with dissident Soviet Jew was blacked out, first time for such event in years, ABC News said. Network, however was prepared: Slide proclaiming "Picture censored by Soviet authorities" was promptly cued.
with the national interest involved, the U.S. Olympics Committee would ever be in a position other than in accord with the Congress of the U.S."

Australia, New Zealand, too, supported the proposal to move the games out of Moscow. Britain and Canada had already made similar proposals, as had Saudi Arabia. Indications of support also were reported from Egypt, Djibouti, Fiji, the Netherlands and Qatar. But France was depicted as strongly opposed, and Austria, Belgium, Denmark, Finland, Israel, Japan, Sweden and Switzerland were said to have replied either that they wanted to consult with other countries or that the decision is in the hands of their Olympics committees. China indicated it would go along with the majority of Olympics committees of other countries.

Deputy Secretary of State Warren M. Christopher, appearing before the House Foreign Affairs Committee, insisted that "there are 20 or more nations at least that will support us—maybe more than that by the end of the day." But if necessary, he said, the U.S. should stick to its principles and go it alone.

Christopher denied that it was too late to move from Moscow. "If the will were there to do it," he said, moving the games to an alternate site or sites could be done "within a month." Emphasizing the importance of the Olympics to the USSR, he said that moving them "is probably the strongest single step we can take to persuade the Russians to withdraw the troops from Afghanistan."

Polls indicated popular support for the boycott principle. Newsweek said a special Gallup survey of 518 people found 56% favored a U.S. boycott of the games if held in Moscow. The Washington Star said a boycott was favored by 86% of 2,666 readers who responded to a questionnaire.

NBC continued to keep a low profile, but issued this statement to those who asked: "NBC will continue to be guided in making its plans for the 1980 Olympics by the policies and regulations of the U.S. government. There is a higher calling involved here than NBC's own interests. We do have insurance on our investment. If the games are not broadcast, NBC will reinstate regular programming. We have an ample inventory and would have an entirely ample opportunity to promote our fall 1980 schedule."

While last week's news seemed to go against U.S. participation in the Moscow games, there were two heartening notes for ABC and next month's Lake Placid games: It began to snow in Lake Placid, covering the brown and green slopes, and (2) the Moscow publication, Sovetsky Sport, reported that Russian athletes would not boycott the Lake Placid games even if America decided by then to boycott the Moscow events. The paper had some bad news with the good, however, hinting that if the U.S. boycotts Moscow, there may be international sanctions against U.S. participation in the 1984 Olympics at Los Angeles.

A time for fine tuning within NAB

Approved in Palm Springs: bigger budget, staff reorganization, study of sexual attitudes to contraceptive ads; Thurston DSA

It was the fourth National Association of Broadcasters joint board meeting in a year, and a scaled-down agenda—as well as near-perfect California desert weather—kept most of the daily meetings at Palm Springs' Canyon hotel agreeably short and to the point. The board endorsed a reorganization plan designed to begin reassessing its Washington operations this year and approved an expanded version of a proposed study of public attitudes on human sexuality that could lead to the advertising of contraceptives on radio and television.

In part due to the arguments of Alfred Schneider, ABC Inc., the board voted 27-11 to conduct a $50,000 study on contemporary American sexual attitudes. In addition, the board approved up to $35,000 for a study of public attitudes toward personal-care products advertising. The board also will solicit contributions from broadcast groups and networks to supplement the $35,000 authorization. According to NAB President Vincent Wasilewski, the board's decision to proceed with the study did not necessarily reflect the desire of any of the members to run such advertising. "I never heard anyone say they would run these ads," Wasilewski said.

According to Arnold Lerner, chairman of the radio board, "We see the two [contraceptives and personal-care products] as linked in the sense that they involve an acceptance by the public of these kinds of advertising."

There were actions by both TV and radio boards last week and by the joint board. Among them:

- The joint board approved a $6,967,633 budget for 1980—a 13.4% increase over last year. The approved budget was $20,000 over that submitted to the board by the budget committee, reflecting a board decision to fund a legislative liaison committee that had not been included in the proposed budget. Principal expenditures for the coming year include: $1,558,236 for station services, up 11.4%;

Reach of Group W Productions' PM Magazine will extend to top two television markets beginning June 2 when Metromedia's WNEW-TV New York and KTV Los Angeles begin airing magazine-format strip. Stations, both independents, will air show at 8 p.m.

House Communications Subcommittee met last week to review substitute bill for H.R. 8121, Telecommunications Act of 1980. Substitute bill, containing consensus amendments from subcommittee members, was introduced by Timothy Wirth (D-Colo) at last Wednesday's meeting. Bill, which is rewrite of common carrier provisions of 1934 Communications Act, has received support from National Telecommunications and Information Administration. FCC Chairman Charles Ferris, however, in letter to House Representatives Jay O. Staggers (D-WVa), expressed reservations about bill, saying it will encourage AT&T to use its monopoly power to drive competitors out of market. Alber Gore (D-Tenn) worked closely with Wirth and Subcommittee Chairman Lionel Van Deerlin (D-Calif) to insure rural interests were protected in bill. Markup is scheduled to start tomorrow (Tuesday).
$456,985 for public affairs, up 8%, and $342,267 for research, up 40.3%.

The government affairs department also received a substantial (16.9%) increase from the $541,202 last year to $636,453 for 1980. The expenditure for the new liaison committee was included in the government affairs budget.

Income for 1980 is expected to rise 9.4% to $7,006,100. The largest percentage of that will come from radio and television dues. Radio dues are expected to reach $4,500,600 while television station contributions will reach $2,592,000—both up 6.9% from last year. The NAB expects to receive $105,000 from its publications this year—up 90.1%—and $1,250,000 from its annual convention, up 39%.

The board approved the recommendations of the association's so-called Futures Committee, headed by TV Board Chairman Bob King, of Capital City Communications, Philadelphia. Designed to realign and streamline NAB's internal structure, the study included a suggestion that the station services department be changed to the broadcasting department, headed by a senior vice president and five other vice presidents—television, radio, station services, membership, and minorities and special services. Furthermore, the report suggested that the annual convention and other NAB sponsored meetings "be clearly placed under the direction of" the association's executive vice president and general manager.

The report also suggested that the association give "serious study" to the question of the size of the radio board, which some association members feel may be too large; establish a "blue-ribbon" panel of industry leaders charged with taking a "probing look at the radio and television industry on a long-range basis (10 years or more) and to report their observations to NAB"; adopt a procedure allowing for annual plans of goals and objectives from each of the NAB departments with formal reviews of department's progress as often as each quarter; establish an in-house data-processing operation, and set up senior vice president positions in the public affairs, engineering and code authority departments.

Wednesday's radio board meeting saw that group passing a resolution of concern on the issue of 9 kHz spacing in the AM band, chaired by Arnold Lerner of WLLH(AM)-WSSH(FM) Lowell, Mass., said it is "concerned that the FCC has adopted a position for the U.S. on 9 kHz spacing for the forthcoming Region 2 Administrative Radio Conference without the benefit of adequate engineering and economic studies." The resolution also urged that the U.S. and other countries participating in the upcoming conference in Business in "dealing with the 9 kHz question until a full actual record, including comprehensive engineering and economic studies, has been compiled." (The board also is entertaining a plan to send along an NAB board member or another prominent broadcaster to bolster the association's representation at the conference. Suggested: President Wasilewski and Arch Madsen of Bonneville.)

In other actions, the radio board took under advisement a number of proposed changes in its bylaws designed to reflect the growing number of radio networks, each of which, under present rules, would be allowed a seat on the board. There is concern that a proliferation of network votes could create an imbalance of network and station representation. Suggestions submitted by John H. Lemme, KTLF(AM)-Little Falls, Minn., included: minimum numbers of affiliates or owned stations for a board seat, requirements that networks have affiliates in a given number of states, a fixed number of network seats that would be rotated and a requirement that networks provide service to not more than one station per market. Board members were asked to have their comments on the proposals prepared by the NAB convention in April, with board action to take place at the June meeting.

By a 16 to 10 vote, the radio board rejected a request by Ben Hobberman, president of ABC Radio, to provide $17,000 to the Radio Advertising Bureau to help cover the costs of its "Radio Is Red Hot!" promotional campaign. Although generally supported by larger stations, groups and networks—including Martin Rubenstein, president of Mutual Broadcasting—even small stations and non-RAB affiliates helped defeat the proposal.

The board also adopted a position on direct-to-home broadcasting, saying only Congress has authority to determine the "terms and conditions under which it may become operational." It called such broadcasting "inconsistent with the system of local television and radio station licensing and regulation which was provided by the 1934 Communications Act." NAB also said it will "actively" participate in any proceedings to "bring its views to the attention of the proper authorities," and urged all its members to do the same.

Donald Thurston, president of Berkshire Broadcasting, North Adams, Mass., and immediate past chairman of the NAB board, was selected for this year's Distinguished Service Award—NAB's choice of the individual it feels has contributed greatly to the industry during his lifetime. Among his major accomplishments as chairman was establishment of the Minority Investment Fund to aid minorities in purchasing broadcast properties. He will receive the award April 13 at NAB's Las Vegas convention.

At the prodding of Jerry Lee, WVIR Inc., Philadelphia, the board approved the establishment of a new committee that will study the ramifications of the new video technology in the broadcast business. As chairman was expected to be the minority leader, selected last week. They will be named by Wasilewski.

It was announced that George Bartlett, NAB's vice president for engineering, will retire after the association's April convention. No successor was announced.

Campaigning at the commission

Quello makes headway in search of support for reapportionment: unexpected endorsements from Hispanics and evangelicals

FCC Commissioner James H. Quello, who fooled many people when his unabashed campaign for the post won him appointment to the commission seven years ago, may be in the process of fooling folks again. His efforts to win reapportionment seem to be meeting with at least initial success.

Quello is said to have done "very well" in an interview last week with administration officials who are participating in the search for a candidate to recommend to President Carter for the seat Quello now holds. His term expires June 30.

At least equally important, Quello is being supported for renomination by some Hispanic-American broadcasters—that in the face of Hispanic-American pressure on the White House to appoint a Hispanic-American to Quello's seat. That pressure, particularly in an election year, was seen as a major threat to Quello's hopes for reappointment. But with at least some Hispanic-American broadcasters, Quello's background of some 30 years in their business appears to count for more than the ethnic issue.

It certainly counted with the National Religious Broadcasters. Its board of directors adopted a resolution at the NRB convention last week urging Quello's reappointment. The reason for what was said to be an unprecedented action was the board's interest in retaining on the commission a member with broadcasting experience.

Nor was the board content with simply adopting a resolution. NRB's first vice president, E. Brandt Gustavson, of the Moody Radio Network, passed word of it to President Carter at a breakfast meeting on Tuesday.

The Quello interview—a routine preliminary in the consideration of candidates the White House regards as serious contenders for appointment—was conducted by Rick Neustadt and Steve Simmons, of the White House domestic council, Edward Cohen, deputy director of the Office of Consumer Affairs, and Christie Evans, of the presidential personnel office. Henry Geller, administrator of the National Telecommunications and Information Administration, stopped in briefly.

The characterization of the interview as having gone "very well" was offered by someone familiar with what took place in the hour-and-25-minute meeting. Quello himself described the session as "very friendly."

Quello, who retired as manager of WJR-AM-FM Detroit in 1972, that year began a
campaign for the nomination to the FCC. His chances were regarded as virtually nonexistent. But he eventually won the support of broadcasters and friends in Congress and nomination by then-President Nixon, in 1973. And his confirmation by the Senate was not achieved until his supporters had carried out an effort by citizen groups to defeat it.

Quello's hopes for reappointment have been bolstered by some 50 letters of support that broadcasters and members of Congress have sent to the White House. Of particular interest were the letters from the Hispanic-American broadcasters.

For all of the controversy over the issue, the White House search team reportedly is not—at least not yet—focusing on Hispanic Americans exclusively as a possible replacement for Quello. One official said the team, which does not yet have plans for interviews with other FCC hopefuls, is looking at a "general mix of people—no specific group is being singled out."

Nevertheless, the Hispanic-American community's hopes for representation on the FCC—hopes that have been expressed at least since the mid-1970's—have led observers to speculate that 1980 is probably the Hispanic-American community's year.

(After all, although Quello is a Democrat, he is not a Carter appointee. And, except for some recent votes that seem to have been cast with one eye on the White House, he has not been generous in the support he has given on key issues to Chairman Charles D. Ferris, who is.)

But then there is the letter that Ed Gomez, of KABQ(Am) Albuquerque, N.M., president of the Southwest Spanish Broadcasters Association (which he said includes 14 of 18 Hispanic-owned radio stations in the country), sent to Robert Strauss, the White House trouble shooter who is now President Carter's campaign manager. It says the group realizes the President "is under great pressure to appoint a Hispanic commissioner." But, it adds, "as broadcasters, we feel that it is necessary to maintain at least one person on the FCC who is knowledgeable in the industry. Mr. Quello's presence is of great importance to all broadcasters." Indeed, Gomez said the group would request a Quello nomination as enthusiastically as it did Carter's appointment of Edward Hidalgo to the highest post now occupied by a Hispanic American, secretary of the Navy.

Quello's experience was stressed also in letters to Strauss and Hamilton Jordan, White House chief of staff, from Herbert M. Levin, vice president and general manager of WQBA-AM-FM Miami, and Julio Rumbaut, manager of the FM outlet. Both stations provide 24 hours of Spanish language programming for Miami's heavily Cuban population.

Levin, besides citing Quello's experience, made another point as well: "Arbitrary quota setting is repugnant to me as an American, a Jew, and a Spanish radio broadcaster who for years has fought long and hard for minority rights."

The issue has even caused a split in the National Association of Spanish Broadcasters, which was recently organized by Rene Anselmo of Spanish International Broadcasters and which now claims 55 members. Nelson G. Lavergne, chairman and executive officer of WADO(AM) New York, resigned as chairman of NASB because of what he said was its effort to have Quello replaced with a Hispanic.

"The need to replace ... Quello and the motivation for a concerted effort to do so is at least questionable," Lavergne said in a letter to Jordan. He said it is in the best interests of all minority investors "to retain knowledgeable, responsible commissioners at the FCC." And added: "It is of the utmost importance that self-serving pressure groups be resisted if they attempt to replace competent officials with their own spokesmen to promote individual interests without concern for the public."

Lavergne, who is a Puerto Rican, told BROADCASTING that NASB meetings were given over to discussions of possible Hispanic American successors to Quello. He said he did not think that to be NASB's function. But in any case, he said, none of the individuals mentioned in the meetings were qualified. "They couldn't even hold a candle to this man [Quello]," he said.

(Levin is on the board of NASB, but he said he did not feel it necessary to resign, even though he disagrees with its efforts to find a Hispanic American to replace Quello.)

As for Anselmo, he said he is in an awkward position. "I'm a supporter of Quello," he said. "He's a great commissioner." But, he added, "the Spanish community feels there should be a Hispanic American" named to the post. "Who are we pushing for—ourselves or the [Hispanic-American] people?"

But he conceded the NASB has been unwise in not having been more careful in believing names of persons whom it considers to be qualified. If the group, which has been working with the Hispanic-American community on the matter, fails, he said, "we could push for Quello."

---

Was there a Waterloo in Iowa?

For Ronald Reagan, many think so, with media aloofness held a big reason; Carter and Bush the most conspicuous winners; now it's on to Maine, Puerto Rico and New Hampshire, with television exposure building up

Ronald Reagan, whose distance ahead of the Republican pack has been markedly diminished, is showing up in television commercials; he even seems ready to face other GOP presidential hopefuls in debates that the media would happily cover. Teddy Kennedy is shifting his media attack on President Carter from domestic to foreign policy, in a campaign that has been forced to trim down by a shortage of funds. And Jerry Brown—for the first time in his presidential bid—is breaking into public view with a major media campaign.

These are among the changes in the media efforts of presidential candidates following the surprising results of the Iowa precinct caucuses last week. Some changes aretraceable to those results: Reagan's refusal to participate in the Republican forum in Des Moines in a generally above-the-battle approach to campaigning, was regarded as a factor in his upset by George Bush of Texas.

But for the most part, the changes are dictated by the change in the locale and nature of the new battles, as well as long-range strategy. The next major contest will be the New Hampshire primary, on Feb. 26. That will be followed by primaries in Vermont and Massachusetts a week later. But even before the end of next month, Democrats will be testing the waters at caucuses in Maine, on Feb. 10, and Republicans will seek delegates in Puerto Rico's first-ever presidential primary, on Feb. 17. (The Democratic primary there will be held on March 16.)

Aides to both the winners and losers in Iowa downplayed the significance of media advertising in a caucus state. "Organizational efforts are at least as important as the media," said Roger Ailes, television producer and media consultant to John Connally. "In Iowa, the people were already committed." (But it was Connally, who finished fourth, with 10% of the vote, who spent more than any other candidate on radio and television time—some $150,000.) And Robert Goodman, whom Bush calls his "Cecil B. DeMille," an ebullient producer not noted for his modesty, attributed the major share of Bush's success to the candidate and his organization. "It was not a media success," he said.

But Charles Guggenheim, who produced a half-hour program and several spots promoting Kennedy in Iowa, he shrugged off his man's defeat at Carter's hands as something that was beyond the power of advertising to prevent. Kennedy, he feels, was overwhelmed by "real events"—the crises in Iran and Afghanistan. "Advertising or media people are presumptuous to think they can prevail against those kinds of situations," he said.

Perhaps not. But the heavy investment of the candidates in Iowa, in personal appearances and broadcast advertising, and of local and national media—climaxed on the day before the caucuses with Carter,
Why not be more confused. Wait for The Steve Edwards Show.
Kennedy and Bush on separate network interview programs—helped produce an extraordinary turnout at the caucuses. Some 225,000 Iowans participated, more than three times the number of four years ago.

But at least for Connally, the big spender in Iowa, it’s now the morning after; it is, says Ailes, a time “for reassessing and regrouping,” and a time to take it easy. “We’ll stick with the issues—foreign policy, energy, inflation,” he said. He is producing new 30- and 60-second spots for New England, but he said the campaign would not spend heavily on media again (not at all in Puerto Rico) until the primaries to be held in March in South Carolina, Illinois, Georgia and Florida, where Connally has “a strong shot.”

The Bush campaign, on the other hand, is on a rising curve of media buying, as well as optimism, following Iowa. David Sparks, deputy political director, said the campaign will spend between $50,000 and $75,000 on radio and television time in Puerto Rico (where Bush spots were being prepared by a local agency) and would continue heavy purchases of time in New England states where, since September, the campaign has spent about $200,000 on television alone—$45,000 two weeks ago, in Boston. New England residents are seeing several new spots that Goodman has produced for the New Hampshire campaign (but which will also be used in future campaigns in other primary states), including one featuring the candidate, in safety glasses, talking to workers in a mill.

Reagan television spots, meanwhile, are already on the air in Boston; Portland, Me., and Burlington, Vt. The 30- and 60-second spots, featuring the candidate in straightforward discussions of various issues—energy, inflation, leadership—began airing last week and are the first television spots produced for the campaign by its agency, C.T. Clyne Co. Except for a half-hour speech that was televised live, on Jan. 19, Reagan had shunned television as an advertising medium in Iowa.

Reagan is passing up the Puerto Rican primary, but Senator Howard Baker (R-Tenn.), who finished third in Iowa, four points behind Reagan, isn’t. And 30- and 60-second spots showing Baker campaigning in Puerto Rico and expressing support for statehood for the island will soon be on the air there as part of a $100,000 radio and television campaign. The spots were produced by Baker’s media consulting team of Bailey & Deardorff. Last week, the team was filming Baker in New Hampshire for spots to run in New England. The New Hampshire campaign was not fully set last week, but it is expected to be a substantial one, and is virtually certain to include the five-minute program in which Baker confronts an Iranian student on the issue of the American hostages (Broadcasting, Jan. 14)—probably the most dramatic piece of political advertising thus far in the campaign.

On the Democratic side, the Maine caucuses and the New Hampshire primary will see a major effort by Brown to get his campaign in gear. He virtually gave up on Iowa, where he spent not a dime on broadcast advertising and failed to win any delegate support. But he has earmarked $200,000 for broadcast advertising in New England over the next four weeks—some $50,000 of it in Boston, Portland, and Bangor, Me., this week. The 30- and 60-second spots, written by Brown’s campaign manager, Tom Quinn, and produced by a Los Angeles production house, Ross McCann & Associates, feature the governor in discussions of energy, foreign affairs and inflation.

Last week, Guggenheim finished editing the first of six 30- and 60-second spots that he has produced and that Kennedy aides hope will, along with radio commercials already on the air in New Hampshire, help the senator revitalize his faltering campaign in his native New England. They feature Kennedy criticizing Carter’s handling of foreign policy, contending the lack of planning and failure to anticipate events are an extension of the manner in which he handles domestic issues.

The television spots were to run only on stations in Boston and New Hampshire. Maine was being excluded, Kennedy aides said, at least in part because of the judgment that television is an inefficient medium for reaching the relatively few party activists expected to participate in the caucuses. But money has also become a serious problem for the campaign, and aides said a firmer answer on the size of the advertising effort would be available this week, after the results of a major fundraising effort were known.

Money was not a problem in the President’s camp. Media adviser Gerald M. Rafshoon last week was busy producing television spots from the hours of film that have been shot of the President—including footage of Carter making speeches and at town hall meetings. Some of the 28 hours shot by Robert Squier for his 30-minute documentary on the President also provide material. The first of the new spots will be seen on stations in Maine this week.

Among those bound to have been cheered by the fallout from Iowa was the League of Women Voters. Its hopes of presenting the major Republican and Democratic candidates in a series of forums in advance of four primaries, beginning with New Hampshire’s, improved substantially when Reagan indicated he had changed his mind about refusing to participate in debates. He said he would consider each invitation “individually,” and referred specifically to the league’s proposal. Another invitation the Reagan camp is seriously considering is from WZIAW-Miami, which wants to stage a presidential debate in the Orange Bowl in advance of Florida’s March 11 primary (Broadcasting, Jan. 7).

Carter, however, remains a problem for those who want to present debates. His above-the-battle tactics, unlike Reagan’s, appear to be working.

The Sunday score. President Carter won the ratings game, too. His appearance on NBC’s Meet the Press on Jan. 20 received a 6.3 rating and a 23 share, while Senator Edward M. Kennedy’s on ABC’s directly competitive Issues and Answers won a 4.4 rating and a 15 share. CBS’s Face the Nation, which went on the air a half hour earlier, at 11:30 a.m. NYT, drew a 3.4 rating and an 11 share.

Broadcasting Jan 28 1980 44
When respected economists can't agree on whether the country is in a recession now, how can they be counted on to predict the future?

Some say a recession has not yet set in, but will start soon. Others say it has already started, and, according to some of these, it will get worse. According to others, it will peter out without much damage.

Yet those who specialize in the economy of broadcasting and related fields are remarkably uniform in forecasting a solid 1980 for these areas. Most agree that broadcasting will outperform the economy—a forecast that doesn't conflict with either the here-today or the come-tomorrow theory of general recession.

The outlook for advertising, from which media of course derive their success, is generally regarded as good.

Harry Paster, senior vice president of the American Association of Advertising Agencies, who for years has kept tabs on members' attitudes and outlooks, has been talking with agencies of all sizes around the country and finds them—"well, I have to use the term, because it's said so often, but they're cautiously optimistic." "They say things look pretty good," Paster reported. "Their costs are rising and they don't expect miracles, but budgets generally have held up. "They and their clients have been reading and hearing all the talk about a recession, and they've got their fingers crossed. But they haven't seen any real negatives yet. "It depends, of course, on what kind of clients they have. Those with consumer packaged goods look OK, but some industrial advertisers are cutting back a little. They're all cautious. Some advertisers are telling their agencies they think 1980 will be as good as 1979, but they're also telling their agencies, 'but don't get us locked in too tight.'"

From an agency point of view, 1979 was a record for advertising volume and at least a near-record for profits. Paster says profits may have trailed 1978's, but not by much. Sources close to the advertiser side offer similar assessments, pointing out in particular that the budgets of packaged-goods lines—broadcasting's chief mainstay—"don't seem to be hurting at all."

Robert Coen of McCann-Erickson, a long-time advertising consultant—who incidentally has a history, at least in recent years, of being on the conservative side—has projected a 1980 increase of 11.4% in national advertising, compared with 1979, and a 10.4% gain for local. By comparison, he expects national broadcast's 1980 gain to be 13% (Broadcasting, Dec. 17, 1979).

An overriding consideration in recession-year forecasts is that advertisers have learned a lesson in prior lean times—those that trimmed their advertising budgets lost share of market to competitors who didn't trim. It is a lesson they are not expected to forget in 1980—when, in addition, broadcasters' commercial inventory will be reduced substantially below normal by presidential-year political advertising, the winter Olympics next month and perhaps—though this remains iffy—the Summer Olympics in July and August.

Over the past six months or so, forecasts for broadcasting and related fields have been generally consistent.

In mid-1979—when experts were already divided over whether a recession was under way or about to start—Wall Street specialists in broadcasting stocks were foreseeing 1980 gains of 12%-15% for network TV, a considerably broader range of 11%-19% for spot TV and 16% for local TV.

A couple of months later, Dr. David Blank, vice president and chief economist of CBS, estimated that the country was about halfway through a recession and calculated that a recession-lag effect would hold 1980 revenue advances slightly below his estimates for 1979: 15% for network, 11% for spot and 14% for local.

In November, the Television Bureau of Advertising, which has undershot the mark in several past estimates, foresaw a 15% rise for network but more generous advances for spot TV (17%) and local (24%).

President Richard P. Doherty of Television Radio Management Corp., a prominent broadcast management consultant, took a gloomier view of the general economic outlook in his 1980 analysis for Broadcasting. He expects TV station revenues, in total, to rise 8%-10% and radio station revenues to advance 6%-7% (Broadcasting, Jan. 7).

In the pages that follow, this Special Report offers yet another look ahead—by William Suter of Merrill Lynch, Pierce, Fenner & Smith, a leading specialist in broadcasting and related stocks—and an important look back at the 1979 ebb and flow of agency spending, in Broadcasting's annual compilation of the year's top 50 agencies in broadcast billings.
WTVN-TV
COLUMBUS, OHIO

Channel 6

abc

TAFT
Broadcasting Company

Broadcasting’s Top 50 Agencies

Y&R heads the list for second year; 1979 found 42 agencies posting billings gains; broadcast spending up $1 billion over ’78

Dramatic gains posted in television advertising placed through the top 50 broadcast agencies enabled 1979 to emerge as a billion-dollar increase year for combined TV-radio billings.

Broadcasting’s 28th annual survey of leading TV-radio agencies shows that TV spending surpassed 1978’s total by $996 million while radio investment topped that year by more than $45 million for a combined aggregate climb of $1.05 billion.

The gain in 1979 compares with a $730 million increase in 1978 over 1977, and exceeds the previous high of the $900 million rise in 1977 over 1976.

The five agencies reporting the largest increases—Young & Rubicam, J. Walter Thompson, Ogilvy & Mather, D’Arcy-MacManus & Masius and Dancer Fitzgerald Sample—reported combined TV-radio increases amounting to $488.5 million.

For the second straight year, Young & Rubicam emerged as the leading broadcast agency with total television and radio expenditures in 1979 of more than $673 million. And from this large base, Y&R also showed the largest dollar gain, topping its 1978 TV-radio spending by $148 million.

Nor far behind Y&R was J. Walter Thompson, which had led the broadcast agency pack for 21 years until 1978. Thompson had a broadcast billings gain of a healthy $130 million, raising its domestic total for the year to $625 million.

Still in third place is Leo Burnett Co., which strengthened its broadcast expenditures by a relatively modest—for an agency its size—$15 million. Fourth-place BBDO picked up an additional $33 million in TV-radio expenditures, while Ogilvy & Mather, with a hefty $93.7 million in added billings, shot up from ninth to fifth place.

It was a bullish year for the vast majority of agencies, with 42 posting gains in broadcast spending and five reporting reductions. Three were new to the ranking this year.

Strong advances were achieved by other agencies including D’Arcy-MacManus & Masius, up $73.2 million; Dancer Fitzgerald Sample, up $44.3 million; N W Ayer, up $44 million; Grey Advertising, up $36.5 million; Wells, Rich, Greene, up $36 million; Foote, Cone & Belding, up $33.6 million and Doyle Dane Bernbach, up $33 million.

Registering decreases in broadcast billings were Parkson, down $7 million; Della Femina, Travisano & Partners, down $5.1 million; McCaffrey & McCall, down $14.3 million; Norman, Craig & Kummel, down $7.6 million, and Eisaman, Johns & Law, down $2.4 million.

New to the top 50 compilation were Keller-Crescent, Sawdon & Bess and Manoff Geers Gross. Dropping from the list were Post Keyes Gardner, Weightman and Ally & Gargano.

Young & Rubicam and J. Walter Thompson shared honors in all categories of the broadcast business. Y&R was the leading agency in broadcast billings ($673.4 million); total TV billings ($635.3 million); network TV billings ($448 million); spot radio billings ($31.8 million) and biggest broadcast gain ($148.4 million). JWT captured honors in three categories—spot television billings ($198.8 million); total radio billings ($45.1 million) and network radio billings ($14.3 million).

The following is an alphabetical listing of the first 50 broadcast-billing agencies. Figures were obtained from the agencies themselves in the large majority of cases; in others, estimates were gathered from various sources.

18 NW Ayer □ Triggered by the acquisition of major accounts, Ayer’s broadcast billings jumped from $97.7 million in 1976 to $141.7 million in 1979. Total TV billings were up over $39 million, while the total radio billings more than doubled with $145.5 million. Among major accounts gained last year were: Canadair, Gillette, McGraw Laboratories, Menley & James Laboratories, Host International, Japari Travel Bureau International, San Francisco Bay Area Wienschnitlitz Operators Association, Miller Brewing, Nestle, Pacific Telephone &
THE RKO RADIO NETWORK.
IT'S GOING TO TAKE MORE THAN MUSIC TO MAKE IT IN THE 80'S.

The RKO Radio Network gives you:

24 Hours of News  More vital than ever before. RKO Radio Network now airs 228 news and Lifesound feature feeds each week.
Music Specials  Exclusive Eagles special airs the weekend of February 2nd. One of six in stereo and available for local sale.
Satellite Technology  Installing receiving stations in 50 cities by March 1st for full stereo program transmission.
Competitive Compensation  For minimal inventory clearances. Over 60 top-market stations have affiliated with RKO in just 4 months.
Management Information  RKO puts its resources to work in all station operation areas to make you more competitive.

The RKO Radio Network. Lifesound of the 80's.
Just about everybody likes pizza. But not everybody likes it the same way. Some like it plain. Others want it with sausage, pepperoni, or mushrooms.

Well, the same thing's true of radio. You'd be hard pressed to find someone who doesn't listen. But not to the same thing.
That's why Metromedia Radio has so many different formats. Middle-of-the-road/personality, modern country, all news, adult contemporary, album-oriented rock. With 13 stations in 9 cities, we deliver what people order. Even with anchovies.

**METROMEDIA RADIO.**

**Important stations in important places.**

The Broadcasting top 50 advertising agencies and their 1979 radio-TV billings

<table>
<thead>
<tr>
<th>Combined broadcast billings</th>
<th>Total TV</th>
<th>Total radio</th>
<th>Broadcast percent of agency's total billings</th>
<th>Broadcast billings change from 1978</th>
<th>Agency's rank in 1978</th>
</tr>
</thead>
<tbody>
<tr>
<td>$873.4M</td>
<td>$635.0M</td>
<td>$448.0M</td>
<td>$187.0M</td>
<td>$38.4M</td>
<td>1</td>
</tr>
<tr>
<td>2. J. Walter Thompson</td>
<td>625.0M</td>
<td>579.9M</td>
<td>381.1M</td>
<td>198.8M</td>
<td>2</td>
</tr>
<tr>
<td>3. Leo Burnett</td>
<td>367.0M</td>
<td>375.0M</td>
<td>270.5M</td>
<td>82.0M</td>
<td>3</td>
</tr>
<tr>
<td>4. BBDO</td>
<td>361.0M</td>
<td>328.0M</td>
<td>221.0M</td>
<td>107.0M</td>
<td>4</td>
</tr>
<tr>
<td>5. Doyle &amp; Malher</td>
<td>307.8M</td>
<td>283.7M</td>
<td>172.1M</td>
<td>106.6M</td>
<td>5</td>
</tr>
<tr>
<td>6. Dancer Fitzgerald Sample</td>
<td>297.8M</td>
<td>264.6M</td>
<td>177.2M</td>
<td>109.2M</td>
<td>6</td>
</tr>
<tr>
<td>7. Grey</td>
<td>296.9M</td>
<td>284.2M</td>
<td>186.1M</td>
<td>98.1M</td>
<td>7</td>
</tr>
<tr>
<td>8. D'Arcy-MacManus &amp; Masius</td>
<td>275.9M</td>
<td>246.9M</td>
<td>140.2M</td>
<td>106.7M</td>
<td>8</td>
</tr>
<tr>
<td>9. McCann-Erickson</td>
<td>270.0M</td>
<td>238.0M</td>
<td>161.8M</td>
<td>76.2M</td>
<td>9</td>
</tr>
<tr>
<td>10. Doyle Dane Bernbach</td>
<td>246.0M</td>
<td>237.0M</td>
<td>162.0M</td>
<td>75.0M</td>
<td>10</td>
</tr>
<tr>
<td>11. Foote, Cone &amp; Belding</td>
<td>242.3M</td>
<td>220.2M</td>
<td>161.9M</td>
<td>58.3M</td>
<td>11</td>
</tr>
<tr>
<td>12. Benton &amp; Bowles</td>
<td>234.0M</td>
<td>220.0M</td>
<td>140.0M</td>
<td>80.0M</td>
<td>12</td>
</tr>
<tr>
<td>13. Ted Bates</td>
<td>224.5M</td>
<td>208.9M</td>
<td>161.0M</td>
<td>46.8M</td>
<td>13</td>
</tr>
<tr>
<td>14. Wm. Esty</td>
<td>204.0M</td>
<td>181.0M</td>
<td>119.0M</td>
<td>62.0M</td>
<td>14</td>
</tr>
<tr>
<td>15. Wells, Rich, Greene</td>
<td>191.4M</td>
<td>176.9M</td>
<td>114.6M</td>
<td>62.2M</td>
<td>15</td>
</tr>
<tr>
<td>16. Needham, Harper &amp; Steers</td>
<td>182.0M</td>
<td>171.0M</td>
<td>145.0M</td>
<td>26.0M</td>
<td>16</td>
</tr>
<tr>
<td>17. Campbell-Ewald</td>
<td>170.9M</td>
<td>156.0M</td>
<td>103.7M</td>
<td>52.3M</td>
<td>17</td>
</tr>
<tr>
<td>18. N W Ayer</td>
<td>141.7M</td>
<td>127.2M</td>
<td>96.6M</td>
<td>30.6M</td>
<td>18</td>
</tr>
<tr>
<td>19. Kenyon &amp; Eckhardt</td>
<td>131.9M</td>
<td>112.0M</td>
<td>35.0M</td>
<td>37.0M</td>
<td>19</td>
</tr>
<tr>
<td>20. SCC&amp;B</td>
<td>130.4M</td>
<td>124.8M</td>
<td>98.2M</td>
<td>26.6M</td>
<td>20</td>
</tr>
<tr>
<td>21. Cunningham &amp; Walsh</td>
<td>123.9M</td>
<td>112.6M</td>
<td>76.6M</td>
<td>36.0M</td>
<td>21</td>
</tr>
<tr>
<td>22. Gardner</td>
<td>120.8M</td>
<td>112.5M</td>
<td>80.0M</td>
<td>32.5M</td>
<td>22</td>
</tr>
<tr>
<td>23. Compton</td>
<td>113.7M</td>
<td>112.2M</td>
<td>86.8M</td>
<td>23.9M</td>
<td>23</td>
</tr>
<tr>
<td>24. Marschalk</td>
<td>78.8M</td>
<td>72.8M</td>
<td>46.3M</td>
<td>26.5M</td>
<td>24</td>
</tr>
<tr>
<td>25. Boff &amp; Jacobs</td>
<td>77.8M</td>
<td>61.5M</td>
<td>23.4M</td>
<td>38.1M</td>
<td>25</td>
</tr>
<tr>
<td>26. Campbell-Mithun</td>
<td>75.0M</td>
<td>57.0M</td>
<td>12.0M</td>
<td>45.0M</td>
<td>26</td>
</tr>
<tr>
<td>27. Clyne</td>
<td>65.0M</td>
<td>62.0M</td>
<td>41.0M</td>
<td>21.0M</td>
<td>27</td>
</tr>
<tr>
<td>28. KMS&amp;G International</td>
<td>59.5M</td>
<td>50.3M</td>
<td>24.6M</td>
<td>25.7M</td>
<td>28</td>
</tr>
<tr>
<td>29. Parkinson</td>
<td>56.0M</td>
<td>55.9M</td>
<td>55.0M</td>
<td>0.9M</td>
<td>29</td>
</tr>
<tr>
<td>30. Tracy-Locke</td>
<td>53.8M</td>
<td>47.5M</td>
<td>32.1M</td>
<td>15.4M</td>
<td>30</td>
</tr>
<tr>
<td>31. Delta Feminia, Travisano &amp; Partners</td>
<td>52.9M</td>
<td>42.8M</td>
<td>25.8M</td>
<td>17.0M</td>
<td>31</td>
</tr>
<tr>
<td>32. McCaffrey &amp; McCall</td>
<td>52.0M</td>
<td>46.0M</td>
<td>38.5M</td>
<td>9.6M</td>
<td>32</td>
</tr>
<tr>
<td>33. Scall, McCabe, Stoves</td>
<td>50.0M</td>
<td>45.0M</td>
<td>20.0M</td>
<td>25.0M</td>
<td>33</td>
</tr>
<tr>
<td>34. W. B. Donner</td>
<td>48.5M</td>
<td>39.5M</td>
<td>4.5M</td>
<td>35.0M</td>
<td>34</td>
</tr>
<tr>
<td>35. Ross Roy</td>
<td>47.4M</td>
<td>32.3M</td>
<td>10.5M</td>
<td>21.8M</td>
<td>35</td>
</tr>
<tr>
<td>36. A. Eicoff</td>
<td>45.5M</td>
<td>43.2M</td>
<td>0.1M</td>
<td>43.1M</td>
<td>36</td>
</tr>
<tr>
<td>37. Arthur Meyerhoff</td>
<td>43.0M</td>
<td>40.0M</td>
<td>18.0M</td>
<td>22.0M</td>
<td>37</td>
</tr>
<tr>
<td>38. Tatham-Laid &amp; Kudner</td>
<td>42.8M</td>
<td>38.5M</td>
<td>20.8M</td>
<td>17.7M</td>
<td>38</td>
</tr>
<tr>
<td>39. Daniel &amp; Charles</td>
<td>40.0M</td>
<td>37.5M</td>
<td>20.0M</td>
<td>17.5M</td>
<td>39</td>
</tr>
<tr>
<td>40. Lee King &amp; Partners</td>
<td>38.0M</td>
<td>33.2M</td>
<td>12.7M</td>
<td>20.5M</td>
<td>40</td>
</tr>
<tr>
<td>41. DKG</td>
<td>37.8M</td>
<td>35.0M</td>
<td>22.0M</td>
<td>13.0M</td>
<td>41</td>
</tr>
<tr>
<td>42. Creamer</td>
<td>36.8M</td>
<td>32.3M</td>
<td>20.0M</td>
<td>12.3M</td>
<td>42</td>
</tr>
<tr>
<td>43. Warwick, Welsh &amp; Miller</td>
<td>36.6M</td>
<td>34.3M</td>
<td>18.5M</td>
<td>15.8M</td>
<td>43</td>
</tr>
<tr>
<td>44. John Murray</td>
<td>36.6M</td>
<td>34.3M</td>
<td>18.5M</td>
<td>15.8M</td>
<td>44</td>
</tr>
<tr>
<td>45. Keller-Crescent</td>
<td>36.5M</td>
<td>33.1M</td>
<td>13.0M</td>
<td>20.1M</td>
<td>45</td>
</tr>
<tr>
<td>46. Norman, Craig &amp; Kimmel</td>
<td>32.7M</td>
<td>31.1M</td>
<td>17.2M</td>
<td>13.9M</td>
<td>46</td>
</tr>
<tr>
<td>47. Eisaman, Johns &amp; Law</td>
<td>31.2M</td>
<td>20.5M</td>
<td>7.4M</td>
<td>13.1M</td>
<td>47</td>
</tr>
<tr>
<td>48. Erwin Walsey</td>
<td>31.0M</td>
<td>27.8M</td>
<td>18.0M</td>
<td>9.8M</td>
<td>48</td>
</tr>
<tr>
<td>49. Sawdon &amp; Hess</td>
<td>24.8M</td>
<td>22.0M</td>
<td>4.0M</td>
<td>18.0M</td>
<td>49</td>
</tr>
<tr>
<td>50. Manoff Geers Gross</td>
<td>24.3M</td>
<td>23.0M</td>
<td>10.8M</td>
<td>12.2M</td>
<td>50</td>
</tr>
</tbody>
</table>


Ted Bates □ The agency experienced strong account activity, both to and from Bates, during 1979. Gained during the year were Coors beer, Mobil Chemical, products of Richardson-Merrell, Home Box Office, Borden (Kaya), Kel Kan (Meatline), Clairol Appliances and Playtex Bra Division. Lost were Hertz, Nabisco, North America Systems and Thompson Medical.

BBDO □ Broadcast billings at BBDO rose by an estimated 10% as the agency's TV-radio spending climbed by about $33 million. BBDO suffered a reversal last March when it lost the Dodge account, which billed approximately $60 million, but recouped with increased spending by some of its old-line clients plus new business from RJR Tobacco, portions of General Electric and Old Milwaukee Beer from Schlitz. BBDO clients heavily represented in TV and radio during the year were Armstrong Cork Co., American Cyanamid, Black &

Broadcasting Jan 28 1980 42
“MMR lives up to their claims. They increased my market share 16% over my former rep.”

Ted Dorf
General Manager

WGAY AM/FM
Washington’s beautiful music stations


MAJOR MARKET RADIO SALES
“Your Success Is Our Success”

NEW YORK • CHICAGO • LOS ANGELES • PHILADELPHIA • DETROIT
BOSTON • SAN FRANCISCO • DALLAS • ATLANTA • SEATTLE • PORTLAND
Do we have a brake strip for access or do you bet your life?
A great way to reach fans of both comedy and game shows!

Starting Fall 1980. Screen it now!

YOU BET YOUR LIFE
Starring
BUDDY HACKETT

Visit us at NATPE... Crown Suite 1136

Bozell & Bowles  A flurry of new accounts helped B&B to boost its broadcast spending by more than $26 million even though its share of domestic billing fell to 67% from 74% in 1978. Added to the roster in 1979 were Anderson Clayton Foods (new product assignments), Digital Equipment Corp., Jacobsen Division of Textron (power snow blowers and lawn mowers), Stiftel and Computer Sciences. Resigned in 1979 was S.C. Johnson. The agency's extensive broadcast account list includes Procter & Gamble and General Foods, which were active in network and spot TV and radio and in program sponsorships (made-for-TV movies). General Foods also held sponsorship in Bob Hope TV specials. Other strong broadcast spenders at B&B are AMF, Fiat, Texaco, Richardson-Merrell (Vick Chemical), Morton Norwich, Continental Airlines and Hardee's food systems.

Bozell & Jacobs  This agency reported a $14.4-million gain in total broadcast expenditures. TV billings rose to $61.5 million while radio billings gained a substantial $11 million. The broadcast percentage of the agency's total billings went down slightly to 28%; a 1% decrease from 1978's figures. Active broadcast spenders for Bozell & Jacobs were Minolta, Leo, Renfield Importers, Borden's and Jockey.

Leo Burnett  For the second year in a row, Burnett's broadcast increase was comparatively modest: for a large-sized agency, topping 1978's figure by $15 million. The agency's broadcast spending dipped to 57.5% from 60% in 1978. Burnett reported it acquired Litton microwave ovens and ranges last year while losing no accounts. The agency's extensive list of broadcast users includes Allstate Insurance, American Bankers Association, Commonwealth Edison, Genen Giant, Harris Bank Trust, H. J. Heinz, Keebler, Kellogg, Kimberly-Clark, Maytag, Litton, Memorex, Nestle, Pillsbury, Seven-Up, Swift and Procter & Gamble, all heavy in TV. Radio expenditures came from Seven-Up, Steak & Ale restaurants, Maytag, Memorex, Nestle, Pillsbury, American Bankers Association and Kellogg.

Campbell-Ewald  During the year C-E added an estimated $223 million in TV-radio billings as domestic expenditures increased by 13%. C-E's total includes those of Clinton E. Frank and Tinker Campbell-Ewald, all of which are Interpublic agencies. During 1979 active broadcast accounts at C-E included various divisions of General Motors, including Chevrolet, Delco and General Motors Acceptance Corp.; Borden Foods, Rockwell International, Libbey-Owens-Ford, Goodyear Tire & Rubber, Burroughs and Detroit Edison. C-E's billings were swelled by spending at Clinton E. Frank by Kraft, Sokely-Van Camp, International Air Bahama and Agar Food Products. From Tinker Campbell-Ewald came billings from Coca-Cola (flood division), British Airways, Citicorp and Heublein.

C. T. Clyne  Although radio billings remained stable at $3 million, TV billings for Clyne rose $10 million, yielding a total of $62 million. Combined broadcast expenditures were $85 million. Clients heavily active in radio-TV spending were Whitehall, Boyle-Midway, J. P. Stevens, A. E. Staley, Arm & Hammer and Perdue. Major accounts added during the year were Arm & Hammer detergent, Arm & Hammer washing soda, Dry & Clear lotion and the Reagan for President Campaign. The only major account resigned was Wizard deodorizer.

Compton  During 1979, Compton added nearly $4 million to its broadcast billings. TV network spending for the year was particularly heavy with a $10 million increase over 1978's figures. Major accounts gained this year include: Viacom International (Showtime Entertainment), Charter Communications, Dunlop Tire & Rubber, First Federal Savings & Loan of Broward, Union Carbide (carbon products), Duffy-Mott (applesauce, juices), Allan beverages (Moniclear sparkling mineral water), and Thompson Medical (Oxetrim). The latter three accounts were the strongest in radio/TV participation. Resigned last year were Davis & Geck and Norcliff-Thayer (Oraftix).
WE DON'T PLAY GAMES!

We’re the Entertainment Alternative in Access Programming!

SHA NA NA, entering its fourth season, is going strong as a super hit in prime access one night a week. Now, just think what it can do in five! For the first time, the access blockbuster is available on a select market basis for stripping in access. And there are a lot of powerful reasons why SHA NA NA is the ideal access program.

Very important, SHA NA NA is the pure entertainment alternative to Game Show programming. And SHA NA NA certainly doesn’t need to play games to be a winner!

But most important is SHA NA NA’s proven success in access. Just check out the following four pages and let the numbers show SHA NA NA’s leadership in syndication, and its incredible potential in strip.
WE DON'T PLAY GAMES!
SHA NA NA. The Entertainment Alternative in Access.

IN VPS...SHA NA NA SCORED HIGHEST IN KIDULT (2-49) OF ALL SYNDICATED SHOWS.

<table>
<thead>
<tr>
<th>Show</th>
<th>Women 18-49</th>
<th>Men 18-49</th>
<th>Teens 12-17</th>
<th>Kids 2-11</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHA NA NA</td>
<td>.52</td>
<td>.44</td>
<td>.28</td>
<td>.55</td>
<td>1.79</td>
</tr>
<tr>
<td>Brady Bunch</td>
<td>.31</td>
<td>.17</td>
<td>.41</td>
<td>.84</td>
<td>1.73</td>
</tr>
<tr>
<td>Cartoon Strips</td>
<td>.21</td>
<td>.15</td>
<td>.30</td>
<td>1.06</td>
<td>1.72</td>
</tr>
<tr>
<td>Muppet Show</td>
<td>.44</td>
<td>.36</td>
<td>.22</td>
<td>.65</td>
<td>1.67</td>
</tr>
<tr>
<td>Sanford &amp; Son</td>
<td>.48</td>
<td>.43</td>
<td>.32</td>
<td>.41</td>
<td>1.64</td>
</tr>
<tr>
<td>Gong Show</td>
<td>.48</td>
<td>.43</td>
<td>.27</td>
<td>.39</td>
<td>1.57</td>
</tr>
<tr>
<td>Carol Burnett</td>
<td>.41</td>
<td>.29</td>
<td>.28</td>
<td>.38</td>
<td>1.36</td>
</tr>
<tr>
<td>Family Feud</td>
<td>.46</td>
<td>.32</td>
<td>.19</td>
<td>.29</td>
<td>1.26</td>
</tr>
<tr>
<td>Newlywed Game</td>
<td>.47</td>
<td>.33</td>
<td>.21</td>
<td>.23</td>
<td>1.24</td>
</tr>
<tr>
<td>Hee-Haw</td>
<td>.40</td>
<td>.37</td>
<td>.16</td>
<td>.29</td>
<td>1.22</td>
</tr>
<tr>
<td>Name That Tune</td>
<td>.38</td>
<td>.26</td>
<td>.16</td>
<td>.23</td>
<td>1.03</td>
</tr>
<tr>
<td>Misc. Game Strips</td>
<td>.37</td>
<td>.25</td>
<td>.17</td>
<td>.22</td>
<td>1.01</td>
</tr>
</tbody>
</table>

Source: NSI: November '78, February '79

IN DMA...SHA NA NA BEAT ALL SYNDICATED COMPETITION WITH KIDULT RATINGS. (Except the MUPPETS)

<table>
<thead>
<tr>
<th>Show</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHA NA NA</td>
<td>9.5</td>
</tr>
<tr>
<td>Family Feud</td>
<td>9.4</td>
</tr>
<tr>
<td>Newlywed Game</td>
<td>8.4</td>
</tr>
<tr>
<td>Hee Haw</td>
<td>7.9</td>
</tr>
<tr>
<td>Brady Bunch</td>
<td>7.7</td>
</tr>
<tr>
<td>Sanford &amp; Son</td>
<td>7.4</td>
</tr>
<tr>
<td>Name That Tune</td>
<td>7.0</td>
</tr>
<tr>
<td>Carol Burnett</td>
<td>6.5</td>
</tr>
<tr>
<td>Gong Show</td>
<td>6.1</td>
</tr>
<tr>
<td>Cartoon Strips</td>
<td>4.8</td>
</tr>
<tr>
<td>Misc. Game Strips</td>
<td>4.1</td>
</tr>
</tbody>
</table>

Source: NSI: November '78, February '79

The Nielsen ratings for the last broadcast season tell the story.

IN VPVH... SHA NA NA IS #1 WITH ADULTS 18-49 OVER ALL OTHER SYNDICATED SHOWS. THE PROVEN WINNER WITH YOUNG ADULT VIEWERS.

<table>
<thead>
<tr>
<th>Show</th>
<th>Men 18-49</th>
<th>Women 18-49</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHA NA NA</td>
<td>.52</td>
<td>.44</td>
<td>.96</td>
</tr>
<tr>
<td>Gong Show</td>
<td>.48</td>
<td>.43</td>
<td>.91</td>
</tr>
<tr>
<td>Sanford &amp; Son</td>
<td>.48</td>
<td>.43</td>
<td>.91</td>
</tr>
<tr>
<td>The Muppets</td>
<td>.44</td>
<td>.36</td>
<td>.80</td>
</tr>
<tr>
<td>Newlywed Game</td>
<td>.47</td>
<td>.33</td>
<td>.80</td>
</tr>
<tr>
<td>Family Feud</td>
<td>.46</td>
<td>.32</td>
<td>.78</td>
</tr>
<tr>
<td>Hee Haw</td>
<td>.40</td>
<td>.37</td>
<td>.77</td>
</tr>
<tr>
<td>Carol Burnett</td>
<td>.41</td>
<td>.29</td>
<td>.70</td>
</tr>
<tr>
<td>Name That Tune</td>
<td>.38</td>
<td>.26</td>
<td>.64</td>
</tr>
<tr>
<td>Misc. Game Strips</td>
<td>.37</td>
<td>.25</td>
<td>.62</td>
</tr>
<tr>
<td>Brady Bunch</td>
<td>.31</td>
<td>.17</td>
<td>.48</td>
</tr>
<tr>
<td>Cartoon Strips</td>
<td>.21</td>
<td>.15</td>
<td>.36</td>
</tr>
</tbody>
</table>

Source: NSI: November '78, February '79

IN MILLIONS OF VIEWERS... SHA NA NA IS TOPS WITH KIDS AND TEENS IN SYNDICATED SHOWS!
(Only Muppets and Brady Bunch are higher)

<table>
<thead>
<tr>
<th>Show</th>
<th>Children (2-11)</th>
<th>Teens (12-17)</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHA NA NA</td>
<td>3,355</td>
<td>1,707</td>
<td>5,062</td>
</tr>
<tr>
<td>Family Feud</td>
<td>2,700</td>
<td>1,762</td>
<td>4,462</td>
</tr>
<tr>
<td>Hee Haw</td>
<td>2,543</td>
<td>1,476</td>
<td>4,019</td>
</tr>
<tr>
<td>Newlywed Game</td>
<td>2,000</td>
<td>1,811</td>
<td>3,811</td>
</tr>
<tr>
<td>Name That Tune</td>
<td>1,907</td>
<td>1,262</td>
<td>3,169</td>
</tr>
<tr>
<td>Cartoon Strips</td>
<td>2,334</td>
<td>668</td>
<td>3,002</td>
</tr>
<tr>
<td>Carol Burnett</td>
<td>1,615</td>
<td>1,159</td>
<td>2,774</td>
</tr>
<tr>
<td>Gong Show</td>
<td>1,620</td>
<td>1,117</td>
<td>2,737</td>
</tr>
<tr>
<td>Sanford &amp; Son</td>
<td>1,282</td>
<td>1,026</td>
<td>2,308</td>
</tr>
<tr>
<td>Misc. Game Strips</td>
<td>703</td>
<td>560</td>
<td>1,263</td>
</tr>
</tbody>
</table>

Source: NSI: November '78, February '79
The new Nielsens are in for November.

Some Examples...

<table>
<thead>
<tr>
<th>The Markets</th>
<th>SHA NA NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>KNBC #1Women 18-49/Tuesday, 7:30 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/Tuesday, 7:30 PM*</td>
</tr>
<tr>
<td>Chicago</td>
<td>WMAQ #1 Households/Saturday, 12:30 PM +</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49/Saturday, 12:30 PM +</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU #1 Women 18-49/Wednesday, 7:30 PM +</td>
</tr>
<tr>
<td>Boston</td>
<td>WNAC #1 Women 18-49/Saturday, 7:30 PM +</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/Saturday, 7:30 PM +</td>
</tr>
<tr>
<td>Detroit</td>
<td>WXYZ #1 Households/Tuesday, 7:30 PM* +</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49/On station in access* +</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/On station in access* +</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WKYC #1 Households/On station in access* +</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49/On station in access* +</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/On station in access* +</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC #1 Women 18-49/Tuesday, 6:30 PM*</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KPLR #1 Women 18-49/Saturday, 6:00 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/Saturday, 6:00 PM*</td>
</tr>
<tr>
<td>Seattle</td>
<td>KOMO #1 Households/Tuesday, 7:30 PM +</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49/Tuesday, 7:30 PM +</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/Tuesday, 7:30 PM +</td>
</tr>
<tr>
<td>Denver</td>
<td>KOA #1 Women 18-49/Saturday, 6:30 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/Saturday, 6:30 PM*</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KCMO #1 Women 18-49/On station in access*</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WIVB #1 Women 18-49/In market in access*</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/On station in access* +</td>
</tr>
<tr>
<td>Nashville</td>
<td>WTVF #1 Households/Saturday, 5:00 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49/Saturday, 5:00 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/Saturday, 5:00 PM*</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KPHO #1 Women 18-49/Saturday, 5:30 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/Saturday, 5:30 PM +</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR #1 Households/Saturday, 7:00 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49/Saturday, 7:00 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/Saturday, 7:00 PM*</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WBTV #1 Households/Saturday, 11:30 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49/Saturday, 11:30 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/Saturday, 11:30 PM*</td>
</tr>
<tr>
<td>Greenville</td>
<td>WFBC #1 Women 18-49/Saturday, 7:30 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/Saturday, 7:30 PM +</td>
</tr>
<tr>
<td>Wilkes Barre</td>
<td>WBRE #1 Women 18-49/Sunday, 6:30 PM +</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/Sunday, 6:30 PM +</td>
</tr>
<tr>
<td>Harrisburg</td>
<td>WHP #1 Women 18-49/On station in access* +</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49/On station in access* +</td>
</tr>
<tr>
<td>Syracuse</td>
<td>WIXT #1 Women 18-49/Tuesday, 7:30 PM +</td>
</tr>
<tr>
<td>Toledo</td>
<td>WDHO #1 Adults 18-49/Saturday, 7:30 PM*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The Competition</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>The Competition</td>
</tr>
<tr>
<td>Chicago</td>
<td>The Competition</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>The Competition</td>
</tr>
<tr>
<td>Boston</td>
<td>The Competition</td>
</tr>
<tr>
<td>Detroit</td>
<td>The Competition</td>
</tr>
<tr>
<td>Cleveland</td>
<td>The Competition</td>
</tr>
<tr>
<td>Houston</td>
<td>The Competition</td>
</tr>
<tr>
<td>St. Louis</td>
<td>The Competition</td>
</tr>
<tr>
<td>Seattle</td>
<td>The Competition</td>
</tr>
<tr>
<td>Denver</td>
<td>The Competition</td>
</tr>
<tr>
<td>Kansas City</td>
<td>The Competition</td>
</tr>
<tr>
<td>Buffalo</td>
<td>The Competition</td>
</tr>
<tr>
<td>Nashville</td>
<td>The Competition</td>
</tr>
<tr>
<td>Phoenix</td>
<td>The Competition</td>
</tr>
<tr>
<td>Providence</td>
<td>The Competition</td>
</tr>
<tr>
<td>Charlotte</td>
<td>The Competition</td>
</tr>
<tr>
<td>Greenville</td>
<td>The Competition</td>
</tr>
<tr>
<td>Wilkes Barre</td>
<td>The Competition</td>
</tr>
<tr>
<td>Harrisburg</td>
<td>The Competition</td>
</tr>
<tr>
<td>Syracuse</td>
<td>The Competition</td>
</tr>
<tr>
<td>Toledo</td>
<td>The Competition</td>
</tr>
</tbody>
</table>

The Competition

- Newlywed Game; Name That Tune;
- All In The Family; Tic-Tac-Dough
- Movies
- Crosswits; All In The Family; Mash;
- Price Is Right
- Hollywood Squares; L. Welk; Star Trek
- Three's A Crowd; Newlywed Game; Rhoda;
- Andy Griffith
- Joker-Joker; Hee Haw; News
- PM Magazine; All In The Family; Brady Bunch
- News; Hee Haw; Kung Fu
- Tic Tac Dough; PM Magazine; Bob Newhart
- All In The Family; Dance Fever; L. Welk
- Hee Haw; L. Welk; Kung Fu
- Hee Haw; News
- Sports; Pop Goes The Country
- News
- L. Welk; Family Feud
- Sat. Night Live; Movies
- Hee Haw; L. Welk
- Muppet Show; Sports
- Hee Haw; Sports
- Match Game; Newlywed Game
- Joker, Joker; L. Welk
And SHA NA NA continues to be #1!

<table>
<thead>
<tr>
<th>Location</th>
<th>Scheduled Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>WKRG</td>
</tr>
<tr>
<td></td>
<td>#1 Households / Friday, 7:30 PM* +</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49 / Friday, 7:30 PM* +</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49 / Friday, 7:30 PM*</td>
</tr>
<tr>
<td>Davenport</td>
<td>WQAD</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49 / Sunday, 5:30 PM* +</td>
</tr>
<tr>
<td>Chattanooga</td>
<td>WDEF</td>
</tr>
<tr>
<td></td>
<td>#1 Households / Saturday, 11:00 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49 / Saturday, 11:00 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49 / Saturday, 11:00 PM*</td>
</tr>
<tr>
<td>Jackson, Miss.</td>
<td>WLBT</td>
</tr>
<tr>
<td></td>
<td>#1 Households / Saturday, 11:00 PM* +</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49 / Saturday, 11:00 PM* +</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49 / Saturday, 11:00 PM +</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>WBRZ</td>
</tr>
<tr>
<td></td>
<td>#1 Households / Saturdays, 10:30 PM* +</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49 / Saturday, 10:30 PM* +</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49 / Saturday, 10:30 PM* +</td>
</tr>
<tr>
<td>Tucson</td>
<td>KGUN</td>
</tr>
<tr>
<td></td>
<td>#1 Households / Saturday, 6:00 PM*</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49 / Saturday, 6:00 PM +</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49 / Saturday, 6:00 PM +</td>
</tr>
<tr>
<td>Wheeling</td>
<td>WTRF</td>
</tr>
<tr>
<td></td>
<td>#1 Households / Saturday, 5:30 PM* +</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49 / Saturday, 5:30 PM +</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49 / Saturday, 5:30 PM +</td>
</tr>
<tr>
<td>Augusta</td>
<td>WRDW</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49 / Saturday, 7:00 PM +</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49 / Saturday, 7:00 PM +</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>KVVU</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49 / Saturday, 6:00 PM +</td>
</tr>
<tr>
<td></td>
<td>#1 Men 18-49 / Saturday, 6:00 PM +</td>
</tr>
<tr>
<td>Bangor</td>
<td>WVII</td>
</tr>
<tr>
<td></td>
<td>#1 Women 18-49 / Sunday, 6:30 PM +</td>
</tr>
</tbody>
</table>

And, SHA NA NA is #1 with kids & teens in all listed markets!

Add it all up, and the results are clear. Scheduling SHA NA NA as one-per-week or as a strip is the most effective, cost-efficient way to attract the young access audience.

SHA NA NA, produced by Pierre Cossette Productions, is now available for the 1980-81 season from Lexington Broadcast Services on a barter basis (one per week) sponsored by Procter & Gamble, or on a cash/barter (strip) basis. (Four episodes sold for cash and one new show sponsored weekly by Procter & Gamble.)

To find out how SHA NA NA in strip or one-per-week can help strengthen your station's performance in access, talk to the people at Lexington Broadcast Services. They'll tell you why SHA NA NA doesn't play games.

LEXINGTON BROADCAST SERVICES
800 Third Ave., New York, N.Y. 10022  212-838-1185

Produced by Pierre Cossette Productions

*NSI November '79
+ ARB November '79
Cunningham & Walsh  TV and radio billings increased substantially in the past year for Cunningham & Walsh, with an added $14 million in TV and $7 million in radio. The acquisition of Chicago-based Post-Keyes-Gardner at the start of the '79 fiscal year accounts for some of the extra spending. New accounts that helped to spur this growth in billings: The Bank of New York, Realty World, American Home Products (Chef-Boy-Ar-Dee), 21 Brands, No Nonsense Fashions, Northern California Toyota Dealers Advertising Association, Just Pants and Mitsubishi Motors. The agency reported three losses for the year: Liggett & Myers Tobacco, Jos. Schlitz Brewing and FTD Florists.

Dancer Fitzgerald Sample  The agency swelled its billings by more than $44 million, virtually all in television, as radio rose by $700,000 over 1978. New accounts in the agency's fold during the year were Nikon cameras, Ciba-Geigy Agricultural Division, Kix (General Mills), Popsicles, Jacqueline Cochran's Clic fragrance, Procter & Gamble (Solo detergent), and Denver Toyota Dealers Advertising Group. Resigned were the New York area and San Francisco area Toyota Dealers Advertising Groups. Among the heavy network and TV spot clients were CPC International, Procter & Gamble, Toyota, General Mills, Life Savers, and L'eggs and Hanes. Radio support came from CPC, Life Savers, P&G and Toyota.

Daniel & Charles  Estimated broadcast spending by Daniel & Charles increased by $1.5 million during the year. There was a slight increase in both television and radio from a sizable list of clients that include Bristol-Myers (Ban products), Drackett Co., Gotton's Food Division of General Mills, Kayser-Roth and Maidenform.

D'Arcy-MacManus & Maslus  D'Arcy added more than $73 million in broadcast billings, resulting from both an increase in the TV-radio share from 61% to 75.5% and a surge of new business. During 1979 the agency acquired FTD Florists, AT&T Home Center, American Soybean Association, American Hoist & Derrick, Mitre, Komatsu Fork Lift, Lasonic Electronics and Usbico Inc. Accounts resigned include Scripto, Helene Curtis, ITT and Burgmaster. TV-radio investors at D'Arcy during the year were Anheuser-Busch, Cadillac, General Motors, General Tire, Ace Hardware, American Dairy Association, Saluto Foods, Heublein, Kal Kan Foods, Red Lobster Inns and 3M.

Della Femina Travieso & Partners  Total broadcast spending for DFT decreased by $5 million in 1979. The broadcast portion of the agency's total domestic billings is 63%; that's an 8% drop from 1978's figures. Although total TV expenditures were up slightly by $1 million, combined radio billings were down about $6 million. Major accounts that added in broadcast participation were Emery, Dow, Schiefflin, Chemical Bank, Schlitz Light, Bodens and Beck's beer. An important new account for Della Femina was Lipton herbal teas. Lost accounts were Bigelow tea and Aviance perfume.

DKG  This agency's TV-radio expenditures climbed by $3 million in 1979 as the agency acquired Simplicity Patterns, Thermos and Clairol (personal care products). During the year DKG retained Church & Dwight and Ideal Toys. Network and/or spot TV advertisers at DKG are Aamco, Altaiia, Clairol, Coming Glass, Dollar Savings Bank, Remington (shavers) and Getty Oil. Radio investors are Aamco, Altaiia, Dollar Savings Bank and Remington.

W.B. Doner  The $4 million rise in W.B. Doner's broadcast billings, to $48.5 million, represents 9% improvement over the year earlier. Television billings were up 8.2% to $39.5 million, and radio was up 12.5% to $9 million. The agency lost the following accounts in 1979: American Beauty spaghetti, Cunningham drug stores and Venture stores. Accounts gained were: BASF audio and video tape, Dutchboy paints, Roy Rogers Restaurants, General Mills, Fundimentals (including Lionel Trains), Diston Tools, Scott paper, TV Time Popcorn, Foley's department stores, Washington-area Ford Dealers and Herman's Sporting Goods. Other major accounts are Pillsbury, Colt 45, Tuborg Gold, Lowes (eat litter), Hygrade Food Products, Vlassic Foods, Chiquita and Quality Inns.

Doyle Dane Bernbach  DDB picked up more than $50 million in domestic billings in 1979, assisted by obtaining such new accounts as IBM (corporate), Foodways Inc., Weight Watchers International, Sherwin Williams Co. (Stores Division) and C&C Cola. No accounts were lost. The agency increased its broadcast investment by $33 million as TV rose by $35 million and radio dropped by $2 million. Doyle Dane's substantial spenders in TV and radio are Polaroid, Seagram (wines), American Airlines, Volkswagen, General Telephone & Electronics, Procter & Gamble and Clairol.

A. Elcoff & Co.  A. Elcoff reported a 29.2% climb in broadcast billings last year, from $35.2 million to $45.5 million. Almost $2 million of that $10.3-million gain was in spot radio, which soared from the $6 million reported in 1978 to $23.3-million in 1979, a 263.3% gain. While TV network billings were unchanged at $100,000, spot climbed 24.5% to $43.3 million. Accounts added by the agency in 1979 were Newsweek, Avon, Hearst Magazines, Polygram Direct Marketing, Animal Protection Institute and Sanford Corp.

Eiseman, Johns & Law  Although Eiseman, Johns & Law gained in network TV (from...
The best double play in television!

TvAC has the programs.

- 22 series ranging from comedy to drama with musical variety, mystery, folklore, history and documentary.
- 5 new series this year and new segments of continuing programs.
- Now being aired by 250 commercial stations, 185 of which are network affiliates.
- And many of the programs can be supported with sponsor grants.

VPC provides support with tune-in promotion and advertising.

- Press kits and materials for your promotion directors.
- Advertising and publicity in daily and community newspapers.
- Advertising and publicity in national ethnic magazines.
- Advertising in trade journals, national publications and TV Guide, and boldface log listings in newspapers.
- Posters, library bookmarks and other materials.

Don't miss out on this opportunity. Place your programming order now CALL TOLL FREE (800) 421-0597.

(213) 463-2143 In California (213) 463-7060
6464 Sunset Boulevard - Los Angeles, California 90028

A FRIEND OF THE FAMILY AND YOUR FRIEND IN PROGRAMMING
My monthly audience report outperforms the others.

MORE SAMPLE.
MORE ACCURACY.
MORE INFORMATION.
LESS COST.

I'm Tom Birch.
LET ME PROVE IT.

The Birch Report is now delivered to over 80 radio stations in 9 markets. On time. Delivery guaranteed within 14 days.

The Birch Report estimates are based on a unique, pre-drawn sampling technique which allows us to include listed and unlisted telephone households in proportion to the geographic population distribution. Our quick, clean telephone interview procedure results in a high completion rate and more representative sample.

The Birch Report contains 38 pages of trend analyses, persons/shares/ and ratings estimates in all of the key demographics and dayparts, and an hour-by-hour tracking of listening throughout the day.

There are a lot more reasons why The Birch Report is the sensible choice for monthly audience research in the 80's. Call me today. 305-940-7071. You'll be pleasantly surprised.

The Birch Report

A research service of Radio Marketing Research, Incorporated
827 NE 145 Street / North Miami, Florida 33161
$4.9 million in 1978 to $7.4 million in 1979) and network radio ($1.7 million to $3 million), it suffered losses in spot television. Those billings fell dramatically from $19.3 million in 1978 to $13.1 million last year. Spot TV remained stable at $7.7 million. Added accounts were The Flecto Co. and Carta Blanca beer; dropped was Pacific Southwest Airlines. Other major accounts are Pennzoil motor oil, Alpha Bela supermarkets and Suzuki motorcycles. Broadcasting's share of the over-all billing dropped from 67% to 62.

Wm. Esty □ Seven broadcast-oriented accounts were acquired during 1979 at Esty, accounting in part for the $17 million increase in TV-radio billings. New clients last year were Fab Liquid, Lestolit Rug Shampoo, Magnavox video disks, Schick Super II Ultime, Dristan A-F tablets, Wheatworth crackers and Genesee 12 Horse Ale. Resigned was Swift & Co. Television jumped by $15 million and radio edged up by $2 million. Investing in the broadcast media were such clients as American Can, Chesebrough-Pond's, Colgate-Palmolive, Interbank Card Association, Magnavox, Nabisco, Nissan Motor, Novell, Seagram (wines), Swift & Co., Union Carbide, Warner Lambert and Whitewall Division of American Home Products.

Foote, Cone & Belding □ FC&B picked up $33.6 million in broadcast billings, as television grew by more than $33 million and radio by $500,000. New accounts at the agency during 1979 were Atlantic Richfield and Amana; leaving were Sherwin Williams, Armour (Dial soap) and Kali Kan. Network and spot TV clients at the agency include Amana, Armour, Hallmark, S. C. Johnson, Kraft, Sears, Roebuck, Pizza Hut, Sherwin Williams, Sunbeam, Zenith, Bristol Myers, Frito Lay Albertson's, Arco, Mazda, Ramada Inns, Ore-Ida, Clorox, Pacific Telephone & Telegram and Levi Strauss.

Gardner □ Radio-TV billings for this St. Louis-based agency skyrocketed to $120.8 million, an increase of nearly $33 million. Gardner showed a gain of about $31 million in total TV billings alone. Major accounts contributing to this huge increase in broadcast billings were Ralston Purina, Heath Candy, St. Louis Cardinals Baseball Club, Louis Rich, Cam 2 motor oil, Six Flags Over America, Lincoln National Life, Mercury Marine, Bill Dance Outdoors, and Blair Pro Radio Enterprises. New accounts for Gardner include Heath, Dazey Products, Dad's root beer and Bubble Up. No accounts were reported lost.

Grey Advertising □ During 1979 Grey obtained such new clients as Congoleum, Shear- son Hayden Stone, E. R. Squibb (vitamins) and new assignments from Borden, Drackett, ABC and Heinz, while resigning Honda Motorcycles and Amana. The agency's TV-radio spending increased by $36.5 million, including a rise of $2.7 million in radio. Clients active in network TV sponsorships were Procter & Gamble, Revlon, Canon, Timex, Kenner Products (toys and games) and Sentry Insurance. Other television spenders were General Foods, Block Drug, Revlon, Borden, Esmark, Warner Bros., B. F. Goodrich, Carter-Wallace, Kendall Oil, Heinz and ITT Continental. Represented in radio were General Foods, Block Drug, Revlon, Carter-Wallace, Fawcett Books and Totes.

Keller-Crescent □ An Evansville, Ind.-based agency, Keller-Crescent is new to this compilation with $33 million in broadcast billings. It wound up 1979 with a host of new accounts, including Koehring Co., Atomizer Division (air-forced heating), Ever-Fresh Doughnut Division of Tennessee Doughnut Corp., Ameri- can-Standard, Indiana Department of Commerce, Holiday Rambler, and Yorktowne Cabinets Division of Wickes Corp. Resigned during the year were R.C. Allen and Ball Giftware. Keller-Crescent's accounts are heavily involved in spot broadcasting, having spent $20 million last year. Its list of TV-radio accounts includes Magic Chef, Kimball, Fruit of the Loom (hosiers), Van Raalte Hosiers, Murray, Ohio, American-Standard and Champion Laboratories.

Kenyon & Eckhardt □ K&E enjoyed a healthy growth of more than $21 million in broadcast billings in the past year; particularly noteworthy is the $12 million increase in combined television billings. Major spenders in network and spot TV include Chrysler, Quaker State, Bristol-Myers, Colgate-Palmolive and Coca-Cola (wines). The former two accounts listed also participated in network sponsorships. Other active broadcast accounts for K&E were Wm. Underwood, Marshall Field and Savings Bank of New York State. 1979 additions to the agency's long list of accounts are Chrysler, Bristol-Myers (Exedrin), ABC Inc's Travel Rental Corp., Cinzano vermouth, Timex Clock, Prime Computer, New England Automated Clearing House and AM International (AM Inter- tex Division). Accounts resigned were Ford, Fadders and Pabst Light beer.

Lee King & Partners □ Billings in 1979 for Lee King & Partners broadcast clients rose $2.2 million to $38 million. The company reported no network radio billings last year, down from $2.1 million the year earlier, but spot radio nearly quadrupled, from $1.4 million to $4.8 million. The TV total of $33.2 million
They loved him on network...

They’ll flip in syndication.
Just when America could use a good laugh, that little old devil himself comes to the rescue! Flip Wilson—swinging, jivin' and playing it oh so funny.

A #1 ratings smash for over four years on NBC-TV, "The Flip Wilson Show" is now heading for the top in syndication. With music, comedy and guest stars like Lucille Ball, Bill Cosby, Tim Conway, Johnny Cash, Carol Channing and of course, Reverend Leroy and the one and only Geraldine. (The Devil made us say that!)

Yes, Flip's back! And what you see is what you get. 26 of the most hilarious one-hour shows on TV.

The Flip Wilson Show
was divided between $12.6 million in network which was up 12.4%, and $20.5 million in spot, which was down 2.4%. Major accounts added during the year were Fredrick & Herr, Isabel Wine, Wus Radio, and Lipton Noodles & Sauces. Accounts resigned were Dazey Products Co. and Mobil Plastic's Hefty. Current major accounts for Lee King are Alberto Culver, Thomas J. Lipton, Montgomery Ward, Standard Brands' Baby Ruth, Butterfinger and Reggie candy bars, RJR Foods, Kelvinator and the Illinois State Lottery.

28

KM&G International □ Billings in broadcasting were up $6.6 million last year for KM&G, a 12.5% rise to $59.5 million. On a percentage basis, radio and television grew by roughly equal amounts for the agency—13.6% and 12.3% respectively. However, the 2.5% growth in TV network billings were far surpassed by a 23.6% boost in spot. Major broadcast accounts for KM&G include Heinz, Gulf National Geographic, Rubbermaid, Clorox, Gordon jewelry, Hunt-Wesson and Chesapeake and Potomac Telephone. Spot TV additions this year were Snasta Beverages, Pillsbury, Clorox Clear & Rich household soap and Randell's supermarkets (in spot radio); resigning were Kaufmann's and California Table Grape Commission. Spot radio additions were H.G. Parks, Pinsta Foods, and the Pennsylvania Bureau of Travel Department.

50

Manoff Geers Gross □ New to the top 50 listing this year, Manoff Geers Gross is a solid spot advertiser, having invested $12.2 million in television and $1.3 million in radio last year. Manoff's broadcast clients include Cargill Inc. (poultry products), Castle & Cooke (Bumble Bee seafoods), Fuji Photo Film, Kraft, Luden's Inc., National Car Rental Systems, SCM Corp. and Welch Foods.

24

Marshalk □ TV-radio expenditures rose by an estimated $10.9 million in 1979 as Marshalk's domestic billing rose by approximately 15%. New clients on Marshalk's roster were Upjohn, Glenbrook Laboratories and Richardson-Merrell (drugs and toiletries). Represented on its long roster of broadcast accounts are Bristol-Myers, Coca-Cola (Sprite), Gillette, W.R. Grace, Maybelline/Plough, Paine, Webber, Jackson & Curtis and Ohio Edison.

32

McCaffrey & McCall □ McCaffrey & McCall reported a $14.3 million decrease in combined broadcast billings with a total of $52.2 million for the year. A loss of more than $13 million occurred within the total TV expenditures, yielding $48.1 million. Radio billings decreased to $3.9 million from 1978's figure of $5.1 million. The broadcast percentage of the total domestic billings went down from 65% to 45%. Clients contributing to broadcast spending were: Del Taco, National Enquirer North American Phillips (Norelco razors, coffee maker, microwave ovens), Pfizer (Ben-Gay, Desitan, Paquin skin care products), Sarah Coventry and J. C. Penney.

9

McCann-Erickson □ The agency's broadcast billings rose by an estimated $30 million as McCann reported a 12% increase in domestic spending over 1979. McCann suffered a sharp setback when it lost the estimated $60-million Miller Brewing business but since the effective date was in November, the loss will be reflected largely in 1980. McCann, the largest of the interpublic agencies, was reported to have added more than $75 million in domestic billing in 1979, including new accounts and assignments from American Express, Barclays American, various Coca-Cola bottlers, Heublein and Houwat (foods). Among the long list of TV-radio spenders at McCann during 1979 were the Best Foods Division of CPC International, Coca-Cola, Exxon, Campbell Soup, Del Monte, Gillette, Kraft, Lufthansa Airlines, Miller Brewing, Laura Scudder Snack Foods and Sony consumer products.

37

A. Meyerhoff □ The agency's broadcast billings increased by $7.6 million in 1979, hitting $43 million. However, the gains were not shared by both radio and television: The agency's radio billings fell 41.2% to $3 million, while television was up almost $10 million, a 32% improvement. Almost all that gain was in network billing, which more than doubled to $18 million. Major accounts at Meyerhoff are Wrigley, the Boyle-Midway division of American Home Products, Brach Candy and the tannery and cleaning products of Missouri Hickory.

 Biggest spenders

Total broadcast billings
Young & Rubicam $573.4 million

Network TV billings
Young & Rubicam $54.5 million

Spot TV billings
J. Walter Thompson $188.8 million

Total radio billings
J. Walter Thompson $45.1 million

Network radio billings
J. Walter Thompson $14.3 million

Spot radio billings
Young & Rubicam $31.8 million

Biggest broadcast gain
Young & Rubicam $148.4 million

16


46

Norman, Craig & Kummel □ Broadcast billings reported by this agency were down 18.9% compared with the year earlier, a drop of $7.6 million. Television billings slid 15.3% to $31.1 million while radio was halved, down to $1.6 million from $3.6 million. Major accounts resigned were Saab Scania, Cie & Dunrad. During 1979, the agency added New York Bank for Savings, Carter Wallace proprietary division, Spring Mills consumer products, several 21 Brands products, Revlon Classic Line and Touch & Glow liquid make-up, and Taylor Rental.

5

Ogilvy & Mather □ The agency reported a hefty $93.7-million increase in broadcast billings in 1979, abetted by the acquisition of the $35-million Trans World Airlines account, plus substantial expenditures from Pabst Brewing, Kimberly Clark (diapers) and Smith Barney. Harris Uigham Co. Lost during the year were Trailways, Mercedes/Benz and RCA Universal. Television grew by more than $82 million and radio by a comfortable $10.9 million. O&M's growth was spurred also by increased spending from old-line clients, among which are American Express, General Foods, Avon, Campbell Soup, Chase-Broug-Pond's, Hershey Foods, Menley & James, Lever Bros. and Sears, Roebuck.
The 70's were only the beginning.
For the 80's more than ever...

Selcom Management shown left to right: Bill McHale, Executive Vice President, Barbara Crooks, Vice President—Dallas, Bill Smither, Vice President—Los Angeles, Donn Winther, Vice President—Chicago, Jim Schneider, Vice President—New York, Lynn Picadio, Vice President—San Francisco, Linda LaPlant, Vice President—New York, John Wilson, Vice President—Atlanta, Jim Forrer, Vice President—Detroit. Andy Rainey, Vice President—New York. Lou Faust, President.

watch out for Selcom

Selcom, Inc. Radio Representatives
1221 Avenue of the Americas, New York, N.Y. 10020, (212) 730-0202
The cards are stacked in your favor when you play Goodson-Todman's new nighttime "Card Sharks."

Available now as a prime access strip for Fall, the nighttime version of "Card Sharks" has...

All the fast-paced, exciting, suspenseful elements of the NBC morning hit!

Instant audience involvement in a game that quickly turns viewers into players!

Popular host Jim Perry!

Big cash prizes that insure big numbers!

With this hand, it's a sure bet at night with...

GOODSON-TODMAN'S

"Card Sharks"

Source: Arbitron, 11/79. Rankings and shares based on 4-week avgs. Audience estimates subject to limitations of the rating service.
HERE'S A SAMPLING OF "CARD SHARKS" ON NBC AFFILIATES
(10 am, Monday-Friday, November 1979)

<table>
<thead>
<tr>
<th>Local Market</th>
<th>RANK IN TIME PERIOD</th>
<th>SHARE OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rating</td>
<td>Share</td>
</tr>
<tr>
<td>New York</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>Chicago (9 am)</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>Washington</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>Miami</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>Sacramento-Stockton (9 am)</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>Columbus, O.</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>Greenville-S'burg-A'ville</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>Providence</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>Orlando-Daytona Beach</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>Charleston-Huntington</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>Louisville</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>H'burg-York-L'ter-L'non</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
<tr>
<td>Norfolk-F'mouth-N.N.</td>
<td>FIRST</td>
<td>FIRST</td>
</tr>
</tbody>
</table>

Additional market data is available on request.

NATPE '80
SAN FRANCISCO HILTON
SUITE 1015

Firestone Program Syndication Co.
1200 West Broadway, Hewlett, New York 11557. (516) 569-6900
Last year we finished number one.
This year we promise we'll do better.

The number one CBS affiliate in the top 15 U.S. markets.

The final rating period for 1979 showed WCCO Television was the Twin Cities' number one television station.* As a matter of fact, WCCO Television has been number one in the Twin Cities for over thirty years. We also finished 1979 as the number one CBS affiliate in the top fifteen markets with four or more VHF stations. But it's 1980 now. Those numbers are history. If we are to remain number one, we must continue to improve. We promise we will.

Moore people watch WCCO Television.

4 Minneapolis St. Paul
Represented by Telerip

*Source: Arbitron Reports November 1979, M-S, 9AM-Midnight. Estimates subject to limitations. (top 15 markets with 4 or more VHF stations)
Parkson Advertising □ Total broadcast billings in 1979 were $56 million, down from $63 million in 1978. Television billings were $35.9 million, with network TV accounting for $35 million of that figure. The broadcast percent of the agency's total billings remained unchanged at 90%, Parkson's main contributor to radio/TV spending was Nabisco with Triscuits, Escort, Wheat Thins, and Chicken-In-A-Biscuit crackers. Other major accounts are: Century Creations (Rose Milk skin care products), Ace Comb, and J.B. Williams toiletries (Aqua Velva, Lectric Shave, 5 Day Mon Triomphie) and pharmaceuticals (Geritol, Mega vitamins, Sominex, Serutan, Femiron, Vivarin, PVM and ACU-Test).

Ross Roy □ 1979 saw a gain of 18.5% in broadcast billings at Ross Roy, for a total of $47.4 million. TV and radio both posted healthy gains, 21% and 13.5% respectively. Total TV billings were $32.3 million, total radio $15.1 million. Biggest percentage gainer was TV network dollars, up 87.5% to $10.47 million. The agency lost its Chrysler Corp. account during 1979, which included corporate advertising, as well as Fleet and Leasing and Mopar Parts and Service. A new addition to Ross Roy's roster was La-Z-Boy Chair, which is active in network and spot TV. Other major accounts are K-Mart, with network and spot billings in both radio and television, and Unroyal and McDonalds, both of which are in radio and television spot.

Sawdon & Bess □ New to the top 50 compilation this year, the agency acquired five accounts active in broadcast: Pulsar Watches, J. Brannam (clothing chain), Sterling Optical, Sterling Dental Centers and Brooks Bros. Kinney Shoe is active in all phases of radio and television (network and spot), while Pontiac Dealers are represented in spot television and radio. Other spot advertisers are Brooks Bros., Pontiac Dealers, Pulsar, Sterling Optical, Brannam, and Woolworth/Wooolco.

Scali, McCabe, Sloves □ This agency experienced a spot TV surge in 1979, with that category bringing in some $25 million in billings, about double that of 1978. Network TV remained about the same at $20 million and both network radio and spot were up, $800,000 (to $1 million) and $3.8 million (to $4 million) respectively. The broadcast share of agency billings rose 6% to 56% of the total. Major accounts added were Sperry, Jewelry, Zoysia Farms and Calvin Klein, resigned were Olivetti, Van Heusen and Simplicity Pattern. Other major accounts are Volvo, Singer, Pioneer, Chesbrough-Ponds, American Can and Perdue.

SSCB □ With a gain of about $12 million in radio-TV spendings, SSC&B reported $130.4 million in broadcast billings for 1979. This figure represents 71% of total domestic billings. Network TV spending was up by more than $10 million and spot TV increased by about $1.5 million. Radio spending was also up in 1979 with a gain of $1 million. One of the biggest accounts added during the year was Mannan (Skin Brace, Speed Stick and Millionaire Cologne). SSC&B reported no lost accounts.

Tatham-Laird & Kudner □ This agency's billings were up 12.9%, or $4.9 million, in 1979 with over $5.7 million of the increase in radio, and $3 million of that in print. The total for broadcasting was $42.8 million; $38.5 million in TV, $4.3 million in radio. Major accounts gained in 1979 were Thomson Vacations, Con...
HOW TO SAVE YOUR LIFE AND THE ONE NEXT TO YOU
OVERCOMING YOUR PSYCHOLOGICAL RESISTANCE TO SEAT BELTS MAY BE THE KEY.

The facts are startling. Experts estimate that about half of all automobile occupant fatalities last year might have been avoided if the people had been wearing seat belts. That’s because injuries occur when the car stops abruptly and the occupants are thrown against the car’s interior. Belts prevent this.

Many people say they know the facts, but they still don’t wear belts. Their reasons range all over the lot: seat belts are troublesome to put on, they are uncomfortable, or they wrinkle your clothes. Some people even think getting hurt or killed in a car accident is a question of fate; and therefore, seat belts don’t matter.

If you’re one of those people who don’t use belts for one reason or another, please think carefully about your motivations. Are your objections to seat belts based on the facts or on rationalizations?

Here are a few of the common rationalizations. Many people say they are afraid of being trapped in a car by a seat belt. In fact, in the vast majority of cases, seat belts protect passengers from severe injuries, allowing them to escape more quickly. Another popular rationalization: you’ll be saved by being thrown clear of the car. Here again, research has proved that to be untrue—you are almost always safer inside the car.

Some people use seat belts for highway driving, but rationalize it’s not worth the trouble to buckle up for short trips. The numbers tell a different story: 80% of all automobile accidents causing injury or death involve cars traveling under 40 miles per hour. And three quarters of all collisions happen less than 25 miles from the driver’s home.

When you’re the driver, you have the psychological authority to convince all of the passengers that they should wear seat belts. It has been shown that in a car, the driver is considered to be an authority figure. A simple reminder from you may help save someone’s life. And please remember children can be severely injured in automobile accidents, too. Make sure Child Restraint Systems are used for children who aren’t old enough to use regular seat belts.

Because so many people still don’t use their seat belts, the government has directed that some form of passive restraint—one that doesn’t require any action by the occupant—be built into every car by the 1984 model year. GM is offering one such restraint—a new type of automatic belt—as an option on the 1980 Chevette to gain insight into its public acceptance.

By the 1982 model year, we must begin putting passive restraints in all full-size cars and, eventually, into the entire fleet. But until you purchase one of these cars of the future, you can protect yourself and others by using seat belts and urging your family and friends to follow your example.

At GM, we’re very concerned about safety. So please fasten your seat belt, because even the best driver in the world can’t predict what another driver will do.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

General Motors
People building transportation to serve people.
An all-new strip from Goodson-Todman!
Based on their greatest format ever!

Out in front at the NATPE!
SUITE 4378
SAN FRANCISCO HILTON
The super-charged new “Truth” is geared to a new generation of young adults. And to the changing lifestyles and interests of a new decade.

It introduces a magnetic new host, Robin Ward! Hand picked by Goodson-Todman, the same host-makers who developed Garry Moore, Gene Rayburn, Richard Dawson, John Charles Daly and Bill Cullen as star hosts.

Variety says, “First indications among tv-rep programmers in New York is that “Truth” could end up as the most formidable of the new game show strips.”

Stay a step ahead of the game with a call to Viacom today. Pilot screenings are available. Start date is September 1980.
A RADIO SUCCESS STORY OF OLYMPIC PROPORTIONS.

Radio promotion history is now being made. Thanks to 121 radio stations who are contributing to one of the largest co-ordinated fund-raising promotions in America. These 121 Official Winter Olympic radio stations have established individual fund-raising goals for their respective stations totalling more than one and one-half million dollars. This mammoth philanthropic effort proves the power of radio and the commitment of radio people. The Lake Placid Olympic Organizing Committee would like to give special thanks to these special radio stations.
**Dr. Golden’s Egg Diet:**
(for a healthy radio station)

**TAKE TWICE A DAY**

**FUTURE FILE**
An excursion into the future with the thinkers and dreamers who will take us there. Ten 3-minute shows each week hosted by Dave McQueen. Now on the air in 143 Arbitron markets.

**FILM CLIPS**
The world of film as seen through the eyes of Hollywood’s leading personalities. Ten 3-minute shows each week hosted by David Sheehan. Already placed in 123 Arbitron markets. Premieres March 31.

**TAKE ONCE A WEEK**

**ROCKIN’ OUT**
America’s hottest rock ‘n’ roll music as presented by top rock DJs from across the nation with guest appearances by major recording artists, live in-concert segments, rock news features and a retrospective. An exciting 2-hour magazine format hosted each week by Jack Snyder. Already placed in 100 Arbitron markets. Premieres weekend of April 5-6.

**GREAT AMERICAN MUSICAL**
Broadway and Hollywood’s most memorable music with guest appearances by the stars of yesterday and today. A 2-hour show hosted each week by Chuck Southcott. Already placed in 105 Arbitron markets. Premieres weekend of April 5-6.

All Golden Egg programs are available on a barter basis to stations in Arbitron measured markets and on a cash basis in unmeasured and foreign markets.

Please send information and demo on the following:

( ) FUTURE FILE
( ) FILM CLIPS
( ) ROCKIN’ OUT
( ) GREAT AMERICAN MUSICAL

Your Name ________________________________
Title ________________________________
Station ________________________________
Address ________________________________
Phone No. ________________________________
solidated Foods, Chef Pierre frozen baked goods; Superior Tea & Coffee Co. new products; Citibank new ventures; Science Research Associates, Home Reading and Language Arts Program, IFT, Consumer Publishing division, Montgomery Ward Enterprises; Singer Direct Marketing Services. Existing clients that added new assignments during the year were Ralston Purina, R.J. Reynolds Tobacco and Libby, McNeil & Libby. Lost was the Coca-Cola Foods Division Coffee Brands account.

J. Walter Thompson □ JWT rounded out a banner year, accumulating an increase of $130 million in TV-radio billings, building its base to $625 million, second only to Young & Rubicam. The agency picked up a sizable number of small and medium-sized accounts, including Sun Banks of Florida, Outboard Marine International, Magnetic Video Corp. and various products from S. C. Johnson, while losing Con-goleum and STP Thompson swelled its television billings by more than $115 million and radio also benefited, growing by almost $15 million. Represented in the large list of broadcast advertisers at Thompson are Burger King, Eastman Kodak, Lever Bros., Miles Laboratories, National Airlines (leaving this year), Pepti-Cola, Scott Paper, Standard Brands, Warner-Lambert, Ford Motor, Kraft, Quaker Oats, Schlitz, Sears, Reoebuck and Oscar Mayer.

Tracy-Locke □ Tracy-Locke's $53.8 million in broadcast billings were a 17.2% improvement over the year earlier. While TV spot dollars slid fractionally to $15.4 million, network billings were up $5 million to $31.2 million. Radio network, nonexistent a year prior, was a $1.4 million contribution in 1979, while spot radio launched by newcomer by roughly the same amount, to $4.9 million. Major accounts added by Tracy-Locke were Shasta new products, Multiple Allied Services, American Home Video, American Television Communications (a Time Inc. subsidiary), and an agency of record assignment from Frito Lay, as well as taking that company's Tostitos campaign nationwide, but the agency lost the Borden Dairy Services Division account.

Warwick, Welsh & Miller □ This agency gained $1.8 million in total broadcast billings in 1979, with the strongest growth over the previous year in TV spot. The scattered TV buys rose from $96 million to $123.2 million. Radio spot also grew from $1.3 million to $1.6 million. Network declined, however, with TV dropping from $20.4 million to $20 million and radio from $3.5 million to $2.7 million. New ac-
counts and/or products added in 1979 were Equity Americana, Parade Publications, King Kola World, Securities Group, Burlington Industries (Caress Sheets), CPC International (Presto Cake Mix) and Joseph E. Seagram & Sons (Bodquals British Gin, Nikolai Vodka, Olmec Tequila, Sabis, Vandermint, Tuaca and Cheri-Swisse liqueurs). Dropped was Air Canada. Other major accounts are Red Rose tea, U.S. Tobacco, Benjamin Moore, Economics Laboratory, Lehn & Fink and Plough.

Erwin Wasey □ Broadcast expenditures rose by an estimated $4.1 million during 1979 as Wasey's over-all billings climbed 13%. An Interpublic agency, Erwin Wasey handles only a small number of accounts, but they all participate in broadcast. Its TV-radio billings accrued from Carillon, Gulf Oil, Pillsbury (frozen foods), California Avocado Advisory Board and Julius Wile Sons.

Wells, Rich, Greene □ In 1979, this agency continued its yearly upward trend in broadcast spending. With a total of $191.4 million for the year, Wells, Rich, Greene showed a solid increase of $36 million. Total TV billings were up about $42 million, although radio billings dropped from $20 million in 1978 to $14.5 million last year. Major accounts gained for the year were: Diners Club, Citizen Watch, Procter & Gamble (Prelm Concentrate), Ralston-Purina (Bucher's Blend dog food), Fold, Century 21 real estate, and Braniff International. The last three accounts were heavily active in radio and TV spending. Accounts resigned in '79 were: TWA, Waring, Us Magazine and Ferrero International (Tic Tac mints).

Young & Rubicam □ Y&R, which moved into first place in the top 50 compilation for the first time last year, displacing J. Walter Thompson, bolstered its broadcast billings in 1978 by a huge $148.4 million. Counterbalancing its loss of Plymouth-Chrysler business was the assignment to Y&R of the Lincoln Mercury Division of Ford. It also picked up new products from Miller Brewing and accounts including Massey Ferguson, McGraw Edison (tractors), Jenn-Air (electric ranges), Curtis Mathes (TV sets), West Bend (appliances), Certs and the Armour Poultry Division. Other detections were Patist Brewing, General Electric (electric appliances), Arrow and Sperry Rand. Radio was down by almost $10 million, with television increasing by more than $158 million. Y&R's long list of broadcast accounts during the year included American Home Products, Gulf Oil, Johnson & Johnson, General Foods, General Electric, Frigo-Lay, Dr Pepper, Eastern Airlines, General Cigar, Procter & Gamble, Singer, Time Inc., Clorox and Gailo.
Some experts say the recession is still out there, waiting to happen. Bill Suter’s experts at Merrill Lynch, Pierce, Fenner & Smith say it’s already started and could be pretty rough. But Suter, a leading specialist in broadcasting and related stocks, thinks these fields have a lot going for them to ease the pain. In this interview, he told BROADCASTING editors why he believes broadcasting will outperform the economy—and gave his views on a broad range of other issues as well.

**Walking on the sunny side of Wall Street**

Are we in a recession now, and if not is there going to be one?

Our economists say that we’re in one and it’s going to be a fairly bad one. They’re predicting that real GNP will go down 2% and corporate pretax profits down about 20% in 1980.

What does that mean for the broadcasting business?

I think it might take a little bit of growth away from it, but if you’re going to have a recession it’s best to have it in an election year, because that’s always the strongest year for the industry. I think the industry will do well and outperform the economy, as it did in the last recession in 1974.

I’m fairly optimistic about what broadcasters can do because they operate to a certain extent outside, or are not affected as much—because the broadcasting marketplace is somewhat unusual the economy will have less effect on broadcasters than on many other industries.

How long do you think this recession will go on?

Things probably will start to improve toward the latter part of 1980.

What are your projections for broadcasting?

I’m projecting that network revenues will be up 15-17% including the benefit from the Olympics—assuming there is an Olympics—and for station revenues I’ve got a range of 11-15%, with the first quarter probably being the weakest and getting better through the year. The first quarter might be a little better than people anticipate.

How do those figures compare with 1979?

In 1979 I had network revenues up 16% and stations up 12% to 13%.

You mentioned “if there is an Olympics.”

Have you started to take a serious look at what would happen if there isn’t?

Well, I’ve considered that, and there are all different combinations—possibly moving them to another site, not having them at all. My feeling is if the Olympics were canceled, you’d throw a lot of dollars onto the network marketplace. However, some of that money is specially allocated for the Olympics, so you might have a small shortfall and some of the prices could be affected, but most of the network buyers are already committed for that period. I don’t think they would pull out of their existing commitments and try and run over to NBC and get cheaper prices. Some might, but I don’t think to any great extent. So I don’t think the cancellation would have any great effect on network revenues. On NBC, obviously, it could be more of a negative because they’ll have to scramble around and replace the business. Also, their O&O’s and affiliates are looking forward to an actual bonanza from the Olympics so it
WTMJ wanted
digital effects during the fact
not after.

“We bought the real-time practicality of NEC’s DVE®.”
Ray Hernday, Chief Engineer, WTMJ.

NEC’s Digital Video Processing
DVE is capable of simultaneous
synchronization and special effects
for real-time applications from
chroma-key tracking on up—as
opposed to other units which are
post-production oriented.

“There’s a lot of equipment out
there that might do the job,” said Ray
Hernday. “But NEC had, by far, the
most features at the best price.”

Jim Wuliman, WTMJ’s Director of
Engineering, went even further. “Size
and expansion capability were very
important. We needed everything
from basic synchronization to Digital
Video Processing to multi-freeze. We
got everything we wanted along with
NEC’s great reputation for quality
and superior service.”

Find out how NEC’s DVE is for real
and for you. Call now for our DVE
demo tape.

Call Toll-Free 800-323-6656.
In Illinois call 312-640-3792.
Most other program suppliers ask you to pay them for the privilege of carrying their satellite signals... but SIN, The National Spanish Television Network, PAYS YOU! If your cable system is outside the primary coverage of one of SIN's affiliated TV stations, you can become the SIN affiliate in your area. Carry our Westar II signal, more than 100 hours of Spanish programs each week, and receive regular monthly compensation for each Spanish-speaking home on your system. SIN's top-quality Spanish programs will attract new subscribers. You keep 100% of these new subscriber revenues — plus the payment from SIN. For details call collect to Bill Stiles or Susan Catapano, (212) 557-9050.

National Spanish Television Network
250 Park Avenue, New York, New York 10017
would affect the stations that are NBC affiliates. It also could affect the whole station marketplace, obviously, so other stations could also be affected, and that would be in August, primarily.

Going into next quarter, what do you see in spot activity?
I think it’s doing quite well. I had an estimate of about 8% to 10% for station revenues and I would say that now I’m looking to the top end of that range. It started a little slow, but that’s typical in January because it is a less popular month even though viewing levels are high, and advertisers, having finished one budget, are waiting for their new budget and they want to take a look at things, especially in this economic environment. Now I think there’s been a slight pickup in the spot market. I think it’s done a little bit better than expectations, running in the 9% to 10% area. Local seems to be spotty but in some cases seems to be quite strong. The smaller markets seem to be doing better than larger markets—(1) because the impact is greater on a smaller base, and (2) of course, with Olympics in February, ABC stations are doing very well. And now the primaries are starting to come along and I understand that in Iowa, the first primary, they’re up 35% to 40%. So the first quarter is, I think, going to be a good quarter—not spectacular, but a little better than people expected.

What are you projecting for spending through the campaigns?
Well, I really hadn’t put a figure on it. You don’t know how many candidates are going to stay in the primaries and that sort of thing. The important thing is that the spending tends to tighten up in the marketplace in which this is being done, and that leads spot buyers to spend more . . . not spend more, but to commit themselves earlier and pay higher prices. And that psychological influence is more important than the actual money spent, although I think most of the politicians, having seen what the political consultants do, for various candidates with television, are more likely to use television. And this year there are six more primaries than in previous elections.

Are you saying the chief impact has already been felt?
The psychological impact, to a certain extent, I know one buyer for a major agency recommended to his clients that they buy spot early because of the primaries, for one reason. But I think the influence will accelerate as you get into the period when you have more primaries. The first quarter, again, has the fewest. Looking at the breakdown, in the first quarter you have 12 presidential and one congressional/gubernatorial primary, for a total of 13. In the second quarter, you have 25 presidential and 21 congressional—a total of 46. In the third quarter, no presidential primaries, but 27 congressional/gubernatorial. The second quarter has the most primaries in it, and the third still has a lot of congressional primaries. So as the year unfolds, the positive effect of election spending will be felt more and more.

You’ve been talking about television. How about radio?
Radio I understand is quite strong—surprisingly strong in the first quarter—and I think radio will benefit from the same influences that have acted on television. Where television prices are being driven up, sometimes the buyers can’t afford television, or you have an overflow of network dollars and they go into radio. So I think radio will benefit from these same factors that television’s going to benefit from.

Have you made any projections for radio?
I think it will be a good year for radio, with revenues up 8% to 11% for 1980, with good strength in the first quarter.

How far ahead would you like to make a projection for television?
Over the next five years the television industry can grow about 10% a year in revenues. I don’t have a negative view on the fractionalization threat of the new technologies. All the evidence to date seems to support the idea that television will continue to grow. I’m assuming that pay television will not have advertising on it. It seems to me that’s one of the big pluses to the consumer to buy pay television. Therefore the advertiser should go to the normal commercial television system. And therefore he’ll continue to spend his money. Even if you have fractionalization, you have a couple of things going for the broadcasters. One is that circulation keeps increasing with the number of TV households, which grows about 2% a year. And the upward pressure on prices also comes from increased demand of more and more advertisers coming into television or using television more. And then there’s the trend, in our economy of consolidation, for bigger companies to buy smaller ones—the big ones knowing how to use television. All these factors point to higher prices. One example is in daytime viewing for networks. In the last five years that’s been down 12%, but due to the growth of households with television, that’s been offset by circulation growth so that homes delivered by television networks during the daytime are about equal to what they were five years ago. But for the same number of households delivered the prices in daytime are double what they were five years ago. And I think if you have any kind of fractionalization that same type of pattern will assert itself and television prices will continue to rise.

How about television profits? What effect is inflation having on them?
Well, inflation obviously affects your expenses, but inflation also has a beneficial effect on your sales side. For the companies that advertise on television, sales rise in line with inflation and usually they will put a certain percentage of their sales into advertising and you have a constant increase in the pie, if you will, that is going to have a chance of being spent on television. And television continues to increase its share of advertising and I think it will continue to do so. Especially on the local level, because they only have about 12% of local advertising dollars in television, and as more and more people are going to use it, I think television will continue to increase market share.

With inflation at the level it’s reached, and the increase in interest rates, how do you view that impact on broadcasters?
Well, the other big plus for broadcasters is the fact that they have a tremendous cash flow and they don’t have a big need for capital, to build another plant to make more products. They have their stations. Now, there has been a pressure on stations to invest more in capital in terms of minicams and helicopters, so they’re
FUTURE FLIPPER

Ride a new wave of counter programming!
A perfect alternative in prime access programming is riding your way. It's FUTURE FLIPPER.

That universally popular porpoise—Flipper—is back! This time in new animated adventures set 100 years in the future, amidst underwater cities and all the dazzling innovations of the 21st century. And that's not all that's ahead of its time.

Each half hour episode is a product of the latest in U.S. animation techniques resulting in dimension and depth that has to be seen to be believed.

FUTURE FLIPPER'S superb production, educational and entertainment value make it perfect for family viewing, especially in access time periods.

But the best part about FUTURE FLIPPER is you don't have to look to the future to get it.

It's being sold now—in 26 half hours!

Future Flipper

NTA

12636 BEATRICE STREET, LOS ANGELES, CALIFORNIA 90066 (213) 390-9663
BUD GROSKOPF, CHIEF OPERATING OFFICER, ARTHUR S. GROSS, V.P., WORLD-WIDE SALES
using more of their depreciation for equipment, but you still have an excess cash flow. So high interest rates work to their advantage; they just put their cash to work in the bank. Also, I should mention that inflation, if it continues at a high rate—10%, to be conservative—over the long term—going back to my sales concept—could push revenues even higher than 10%.

Do your economists have any long-range projections on inflation?

They feel it will come down, on the long term. They feel government has made some right moves to stem it, and that recession will put a dent in it. But maybe less so than they thought a year ago.

You mentioned capital costs for broad:

interest rates hurt them more because they’re very capital intensive. What’s helped cable is the increasing acceptance by the consumer of pay cable, and cable’s ability to sell it better. Cable has developed better marketing techniques. In the past, when it first started growing, cable didn’t need marketing. People came to them to ask for cable in the “natural cable country.” Now, as they get into areas with good reception and more signals, they have to market it there. And marketing the satellite-distributed pay has been a big breakthrough. This enabled them to make more money on each customer.

So I think cable will probably survive a recession and high interest rates better than it has in the past. Pay cable, of course, has not been tested in a recession. Cable itself was tested in 1975, and it held up pretty well in terms of not having much of a higher disconnect rate. What they found was that penetration in new systems was lower than they would have expected, so they had to go back and remark their rates when times were better, and then they could get the normal penetration rate.

My feeling is that there probably will be the same experience in terms of pay: there will be less penetration in a recession in a new system, but you’ll eventually get that penetration rate when you remarket.

Those extraordinarily high pay penetration rates in new-build situations could be affected by the recession, particularly in those areas which are hard hit, the more industrial cities. Places like Detroit and Cleveland, already are seeing the impact in terms of television stations.

If your people prove to be wrong and the recession is not as bad as you expect, what would that do to your projections?

I’d probably look to the upper end of my ranges, especially on the station side. I have a feeling, particularly as the first quarter is unfolding, that it could be on the upside anyway, because it seems to be getting tighter in spot and local. So I would look to the upper end of my ranges, and if we really had no recession, you could look for even better results. I don’t think it would change network very much, because network’s practically 90% sold out through the third quarter anyway. It would help

news is becoming a more profitable program form than it’s been, that is a short-lived phenomenon, or is it something that might point the way to the future of broadcast television?

It’s not a short-term phenomenon. One reason [at present] is the Iran crisis. And in an election year you tend to get more viewing of news because there are more things happening. Another reason is that the networks are using their new staffs to do shows like 60 Minutes, which increases their profitability. And the fact that 60 Minutes has such a high rating has already encouraged more network news shows.

“I don’t have a negative view on the fractionalization threat of the new technologies. All the evidence to date seems to support the idea that television will continue to grow.”

So I think that’s probably something that’s with us for quite a while.

How does news compare as a product, in cost terms, compared to entertainment programing?

Well, it’s still less profitable. It used to be a losing item, but now, for example, with a show like 60 Minutes CBS is making some money on the news. But it doesn’t make anywhere near as much as entertainment does. They also consider the item in terms of prestige level, and now viewers are coming into it more, so you can look for rising revenues. The other thing is that you’ve had an increase in corporate advertising in the last five years, and corporate advertising tends to like to be in something like the news. They think that’s their audience, that’s the type of people they want to get. So you’ve a tendency there, too, for prices to go up.

How proformently does a network’s news operation figure in your financial analysis?

It’s not that big a profit area. The analysis is primarily prime time and daytime. Together they represent over 70% of revenues. In daytime, which represents 20% of revenues, the profits are higher because the margins are better. So those are the two key areas. The one area, the other 30%, are obviously important. They make a difference, but prime time and daytime are the chief things.

How will CBS’s recent ratings affect revenues and profitability?

Well, there’s a lag effect here. It will affect them most when they start selling the new season upfront in the spring, first. But it also helps in terms of the scatter market and not having any make-goods. As networks tend to move shows around, advertisers will be less likely to drop out and switch to something else, if CBS has that strength. So it makes it easier for them to accommodate their advertisers. But the real benefit will come when they sell upfront next season. Then I think they would increase their share of the prime-time

KETA-TV Goes Harris!

KETA-TV, Oklahoma City, Oklahoma goes Harris with a TV-50H, 50 kw VHF high band color TV transmitter.

For complete information, write Harris Corporation, Broadcast Products Division, P.O. Box 490, Quincy, Illinois 62301

KETA-TV Goes Harris!

SPECIAL REPORT

KETA-TV, Oklahoma City, Oklahoma goes Harris with a TV-50H, 50 kw VHF high band color TV transmitter.

For complete information, write Harris Corporation, Broadcast Products Division, P.O. Box 490, Quincy, Illinois 62301

KETA-TV Goes Harris!

SPECIAL REPORT

KETA-TV, Oklahoma City, Oklahoma goes Harris with a TV-50H, 50 kw VHF high band color TV transmitter.

For complete information, write Harris Corporation, Broadcast Products Division, P.O. Box 490, Quincy, Illinois 62301
market, about half the network revenues.

What's the downside effect on ABC?
It's two-fold. In terms of actual dollars they will probably lose some market share in prime time. And it also affects the expense side. The more shows you've got to put on, the more expensive it is. So I think it's going to mean that ABC's profits will grow less fast, and CBS's should accelerate. But there are still going to be good profits for both of them.

Psychologically it has a plus effect for CBS and their affiliates. And somewhat of a minus effect for ABC, with their momentum having been broken. They made mistakes in their scheduling for this fall season, and they have to live with it. It would tend to make the CBS programming team, which is relatively new, look better, and people realize that ABC's programming team, which had been the best, can make mistakes too.

What is the outlook for related businesses—programming suppliers and the like?
The whole software area's outlook is quite a bit improved by the glow of technology. You have more demand now for the software product, coming from pay cable, STV, as well as networks and stations. So I would think that the companies that control the product and who distribute it have a very much better outlook than they had before.

What about the advertising business?
We feel advertising is going to be up about 11% in 1980, with television advertising up about 14%. The television share of advertising will go from 20.7% in 1979 to 21.4% in 1980.

Can you give us some sense of what you see as the prospects of individual companies? Are there people who are going to be stars in 1980?
Historically, the group broadcasters, the stations, do somewhat better in earnings increases in an election year than do the networks. They both have a very good revenue gain because of the positive supply and demand situation, but networks have increased costs to cover political conventions and campaigns. So the stations tend to do better in the election year. The networks, having dropped off the election expenses and given a good upfront market, tend to do better in the post-election year. And I think that will also be the case this year. For my estimates I've got the networks [ABC and CBS] up about 10% in earnings, as total companies, with the group broadcasters up 15% to 20%.

I think all the group broadcasters will do quite well. Capabilities, which is an excellent, well-managed company, should do in terms of the growth in the broadcasting business—there they're ABC affiliates in many cases and the winter Olympics should help that. They've had a tendency to outperform the market, because of their management strength. They also have the benefit of a smaller loss in the Wilkes-Barre operation, where there was a strike against their newspaper. They're even buying their stock back, so the number of shares outstanding will be less than it was last year. In fact, they've had two buying programs, and are in the process of acquiring another 600,000 shares early this year, which will have a beneficial effect on their earnings per share.

John Blair, of course, will be affected by the increase in the spot business that's been better than expected. They'll also benefit from the fact that they've acquired a number of new stations to represent. They were hurt by the Oklahoma City-station start-up of the C they have there [KOKH-TV], and they're having more competition from other U's coming into the market. They have a big printing operation which was affected quite negatively in the last recession by the slowdown in the economy. This year they're hoping for less of a negative impact because of a broader product line and better sales effort, but that remains to be seen. Here again they're getting into more of coupon and advertising related printing, and if advertising holds up that should be a plus for them.

Metromedia had an excellent year last year, and I think will have a good year this year. Its stations are doing very well with M*A*S*H and All in the Family in access time. Their outdoor properties, which do very well, are almost sold out for the year. There are the two main areas they're in. They're getting into production, too, of miniseries like Operation Prime Time, but I think it's too early to get much of an earnings benefit from that. I think the stations and the outdoor will give them a good increase; I've got their earnings up about 11% this year, because of their big gain last year.

Multimedia has had a good growth record with its newspapers and broadcasting stations; I think that will continue to be the case this year. They're going to have a little bit of dilution from their move into cable—they bought the Kansas State Network's cable operation, as well as the Wootica franchise and there could be a possible dilution there of about nine cents a share. Despite that, I think that their earnings could be up in the area of 15% and pay penetration in their systems is also going very well so the dilution may not even be nine cents, it may be a little less than that, and they'll continue to grow, I think, through the two acquisitions.

Storer Broadcasting has, of course, sold off all its radio stations and is putting the money into cable, which I think makes sense for that company. Now, they are starting to build a lot of new cable systems, and that's starting to slow down their earnings growth until they get the systems built and start to be profitable. So that slows down the second half of 1979, and we will have somewhat of a slowdown in 1980. Their Cleveland and Detroit TV stations are being hurt by a slowdown in the economy and they may not be up as much as some of the others. I've got their earnings increasing about 12% in 1980.

Tall has done well in the last few years with their earnings, a combination of rising earnings from their stations, the amusement parks and their West Coast operation, which has been very profitable and is growing rapidly. They've added two important acquisitions, Quin-Martin and Worldvision, and again, in terms of software, I think that now have a good, complete unit to benefit from the demand for software. I think that they will do very well, and I've got their earnings up about 20% in 1980. They're going into a Toronto park in 1981 and it looks as if that could add a lot to earnings in the amusement park area.

Viacom also has done well, long term, coming out of CBS as strictly a syndicator and getting themselves positioned very nicely to benefit from all the changes occurring in the broadcasting area. Now you have Viacom with the syndication business and this year that will contribute a lot of increase because of All in the
Family syndication. They're also into cable and pay cable. The cable's doing well and Showtime will stop to make money for them in a bigger way in 1980 and 1981 and beyond, because they're investing a lot of money in Showtime right now, they're getting more cable systems to accept it and the fact that cable is selling Showtime along with Home Box Office gives them a bigger market to shot for. I think they will do very well. I'm glad to see them also acquiring radio and TV stations, because here's a company in the forefront of technology and they feel that the broadcasting business as we know it, the conventional broadcasting business, is good enough to invest their dollars in.

Finally, U-A Columbia, which is a fine cable company, is growing very rapidly, and they've proved that you can really do well with cable in the suburbs around cities. Their big plus is the San Antonio market franchise which could about double the size of the company. I've got earnings up about 22% for this year because of the start in San Antonio, but they've had a great growth record, and they're going after more franchises, including southern Connecticut.

How do you stack cable up against broadcasting?

I think cable will grow faster because of going into new markets, and because of the penetration we're seeing for pay. Broadcasting, being a more mature market, a more mature industry, may not grow as fast, but broadcasting takes a lot less capital than cable does, so your return on investment is a very good one, and I think both are good businesses to be in. Also, I believe broadcasting will grow rapidly, particularly on the local side, where you have a very low penetration in advertising dollars and you constantly have new people coming in. I was interested to read recently that churches are now starting to advertise on television because they've got to offset the competition from television evangelists, and they think that's a good way to increase attendance.

I find that when one company from an industry goes into television the competitors normally follow. Merrill Lynch and its bulls went on television then E. F. Hutton and Paine Webber and now you have Smith Barney and other people coming into television. And it happens in many industries. The real estate industry is another example. You already have lawyers; I've seen some locally here where they advertise for divorce services. That's another whole big area. And government, which didn't advertise very much, is now advertising very heavily; the Post Office, Amtrak, and now the armed services are allowed to advertise, and they're going on television. So you constantly have more people coming into television with bigger budgets.

Comparing 1978 to 1973—in 1973 you had about 2,500 advertisers and in 1978 about 3,100 advertisers, combining network and spot together. This increased demand is a big factor and the major companies continue to spend more and more. And the other major factor, going into a recession, is that most of those advertisers are nondurable consumer products, and profits than those who do not cut. And the best time to increase your market share versus your competitors and move cut back on advertising and you don't. So all these factors will add up to a good demand for television.

If you had $5,000 to invest for medium-term appreciation, what branch of the business would you put it in?

That's a good question. A lot of the stocks have already done very well, especially the cable stocks; they've gone right through the roof. But I think something like a Viacom gives you a play both in broadcasting and cable-related situations. Taft gives you a good play on software. I would add Multimedia to that list because they do have a good record and now they've got a participation in cable. I think those three in broadcasting. And I would like to make a participation in STV and cable as well. I think those things are going to do really well. Cable is a question of trying to find one that is reasonably priced. STV there aren't that many public companies. I think you've got to watch things very closely, it's a very infant industry, which is still developing techniques, technology, management. That kind of thing, but I think it's going to do quite well.

In the last several weeks, we've seen the price of gold go through the roof along with the cable stocks. But in the most recent period, the stock market hasn't slid back as a lot of people might expect it to. What's happening there, and is there any implication for broadcasters?

Well, we feel that the stock market is cheap on a historic basis, and that you are going to have a big market over the next few years. You could have some dips along the way. I think the broadcasters will continue to increase their earnings, especially in a year of a bad economy. So that will have a very positive meaning for broadcasters, especially with their high cash flow. The companies can use this cash flow not only to acquire their stock, as I mentioned, but to raise their dividend and to acquire other companies, as they have, to add to their earnings growth and to go into new areas of technology themselves, whether it's CBS with telex, or ABC making movies. So I think that long term, it's a good area in which to make an investment. Particularly as I thought the industry had proved it can outperform the economy in a recession in 1975, but it looks as if the market is saying it wants it to prove it again in 1980. And I can think of a better year to pick it than an election year. So I think the industry will outperform the economy.

Cable will grow faster because of going into new markets and because of the penetration for pay. Broadcasting, being a more mature industry, may not grow as fast, but broadcasting takes a lot less capital than cable does, so your return on investment is a very good one, and I think both are good businesses to be in.

Noe Enterprises Inc. Goes Harris!

KNOE-TV, Monroe, Louisiana goes Harris with a TV-50H, 50 kW VHF high band color TV transmitter.

For complete information, write Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62307.
Rested and Ready for 1980

Fred Flintstone and Friends
Yabba dabba doo.

Hop on the Bandwagon! After a years' rest, Fred is back for 1980-81. Ninety-five half hours of Fred, Barney and such other great characters as Jeannie, the Partridge Family, 2,200 AD, Goober and the Ghost Chaser, Yogi and Pebbles and Bamm Bamm all produced by Hanna-Barbera.

A proven winner for two years in syndication, Fred Flintstone and Friends was consistently a top five kid show with a phenomenal 15 kid rating. Now Fred is back for 1980. Yabba Dabba Doo!

For further information, call or write:

At NATPE '80:
John Claster
Michael Bayer
Claster Television Productions
Tower Suite 4484
200 East Joppa Road
Towson, MD. 21204
Telephone (301) 825-4576

© Hanna-Barbera Productions 1966
Programing

NBC O&O's will strip 'Family Feud'

It's five big-city TV's will go Monday-Friday with same show at 7:30, considerably reducing market for programs that run at lesser frequency

For the first time, a network-owned-and-operated television station group will be stripping the same program on all its stations during prime-time access.

Word came last week that NBC O&O's would be going with Family Feud across the board Monday through Friday at 7:30 p.m. (NYT) beginning in September. Feud, produced by Goodson-Todman and distributed by Viacom, currently is offered twice a week in access by the NBC group's WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago, WKYC-TV Cleveland and KNBC(TV) Los Angeles.

In a separate announcement, the NBC O&O's gave their commitment to the new Toni Tennille Show, a talk-variety strip for late afternoon (see following story).

The Feud decision knocks Sha Na Na, $1.98 Beauty Show, Newlywood Game, Price is Right, In Search Of... and The Guinness Game off weekday prime-time access slots at the NBC-owned stations.

Now that a full O&O group is going out of the checkerboard business in prime-time access, it further decreases the market for syndicators needing top-market sales for once- or twice-a-week fare.

The NBC stations' decision was said to be a result of—and fuel to—the increased stripping trends in the industry. According to Wes Harris, vice president, programs, for the NBC Television Stations, "the marketplace just seems to be shrinking," making it more and more difficult to come up with "alternatives."

A case in point prior to the NBC go-ahead on Feud, Harris explained, was Ogilvy & Mather's decision not to return with The Guinness Game, fearing that not enough stations would be cleared.

And on its own, NBC seed money only came close to developing one product that for a while looked as though it had possibilities—Lexington Broadcast Service's Look What They've Done to My Song.

"We were in the position of renewing programs by default," Harris explained.

Instead, the stations went with Feud, the second highest rated once- or twice-a-week access program after ITC Entertainment's The Muppet Show.

For a while it looked as if Feud wouldn't be stripped, with ABC-TV believed to be objecting that it would mean over-exposure for the version it carries in daytime. While unconfirmed, industry talk was that Goodson-Todman probably was able to change ABC-TV's attitude by observing that daytime Feud could go elsewhere when it comes time to renew contracts.

The ABC O&O television stations will continue to checkerboard with various programs in prime-time access next season. Committed are two plays of Hollywood Squares and one each of the $100,000 Name That Tune and Match Game P.M. Other shows currently running on ABC stations in various markets include That's Hollywood, Wild Kingdom and Sha Na Na. Feud runs twice a week in Detroit and San Francisco.

Ron Polevoy, the ABC O&O's new vice president, programming, said "stripping of a game show is not the business we're in." But he admitted that Feud "will give us as much competition as we like."

Hal Hough, vice president, programming, for the CBS-owned TV's, also said it has been a "difficult year" for access fare..."the product is not out there." Hough said the CBS stations are taking their time about the 1980-81 prime-access line-up with only KMOV-TV St. Louis locked up with Family Feud, Hollywood Squares, Match Game P.M. and the Muppets.

Beyond that, however, Hough didn't want to say as yet.

At WBBM-TV Chicago, the CBS-owned station's prime-access is another matter, with news. ABC's WLS-TV there goes the same route.

While in the afternoon, NBC's owned TV stations will be stripping 'Toni Tennille Show'

MCA TV's The Toni Tennille Show, a new talk-variety entry for 1980-81, scored big last week, with word that all five of the NBC-owned television stations would run the late-afternoon strip.

"We never anticipated a five-station deal with NBC," said Don Menchel, president of MCA TV. The network-owned group had invested development money in the project. But at best, Menchel explained, a sweep of all stations was not expected.

The Tennille news followed earlier word that another new face would be coming on the talk-show scene with Strong backing: John Davidson, whom Group W is offering as a replacement for long-running Mike Douglas (Broadcasting, Jan. 21).

The Toni Tennille Show will be available in either 90-minute or 60-minute form. The NBC stations have gone with a 52-week commitment (including 10 repeat weeks), with an option to pull out after half a year.

Among the other early Tennille takers are McGraw-Hill stations KERO-TV Bakersfield, Calif., KGT(V) San Diego, KMGM-TV Denver and WRTV(TV) Indianapolis.

The set will be nightclub-style and the show is to include a different co-host each.
week, as is currently used by Mike Douglas. A repertory group of comedians also will be included.

The deal for "Tennille's" straight cash and MCA TV at this point is not holding back any time for national advertising. Menchel said that while he would be "happy to break even the first year," the immediate concern is to invest enough to build the show. "We're not going to milk it," he stated.

Three NBC stations — WNBC-TV New York, WMAQ-TV Chicago and KNBC Los Angeles — also will be taking a weekly half hour of the Second City Comedy Show (Osmond Television) for either a 7 p.m. weekday slot or 7:30 p.m. on Saturday.

The show will be seeded by NBC stations, coming from the same umbrella comedy group as the Canadian-produced Second City Television offered as weekly late- night fare on NBC's New York and Los Angeles stations. The players will be different, and in access, Wes Harris, NBC O&O TV vice president, programs, explained, "they can't get as rowdy.''

NATPE '80: by leaps and bounds

International contingent will help boost registration to record 3,700; sessions to be shirtsleeve type

When the National Association of Television Program Executives holds its annual conference in San Francisco next month, expectations are for business as usual. NATPE-style, that means yet another year of record participation.

Over-all attendance at the San Francisco Hilton Feb. 16-21 has been projected at about 3,700, up from last year's 3,300. A good number of those will come from abroad, with this year's international registration at 300, almost three times that of 1979.

That being the case, more distributors will be staffing their suites with international sales representatives. And the marketplace itself will be bigger. There are reservations for 238 suites, up from 225 a year ago, and more distributors are sharing space to beat a high hotel bill.

According to Steve Currie, conference chairman and manager of broadcast operations at KQTV-Portland, Ore., NATPE organizers this year are putting more emphasis on "nuts and bolts" sessions. Among those he cited were "Graphics for the 80's" and "Get Me My Lawyer (a short course in basics and an update on new communications law)." But the wider issues, he said, will be amply covered as well.

Sessions that Currie expects will generate considerable interest are:

"Sex and the Single Station (how local stations cope with the verbal and visual handling of explicit sex in national productions)."

"Can You Afford to be Number One (is the cost of production justified by the potential revenue? Is there a balance between demos and gross rating points? Would you do better to remain number three in your market?)."

"Television 1980" and "Television 1990." "1980" will feature a NATPE-commissioned report from Management Analysis Corp. of Cambridge, Mass., on new media and their effect on free over-the-air television. There's also a presentation from Video Probe Index on households with multiple video sources.

"1990" will offer four-to-five-minute looks into the future by a diverse group: Dick Belkin, Lee Enterprises; Joel Chessman, Post-Newspaper Stations; James Fiedler, Discivison; Herb Granath, ABC Video Enterprises; Larry Grossman, Public Broadcasting Service; Benjamin Hooks, former FCC commissioner, now executive director of the National Association for the Advancement of Colored People; George Koehler, Gateway Communications; Marvin Kolsow, Bristol-Myers; FCC Commissioner James Quello; Jack Valenti, Motion Picture Association of America; Thomas Wheeler, National Cable Television Association; Robert J. Wormington, Association of Independent Television Stations; Elie Abel, Stanford University, and television technology pioneer Vladimir Zworykin.

Add to those sessions others ranging in subject from the prime-time access rule to children's television. NATPE also will have a two-part international "Small World" workshop.

Offering the conference keynote address will be Richard O'Leary, president of the ABC-owned television stations. Others taking their turns at the podium will include Henry Geller, director of the National Telecommunications and Information Agency, and producer Garry Marshall.

Joining FCC Commissioner Quello at the convention will be colleagues Joseph Fogarty, Anne Jones and Abbott Washburn. Another from Washington will be House Communications Subcommittee Chairman Lionel Van Deelit (D-Calif.).

Elsewhere, there are the annual affiliate gatherings and various station group and rep meetings.

This year's Iris Awards ceremony will have Hal Linden as host, entertainment by Ben Vereen and a line-up of celebrity presenters ranging from Miss Universe to Leonard Nimoy.

CBS ties for top

Network's win for week ended Jan. 20 puts it even with ABC with season-to dates of 19.4

After consistently whistling away at ABC-TV's lead in the season-to-date averages, CBS-TV finally has broken through. It now shares first-place honors with the long-time leader.

For the period from Sept. 17 to Jan. 20, both networks are tied at a 19.4 rating.
"LATER" than you think. With ratings averages of 3 in Los Angeles and 4 in New York, Columbia Pictures Television’s Life and Times of Eddie Roberts, late-night comedy strip that premiered on Metromedia TV stations and others Jan. 7, appears destined for graveyard. Dick Woollen. Metromedia’s vice president for programming, said that after 13-week contract expires, group is almost certain to drop show entirely. Metromedia’s decision indicates that Columbia will scrap show after completion of original 65 half-hours, said Ken Page, executive vice president for CPT Distribution. "The practical reality," he said, "is that with Metromedia vacating its position on it, we will probably have to suspend production." Program is carried by 28 stations covering over 45% of national audience. Metromedia’s seven-station group accounts for over 40% of LATER’s potential audience. Production costs for initial run totaled in excess of $1.6 million, it’s believed, with CPT putting up approximately 70% and Metromedia remainder. According to Page, CPT will still be offering show at month’s National Association of Television Program Executives convention in San Francisco.

Start-tracked. Fremantle Corp., New York, will introduce at National Association of Television Program Executives convention next month pilot for weekly half-hour series based on acts from week’s top-40 charts. Titled Star Tracks, projected series will be fed via satellite to subscriber stations so that acts will be current. Episode to be shown at convention will be based on charts of week of Jan. 28 through Feb. 2, which will have been carried in New York and Los Angeles. Fremantle plans to record Star Tracks on Sundays with talent based on advance copies of following week’s charts.

Feet wet. International Creative Management, New York, is venturing into television program syndication with formation of ICM Television Marketing, based in Los Angeles. President of new unit is Joseph H. Goldfarb, who has been executive vice president, Group W Productions.

On radio too. Special series of radio programs, including live simulcast of CBS-TV’s coverage of award presentations, are included in package put together for 22nd annual Grammy Awards. Package includes three-hour special on nominated artists and music to be broadcast one week before awards; 90-second segments spotlighting nominees to be carried daily 10 days before presentations, and live on-scene celebrity interviews from Shrine Auditorium in Los Angeles. Gary Standards Productions, Los Angeles, is handling production and TM Productions, Dallas, is distributor.

‘Coast to Coast!’ That’s title of new three-hour daily radio variety-interview show from Woodruff Organization. Launched in test broadcasts, show has Rick Forrester, former interviewer at KSDC in San Diego, as host, as well as “family of experts” on American life styles.

Energetic. Creative Marketing & Communications, Cincinnati, is offering Energy Saving Ideas, 65 one-minute radio programs targeted to homeowners. Available on exclusive-use basis, series may be used as public service feature or to generate in-store traffic by inviting listeners to pick up from sponsor free transcript of that day’s idea.

Eligibility for federal contracts. Government is setting up “Qualified Videotape Producers List,” to be used by all executive offices and agencies that solicit videotape production proposals from private sector. Project is being undertaken by DOD Directorate for Audiovisual Management as executive agent for Office of Federal Procurement Policy. Effective March 31, any company that wishes to do work with government must be on that list. Application for initial list must be received by Feb. 29. Form will be provided only upon written request to DOD Directorate for Audiovisual Management Policy, Federal Audiovisual Contract Management Office, 1117 North 19th Street, Room 601, Arlington, Va. 22209.

Monkee does. Popclipa, combining contemporary music and video, is being added to "Nickelodeon" offerings by Warner Amex Satellite Entertainment Corp. (subsidiary resulting from recent 50% purchase of Warner Cable by American Express). Popclipa is produced by Pacific Arts Television, whose president is Michael Nesmith, formerly of TV’s Monkees.

The envelope, please. Action for Children’s Television has begun accepting submissions for its 1979 Achievement in Children’s Television Awards. Specials are not eligible; programs must be designed for young audience and broadcast as part of ongoing series of at least six parts first aired during 1978. Sample three-quarter-inch videocassette, along with descriptive information on series, should be sent with $10 entry fee to ACT, 46 Austin Street, Newtonville, Mass. 02160. Deadline is Feb. 29.

NBC-TV remains odd network out with a 17.7.

It was during Super Bowl week that CBS forced ABC to share its crown. Not surprisingly, the CBS telecast of the Pittsburgh-Los Angeles contest was the highest-rated program of the week, earning a 46.3 rating and a 67 share.

CBS estimated that 105 million people saw all or part of the game. If that figure eventually is confirmed by A.C. Nielsen, that would mean the game was the most widely watched of all Super Bowls. Rating for the game was 47.2.

Following the gridiron action in the top-10 program list were the Super Bowl Post-Game Show (35.7 rating/51 share); CBS’s 60 Minutes (33.2/51); ABC’s Three’s Company (31.0/47); CBS’s M*A*S*H (29.8/44); ABC’s Taxi (27.8/43) and Fantasy Island (27.3/47); CBS’s Dallas (27.2/45); ABC’s Love Boat (26.1/42); and CBS’s Dukes of Hazzard (25.7/41). NBC’s highest rated show was Little House on the Prairie (24.9/36), in 12th place.

For the week ended Jan. 20, CBS won Monday, Friday and Sunday; ABC took Tuesday, Wednesday, Thursday and Saturday.

The week’s prime-time average was CBS 22.5/35.2, ABC 20.2/31.6, and NBC 16.2/25.2.

With the Super Bowl, the post-game show, 60 Minutes and Trapper John M.D., CBS overpowered its competitors with a 39.6/58.3 average on Sunday night. Friday also proved strong for CBS when the Incredible Hulk, Dukes of Hazzard and Dallas brought in a 24.3/40.1.

ABC’s hardest hitter was Saturday, when a special two-hour Love Boat, followed by Fantasy Island, pulled in a 26.5/43.6. The night was considerably damaging to the premiere of CBS’s The Chisum, which, against Love Boat, scored a measer 13.5/22. ABC came close to a 40 share on Tuesday with Happy Days, One in a Million, Three’s Company, Taxi and Hart to Hart averaging a 25.4/39.8.

While the preview of the new One in a Million series managed an acceptable 20.4/31, its score didn’t match its Happy Days lead-in (22.0/34) and was considerably lower than Three’s Company (31.0/47), which followed it.

NBC, in a poor showing, managed to cross the 30-share mark of acceptability only on Monday, with Little House on the Prairie and the movie, “Power,” bringing a second-place 19.9/30.9.

David Frost’s interview with the former shah of Iran on ABC’s 20/20 won its time period (20.3/33) but CBS’s Knots Landing (19.3/31) and that 105 million people watched is not yet determined.

Lowest rated program of the week was CBS’s Beatrice Arthur Special, which scored a 10.4/18.

On another ratings front, ABC claimed victory for calendar year 1979 from sign-on to sign-off (“Closed Circuit,” Jan. 21). ABC said it led with a 10.3 average rating (up from 10.1 in 1978), followed by CBS with a 9.2 (up from 9.1) and NBC with an 8.5 (down from 8.8).
Columbia adds Raster to its roster

Movie giant strikes deal to buy Ray Stark’s firm for stock worth around $9 million

Columbia Pictures Industries has agreed in principle to acquire Ray Stark’s Rastar Films, Inc. in a stock deal whose current value is between $8 million and $10 million. Columbia said that “if all conditions are satisfied” it expects to complete the purchase in about a month.

Stark has had what the announcement described as a “strong and satisfying relationship” with Columbia, having produced “Funny Girl,” “The Way We Were,” and “California Suite,” among other films, for Columbia. Rastar films in current Columbia release are “The Electric Horseman” and “Chapter II,” with additional projects in pre-production.

Under the terms of the agreement, Stark will produce films exclusively for Rastar for “at least three more years,” and will then have “an exclusive long-term relationship with Columbia.”

President and chief operating officer of Rastar is Andy Fogelson. Stark is chairman of the board and the principal shareholder. Columbia said that Rastar’s organization will remain intact following the acquisition. The agreement calls for Columbia to give Rastar shareholders between 235,000 and 300,000 shares of Columbia common stock, which closed last Wednesday on the New York Stock Exchange at $32.

Frank Pierce, president of Columbia’s motion picture division, said “the proposed acquisition is especially significant because it underscores the division’s success in attracting important independent producers and directors to Columbia, and then developing long-term relationships with them.”

In the ring. Wsac-tv Hartford, Conn., is latest organization hoping to hold presidential forums. It has sent invitations to Democratic and Republican candidates to participate in prime time “debates” modeled after Republican affair in Des Moines on Jan. 5. Democratic forum would be held on March 21, Republicans on March 22. Both would be televised live by station from University of Hartford’s Lincoln theater.

Back to the news. “First national competition for news and documentary Emmys since 1975” is way National Academy of Television Arts and Sciences President John Cannon bills entries whose winners will be honored at awards ceremony on Feb. 11 at New York’s Rainbow Room. In addition, says Cannon, that will be first NATAS ceremony in academy history devoted exclusively to news and documentary achievements.

Contractual strife. Black reporter for wabc-tv New York, John Johnson, sued station last week, claiming it refused to release him from his contract because of his color. In complaint filed in U.S. Southern District Court of New York, Johnson said he has been passed over for promotions because he is black. Johnson serves as investigative reporter and weekend co-anchor, and, according to his attorney, Leo Kayser, earns $125,000 per year. Johnson said he had been offered job as “first featured national black anchorman” in U.S. on Ted Turner’s Cable News Network. Kayser placed offered salary at more than $200,000 per year. Spokesman for wabc-tv denied charge of racial discrimination and said Johnson would be held to his contract, which runs until December. Reese Schoenfeld, president of Cable News Network, acknowledged that CNN is “very much interested in Johnson,” but said “we really can’t talk to him while he still has a contract with wabc-tv.”

Ambitions. ABC Radio News plans to do more on-scene reporting and also introduce World News This Morning on American Information Radio Network, effective Feb. 18. ABC News correspondent Joe Templeton will anchor all information network newscasts from 7 a.m. to 11 a.m. NYT, including World News This Morning, nine-minute report to be fed at 8 a.m. and 10 a.m. Robert Benson, vice president, ABC News, radio, said special production team is being set up to work with Templeton and be available to originate on-scene reports of major events when feasible.

Brown turned down. U.S. Court of Appeals in Washington lost little time in denying Brown for President Carter’s request for ruling that NBC would violate law in presenting President Carter on Meet the Press on Jan. 20, day before Iowa caucuses, without offering California Governor Edmund G. (Jerry) Brown equal time. Within hours of appeal from FCC ruling being filed late Friday (Jan. 18) afternoon (“In Brief,” Jan. 21), court handed down brief, unsigned order, Commission earlier that day had held committee failed to show Meet the Press would not be bona fide news interview and thus exempt from equal time law. Judge George MacKinnon, in separate statement accompanying court’s order, said “there is no support for any claim that the format will not follow good faith journalistic judgment and attempt to advance the candidacy of the President. In fact,” MacKinnon added, “the result might be the exact opposite.”
NRB: The electronic pulpit sends its message

Religious broadcasters gather in Washington to deal with worldly and other matters

There was the word of God from dedicated Christian broadcasters. There was the word of dedicated salesmen offering programming and technology to fulfill that mission. And there was the word of Jimmy Carter.

Those were among the major elements as the National Religious Broadcasters met last week in Washington for its 37th annual convention. And its magnitude alone dramatically underscored the growth of religious broadcasting entering the 80's. At the four-day agenda wound down last Wednesday (Jan. 23), NRB called it an unqualified success.

Ben Armstrong, executive director of the association, was elated about "the best convention yet—not only from the standpoint of attendance and the number of exhibitors, but also for the orderly conduct and meaningful content of the convention sessions."

He said he was particularly delighted the sessions reflected the emergence of television as a successful medium for a growing number of religious broadcasters.

Armstrong also envisioned a greater NRB role for cable television and was pleased that the Washington convention had voted to establish a separate cable television committee for future conventions and for association planning. He felt cable with its multiple channels and access would provide ideal means for local churches to communicate.

The registration was in excess of 1,200, according to NRB, and there were some 150 exhibitors, about 40% more than last year.

Armstrong said the growth of the convention's Church and Media Exposition "parallels the growth of our field and reflects the striving for technical excellence in broadcasting the gospel."

Major equipment manufacturers occupied more than half the floor space in the exhibition hall, according to Mark Bainer, who served as exposition manager. The two largest displays belonged to Sony and Panasonic, which set up complete studios.

But among the many booths devoted to hardware and software, there were companies offering services indigenous to religious broadcasting—companies specializing in mailing services and computer help for soliciting donations, and organizations that sell religious jewelry and other premiums for promotional use.

However, the upbeat tempo for the NRB convention was set not only by the President's visit to the convention Monday, but also by Carter's role as host to a group of religious broadcasters at a White House breakfast Tuesday morning.

Unlike his predecessor, Gerald Ford, President Carter had declined invitations to appear at the convention due to the press of other business during his first three years in office. But that didn't dampen the welcome he got from about 4,000 delegates and guests.

As a prelude to more serious remarks, the President offered some light asides. One: "Recently we had a famous religious broadcaster at the White House who suggested that before I deliver the State of the Union address I come to the NRB convention to pick up a few pointers."

He drew the greatest response when he reported he had spoken to Chinese Vice Premier Deng Xiaoping about opening "the gates of China again to missionaries to share the West."

The President reminded religious broadcasters that they possess "an awesome power" to teach and shape public opinion in these times of crisis. He likened the broadcast media to the Oval Office as "powerful pulpits."

But, he reminded NRB delegates, "When you have such influence, humility does not come naturally, but the measure of greatness is how we exemplify the principles we serve."

As it turned out, the NRB board of directors the next morning voted to wield its influence in the Washington arena: It endorsed the reappointment of FCC Commissioner James H. Quello when his term expires June 30 (see "Top of the Week").

The FCC's physical presence at the convention was first established Monday afternoon when former commission...
Solid gold hits. You play them because you know they pay off. Now O'Connor has a programming exclusive that will make your gold pay even more.

Chuck Blore's Mini-Dramas.

What's a Mini-Drama? About 45 seconds of irresistible listener appeal. Hollywood radio producer Chuck Blore created each of these sketches to introduce a different gold chart winner with wit, warmth, charm and off-the-wall humor. The concept was an instant success, winning a Billboard Magazine award for "best short syndicated material." Mini-Dramas play into a song over the opening music. Mini-Dramas take listeners by surprise, making them captives of their own curiosity. And Mini-Dramas make station-switching very difficult.

O'Connor delivers Chuck Blore's Mini-Dramas on tape, fully produced including the solid gold hits ready for airing. It's a complete programming library of 520 indexed selections, enough variety to fit any station's format.

Call O'Connor today, toll-free. They'll tell you how you can stick Chuck Blore's Mini-Dramas in your programming quickly and inexpensively.
You could be wasting a lot of money making overnight decisions.

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overnight Service A</td>
<td>$17.00*</td>
</tr>
<tr>
<td>Overnight Service B</td>
<td>$14.00*</td>
</tr>
<tr>
<td>Express Mail</td>
<td>$13.90*</td>
</tr>
<tr>
<td>Priority Mail</td>
<td>$2.83</td>
</tr>
</tbody>
</table>

Delivers in 2-3 days for one-third or less than the cost of overnight services.

Take a 2-pound package. If you sent it Priority Mail between New York and Los Angeles, you'd pay only $2.83. Overnight services would cost you anywhere from $8.65 to $17.00 or more.

Priority Mail has the jump on overnight services in still another way.

*It goes anywhere in the U.S., with delivery direct to the addressee.*

Priority Mail also provides a full choice of options such as insurance, COD, return receipts, restricted delivery.

Of course, if you really need delivery overnight, there's Express Mail Next Day Service at 1600 Express Mail Post Offices. But if your package isn't in a great rush, ask for Priority Mail at the Post Office. It delivers in two to three days for one-third or less the price of overnight services.

Priority Mail

*Prices effective October 1, 1979 and include pickup.*
Temporal and spiritual. Faith in times of crisis was the President’s message to a standing-room-only NRB audience. In the background on stage (l-r): Paul Hollinger, Washington, Pa., Bishop Robert Andrews, Light & Life Hour; Robert Cook, King’s Hour; John C. Williams, Kansas City, Mo. pastor; Eugene R. Bertermann, Lutheran Bible Translators, who is NRB secretary and presided over the presidential session Monday evening.

Chairman Richard E. Wiley, now with the Washington law firm of Kirkland & Ellis and NRB counsel since last fall, moderated an FCC plenary session.

In it, Arthur L. Ginsberg, chief of the FCC Complaints and Compliance Division, urged religious broadcasters to be careful in presenting election-year programming that involves candidates and equal-time considerations. He also stressed equal care should be exercised with programing that, while religious in nature, extends to controversial issues of public importance and is subject to the fairness doctrine.

Willard R. Nichols, chief of the Cable Television Division, explained the open-sky policy with the deregulation of earth stations, and added: “Your group is to be congratulated on its innovative use of the service.” Questioned on acceptable dish sizes, Nichols replied in rhyme: “It’s the dish of your wish.”

The FCC commissioners turned out in a body for the Tuesday luncheon when Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, disagreed with Senator Barry Goldwater (R-Ariz.), who two weeks ago told broadcasters not to expect any revision of the Communications Act in this session of Congress (Broadcasting, Jan. 21). Hollings also reiterated his stand for deregulation while retaining the public interest aspects of the Communications Act.

FCC Chairman Charles D. Ferris used the occasion to report that the commission is finally convincing the public that there has not been, nor will there be, any ban on religious broadcasting. The erroneous assumption has resulted in 10 million pieces of mail to the FCC since 1975, despite repeated assurances that no such action had been contemplated.

Ferris said the FCC did a massive mailing to the public last fall. As a result, the number of letters dwindled from a peak of 300,000 a month to a relative trickle of 9,000 in December.

However, in the delegates’ opinion, the white knight who came riding into the convention hall from Capitol Hill was Senator Jesse A. Helms (R-N.C.). Espousing a cause close to NRB hearts, he announced Tuesday morning the start of a nationwide campaign to seek congressional approval of legislation that would restore the right of voluntary prayer in public schools. Helms described the Supreme Court decision that banned...
voluntary school prayer as a "contradiction of our nation's spiritual heritage and a violation of the First Amendment guarantee of the free exercise of religion."

Helms is author of school-prayer legislation that passed the Senate last year as an amendment to S. 450, and which now pending before the House Judiciary Committee.

At a later news conference, with Helms, Representative Philip M. Crane (R-III) announced formation of a bipartisan congressional group that filed a discharge petition to guarantee a vote on the Helms legislation by the House this year. Joining in the effort are Representatives Dan Daniel (D-Va.), Richard Ichord (D-Mo.), Marjorie Holt (R-Md.) and Marvin Leath (D-Tex.).

The NRB the next day passed resolutions commending the Senate for its passage of the legislation and asking the House to take immediate similar action.

Among other items handled at the NRB's business meeting on the final day was the approval of an association budget of $500,000 for the coming year. It was noted that the association had income of $462,000 in the past year. Of this, $212,000 was realized from the NRB convention.

The membership was also solicited for its thoughts as to where NRB should be headquartered. Although, there is no pressing need to change from the present Morristown, N.J., there has been some sentiment for a change. One suggestion has been a shift to Washington, sharing space at the headquarters of the National Association of Evangelicals.

But if big was the description for this year's NRB convention, huge would be the apt word for next year's gathering, again in Washington on Jan. 25-28.

It will be a joint convention with the National Association of Evangelicals and total delegates are expected to number more than 3,000. The NAE represents 35,000 churches in the U.S.; NRB has a membership of almost 900 broadcast organizations.

Once before, in 1976, the two groups met jointly as a bicentennial project.

Convention site will be shifted further uptown to the refurbished Sheraton Washington hotel, which has an exhibit area of 90,000 square feet.

E. Brandt Gustavson of Moody Radio Network, a member of the 1981 planning committee, said the sessions will "follow the basic format of recent NRB conventions," including the annual congressional breakfast, FCC panel and FCC luncheon.

Billy Graham will be one of the main speakers, according to NRB.

Gallup announces study that will track demographics of 'born again' Christians

Plans for a "Profile of the Christian Marketplace" were announced at the National Religious Broadcasters convention in Washington last week.

George Gallup Jr., president of the Gallup Poll, said that his organization will soon begin an in-depth study and analysis of the attitudes, opinions, interests and life styles of America's "born again" Christians. He added that there is evidence that this rapidly growing "subculture" represents more than 55 million adult Americans, 34% of the total U.S. adult population.

The project is being sponsored by Estey-Hoover, Inc., Newport Beach, Calif., a marketing communications firm: coordinated by the Princeton Religion Research Center, and conducted by the Gallup Organization, the last two in Princeton, N.J.

Radio, TV, reading and other entertainment habits will be documented in the study, as well as a compilation of charitable-giving preferences, consumer buying behavior, and data on leisure time activities.

The study is expected to be completed in the first quarter of the year and will be available by subscription only from Estey-Hoover.

Fox is hunting KCRL-TV; Chris-Craft interest will be in question

Twentieth Century-Fox Film Corp., already the owner of three VHF stations, has confirmed that it's actively shopping for at least a fourth, with NBC affiliate KCRL-TV Reno high on its list.

That news comes at a time when Chris-Craft Industries is boosting its ownership stake in the film company. Last Wednesday Chris-Craft notified the Securities and Exchange Commission that it had raised its holdings of Fox shares to 19% of the company's outstanding stock. Chris-Craft itself owns two VHF stations, KCOP Los Angeles and KPTV Portland, Ore., and had previously informed the SEC that its purchase of Fox stock was for investment purposes.

A spokesperson described Chris-Craft as "obviously aware" of the FCC rule limiting control of VHF stations to a total of five, but said the company had no comment on the implications of the Fox action. Nor was the company prepared to discuss whether it would opt to sell its Fox stock or a station if ordered by the FCC to make the choice.

Ray Dolt, vice president of acquisitions for Fox, asserted that "it's last year's news" that Fox is interested in filling out its complement of stations, saying "we have a long history of owning television stations and attempting to acquire stations." He went on to stress that "there's still no deal" for a Fox purchase of KCRL-TV, although he confirmed that discussions had taken place. The price Fox is offering for the station, located in the 144th market, is reported to be in the neighborhood of $17 million.
Changing Hands

KMUV-TV Sacramento, Calif.: Sold by Channel 31 Inc. to Tandem Productions Inc. and Jerry Perenchio for approximately $8 million. Seller is owned by Andrew Bartalini (16%), Dain Domicich (19%); George Arzt (10.5%), Samuel Klor (15%) and seven others. They have no other broadcast interests. Buyer is owned equally by Tandem Productions, Norman Lear's TV production company, and Jerry Perenchio, subscription television entrepreneur and chairman and chief executive officer of Tandem. He is also part owner of National Subscription Television, which owns and operates two subscription TV stations: KBSC-TV Corona (Los Angeles), Calif., and WXON-TV Detroit. Tandem and Perenchio also own WHTV- Linden (Newark), N.J., purchase of which was approved earlier this month by FCC (BROADCASTING, Jan. 14). Linden and Sacramento stations will be used to provide subscription TV service. KMUV-TV is independent on ch. 31 with 537 kw visual and 107 kw aural and antenna height 1,020 feet above average terrain.

KGEN(AM)-KBOS(FM) Tulare, Calif.: Sold by Pappas Electronics, AM to Walls and Sharp Inc., Tulare, for $700,000 and FM to Kbos Inc. for $1.1 million. Seller is owned by Mike Pappas who has no other broadcast interests. Buyer of KGEN(AM) is owned equally by Henry Walls and Barney Sharp. Walls is general manager of KGEN. Sharp is owner of beverage company in Oahu, Hawaii and landscape design company in Stockton, Calif. Neither has other broadcast interests. Buyer of Kbos(FM) is owned by John T. McCarthy, veteran broadcaster who owns KMAK(AM) Fresno, Calif. He also has part interest in Fresno cable system. KGEN is 1 kw daytime on 1370 khz. KBOX(FM) is on 94.9 mhz with 770 w and antenna 2650 feet above average terrain.

KSMA-AM-FM Santa Maria, Calif.: Sold by James M. Hagerman and Nona M. Groom to Bayliss Broadcasting Co. for $1.4 million. Hagerman and Groom are equal partners with no other broadcast interests. Buyer of KSMA(AM) is owned by John Bayliss, who is president of Gannett Radio Division, radio group subsidiary of the Gannett Co. He will resign that position to manage Santa Maria stations. He has no other broadcast interests. KSMA(AM) is on 1240 khz with 1 kw day and 250 w night. KSMA-FM is on 102.5 mhz with 27.5 kw and antenna 12 feet above average terrain.

KUSN(AM)-KSFT(FM) St. Joseph, Mo.: Sold by Hunter Broadcasting Co., AM to Orama Inc. for $400,000 and FM to St. Joseph Broadcasting for $400,000. Seller is owned by B.D. Hunter who also owns WJL(AM) Jacksonville, Ill. Buyer of KUSN(AM) is owned equally by seven St. Joseph, Mo., businessmen: Paul Giessenhagen, owner of physical therapy center; Andrew Willoughby, owner of Amway distributorship; Rocky Maugh and Steve Poe, restaurant owners; Frank Freudenthal, vice president and division manager of Altec Industries, manufacturing company; Frank Strand, clergyman, and Richard Sprague, underground utility contractor. None has other broadcast interests. Buyer of KSFT(FM) is owned by G. Dale Cowle (46%), Jim Ramsland (46%) and Greg Everett (8%). Cowle owns KASI(AM)-KCCQ(FM) Ames and KQCX(FM) Cedar Rapids, and 27% of KOKX(AM)-KIMI(FM) Keokuk, all Iowa, and 46.3% of KKJO(AM) St. Joseph. Everett is executive vice president, general manager and 7.3% owner of KKJO. Ramsland is president of Hyett/Ramsland and radio and television representative and owns remaining 46.3% of KKJO. KUSN is 1 kw daytime on 1270 khz. KSFT is on 105.1 mhz with 27.5 kw and antenna 225 feet above average terrain.

The Heller-Oak Formula for Communications Financing:

NO FORMULAS!

Your company is different; your financial needs are different; and your current expansion plans are different. At Heller-Oak, we have the experience, the expertise, and the imagination to understand the differences and to adapt ourselves to your needs. Our magic formula is: No Formulas.

When you're investigating loans or leases from $200,000 to $20,000,000 for construction, equipment, acquisitions, or refinancing, we'd like to see your deal. There's no commitment or investigation fee, nor do we look for equity participation.

Call or write
Loren N. Young, Vice-President
Edward H. Zukerman, Vice-President

HELLER-OAK COMMUNICATIONS FINANCE CORP.
105 W. Adams Street • Chicago, IL 60603 • (312) 621-7600

Broadcasting Jan 26 1980

91
ANNOUNCES THE SALE OF
THE ASSETS OF
CHARLESTON COMMUNICATIONS CORP.
WTMA/WPXM-FM
OF CHARLESTON, SOUTH CAROLINA
TO
SCONNIX GROUP BROADCASTING, INC.
OF LACONIA, NEW HAMPSHIRE
FOR
$2,600,000

SCONNIX GROUP BROADCASTING, INC. IS THE OWNER OF:
WOCB and WSOX-FM, WEST YARMOUTH, MASS.; WLHH-AM/FM, LACONIA, NEW HAMPSHIRE; WDOS and WSRK-FM, ONEWONTA, NEW YORK; AND WCMF-FM, ROCHESTER, NEW YORK.

SHERMAN AND BROWN ASSOCIATES

ROBERT BROWN
P.O. Box 1586
121-C West Plymouth Ave.
Deland, Fla. 32720
(904) 734-9355

GORDON SHERMAN
Suite 430
1110 Brickell Ave.
Miami, Fla. 33131
(305) 371-9335

Other approved station sales include KBLJ-AM/Lakeport, Calif.; KTOC-AM-FM Jonesboro, La.; WTN(TV) Tyron, N.C., and WEOO-AM Waynesboro, Pa. (See "For the Record," page 103).

Rankin County Cablevision, Jackson, Miss.: Sold by Louis Hopper, Charles Fletcher, Curtis Roberts and Joe Sanderson to Athena Communications for undisclosed price. Hopper was president and 16% owner of WPAT(TV) Jackson, Miss., sold to Clay Communications Inc. in October 1979 (BROADCASTING, Nov. 19, 1979). Fletcher is president and one-third owner of WLNN-AM Jackson, Miss. Roberts is physician and Sanderson is attorney, both of Jackson. Athena is a cable TV subsidiary of Tele-Communications Inc., which at the end of 1979 had 800,000 basic cable subscribers. Bob Magness is chairman of Tele-Communications; John C. Malone is president and chief operating officer. Rankin County Cablevision has basic subscribership of 900 passing 1,800 homes. Athena plans 18-mile expansion of system. Broker: Community Equity Associates, Tampa, Fla.
RCA fourth quarter: NBC earnings set record, but costs for SelectaVision hold down profits

Sale of Alascom helps make year a winner in profits and revenues

NBC "produced the single best profit quarter in its history in the final three months of 1979," although its earnings for the year were lower. That was the word last week from Edgar H. Griffiths, chairman of NBC's parent, RCA.

The statement was part of his announcement of the fourth-quarter and full-year sales and earnings figures for RCA. While dollar details of NBC's performance were not released, the company said the fourth-quarter performance by NBC "primarily reflected the improved competitive position of the TV network's fall schedule, particularly the ratings of its regular prime-time series which were up 7% over last year." As further proof, RCA offered the statistic that "the gap between first and third place in the tightening network race was reduced by more than 30%.

Fourth-quarter results for RCA showed an earnings decline of 6.8%, down to $70.1 million from the year earlier $75.2 million. That decline came on a 7% sales boost, from $1.85 billion to $1.98 billion. Earnings per share dipped from 99 cents to 92 cents.

According to Griffiths, the earnings decline in the fourth quarter was attributable to "large increases in expenditures for company-funded research and development, and for the SelectaVision video disc system."

Radio could be one of biggest backers of Lake Placid Olympics

The Lake Placid (N.Y.) Olympics Organizing Committee is counting on some 120 radio stations to be, collectively, among the biggest "sponsors" of the Olympics winter games set to open at Lake Placid Feb. 13. These are stations licensed by the committee to serve as "Official Winter Olympics Radio Stations" and conduct fund-raising campaigns for the games.

Their combined goal is to raise $1.5 million, and if they reach it, the committee says, they'll rank with Coca-Cola, Eastman Kodak, Texas Instruments and the Ford division of Ford Motor Co. as largest games sponsors.

The "official" stations are licensed on a one-to-a-market basis, officials said, and to qualify they must, among other things, set a fund-raising goal and lay out a campaign plan, have a history of community involvement and plan substantial coverage of the games. (Coverage via network affiliation will usually do). Their goals range from $5,000—a figure set by many stations—to $35,000 for WMRR(FM) Philadelphia, $40,000 by WMLA(AM) Washington, WOR(AM) New York, WLS(AM) Chicago and KGSD(AM) San Francisco, $50,000 for KXYI(AM) Oregon City, Ore., and $55,000 for WZGC(AM) Atlanta.

Feb. 11-17 has been designated "National Winter Olympics Radio Week." It is expected to be marked by (1) dedication of a Lake Placid promenade as "Radio Way" and (2) intensification of the fund-raising efforts by the "official" stations.

Committee officials say staging the games will cost about $46 million. ABC-TV paid $15.5 million for the TV rights, about two-thirds of which goes to the committee. The rest of the committee's bill must be raised from other sources. Sale of radio coverage rights was not permitted. ABC, CBS, Mutual and NBC radio networks all will cover as a news event.

ODOREN MAY ANDERSON
(also DEBBIE RAYE)

Born: 6-15-53
Married, One child
Distinguishing marks: tattoos
Conviction: breaking and entering
Sentence: 4 years

Doreen was a battered child and has a weak character. Easily led into crime. Many previous convictions for petty crime.
De-Mobil-ized

Post-Newsweek TV's reject 'Edward and Mrs. Simpson' after seeing accompanying ads from oil firm; group contends spots are too much on one side of an issue

The problem of issue advertising re-emerged last week when three Post-Newsweek stations canceled the six-part "Edward and Mrs. Simpson" miniseries because Mobil Oil's TV commercials in it were judged to take an editorial position.

A statement from Post-Newsweek said that as a matter of policy, the company does not sell time for commercials or programs that take an editorial stand on subjects of public importance.

The company said that three of its stations that had signed for "Edward and Mrs. Simpson"—WBBR-TV Hartford, Conn., WDIV-TV Detroit and WIXT(TV) Jacksonville, Fla.—found the commercials submitted by Mobil to be "unacceptable."

Mobil was asked to submit other commercials that had been acceptable in the past, but the oil company refused the request.

Mobil has assembled a line-up of 50 stations to carry the series, produced by Thames Television of Britain, for the telecast starting last week. Mobil was able to obtain other stations in the affected markets—WVT(TV) New Britain, Conn., WKB-D-TV Detroit and WJCT(TV) Jacksonville.

Post-Newsweek said "our stations will better serve the public interest by covering such issues fully and from diverse viewpoints in their news, news analysis, public affairs, documentary and other informational programs."

Mobil has encountered roadblocks to acceptance of its commercials in the past by TV networks because of their discussions on public issues.

Herbert Schmerz, vice president of public affairs for Mobil, said the action by Post-Newsweek was "not only censorship but misrepresentation." He said the commercials are "anything but explicit" in that they use dance troupes to act out fables whose moral is that "a society will wither and die if it doesn't move freely."

Metromedia Television, some of whose stations are carrying the series, came to Mobil's defense. The company said it believes the "fables" commercials do not directly address controversial issues of public importance. To the "limited extent" that some of the "fables" might be found to address such issues, Metromedia continued, "those issues already have received wide exposure on the Metromedia stations."

Allied ally. Allied Artists Industries' directors have agreed to proposal by Lorimer (BROADCASTING, Dec. 10, 1979) for former to sell subsidiaries Allied Artists Pictures Corp., Video Corp. and Television Corp., plus AA's interest in film, "The Betsy," to Lorimer for $7 million. Proceeds of sale would be used to discharge bankruptcy obligations of ailing Allied Artists. Sale would require court approval and "fulfillment of certain other obligations by the companies."

Zapped in sports. In reporting loss of $1,758,000 for Turner Broadcasting System Inc. for nine-month period that ended last Sept. 30 (BROADCASTING, Jan. 14), Chairman R. E. (Ted) Turner pointed out that company's Atlanta baseball Braves had loss of $2,874,000 in that period and that its association with Atlanta soccer Chiefs was responsible for $1,120,000 loss in that nine months. TBS also owns Atlanta basketball Hawks, but no breakout is given on that franchise, which has enjoyed success.

Up by half. Sales for fiscal first half were up 50% at Scientific-Atlanta over year earlier, with $96 million reported for period. Net earnings for those six months, ended Dec. 31, were up 52%, at $5.2 million. Earnings per share were $1.12. Year-earlier figures were $5.72 million sales, $3.4 million earnings, 53 cents per share. Second-quarter sales were $46.5 million, showing 51% improvement, while net earnings were up 49% to $2.9 million, 45 cents on per-share basis.

Sharing shares. Affiliated Publications, Boston-based broadcaster and publisher, announced three-for-two stock split in form of 50% stock dividend, payable Feb. 14 to stockholders of record Jan. 31. Split will bring shares outstanding to 5,150,000. Company also declared quarterly dividend of 16 cents per share after split, payable March 3, which it said is 20% over previous dividend when adjusted for split. And, at annual meeting last Tuesday Adams-Russell stockholders approved boost in shares authorized from two million to five million. New shares, if issued, might be used to raise funds or to make "possible acquisitions." Under current authorization there are about 1,824,000 shares outstanding.

Cable controversy

Proposal to limit foreign ownership of cable systems draws strenuous objections from Canadian firms; U.S. companies say it's needed to stop influx of foreigners

A petition for rulemaking at the FCC aimed at restricting foreign ownership of cable television systems in the United States has generated vociferous objections from most of the Canadian firms that currently own American cable interests. The filing, however, found support among a number of multiple system cable operators as well as the most powerful voice in the industry, the National Cable Television Association.

The petition, filed last November by Midwest Cable Inc., an operator of a 1,800-subscriber system in Mount Carmel, Ill., proposed rule changes that would limit foreign individuals or companies to no more than a 25% interest in cable systems or Cable Television Relay Service facilities (CARS) in the U.S. (BROADCASTING, Nov. 5, 1979).

Midwest argued that despite a similar FCC proceeding in 1976, which ended with a decision not to restrict ownership, the FCC should look into the matter again because of an "alarming increase in control and ownership of cable systems by aliens." Midwest quoted from the FCC decision in the earlier proceeding: "We do not set aside lightly the possibility that [the cable industry] and the type of foreign investment in it may change rapidly and in ways that would suggest a clear need for ownership restrictions of the type proposed."

Midwest also contended that because cable operators are now making "significant editorial choices in selecting which programming they will make available to their subscribers," alien ownership considerations are "similar to those applicable to broadcasting where alien interests are severely limited and alien control totally banned."

"The question of the increasing control of cable systems by alien interests has therefore now become of paramount importance to the national interest," Midwest said.

Following an extended comment period, the FCC comment docket was mostly filled with Canadian cable operators with varying American interests, which countered Midwest's contentions, intimated that there were Interior motives behind Midwest's filing and charged that the entire proceeding was anticompetitive. Suburban Cablevision, currently serving 40,000 subscribers in and around West Orange, N.J., and principally owned by
Maclean-Hunter Cable TV Ltd., a Canadian-owned corporation, asked that the FCC dismiss the petition on grounds that Midwest had failed to “demonstrate how its interest will be affected by adoption of the proposed rules.”

Suburban implied that it was MSO’s competing with Canadian operators for urban franchises that were behind the proceeding and asked the FCC to require that Midwest “make full disclosure as to whether it is the real party in interest in the proceeding, and in the event there are in fact undisclosed petitioners, [Midwest] should be required to reveal all facts and circumstances.”

Premier Cablevision Ltd., another Canadian operator, gave its interpretation of the matter. “Domestic cable operators are asking the commission to adopt a rule in order to discourage Canadian cable operators bidding for cable television franchises here in the states,” Premier said.

Premier suggested that the proponents of the petition don’t “really expect to bring this off. Their ‘subtle design comments’ that as long as the proposal is kept alive in Washington the franchising game can be tilted in the back country,” Premier said.

Selkirk Communications, a Canadian firm with systems in and around Fort Lauderdale, Fla., and franchise applications for several Connecticut communities, said, “Just three and one half years ago, the commission completed a thorough review of this subject and concluded that all ownership of cable television systems was so minor and the policy considerations so different than the broadcast industry . . . that a rulemaking proceeding was unwarranted.” And, Selkirk added, Midwest has “failed to show any significant change in the extent of foreign ownership to require another proceeding.”

Selkirk raised the point that the proceeding was invalid. “A ban on foreign ownership would be contrary to the commission’s well established policies of promoting competition and local control of cable television wherever feasible,” it said.

Selkirk countered Midwest’s suggestions that foreign ownership translates to foreign control of programing. “There is simply no basis . . . for suggesting that individual cable operators hold any dangerous power over the content of programs available to the public.”

Cable America, a subsidiary of the Canadian-owned Cablecasting Ltd., which recently bought two underdeveloped systems in Atlanta, said that despite Midwest’s claims to the contrary, there is no “alarming trend” to warrant the reopening of the 1976 proceeding. It said that at the time of the original proceeding the percentage of cable subscribers in foreign-owned systems was less than 1% and added that although that percentage is slightly higher today, it is still less than 1%.

Cable America reiterated the competition issue raised by Selkirk and other opponents to the proceeding. “The thrust of the proposed restrictions is anticompetitive, in direct opposition to the FCC’s determination to promote competition where marketplace forces are free to operate effectively.”

Two other Canadian operators picked up on the same theme. Southern Telecom Inc. said the proceeding “would appear to fly in the face of the commission’s oft-repeated objective of increasing competition in the marketplace by deregulating the communications industry.” And Fresno Cable Television Ltd. added: “Petitioner seeks to embroil the agency in an exercise which would be contrary to the commission’s policies of deregulation and decentralization in the cable field, anticompetitive in the area of franchise applications . . .”

U.S. Cablesystems Inc., another Canadian firm, injected a little sarcasm into its remarks. It said that Midwest “is to be applauded for stopping short of alluding to the Mongol hordes, pouring over the mountains seizing American towns and villages—to say nothing of headends and trunk cable . . . Midwest has shown admirable restraint, only hinting at xenophobia instead of addressing it outright.”

In a footnote to its comments, U.S. Cablesystems said it has tried to ascertain who was really behind the Midwest filing, but has been unable to do so. “One must therefore assume indeed that this 1,800-subscriber system in the heartland of the United States has concern over foreigners.”

Maclean-Hunter Cable Television Ltd., in joint comments with its subsidiary, Suburban Cablevision, listed as one of the “wrongs” of Midwest’s filing “the low regard demonstrated for the commission processes by having a party which has not stated its interest in the outcome of the proceeding apparently acting as a front man.”

(In a filing opposing Suburban’s motion to dismiss, Midwest answered charges of Suburban and others that it has insufficient interest to petition for the rulemaking. “The influx of substantial foreign capital resources erodes domestic ownership at all levels, especially for smaller owners who have limited resources and who are forced to compete with MSO’s of all sizes even in smaller markets . . . The issue is not limited to questions concerning small or large cable systems or markets, but rather it is the detriment to the public interest.”)

The two national industry associations, the National Cable Television Association and the Community Antenna Television Association, which are in accord on many issues affecting the industry, are on opposite sides on this one. NCTA, whose membership is dominated by major MSO’s, was for the idea of ownership restrictions, while CATA, which represents mostly small systems including a number that are Canadian-owned, was against it.

NCTA said the FCC should go ahead with a rulemaking proceeding, but that it’s not really necessary. NCTA, at the urging...
of its board of directors, said that foreign ownership could be limited by the principle of reciprocity and pointed out that "FCC and congressional policy reveal an intent to the principle of reciprocity be followed when foreign interests are involved in the communications industries of the United States. Under the principle, Canadian limitations on United States ownership of cable systems in Canada dictate reciprocal limitations of Canadian ownership of cable systems in the United States."

"In Canada a cable television company may have no more than 20% foreign ownership and all of its directors must be Canadians. There are no similar restrictions on Canadian ownership and control of cable and CARS systems in the United States," NCTA said.

CATA, in its comments anticipated NCTA's reciprocity argument and characterized the argument as "revenge." "The revenge motive really cuts to the heart of this issue... This can best be seen by the fact that some parties are arguing not for ownership restrictions based on the 'public interest,' but on so-called reciprocity of ownership rules in other countries. This argument is a sham and can be rebutted with a simple reminder that `revenge is not a dish that fits a right.'"

CATA also believed that the proposal has had an adverse affect on the ability of foreigners, particularly Canadians, to land cable franchises. "The mere filing of the instant petition has already had an effect on competition for local franchises. The commission's processes are being used, and, we believe, abused so long as this petition is outstanding."

If the issue were to be decided by the volume of paper filed, those against the proposal would surely win. But comments were filed by a number of cable operators who contributed their support to Midwest. Comcast Corp., Metvision Inc., New Channels Co., Sammons Communications Inc. and the Tribune Publishing Co. filed joint comments and Storer Broadcasting filed separately.

Storer liked the idea of reciprocity. "Since many countries of the world, including the United States' neighbors to the north and south, prohibit foreign ownership of broadcasting and telecommunications facilities in their countries, it is only fair that our own country practice alien ownership of domestic cable television systems—at least by citizens of countries which deny similar privileges to United States citizens."

Storer added that for the United States not to adopt such a policy would be "an exercise in international masochism."

In the joint filing the cable operators urged the commission "to take prompt and decisive action to curb a significant trend of foreign ownership and domination of cable television systems."

They also pointed out that the legislative history of the Communications Act reflects "clear congressional intentions to assure that national communications media not be subjected to undue alien influence and control."

---

Carter's on FTC's side in fight with Hill

President aims to protect power of regulators, vows to oppose Congress if it interferes with agencies; written State of the Union outlines media platform

Members of Congress who seek to restrict the powers of the regulatory agencies will have to deal with that man in the White House. President Carter made that clear—specific reference to the Federal Trade Commission—in the written State of the Union message he submitted to Congress last week. The message also listed Carter's aims in the field of telecommunications.

The President supported the Regulation Reform Act but opposed proposals to subject agency actions to veto by either house of Congress (as is the case with an FTC authorization bill that has passed the House) or to transfer regulatory policy decision-making authority to the federal courts (a reference to a Senator Dale Bumpers [D-Ark.] amendment to a court reform bill that the President otherwise supports).

Furthermore, he noted that last year had seen "assaults on various important regulatory statutes, especially the Federal Trade Commission Act, seeking groundless exemptions, crippling loopholes, and unprecedented congressional interference with ongoing proceedings"—an apparent reference to the controversial children's television advertising rulemaking among other FTC initiatives that are under legislative attacks.

"I will resist strenuously all such efforts to confuse special interest pressure with regulatory reform," the President said.

The President's remarks appeared aimed at the Senate bill sponsored by Senator Wendell Ford (D-Ky.) (S.1991). The White House had already made clear the President's opposition to the measure (Broadcasting, Nov. 19, 1979). In the section of the message dealing with communications, foreshadowed last month in a speech given by White House aide Rick Neustadt to a luncheon meeting of the Federal Communications Bar Association (Broadcasting, Dec. 24, 1979), the President said his highest priority is passage of regulatory reform legislation covering the telecommunications industry. He also said his administration in 1980 will continue its effort to "make the media more diverse and to insure that the public gets the full benefit of the advances in communications technologies."

Specifically, he said his administration is:

- Working to increase minority participation in broadcast ownership. Carter noted that the administration program "had helped produce a two-thirds increase in minority ownership of broadcast stations."
- Working with the FCC to continue to eliminate "needless paperwork and regulations."
- Pursuing plans to make spectrum space available "for as many as 1,000 new radio stations, to improve service to rural areas."

---

Washington Watch

Roses foci. House Communications Subcommittee hearings on Charles Rose's (D-N.C.) bill to make broadcasters liable for airing political spots using tapes of House proceedings, have been put off indefinitely. Broadcasters have found discrepancy between Rose's proposal and that part of Communications Act that prohibits broadcasters from censoring candidate appearances. Rose submitted proposed bill to supplement House rule that states no member of Congress may use any tapes of floor proceedings to influence elections. Problem is rule applies only to members of Congress.

Objections. National Association of Broadcasters President Vincent Wasilewski commented on new staff working draft of Senator Ernest F. Hollings' (D-S.C.) amendment to Communications Act of 1934 in letter to Senate Commerce Committee Chairman Howard W. Cannon (D-Nev.), Wasilewski expressed concern about language that would stipulate that purpose of act is to encourage diversity of ownership. "We are afraid that the FCC might use the new draft language to go even further in attempting to break up broadcast combinations. We would therefore suggest that this new language pertaining to diversity of ownership be deleted or that it be made quite clear that this is not a new invitation to the commission to increase regulation of ownership," he said. NBC also wasn't completely satisfied with draft. It said "draft fails to provide for some measure of protection against retransmission of broadcast signals by cable systems without adequate compensation to copyright owners or originating stations."

areas and provide more opportunities for minorities.

- Developing proposals to improve the manner in which frequencies are assigned, including incentives for users (of the nonbroadcast portion) to conserve the increasingly crowded spectrum.

- Encouraging the use of satellites, cable television and other technologies to deliver public services and to improve rural communications.

- Working with Congress and the FCC to protect First Amendment rights and the free flow of information, through such measures as the administration bill governing police searches of newsrooms.

- Continuing to encourage the merger of strong, independent public broadcasting system and working to increase its coverage to all Americans.

Norr is that all. The President said that later this year he will submit to the Senate the "Treaty and Protocol" that emerged from the general World Administrative Radio Conference that concluded in Geneva last month (BROADCASTING, Dec. 10, 1979). That conference, and the follow-up conferences that will be held in the next few years, he said, "will determine the utilization of the radio spectrum for the rest of the century."

Concentration of control gets another going-over

Small business subcommittee brings regulators up to Hill to testify about their efforts in this area; some worry about First Amendment implications

Representatives of six federal agencies appeared before a House small business subcommittee last Monday to talk about concentration of media ownership and how their agencies focus on the issue.

John LaFalce (D-N.Y.), chairman of the subcommittee, said he was concerned about recent media mergers and wanted to take a look at the trend toward greater concentration. "The possible implications for the freedom of the press are simply too strong, in my eyes, for the Congress to ignore the trend toward extinction of the independently owned and operated newspaper, television and radio station," LaFalce said. "Because many of these independent newspapers and broadcast stations are, themselves, small businesses, and because media concentration may have adverse effects upon small businesses that rely on advertising, my subcommittee will examine all aspects of this situation."

The Federal Trade Commission testified in the morning session, along with the Justice Department and the General Accounting Office.

An FTC media concentration proceeding is principally concerned with newspaper chains. Jonathan Gaines, an assistant director in the commission's Bureau of Competition, which is handling the proceeding, said that it is the "inherent discretionary control over the selection of information that will enter the main channels of distribution that makes media firms gatekeepers to the marketplace of ideas and that seems to underline many of the concerns which have been voiced about media concentration."

Gaines conceded that the First Amendment must be taken into account whenever consideration is given to applying a law to a media firm. In explaining his position, Gaines said that "to me, entry barriers may be the key to supplemental approaches...analyzing entry barriers in terms of the potential of certain firms potentially to offer similar products or make discretionary decisions on whether to publish similar material...Low entry barriers help to dispense [that] discretionary power."

Sanford M. Litvack, the Justice Department's new antitrust chief, said that Justice's Antitrust Division has involved itself in new proceedings concerning competition in the electronic media. And, he said, "we will continue to enforce existing antitrust laws to promote new entry and greater competition among newspapers and to challenge acquisitions that threaten an opposite result." Litvack stressed, however, that "there is a danger that well-meaning attempts to enhance diversity of opinion by preventing the growth of newspaper chains might in some instances have a contrary result. For this reason the Antitrust Division is not yet prepared to recommend the enactment of legislation to limit or break up media combines."

LaFalce questioned both Gaines and Litvack on the feasibility of limiting newspaper ownership in certain circumstances. Litvack said it might be constitutional in some instances, but he would have grave concerns about the constitutionality of such a law. Gaines agreed.

Tim Lee Carter (R-Ky.), however, offered the opinion that newspaper chains were engaged in "thought control" and that some steps be done to prevent further concentration.

The afternoon session brought members of the FCC, the National Telecommunications and Information Administration and the Small Business Administration to the witness table.

Richard Shiben, FCC Broadcast Bureau chief, said the commission fosters diversity of ideas through its licensing and regulatory scheme. He outlined the FCC's rules on a national, regional and local level, which maintain diversity by restricting the number of stations any one person or group may own, and where those stations can be located.

Shiben said that while these steps have been effective, the FCC is currently looking toward actions to create further diversity. Those include not only more outlets for expression, he said, but also the encouragement of minority employment and ownership in the broadcast industry. "These actions," Shiben stated, "are designed to address the problem through a market structure approach rather than direct interference in the day-to-day programming functions of the stations."

Shiben pointed out that the great bulk of broadcast stations in this country are outside major markets and represent, to a large extent, small business. "Combinations of two or more regional media firms may even provide an opportunity for more diversity and competition in the national media market by giving the merged firms greater resources with which to provide independent national programming or reporting," he said.

For these reasons, Shiben said, the FCC has not received complaints about present or emerging combinations that adversely affected small business. "Rather, the complaints we do receive in this area concern the general question of diversity of viewpoints."

LaFalce questioned Shiben about prior restraint of the broadcast of obscenities. Shiben answered that his "gut reaction" to prior restraint, even at the local level, says that wide coverage would be ineffective.

John Lyons, program manager for NTIA's broadcasting and cable policy, said there are two potential reasons for multiple ownership. "The first is that broadcast stations are highly profitable and hence are good sources to reinvest one's profits. The second is that economies of scale exist for multiple station ownership that effectively lower costs and increase the return to a station."

He said that while the traditional approach to broadcast concentration can be found in FCC multiple ownership rules and decisions, the alternative approach - "a belief that broadcast concentration will be diluted in technology" - is fast gaining prominence.

Lyons said that it's becoming apparent that "further structural regulation is unlikely and that content regulation by the FCC, which is also the result of outlet scarcity, is both ineffective and fraught with First Amendment difficulties." Lyons spoke about the future joining of the print and broadcast media, in technologies such as teletext. He said that the extension of broadcast-type controls to print when it is distributed electronically. "In fact," he said, "we believe it is time to roll back the few tentative steps already taken in that direction and establish a strong policy favoring extending full First Amendment protections to all electronic media as soon as practically possible."

As a first step in that direction, he said, NTIA will soon urge the FCC to remove all fairness requirements for cable systems that provide access channels for general public use. "We believe that it is unnecessary to apply a scarcity-based broadcast regulation to a service in which channel abundance, not scarcity, is increasingly becoming the rule. We will also strongly urge the commission to extend the cable fairness doctrine exception for 'newspaper facsimile' service to all data information services provided over electronic facilities." LaFalce said he would hold a future hearing, at a date yet to be set.
Sao Paulo talks give rise to hopes for 9 khz

State Department’s Jahn says other countries in hemisphere are open-minded on matter while some have joined U.S. on issue

U.S. officials returning from a meeting with representatives of other western hemisphere nations in Sao Paulo, Brazil, appeared reasonably optimistic that the hemisphere will join other areas of the world in narrowing AM channel spacings from 10 kz to 9 kHz. William Jahn, of the State Department, said the U.S. chances of persuading the other countries in the region to follow its lead on the issue “look pretty good.”

The seven officials, members of the U.S. delegation to the Region 2 conference on AM broadcasting to be held in Buenos Aires beginning on March 10, attended a working group meeting the week of Jan. 14 held in connection with the conference.

They presented five papers on the issue—explaining, defending and promoting it—and spent considerable time in informal conversation on the matter with representatives of the other countries.

Jahn said, however, that Canada appears to be maintaining its opposition to the proposal. This is in line with the views of Canadian broadcasters.

But the Netherlands Antilles helped the U.S. break ground on the issue. It submitted a proposal calling for 9 kHz separation. And Chilean representatives said informally they would support the proposal.

Brazil provided some support with a report that it had changed the frequencies of a number of stations without serious problems.

Other countries at the meeting said they will consider the proposal further. Representatives of Mexico, with which the U.S. has a bilateral agreement on AM broadcasting, said that country wants to discuss the proposal’s possible impact on that accord.

“Most of the countries were noncommittal,” Jahn said. “They want to study the documents we provided. Some are leaning for and some against the proposal. But all are open-minded and are looking at the details.”

In sum, Jahn said, “we felt pretty optimistic.” But he said the U.S. will follow up with the countries that attended the meeting and pursue the matter with countries that were not represented.

One matter worrying some U.S. broadcasters in connection with the Region 2 conference is that U.S. interest in 9 kHz could cost the country in terms of its 25 clear channels. The concern is that Canada or some other neighboring country will make its support of the proposal contingent on the U.S.’ agreement to turn over one or more of the clears.

Jahn said the issue did not come up in Sao Paulo. But he acknowledged that the U.S. would have to be prepared in the event it is raised in Buenos Aires.

While the U.S. is pressing for 9 kHz as a means of finding room for several hundred additional AM stations, the principal concern of a number of countries showing interest in the proposal is intraregional interference: stations on a 10 kHz system in the western hemisphere and those on a 9 kHz system in Regions 1 (Europe and Africa) and 3 (the Pacific and Asia) are expected to interfere with each other’s signals.

But if the Americans who were at Sao Paulo had a relatively bright view of things, the FCC’s foreign affairs adviser, Kalman Schaefer, who did not attend the meeting, does not. In response to a question at a workshop at the National Religious Broadcasters convention in Washington last week, he said, “I think we will not get 9 kHz at the (Buenos Aires) conference.” He said the U.S. could consider the conference a success “if we do not get the door slammed in our face, and we can come back at a subsequent conference on the issue.”

SMPTE meeting is all-digital

Television conference will spend two days in Toronto on the subject

No one needs to impress the Society of Motion Picture and Television Engineers with the importance of digital technology. The national organization has devoted the entire two days of its 14th annual television conference to discussing the subject.

Ray Brule, the conference’s program chairman, said the all-digital theme was an outgrowth of “a growing interest in not only the digital plant, but also in digital video and audio and in the use of digital technology for teletext information systems.” Brule added that the idea of the conference is “to let everybody have a crack at what should be happening in the next decade.”

The conference, which begins Friday at the Sheraton-Centre hotel in Toronto, will address topics relating to television and digital technology in four half-day sessions: the all-digital television plant (Friday morning), digital signal processing (Friday afternoon), digital transmission and testing (Saturday morning) and digital video recording (Saturday afternoon).

Technical sessions will be complemented by equipment exhibits and there will be time for socializing at a Friday luncheon and later that evening at a reception sponsored by Digital Video Systems.

A French firm, Antiope Videoext Systems, will use the conference to announce and demonstrate a new development in the teletext system it has been attempting to sell in the United States in the past year. According to President Pierre Gaujard, Antiope has developed a 72-page memory capacity for its teletext decoder. The multi-page memory is significant as it solves one of the major drawbacks to a practical system by effectively eliminating the problem of viewers having to wait for specific pages of information.

Brule noted that 500 persons have preregistered for the conference and said that “indicated somewhere around 800 registrants” will be on hand when the conference opens.

The following is a list of speakers who will deliver papers at each of the technical sessions:

The all-digital television plant: William M. Webster, RCA Laboratories; Frank Davidoff, CBS Television Network; Robert Hopkins, RCA; Peter Rainger, BBC; Toshi Doi, Sony Corp.; Jurgen K. R. Heitmann, Robert Bosch GmbH, and Anthony H. Lind, RCA Corp.

Digital signal processing: John Lowry, Digital Video Systems; J.L.E. Baldwin, Independent Broadcasting Authority; E. Dubois, INRS-Telecommunications & Bell-Northern Research; Dennis Fraser, NEC America Inc.; Richard Kupnicki, Digital Video Systems; Richard G. Shoup; and Steve Kreinick, Thomson-CSF Labs.

Digital transmission and testing: Michael Ferguson, Bell-Northern Research; Denis J. Connor, MacDonald, Dettwiler & Associates; John Storey, Canadian Department of Communications; Robert A. O’Connor, CBS; Yves Noellet, Antiope Videoext Systems; David Nilman, Public Broadcasting Service; and Walter Cicioria, Zenith Radio.

Digital recording: Dominique Nasse, C-CETT; Charles E. Anderson, Ampex; Josef Sochor, Robert Bosch; Yoshizumi Eto, Hitachi; Yoshitaka Hashimoto, Sony; E. Stanley Busby Jr., Ampex; Robert Thompson, RCA; and William G. Connolly, CBS.
Closed-captioning set to start up in the spring

ABC, NBC and PBS will add subtitles for benefit of hearing-impaired on selected programs; Sears to sell decoder

Programs ranging from ABC's 'Vega$' and NBC's 'Wonderful World of Disney' to Public Broadcasting Service's 'Nova' will become more, or less, evident to hearing-impaired viewers beginning on March 15. That is the start date of the project in which the two commercial networks, PBS and the new, non-profit National Captioning Institute will initiate their joint project of providing closed-captioned programming for the benefit of an audience estimated at 14 million.

Initially, ABC, NBC and PBS will air a total of 16 hours of closed-captioned programing, 'Eight Is Enough,' 'Barney Miller,' the ABC Sunday Night Movie and one half-hour program still to be selected, on ABC; 'Wonderful World of Disney,' the NBC Monday Night Movie and the NBC Friday Night Movie, on NBC; and 'Once Upon a Classic,' 'Masterpiece Theatre,' '3-2-1 Contact,' Mystery!, and 'Nova,' on PBS. An effort has been made to avoid schedule conflicts.

PBS will add three and a half more hours of closed-captioning programing later in the spring—'Odyssey' and 'Over Easy'—and by the end of the year will have its total up to 12 hours.

CBS declined the government's invitation to participate in the program. It said it was interested in developing a different kind of technology—teletext—which can provide a host of services in addition to closed captioning (Broadcasting, March 26, 1979).

The adapter units that will permit viewers to make the captions visible will be available from Sears, Roebuck & Co. through its spring/summer catalogue for $245.95. The company will begin filling orders on March 15. NCI will work with Lions Club International and the National PTA to arrange for financial aid for those who need it.

The closed-captioning program is a project brought to life through the efforts of the former Department of Health, Education and Welfare, whose Bureau of Education for the Handicapped provided the necessary funding, and PBS, which since 1972 has been developing and testing the captioning system.

ABC also helped to pioneer the system in 1971. At the first National Conference on Television for the Hearing Impaired, in Knoxville, Tenn., it demonstrated how captioning might operate.

The system makes use of line 21 of the TV vertical blanking interval, a portion of the screen that does not ordinarily contain video information. The captioning can be seen only when decoded.

The captioning itself is done by NCI, at centers in suburban Washington and Los Angeles. The networks provide the center with cassettes of programs and dialogue is encoded into captions which are recorded on a magnetic disk. The disk is then returned to the center where it is inserted onto line 21.

ABC and NBC estimate that participation in the program for the first year will cost them $750,000 each—$500,000 for captioning (at $2,000 per program hour) and $250,000 for transmission and other costs. PBS's captioning cost is $200,000. The lower cost is in recognition of the NCI's experience and equipment H&W and PBS have already contributed to the system. The difference in cost, though, will be made up from the $8 royalty NCI will receive from the sale of the adapters.

The adapter used in the system was displayed and demonstrated (using videotape) at the National Religious Broadcasters convention in Washington last week. The set-top adapter includes both UHF and VHF tuners in addition to the captioning decoding electronics and is designed to accommodate an additional captioning service—for bilingual captioning or captioning at a lower reading level—and Infodata, an alphanumeric teletext service. According to John Ball, president of NCI, since the two captioning services require only 50% of the total transmission capacity, the Infodata service was added to utilize the remaining 50%.

Ball said that in the Infodata mode, the adapter is capable of receiving and displaying four pages of text (16 rows of 32 characters) per minute.

Linda Carson of NCI said that by mid-summer a television set, also made by Sanyo and marketed by Sears, will be available with the adapter built in for around $500—$100 more than a comparable television without the added circuitry.

FM flexibility urged

Comments in ch. 6 interference inquiry cite need for table of assignments that can change to meet differing characteristics

Comments filed in the FCC's proceeding looking into, among other things, reducing television ch. 6 interference from educational FM stations were varied—but the ultimate consensus was the same—the proceeding has gone on far too long, and the FCC should act immediately to establish a flexible FM table of assignments to meet the needs of different regions within the United States.

The Corporation for Public Broadcasting, which petitioned for the proceeding in 1972, said that "a table of assignments cannot be an effective tool of spectrum allocation and at the same time promote the growth of frequency assignments. The table is constantly and easily amendable." CPB, whose proposed table of assignments was put out for public comment in the latest round of this proceed-
ing, made the point that one-third of the population is still unable to receive public radio, and until that condition is remedied, CPB cannot fulfill its congressional mandate to make public telecommunications available to all citizens of the U.S."

CPB also recommended that the FCC adopt "discrete classes of stations; a set of intra- and inter-class mileage separations for allocation purposes; and establish alternative allocations standards for special cases to increase the flexibility necessary to permit 'drop-in' channels."

National Public Radio supported CPB's recommendations. NPR said it is "critical that this haphazard assignment of precious frequencies be changed immediately and, to the extent possible, reversed." It said, however, that CPB's table, provided for in the further notice, is too "rigid" and doesn't provide for enough "diversity and local decision-making in the future development of usage of noncommercial channels."

NPR had some recommendations of its own. It said the FCC should adopt a table with the following priorities: one channel for high-power stations for each of the top 100 markets; one service for every part of the United States; a second channel for high-power stations for each of the top 75 markets; a second service for every part of the U.S.; and local transmitter service for every city with population in excess of 100,000. NPR also urged the development of improved receiver selectivity for TV sets.

The National Association of Broadcasters documented what it calls "severe interference problems" to 6 stations. NAB asked the FCC to adopt a table that will protect ch. 6 and further reduce interference by placing limits on vertical polarization, colocation (having the same FM station operate on the same antenna or tower as the ch. 6 station) and on the power of FM educational stations. NAB also advocated the FM station may for television filters and other devices that will help eliminate ch. 6 interference.

The National Federation of Community Broadcasters supported the idea of increasing the number of different FM classes of stations with a "concomitant" employment of mileage separation criteria.

ABC said there was an "urgent need" for the FCC to move forward and develop an AM band that will prevent ch. 6 interference. "At the same time," ABC's comments said, "the agency should carefully consider the feasibility and desirability of the development of a table of assignments to insure orderly educational FM band growth consistent with ch. 6 interference concerns."

The Electronics Industries Association's consumer electronics group said the FCC's FM assignment policy creates a "dilemma . . . interference to ch. 6 can be eliminated only by degrading TV reception performance standards." The consumer group added that "the FCC's intent to assign even more powerful noncommercial FM stations within the ch. 6 Grade B contour will exacerbate the dilemma."

Yes, but. Electronic Industries Association has announced conditional support for President Carter's recent moratorium on high-technology exports to Russia. Condition stipulates that EIA will stand behind moratorium if other industrialized countries stand with it. EIA President Peter F. McCloskey said: "The U.S. no longer enjoys anything like a monopoly in sophisticated electronic equipment and components. . . . Unless the administration is successful in obtaining each of our industrialized allies' cooperation in carrying out these sanctions, U.S. efforts to withhold high-technology products will not be successful!"


Also new at NAB, Valtec will be marketing its VS-100 fiber optic video system as new tool for broadcasters at this year's NAB convention. Valtec said that system—three kilometer link—can be used for transmission of video and audio to and from remotely located TV transmitter and "at sporting events and conventions the link between the control console and the microwave van can be made with a minimum of cable space and without concern for routing since fiber optic cables are immune to electrical interference."

From acorns. Oak Industries, electronic manufacturer and operator of subscription television station, announced that it will begin construction in May on new plant in Carlsbad, Calif. New $7 million, 100,000 square foot facilities will manufacture equipment for STV and for cable television systems.

From Miami. Wometco Enterprises, another major STV operator, will get its STV equipment from Magnavox, North American Philips division. Wometco awarded $5 million to Magnavox for supply of STV decoding equipment.

Sun trouble. 1980 is final year of 11-year solar cycle which means that solar activity spots and flares will be at maximum. Solar activity can have adverse effect on all types of radio communications, particularly short wave. National Aeronautics and Space Administration, in effort to better understand cycle phenomenon and cause and effect of solar activity will launch spacecraft in mid-February aboard Delta rocket. Spacecraft will fly in 300-mile circular orbit, look at sun and feed data back to earth on sun's activities for at least one year. Cost of spacecraft and one year of operation is $80 million.

What about 27 mhz? Association of Maximum Service Telecasters, in comments to FCC on proposed new personal radio service and relocation of citizen band radio service to 900 mhz, said notice of inquiry erred in not proposing to close out present CB operations in 27 mhz band. AMST, concerned about interference to TV reception at 27 mhz, cited commission's own personal radio planning group's conclusion that TV interference would not be reduced since not enough CB'ers would be attracted to new service. AMST said close of 27mhz need not create hardship on CB, since phase-out could be accomplished over reasonable length of time. AMST also pointed out that commission's notice asked comments on "Cadillac" class of personal radio service without indication that relatively few CB users would be willing to pay costs for extra features in service. Of new features offered, association said, automatic transmitter identification service alone is essential in that it would enable FCC to effectively police new band. Other suggested features would waste spectrum, AMST contended.
Ronstadt rides new wave. Causing a stir among programers is Linda Ronstadt’s new single, "How Do I Make You?"
(Asylum), which enters "Playlist" this week at 43. "It’s pretty hot," comments Pat O’Brien, music director at
WEWS in Cincinnati, Ohio, who also says it’s "really compatible with contemporary radio." Though some programers
report being wary of the single’s hard rock sound, Kerry Jackson, program director at WSVI in Guntersville, Ala.,
joins those enthusiastic about it, saying it "adds a lot of variety to a playlist full of downtempo hit records." Rick Shannon,
music director at KGSR in Sacramento, Calif., compares Ronstadt’s new style with that of Deborah Harry and
Pat Benatar and reports "really good phones" in reaction to airplay. Some credit for the singer’s new sound goes to
Mark Goldenberg, who sings backup vocals and wrote three cuts on the forthcoming LP Mad Love,
scheduled for release by mid-February. Goldenberg’s West Coast new wave band, The Cretones, is scheduled for a debut
LP on Plant records in February. Come back contender. Five points away from entering "Playlist" this week is
Tommy James’s Three Times In Love (Millennium) the title cut from an LP scheduled for release in February. Pat Martin,
program director at WAPL-FM Stevens Point, Wis., reports it is among the live best-selling singles in his market
after two weeks of airplay. Jackson also reports his market "picked up on the single fast" and that, in its second week
of airplay, it is generating, "lots of requests from a wide range of listener age groups.” James’s last hit records were
Dragnet (The Line) in 1971 and Crystal Blue Persuasion with the Shondells in 1969, both on Roulette Records.

### Playlist Jan 28

#### Contemporary

<table>
<thead>
<tr>
<th>Last This week</th>
<th>Title □ Artist □ Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rock With You □ Michael Jackson □ Epic</td>
</tr>
<tr>
<td>2</td>
<td>Do That To Me □ Capt. &amp; Tennille □ Casablanca</td>
</tr>
<tr>
<td>3</td>
<td>Coward Of The County □ Kenny Rogers □ United Artists</td>
</tr>
<tr>
<td>4</td>
<td>We Don’t Talk Anymore □ Cliff Richard □ EMI America</td>
</tr>
<tr>
<td>5</td>
<td>Deja Vu □ Dionne Warwick □ Arista</td>
</tr>
<tr>
<td>6</td>
<td>Sara □ Fleetwood Mac □ Warner Bros.</td>
</tr>
<tr>
<td>7</td>
<td>The Long Run □ Eagles □ Elektra</td>
</tr>
<tr>
<td>8</td>
<td>Escape □ Rupert Holmes □ Infinity</td>
</tr>
<tr>
<td>9</td>
<td>Yes I’m Ready □ Teri Desario/H. W. Kasey □ Casablanca</td>
</tr>
<tr>
<td>10</td>
<td>Longer □ Dan Fogelberg □ Epic</td>
</tr>
<tr>
<td>11</td>
<td>I Wanna Be Your Lover □ Prince □ Warner Bros.</td>
</tr>
<tr>
<td>12</td>
<td>Crazy Little Thing Called Love □ Queen □ Atlantic</td>
</tr>
<tr>
<td>13</td>
<td>Cruisin □ Smokey Robinson □ Motown</td>
</tr>
<tr>
<td>14</td>
<td>On The Radio □ Donna Summer □ Casablanca</td>
</tr>
<tr>
<td>15</td>
<td>Working My Way Back To You □ Spinners □ Atlantic</td>
</tr>
<tr>
<td>16</td>
<td>Don’t Do Me □ Tom Petty □ Heartbreakers □ Backstreet</td>
</tr>
<tr>
<td>17</td>
<td>Babe □ Styx □ A&amp;M</td>
</tr>
<tr>
<td>18</td>
<td>Romeo’s Tune □ Steve Forbert □ Nemperor</td>
</tr>
<tr>
<td>19</td>
<td>This Is It □ Kenny Loggins □ Columbia</td>
</tr>
<tr>
<td>20</td>
<td>Cool Change □ Little River Band □ Capitol</td>
</tr>
<tr>
<td>21</td>
<td>American Dream □ Dirt Band □ United Artists</td>
</tr>
<tr>
<td>22</td>
<td>September Morn □ Neil Diamond □ Columbia</td>
</tr>
<tr>
<td>23</td>
<td>Daydream Believer □ Anne Murray □ Capitol</td>
</tr>
<tr>
<td>24</td>
<td>Desire □ Andy Gibb □ RSO</td>
</tr>
<tr>
<td>25</td>
<td>Jane □ Jefferson Starship □ Grunt</td>
</tr>
<tr>
<td>26</td>
<td>Second Time Around □ Shalamar □ Solar</td>
</tr>
<tr>
<td>27</td>
<td>&quot;99&quot;° Toto □ Columbia</td>
</tr>
<tr>
<td>28</td>
<td>Please Don’t Go □ KC &amp; Sunshine Band □ TK</td>
</tr>
<tr>
<td>29</td>
<td>Him □ Rupert Holmes □ Infinity</td>
</tr>
<tr>
<td>30</td>
<td>Why Me □ Styx □ A&amp;M</td>
</tr>
<tr>
<td>31</td>
<td>Wait For Me □ Hall &amp; Oates □ RCA</td>
</tr>
<tr>
<td>32</td>
<td>Too Hot Kool &amp; The Gang □ De-Lite</td>
</tr>
<tr>
<td>33</td>
<td>When I Wanted You □ Barry Manilow □ Arista</td>
</tr>
<tr>
<td>34</td>
<td>Another Brick In The Wall □ Pink Floyd □ Columbia</td>
</tr>
<tr>
<td>35</td>
<td>Voices □ Cheap Trick □ Epic</td>
</tr>
<tr>
<td>36</td>
<td>Refugee □ Tom Petty □ Heartbreakers □ Backstreet</td>
</tr>
<tr>
<td>37</td>
<td>Don’t Let Go □ Isaac Hayes □ Polydor</td>
</tr>
<tr>
<td>38</td>
<td>Still □ Commodores □ Motown</td>
</tr>
<tr>
<td>39</td>
<td>Third Time Lucky □ Foghat □ Bearsville</td>
</tr>
<tr>
<td>40</td>
<td>Ladies’ Night □ Kool &amp; The Gang □ De-Lite</td>
</tr>
<tr>
<td>41</td>
<td>Forever Mine □ D’Jays □ Phila. Int’l.</td>
</tr>
<tr>
<td>42</td>
<td>Heartbreaker □ Pat Benatar □ Chrysalis</td>
</tr>
<tr>
<td>43</td>
<td>How Do I Make You □ Linda Ronstadt □ Asylum</td>
</tr>
<tr>
<td>44</td>
<td>Fool In The Rain □ Led Zeppelin □ Swan Song</td>
</tr>
<tr>
<td>45</td>
<td>Lost Her In The Sun □ John Stewart □ RSO</td>
</tr>
<tr>
<td>46</td>
<td>Better Love Next Time □ Dr. Hook □ Capitol</td>
</tr>
<tr>
<td>47</td>
<td>You Know That I Love You □ Santana □ Columbia</td>
</tr>
<tr>
<td>48</td>
<td>Back On My Feet Again □ Barry Manilow □ Chrysalis</td>
</tr>
<tr>
<td>49</td>
<td>Last Train To London □ E.L.O. □ Jet</td>
</tr>
<tr>
<td>50</td>
<td>Let Me Love You □ Nicolette Larson □ Warner Bros.</td>
</tr>
</tbody>
</table>

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted"
in terms of Arbitron audience ratings for the reporting station on which it is played. A □ indicates an upward movement
of five or more chart positions between this week and last.
As compiled by Broadcasting, Jan. 14 through Jan. 18 and based on filings, authorizations and other FCC actions.


New Stations

FM applications

- Fayetteville, Ark.—Kim D. Hendren seeks 107.9 mhz, 100 kw, HAAT: 1246 ft. Address: Route 3 Greeter, Ark. 72736. Estimated construction cost $481,311; first-quarter operating cost $35,512; revenue $400,000. Format: MOR. Principal: Kim D. Hendren (100%). He is Ark. state senator and 25% owner of Amtrak Engineering and Manufacturing Inc., machine shop. He has no other broadcast interests.
- Burney, Calif.—Shastia Communications seeks 106.1 mhz, 100 kw, HAAT: 1532 ft. Address: 1955 Enterprise Dr., Box 956, Burney, Calif. 96013. Estimated construction cost to be leased; first-year operating cost $32,903; revenue none. Format: MOR. Principal: Frederick W. Constant (100%). He is majority owner of Communico Inc., Wilmington, Del. (radio and background music). He has applications pending for stations in Honolulu, Hawaii, Florence, Ore., and New Plymouth, Idaho.
- Kalamazoo, Mich.—Board of Education City of Kalamazoo seeks 89.9 mhz, 140 kw, HAAT: 127 ft. Address: 1220 Howard St., Kalamazoo, Mich. 49008. Estimated construction cost $56,133; first-year operating cost $15,198; revenue none. Format: Educational. Principal: William Goodman is president of Board of Education, City of Kalamazoo. Proposed station will be used for educational purposes.
- Pinconning, Mich.—FM 101 Inc. seeks 100.9 mhz, 3.0 kw, HAAT: 300 ft. Address: PO 11101, Lansing, Mich. 48901. Estimated construction cost $34,000; first-quarter operating cost $30,000; revenue $40,000. Format: MOR. Principals: Broadcast Technical Services (51%); Thomas Papiernik, Jr. (39%); Bob Sherman (10%) and 2 others. Papiernik is grocery store owner in Lansing, Mich. Sherman is president, Television 36 Inc., Battle Creek. David Schaberg is 51% owner of Broadcast Technical Services as well as 27.5% owner of FM 101 Inc.

SEND MY FREE SAMPLE

Get my free brochure and sample tape of Trendsetter to me today. I need to hear Trendsetter because it's the Production Music Service that has the same sound as the chart music I play every day. I know Trendsetter will keep my commercial music contemporary because new Trendsetter tracks are cut every month. I want to hear examples of specialty and seasonal tracks. Trailer Hits. Wild Work Parts. Set Effects. And much more.

Send my Trendsetter brochure and free tape NOW. That's an order. On second thought, I'll just call David Tyler or Keith Lee collect at 901-320-4340.

Name ____________________________
Station __________________________
Address __________________________
City ____________________________ State ______ Zip ______


Ownership Changes

Applications

- KAKY(FM) Fairbanks, Alaska (FM: 101.1 mhz, 0 kw) Seeks assignment of license from NorthWest Horizons Inc. to Interior Broadcasting Corp. for $5,385. Sale is contingent upon FCC grant of extension of time for completion of construction of KAKY(FM). Seller: Michael C. Welling has no other broadcast interests. Buyers: Larry Holstrom, R. Steven

For the Record

* 

Broadcasting Jan 26 1980 102
KCBS (FM) Tulare, Calif. FM 94.9 MHz. The broadcast of Popas Electronics from Mike Pappas (100% before, none after) to KBOS Inc. (none before, 100% after). Consideration: $150,000. Principles: Mike Pappas (100%). President of Popas Associated Radio and TV before selling interests to brothers Pete and Harry. He also owns KGEM (FM) Tulare which he has agreed to sell to Wallis and Sharp Inc. for approximately $750,000 with leases. He has no other broadcast interests. KBOS Inc. is owned by John T. McCarthy. A veteran broadcaster, he also owns McCarthy Broadcasting Co., licensees of KMAK (FM) Fresno, Calif. and part interest in Fresno cable company.

WMPH (FM) Wilmington, Del. (FM: 91.7 mHz, 10 kW) — Seeks assignment of license from Board of Education. (none before, 100% after) to New Castle County Board of Education for no consideration. The assignment reflects merger of several small town school districts into a single larger school district by order of the U.S. District Court for the District of Delaware.

WBIA (AM) Augusta, Ga. (AM: 1230 kertz, 1 kW-D 250 w-N) — Seeks transfer of control of WBIA (AM) from J. McCarthy Miller (100% before, none after) to Robert Burner Co., Kenneth Pedersen (none before, 100% after). Consideration: $150,000. Principles: Miller is 56% owner WIBB Macon. Macon and officer directed Community Communications Inc. Pensacola, Fla., MDS applicant for various cities. Burns and Pedersen own 1/3 each of WIBB Macon, N.Y. set of which was just approved by FCC. Burns is 1/3 owner and director of WSFW-AM-FM Seneca Falls, N.Y.

WGR (AM) Griffin, Ga. (AM: 1410 kHz, 1 kW-D) — Seeks transfer of control of WGR Radio Inc. from Federal Deposit Insur Corp. as liquidator of The Hamilton Bank and Trust Co. (100% before, none after) to Clarion Broadcasting Inc. (none before, 100% after). Consideration: $140,000. Principals: Miller is a partner in other broadcast interests. Cline is 100% owner of bank. Cline also has interests in other companies.

KMTW (FM) Twin Falls, Idaho (FM: 96.5 MHz, 100 kW) — Seeks transfer of control of Media 5 Inc from Robert Conner et al (100% before, none after) to Sawtooth Radio Corp. (none before, 100% after). Consideration: $184,200 plus assumption of liabilities. Principals: Conner is partner in other broadcast interests. Cline is 100% owner of bank. Cline also has interests in other companies.

WKY (AM) Burkesville, Ky. (AM: 1570 kHz, 1 kW-D) — Seeks transfer of control of WKY Inc. from Edward Johnson & Robert Gallowher (51% before, none after) to Silas Norris, H. Poinsett, Ray Mullinax (49% before, 100% after). Consideration: $82,500. Principles: Edwards and Johnson (25%). He also owns 49% WCUS (AM) Crossville; 33-1/3% WHAL (AM) Shelbyville; 15-2/3% TVC (FM) Shelbyville and 100% CFJ (FM) Tenessee. All Tennessee, Robert Gallowher (26%). He is 70% owner WUCR (AM) Sparta; 33-1/3% WHAL (AM) Shelbyville, both Tennessee, and KGTV (FM) Greenvile, Alabama. Buyers have no other broadcast interests.

KSFT (FM) St. Joseph, Mo. (FM: 105.1 MHz, 27.5 kW) — Seeks assignment of license from Hunter Broadcasting to St. Joseph Broadcasting for $450,000. Seller: B. D. Hunter (100% owner and president). He also owns WILL (AM) Jacksonville, Ill., and is seeking KUSN (AM) St. Joseph. (See below). Buyer: G. Dale Cowie 46%: Jim Ramsland 46% and Greg Everett 8%. Cowie is owner of Cowie Enterprises, a Broadcast enterprise. Everett is executive vice president and general manager of KIO (AM) St. Joseph. Ramsland is president of Hyett/Ramsland, radio and television representatives. Cowie owns 100% of KASI (AM)-KCCQ (FM) Ames; 85% KCRR (FM) Cedar Rapids; 27-7/8 KOKX (AM)-KOM (FM)-KBB (FM)-KBB (FM) Keokuk, all lows; 46.3% KH-KYM St. Joseph. Mo. Ramsland also owns 46.3% KJO (AM) while Everett owns 7.3% of same.

KUSN (AM) St. Joseph, Mo. (AM: 1270 kHz, 1 kW-D) — Seeks assignment of license from Hunter Broadcasting Co. to Orma Inc. for $400,000. Seller: B. D. Hunter (100% owner and president). He owns WJIM (AM) Jacksonville, Ill, and is also seeking KSFT (FM) St. Joseph. (See above). Buyer: is owned equally by seven St. Joseph, Mo. businesses: Paul Giessenhagen, owner of physical therapy center, Andrew Willoughby, owner of Amway distributorship, Rocky Maxson, restaurant owner; Steve Poe, restaurant owner, Frank Freudenhal, vice president and division manager of Allied Industries, manufacturing company; Frank Stand, pastor, and Richard Sprague, manager of underground utility contractor. They have no other broadcast interests.

WIST (AM) Charlotte, N.C. (AM: 1240 kHz, 1 kW-D) — Seeks transfer of control of Meletina Bdcg. Co. from Albert R. Munn (51.3% before, 13.3% after) to Consolidated Theatres. (5.4% before, 51.3% after). Consideration: $185,200. Majority. Owner and president of seller is Albert Munn, a veteran broadcaster who will stay on as manager. He has no other broadcast interests. Consolidated Investment Corp. is 100% owner of Dale Bcg. Donald L. Smith is 100% owner of Consolidated which operates a number of McDonald's restaurant franchises, and real estate development companies in Ohio. He has no other broadcast interests.

WBKC (AM) Chardon, Ohio (AM: 1560 kHz, 1 kW-D DA) — Seeks transfer of control of B-K Broadcasting Co. from A. C. Taber, W. Rimes, J. A. Kipp (50% before, 100% after) to Dale Broadcasting (before, 80% after). Consideration: $264,000. Principles: William G. Rimes (35.2%), Albert J. Kipp (10.5%), A. C. Taber (15.8%), Jim Hunter (47.5%). They have no other broadcast interests. Consolidated Investment Corp. is 100% owner of Dale Bdg. Donald L. Smith is 100% owner of Consolidated which operates a number of McDonald's restaurant franchises, and real estate development companies in Ohio. He has no other broadcast interests.

WQNE (permitees) Cleveland, Tenn. — Seeks transfer of control of Bradley Enterprises from Clyde Osment and children (100% before, none after, to Roger Gupin, Daniel Winters, Arthur Hodge (none before, 100% after). Consideration: $107,000. Principles: Clyde Osment is principal transferor (52%) with son Arnold and daughter Ella Sue owning 24%. They have no other broadcast interests. Buyer will own equal shares of Bradley. Gupin is Cleveland, Tenn. investor. Winters is Florida mortgage banker. Hodge is owner of retail clothing business in Magee, Miss. None have any other broadcast interests.

XXRO-AM-KDUX-FM Aberdeen, Ocean Shores, Wash. (FM: 1320 kHz, 5 kW-D 250 w-N, DA: FM: 104.7 MHz, 48 kW — Seeks transfer of control of Aberdeen Bcdg. from estate of Miller C. Robertson (100% before, none after) to KFQD Inc. (none before, 100% after). Consideration: $50,000. Principles: Seattle First National Bank is executor of will of Miller C. Robertson. Mathew H. Clapp Jr. is 100% owner of KFQD Inc. He is director of Tacoma, Washing shopping center, assistant secretary and treasurer of Tacoma land development firm, and from 1976-77 was president of King Oil Co., Tukla, Okla. He owns radio station KFQD (AM) Anchorage.

Actions

KBLC (FM) Lakeport, Calif. (1270 kHz, 500 w-D) — Broadcast Bureau granted transfer of control of Lake County Broadcasting Co. from Noel Knight and his son, Noel (100% before, none after) to Mckinney Inc. (none before, 100% after). Consideration: $300,000, plus assumption of liabilities. Knight has no other broadcast interests. Buyer is owned by Albert R. Mckinney and his wife, Darla. M. Mckinney is announcer and salesmen at station. They also manage properties in Kelseyville, Calif. Action Jan. 11.

KTOC-AM-FM Jomeshoro, La. (AM: 920 kHz; FM: 90.1) — Seeks transfer of control of KTOC (AM) from Francis M. O'Malley (1% owner) to H. E. Davis. Consideration: $100,000. O'Malley has no other broadcast interests. Buyer is owned by H. E. Davis. Action Jan. 21.
Facilities Changes

- KHAK(AM) Cedar Rapids, Iowa—Granted CP to make changes in antenna system: increase height of No. 3 tower to accommodate FM antenna; conditions (BP790465AL). Action Jan. 4.
- KMDQ(AM) Fort Scott, Kan.—Granted CP to increase power to 1 kW; install new trans. (BP780390AP). Action Jan. 8.
- WEWO(AM) Launburg, N.C.—Granted CP to change frequency to 1460 kHz; change hours of operation to unlimited by adding nighttime service with 5 kw (1 kw CH); install DA-2; change TL: Hwy 79 at Panky-town, Launburg; conditions (BP781030AL). Action Jan. 7.
- KWPR(AM) Claremore, Okla.—Granted CP to increase power to 1 kw; install new trans. (BP790226AD). Action Jan. 8.
- KHOM(AM), Houma, La.—Denied application for CP to install aux. at main SL and change TPO. Action Jan. 10.
- KBZN(AM) Bozeman, Mont.—Seeks Mod. of CP (BPH-9841, as mod.) to make changes in antenna system; change TL to: 4.3 mi. S. 2.5 mi. W of Bozeman, Mont.; change type trans.; change type ant.; increase HAAT: 403' (H&V) & change TPO. Ann. Jan. 17.
- WCBS-FM, New York, N.Y.—Granted mod. of CP to increase ERP: 7.2 kw (H&V); increase ant. height, 1,300 ft. (H&V); change type ant. and change TPO (BMP790925AG). Action Jan. 4.

In Context

FCC Decisions

- Los Angeles, Calif.—FCC has deleted certain basic qualifying issues focusing on business activities of Robert A. Mahuva, a former 15 percent stockholder in Orange Radio, Inc., which were added against Orange, but never tried, by the FCC’s Review Board in a proceeding begun in 1971 involving several mutually exclusive applications for a new AM station on 1110 kHz in the Los Angeles-Long Beach area. It also dismissed as moot a motion for stay filed by Orange. Action Jan. 16.
- WAVS(AM) Ft. Lauderdale, Fla.—FCC has designated for hearing applications of Radio WAVS, Inc.: Ft. Lauderdale, Fla., for renewal of its license for radio station WAVS(AM) and for assignment of license to Gore Broadcasting of South Fla., and to determine whether the station was transferred, abandoned or disposed of, by transfer of control of licensee or control of company, or otherwise, without finding by FCC that public interest, convenience and necessity would be served; Whether any of management officials of either misrepresented facts or were lacking in candor with FCC; Whether Radio WAVS, Inc., possesses required qualifications to remain licensee of FCC, and whether grant of its application for renewal of license would serve the public interest, convenience and necessity. Action Jan. 16.
- WKYO(AM)-WIDL(AM) Caro, Mich.—FCC has received a $350 forfeiture assessed by Broadcast Bureau against Tuscola Broadcasting Company, licensee of stations WKYO(AM) and WIDL(AM) in Caro, Mich., for operating without FCC. Action Jan. 16.
- WSA/Y(AM)-WRIA(AM) Rochester and Cheektowaga, N.Y.—FCC has renewed licenses of WSA/Y(AM) Rochester, N.Y., and WRIA(AM) Cheektowaga, N.Y., on condition that they be assigned to qualified applicants within six months. It also authorized WRIA to go silent. Action was requested by Federal Broadcast System, Inc., licensee of WSA/Y(AM) and Niagara Broadcasting System, licensee of WRIA(AM). Both licensees were owned by Gordon P. Brown until his death on Jan. 29, 1979. Action Jan. 16.
- WBR(Y)(AM) Woodbury, Tenn.—FCC has set for hearing application of Tennessee Valley Broadcasting Corporation for renewal of its license for WBR(Y)(AM) Woodbury, Tenn., and the application to assign the license of WBR(Y)(AM) to First Tennessee Valley Corporation of Greer, S.C., and Summer, Inc. It said information before it raised serious questions on whether the applicants possess required qualifications to be a qualified FCC licensee. One issue to be considered: Whether license for WBR(Y), or any rights thereunder, were transferred, assigned or disposed of, by transfer of control of licensee corp. or otherwise, with or without FCC knowledge, which public interest would be served in violation of Section 310(d) of the Communications Act. Action Jan. 16.
- WEIR(AM)-WCHR(AM) Beckley, W.Va.—FCC has fined Southern Communication Corp., licensee of WCHR(AM) and WCHR-FM, Beckley, W. Va., $1,500 for violating various FCC rules. On May 31, 1978, FCC notified Southern of apparent liability for $3,200 for operating both stations with improperly licensed operation; failing to make an entry in operating log; failing to log weekly inspections of both stations; failing to make Emergency Broadcast System (EBS) tests; operating WCHR(AM) with excessive power, and failing to install unauthorized antennas and power. A field inspection was made in October 1977. Action Jan. 16.

Procedural Rulings

- Birmingham, Ala. et al. (Alabama Citizens for Public Television and Alabama Educational Television Commission) TV-Ed Proceeding: (Docs. 20675-6)—Chief ALJ Lenore Ehrig approved settlement agreement between parties and Alabama Educational Television Commission for C's CP for Ch. 26 Montgomery, Ch. 41 Demopolis, and Ch. 10 Birmingham all Alabama; granted motion by Alabama Educational Television Commission to determine certain elements of agreement dated November 2; and dismissed Alabama Citizens’ pending applications. See related sections of settlement agreement. Alabama Citizens will dismiss pending applications for Demopolis and Birmingham facilities, and both Alabama Citizens and Montgomery Citizens agreed to support grant of AETC’s pending applications for channels 26, Montgomery, 41, Demopolis, and 10, Birmingham. In turn, AETC agreed to reconstitute local citizens advisory committees and to follow certain improved procedures with respect to its relationship with those committees. AETC also agreed to take new initiatives regarding new equal employment opportunities program, including establishment of study group or student internship program for minority interns. These commitments are included in amendment to AETC’s agreements. Representation on the advisory committee will assist AETC in providing programming to meet problems, needs and interests of Alabama’s citizens. All parties have filed affidavits indicating that no further financial reimbursement is involved. Action Jan. 14.
- Detroit, Mich. (Both American Company Revocation proceeding: (BC Doc. 79-173)—Assistant Chief ALJ Thomas Fitzpatrick extended from Feb. 5 to Feb. 15 the time for both to notify FCC whether it wishes to take action under “Dissolve Sale” policy Action Jan. 15.

McGlothlin Consulting Services is now accepting seven new clients for intensive sales training and first quarter follow-up services.

Call or write for descriptive brochure.
OPTIMOD-AM
WHY DOES IT COST MORE?

Because it is a professionally-engineered processor built to the highest quality standards. Because it uses precision, stable components. Because it is designed to work well for a long time—even in hostile environments. Because it offers outstanding documentation and customer support. And because it is a design of unprecedented sophistication whose principal purpose is to create a processor that solves real-world problems: sloppy D.J. gain riding, inconsistent source material, and less-than-ideal transmitter plants.

For these reasons, OPTIMOD-AM may well yield a much higher return on investment than lesser processors—and thereby costs less in the long run.

Here's a compact guide to help you evaluate AM audio processors. OPTIMOD-AM costs more with good reason—judge for yourself.

Is it easy to set up, yet versatile enough to give you the sound you really want? Some processors are so difficult to set up that only the designer can give you the sound you want. Others lack sufficient control range to get your sound regardless of who sets it up. OPTIMOD-AM is versatile, yet its setup controls are easily understood. And we provide excellent documentation—in Program Director's language—that provides a clear explanation of the relationship between the controls and the subjective air sound.

Once you've found your sound, can you keep it? Some processors have been designed by non-professionals who tuned a single, prototype "by ear" and then closed their eyes and hoped that all production units would match its sound. Essential design parameters such as sensitivity to normal component tolerances, component aging, and temperature variations were ignored.

OPTIMOD-AM's design underwent rigorous, professional computer analysis of these parameters before the first unit ever came off the production line. Many costly, high-stability components are employed. The result: find the sound you want, and it will be there tomorrow...or next year.

Will you get prompt, efficient, fairly-priced service if you have problems in the field?

Some processor manufacturers are so small that the company's principal(s) have to "wear all the hats"—including customer service engineer. Orban maintains a responsible, knowledgeable, effective Customer Service Department that's fully equipped to support the thousands of Orban processors already in the field—and we're committed to supporting future sales with equal professionalism. Our toll-free "800" number and our service loaner program are just two facets of our total product support.

We're proud of our service record. Ask the man who owns one.

Does it sound loud...and good...on typical AM radios? Your audience doesn't listen over your air monitor—they listen on narrowband auto, table, and pocket portable radios. Does the processor sound good on the air monitor—but dull in the ear? Or does it sound crisp and defined on a majority of consumer AM radios?

OPTIMOD-AM can compensate for typical consumer radio deficiencies in a way that makes them sound "almost high fidelity"—and its design avoids the hole-punching, distortion, and other problems that usually arise when you try such compensation with simple equalization or other "half-way" approaches.

Does it sound loud on music...and stay clean on voice? Or do you set it up to sound loud on music...only to find voice sounds somewhat clipped and distorted?

OPTIMOD-AM's exclusive "Smart Clipper" recognizes and controls clipping distortion as perceived by the ear. The result: you can sound both loud and clean on all program material—without readjustment. Many broadcasters have become so accustomed to slight voice distortion that it no longer bothers them—until they hear how truly clean-sounding OPTIMOD-AM voice can be.

Can it compensate for transient response problems in real-world transmitters? Not every station is fortunate enough to own a state-of-the-art transmitter. Does the pulse response (tilt, overshoot and ringing) of the transmitter/antenna system cause the processor to overmodulate the transmitter? Or does it include a "transmitter equalizer" that can compensate for these problems? OPTIMOD-AM's equalizer can be switched remotely for different "Day" and "Night" curves.

Is your investment well protected?

OPTIMOD-AM comes with a rigorous 189-page Operating Manual which provides clear and complete explanations of setup, operation, and servicing procedures. It enables any competent engineer to install, maintain and repair the unit—you're not tied to a single engineer, an "expert from afar," or even to the longevity of the manufacturer. It's nice to know, however, that Orban is a strong, financially stable company with over ten years in business.

Your investment is also protected by OPTIMOD-AM's adjustability. If your format changes—or if AM stereo results in new receiver standards—you can tailor OPTIMOD-AM's sound to suit. And OPTIMOD-AM is really stereo-ready—its been designed from the beginning to be compatible with the sum-and-difference processing that AM stereo will almost certainly require.

How much does it really cost?

A conservative estimate (5 years life; 18 hours/day operation; no salvage value) reveals that OPTIMOD-AM costs less than $3e/hour. When you look at it like this, it becomes clear that the financial impact of a processor is almost entirely its effect upon your ratings and advertiser acceptance. Can you afford not to go with OPTIMOD-AM?

Compare OPTIMOD-AM to other processors. Write or call for complete details.

Orban Associates Inc.
645 Bryant Street
San Francisco, CA 94107
Toll Free: (800) 227-4498
In California: (415) 957-1067
Allocations

FM actions
- FCC by its Policy and Rules Division, Broadcast Bureau took the following actions involving FM Table of Assignments:
  - Lake Havasu City, Ariz. — In response to petition by New Life Christian School, proposed assigning 91.1 mhz at Lake Havasu City as its first noncommercial educational assignment; it is presently served by daytime-only station KFWM(AM) and KRFM(FM). Proposal requires concurrence of Mexican Government, since the city is located within 199 miles of U.S.-Mexico border. Comments are due March 7, replies March 27 (BC Doc. 80-4, RM-3519). Action Jan. 10.
  - St. Augustine and Callahan, Fla. — Denied petition by Raven Enterprises, seeking reassignment of 105.5 mhz from St. Augustine to Callahan. Although Callahan has no local radio service, St. Augustine was previously assigned the channel and there is an application on file for its use. In addition, Callahan is only five miles northwest of Jacksonville, and is in Jacksonville Standard Metropolitan Statistical Area. Jacksonville has nine FM and 12 AM stations, with two more assigned to nearby suburbs. The Bureau said that although FCC places high priority on providing each community with at least one FM station, in cases where community is served by nearby FM station, it has on occasion declined to assign first FM channel to that community (RM-3083). Action Jan. 14.
  - Paxton, Ill. — In response to a petition by Roger C. Elliot, proposed assigning 104.9 mhz at Paxton, Ill. as its first FM assignment; comments due March 7, replies March 27. (BC Doc. No. 80-3, RM-3517). Action Jan. 10.
  - Wickliffe, Ky., and Henderson, Tenn. — In response to original petition by Purchase Sound, Inc., and counterproposals by Usher Broadcasting and Purchase, assigned 95.9 mhz to both Wickliffe, Ky. and Henderson, Tenn., as first FM assignments, and substituted 96.3 mhz for 96.1 mhz at Blytheville, Ark., and ordered Station KHSL-FM to specify operation on frequency 96.3 mhz (Doc. 21504, RM-2929). Action Jan. 8.

TV actions
- Orange Park, Fla. — In response to petition by Clay Television Inc. assigned ch. 25 at Orange Park, Fla. as its first local television assignment, effective Feb. 25 (BC Doc. 79-90; RM-3142). Action Jan. 10.
- Irving and Dallas, Tex. — In response to petition by CELA, Inc. to assign ch. 49 to Irving, Tex. for commercial use, proposed assigning ch. 49 either to Irving as its first TV assignment, or, alternatively, to Dallas (eight miles east of Irving), in which case it could still be used at Irving under the "13-mile rule" (by Notice of Proposed Rulemaking BC Doc. 80-6, RM-3345). Action Jan. 14.

TV translator actions

Translators

Application
- Midland, Ore. — Sierra Cascade Communications Inc. seeks CP for new UHF translator on ch. 60 (TPO: 100. waa, HAAT: 15 ft) to rebroadcast directly KTVL Medford, Ore. Ann. Jan. 16.

Action
- KOSFK. Driggs, Idaho — Since license expired as of Oct. 1, 1978 and the FCC has no record of a renewal application, the license authorization is considered forfeited, call sign deleted and all pertinent records closed. Action Jan. 8.

Satellites

Actions
- The following earth station applications have been granted:
- Sierra Cascade Communications Inc. for Medford, Ore. (00251-DSE-LJ).
- Limestone Cable Vision Inc. for Maysville, Ky. (00711-DSE-L).
- Rogue Valley Cable TV Inc. for Rogue River, Ore. (00372-DSE-L).
- JAC Communications Associates for Roswell, (00396-DSE-L), Las Cruces, (00397-DSE-L). Farmington (001098-DSE-L), and Las Vegas, all Nevada. (001099-DSE-L)
- Hi-Net Communications Inc. for Tacoma, (00400-DSE-L), Seattle-Tacoma Airport, (00400-DSE-L), Seattle Boeing Field, all Washington (00402-DSE-L), and Salt Lake City, Utah (00403-DSE-L), St. Louis, North (00404-DSE-L), and Springfield, both Missouri (00405-DSE-L) and Mission, Kan. (00406-DSE-L), Kansas City, Mo. (00407-DSE-L) and Boise Airport, Idaho (00408-DSE-L).
- Telecas Association Inc. for Indian Bayou, La. (00410-DSE-L).
- Bayou Cable TV Inc. for Plaquemine, L.A. (00411-DSE-L).
- Valley Cable TV Inc. for Palfurias, Tex. (00413-DSE-L).
- Valley Cable TV Inc. for Rio Grande City, Ill. (00414-DSE-L).
- Valley Cable TV Inc. for Alice, Tex. (00415-DSE-L).
- American Satellite Corp. for Downey, Calif. (00430-DSE-L).
- Adelphia Communications Corp. for Punxsutawney, PA. (00394-DSE-L).
- Quaker CATV of Lisbon for Lisbon, Ohio. (00412-DSE-L).

Cable

- The following service registrations have been filed:
- Dempsey's TV Service for Laurel Creek, W. Va. (WV0615) new system.
- Dempsey's TV Service for Warfield, Beauty, Blacklog Creek and Coldwater Creeks, all Kentucky (KY0430) new system.
- Cable TV of Plesanton for Plesanton, Kan (KS0205) new system.
- Carman Cable for Alstead, Drewsville, and Langdon, all New Hampshire (NH0079,80) new system.
- Walpole Cable Vision for Walpole, NH. (NH0078) new system.
- Cross Country Cable TV at for Kennsborough and Aberdeen, both New Jersey (NJ0399,400) new system.
- Waterwood CATV Inc. for Waterwood, Tex. (TX00085) new system.
- KLR Cable TV Co. Corp. for Carlisle, Ky. (KY0402) new system.
- Community TV Cable Co. for Doniphan, Vanburen, Eminence, Fremont, Pontioli, Mill Springs, Roseburg, Tenino, Greenwich, Mountain, Summersville, Williamsville and Elsinore, all Missouri. (MO0181,2,3,4,5,6,7,8,9,11,2) new system.
- Community TV Cable Co. for Rector, Marquand, Maynard, Byers, Bigger, Datto and Success, all Arkansas. (AR0177,8,9,10,1,2) new system.
- Minneapolis Cable systems et al for Minneapolis, Minn. (MN0180) new system.
- Clearview Cable Television for Eden, Mayodon and Madison, all North Carolina. (NC0214,5,6) new system.
- Cablevision for Fremont, Neb. (NE0061) new system.
- Stoter Cable TV of Texas Inc. for Cleburne and Lancaster, both Texas. (TX0390,89) new system.
- Cable TV for Brighton, Brownsville and Roosevelt, Alabama. (AL0194,5,6) new system.
- Jackson County Cable System for Sugar Creek, Mo. (MO0194) new system.
- Suburban Cablevision Corp. for Carteret, N.J. (NJ0402) new system.
- Community TV Cable Co. for Winona, Mo. (MO0192) new system.
- Thomasboro CATV Co. Inc. for Thomasboro, Ill. (IL0317) new system.
- Redwood Empirr Cablevision Inc. for Gualala, Calif. (CA0446) new system.
Summary of broadcasting

FCC tabulations as of Nov. 30, 1979

<table>
<thead>
<tr>
<th></th>
<th>Licensed</th>
<th>On air</th>
<th>CP's on air</th>
<th>Total on air</th>
<th>CP's not on air</th>
<th>Total authorized**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4526</td>
<td>3</td>
<td>25</td>
<td>4554</td>
<td>93</td>
<td>4647</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>3104</td>
<td>2</td>
<td>48</td>
<td>3155</td>
<td>167</td>
<td>3322</td>
</tr>
<tr>
<td>Educational FM</td>
<td>1012</td>
<td>0</td>
<td>27</td>
<td>1039</td>
<td>86</td>
<td>1125</td>
</tr>
<tr>
<td>Total Radio</td>
<td>9642</td>
<td>5</td>
<td>101</td>
<td>8748</td>
<td>348</td>
<td>9094</td>
</tr>
<tr>
<td>Commercial TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VHF</td>
<td>514</td>
<td>1</td>
<td>2</td>
<td>517</td>
<td>8</td>
<td>525</td>
</tr>
<tr>
<td>UHF</td>
<td>220</td>
<td>0</td>
<td>4</td>
<td>224</td>
<td>62</td>
<td>286</td>
</tr>
<tr>
<td>Educational TV</td>
<td>99</td>
<td>1</td>
<td>5</td>
<td>105</td>
<td>5</td>
<td>110</td>
</tr>
<tr>
<td>VHF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UHF</td>
<td>154</td>
<td>2</td>
<td>6</td>
<td>162</td>
<td>4</td>
<td>166</td>
</tr>
<tr>
<td>Total TV</td>
<td>987</td>
<td>4</td>
<td>17</td>
<td>1008</td>
<td>79</td>
<td>1087</td>
</tr>
<tr>
<td>FM Transmitters</td>
<td>216</td>
<td>0</td>
<td>0</td>
<td>216</td>
<td>154</td>
<td>430</td>
</tr>
<tr>
<td>TV Transmitters</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UHF</td>
<td>1219</td>
<td>0</td>
<td>0</td>
<td>1219</td>
<td>381</td>
<td>1600</td>
</tr>
<tr>
<td>VHF</td>
<td>2461</td>
<td>0</td>
<td>0</td>
<td>2461</td>
<td>215</td>
<td>2676</td>
</tr>
</tbody>
</table>

*Special temporary authorization

**Includes off-air licenses

- Citizens Cable for Aboite and Wayne, both Indiana (IN0215.6) new system.
- Lykens TV Co. Inc. for Berrysburg, Mifflin and Rush, all Pennsylvania (PA1837.8.9) new system.
- Cablevision Systems Long Island Corp. for Island Park, N.Y. (NY0816) new system.
- Cablevision of Chicago et al for Hammond Ind. (IN0218) new system.
- United Cable Television of Bossier Parish for Bossier Parrish, La. (LA0173) new system.
- ASC Cable TV Inc. for Briarwood Village, Fla. (FL0479) new system.
- Bay Cable TV Associates et al for Maipaiossip, Marion and Wareham-Wareham Cent, all Massachusetts (MA01034.6) new system.
- Madison Cablevision Inc. for Marlboro, S.C. (SC0003) new system.
- Delta Cable TV for Delta, Colo. (CO0007) add signal.
- Rocky Mountain Cable for Avon, Colo. (CO0131) new system.
- Ultracom of Rockmart Inc. for Rockmart, Ga. (GA0008) add signal.
- Cross Country Cable of Old Bridge, N.J. (NJ0098) new system.
- Arkansas Cable TV Inc. for Jacksonville, and Polk's, both Arkansas (AR0063.114) add signal.
- Jackson-Macon TV Systems for Jackson, Miss. (MS0106) add signal.
- Skidaway Cablevision for Skidaway Island, Ga. (GA0254) new system.
- Continental Cablevision of Northeast Ohio Inc. for Eastlake, Ohio (OH0699) new system.
- Ultracom of Sweetwater Inc. for Madisonville, Tenn. (TN0066) new system.
- Valley Antenna Systems Inc. for St. Paris and Bradford, both Ohio (OH0700.697.8) new system.
- TM Cablevision of San Diego County Corp. for Whiting Pains, Calif. (CA0214) new system.
- Cordell TV Cable System for Cordell and Cherokee, both Oklahoma (OK0026.5) add signal.
- East Bernstadt TV Cable Co. for East Bernstadt and Pittsburg, both Kentucky (KY0040.8) new system.
- Clear Vision Cable Co. of McKenzie for Trenent and Atwood, both Tennessee (TN0099) add signal.
- Clear Vision Cable Co. for Martin for Greenfield, Tenn. (TN0012) add signal.
- Clear Vision Cable Co. for Newton, Union both Mississippi (MS0094) add signal.
- American TV and Communications Corp for Chillicothe, Mo. (MO0003) add signal.
- Haron Cable-Pennsylvania for Penn, Youngwood, Manor Irwin, North Huntingdon, Penn, North Irwin, Jeannite, Sewickly, Adamsburg, Unity, Greensburg, South Greensburg, Southwest Greensburg, Hempfield, New Stanton and Salem, all Pennsylvania (PA0640.3.5.4.1.7.37.50.38.48.9.39.00.832) add signal.
- Cablecom-General Inc for Winslow, Holbrook and Conover, all Arizona (AZ0009.43) add signal.
- Sjobergs Inc for Thief River Falls, Minn. (MN0039) add signal.
- Cablecom-General Inc for Clifton, and Morenci, both Arizona (AZ0026.03) add signal.
- Everman Cable Communications for Everman, Tex. (TX0587) new system.
- Sansom Park Cable Communications for Sansom Park Village, Tex. (TX0588) new system.
- Monterey Cable Service for Monterey, Tenn. (TN0167) new system.
- Cable-Com of Fargo et al for Fargo, N.D. (ND0062) new system.
- Cablecom-General Inc for Show Low, Snowflake, Pine Top, Lakeside, Taylor Town, Safford, Thatcher, Pima and Graham, all Arizona (AZ0008.24.34.3.2.07.59.62.3) add signal.
- TV Cable of Waynesboro for Washington and Waynesboro, both Pennsylvania (PA0047.6) add signal.
- Sammons Communications Inc. for Elk City, Okla. (Okl0031) add signal.
- Cable TV of Harlowton for Harlowton, Mont. (MT0084.5) new system.
- American Video Corp for Lazy Lake, Fla. (FL0478) new system.
- Mountain View Cable TV for Mountain View, Ark. (AR0139) add signal.
- Community TV Service Inc for Francfort, Ky. (KY0025) add signal.
- Video International Productions Inc for Dallas, Tex. (TX0586) new system.
- Futurevision Cable Enterprises Inc for East Windsor, N.J. (NJ00379) new system.

Call Letters

<table>
<thead>
<tr>
<th>Applications</th>
<th>Call</th>
<th>Sought by</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>New AM's</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WSRR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KSKN</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WNNS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WNSI</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WRAZ</td>
</tr>
<tr>
<td></td>
<td></td>
<td>KNEY</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WADY</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WNIC</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WACM</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WJR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WZKX</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WLZL</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WDWO</td>
</tr>
</tbody>
</table>

Grants

<table>
<thead>
<tr>
<th>Call</th>
<th>Assigned to</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>New AM's</td>
</tr>
<tr>
<td></td>
<td>WJJK</td>
</tr>
<tr>
<td></td>
<td>WDuv</td>
</tr>
<tr>
<td></td>
<td>WMSW</td>
</tr>
<tr>
<td></td>
<td>WJAI</td>
</tr>
<tr>
<td></td>
<td>WQHR</td>
</tr>
<tr>
<td></td>
<td>WWMF</td>
</tr>
<tr>
<td></td>
<td>KYKN</td>
</tr>
<tr>
<td></td>
<td>WIBB</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Existng AM's</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>New AM's</td>
</tr>
<tr>
<td></td>
<td>WJHK</td>
</tr>
<tr>
<td></td>
<td>WMSW</td>
</tr>
<tr>
<td></td>
<td>WJAI</td>
</tr>
<tr>
<td></td>
<td>WQHR</td>
</tr>
<tr>
<td></td>
<td>WWMF</td>
</tr>
<tr>
<td></td>
<td>KYKN</td>
</tr>
<tr>
<td></td>
<td>WIBB</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total of 2,819 complaints from public was received by FCC in Nov., a decrease of 348 from Oct. Other comments and inquiries for Nov. totaled 1,187, a decrease of 511 from Oct. PEC received 876 letters in response to comments, inquiries and complaints.</td>
</tr>
</tbody>
</table>
HELP WANTED MANAGEMENT

Corporate Vice President—Marketing & Sales Minimum 10 years General & Sales Management. Successful track record in at least three markets and three formats. Strong suit in marketing, sales strategy and training. Extensive travel required. Send resume and salary requirements to Entercom, One Bala Cynwyd Plaza, Suite 225, Bala Cynwyd, PA 19004. EOE.

General Manager for AFMFM in Colorado, Must be sales oriented. Send resume and references to Kim Love, Box 5086, Sheridan, WY 82801. EOE.

Sales Manager for FM4AM sleeping giant. This is a challenging turn-around situation. Experienced motivators who have built and led sales team to record results and seek an equity opportunity will find the tools they need at KAOH, Duluth, Minnesota. Duluth is a regional center for retailing, transportation, and tourism. It is a beautiful city with a pleasant climate. And, underdeveloped FM market, this city is ready for a radio pro at a station staking claim to “Number One.” Resume and salary history to Randy Rogoski, KAOH, Box 6187, Duluth, MN 55806.

Growing broadcast group located in the Sunbelt seeking experienced Station Managers and Sales Managers. Excellent benefits. EOE. Contact: Director of Personnel, Marilyn S. Gamer, PO Box 529, Laurinburg, NC 28352, 919-276-9686 or 919-276-2911.

Manager/Sales Manager for Country ABC Santa Barbara. Profit sharing, KKIO 805-963-5868 evenings 805-984-3094 non-smoker.

General Manager—inveter group seeks self-starting general manager with sales orientation to operate AFMFM. Excellent opportunity. EOE. Contact: Director of Personnel, Marilyn S. Gamer, PO Box 529, Laurinburg, NC 28352, 919-276-9686 or 919-276-2911.

Manager/Sales Manager for Country ABC Santa Barbara. Profit sharing, KKIO 805-963-5868 evenings 805-984-3094 non-smoker.

Southeastern Major Market AM is looking for a qualified sales manager. Must be able to train and direct a sales team. Excellent salary and benefits. Send resume to: Box A-146.

FM Program Manager: 24-hour concert music NPR station seeks experienced administrator with classical music background, programming experience. Excellent opportunity for management type with strong inter-relationship skills. Send resume with salary history to Personnel, WMHT-TWFJ, Box 17, Schenectady, NY 12301. EOE (MF).

General Manager for AFMFM In New York Market. Send resumes and references to Box A-175.

Experienced Help Wanted: Manager: Sales persons, announcer-sales production, announcer-sports, any combo, for small mountain market. Minorities and women urged to apply. Send full resume to: Children's Group, Box 1044, Sylva, NC 28779.

Small but successful sunbelt AM/FM combo needs manager. Must be highly sales oriented and have the ability to communicate well with the community. We will consider ambitious middle manager who wants to step up to a large market position. EOE. Please send resume to A-179.

Wanted: Station Manager: 100,000 Watt Contemporary FM in medium sized southwest market. Group broadcaster seeks experienced person in sales, programming, and lead to take charge of this established facility. Equal Opportunity Employer. Salary open. Reply Box 1738, Bismarck, ND 58501.

General Manager for AFMFM in San Francisco Bay Area. Send resumes and references to Box A-181.

Help—Small Market Station in Fla. has sales experience, needs programming Morning Announcer to guide jocks and help us improve. 73% five year increase. If you are willing to work, we will share growth ahead. Box A-194.

HELP WANTED SALES

Sales Manager for Long Island’s newest, hottest radio station, WNYG. Generous salary plus commission. Need creative pro with 3 years minimum direct experience to work in a major market. Required to sell, hire and train salespeople. Send resume to: General Manager, WNYG Radio, Old Farmingdale Road, Babylon, NY 11704, or call 516-611-4400.

Colorado Sales opportunity; immediate opening; experienced or beginner but must be aggressive. Don Costa, KAVI, Box 632, Rocky Ford, CO 81067 EOE.

Growing broadcast group located in the Sunbelt seeking experienced sales managers and sales persons. Excellent benefits. EOE. Contact: Director of Personnel, Marilyn S. Gamer, PO Box 529, Laurinburg, NC 28352, 919-276-9686 or 919-276-2911.

Experienced Salesperson needed to handle established accounts for No. 1 station in New York’s Hudson Valley Area. Commission $196 to $215 per month. Experience allowing. Liberal commission plan on billings. Write Walter C. Maxwell, WGGH, CPO 1880, Kingston, NY 12401. EOE.

Sunbelt opportunity for a proven professional radio salesperson. If you’d like to live and work in the sunny south, an aggressive Sk Country County station has an immediate opening for a professional. EEO, WMCL, WGCC, Jacksonville, FL 32207, 904-356-4200. EOE.

Additional Sales Person needed for dynamite new college market FM AOR Station. Previous sales experience essential. Contact Rollie Johnson, WBWB, 304 State Road 446, Bloomington, IN. EOE.

Norfolk, VA, WFOG is looking for a fantastic person to train and develop. Put together an impressive presentation on yourself and send it to Paulette Badysh, WFOG, 330 W. Brambleton, Norfolk, VA 23510. An equal opportunity employer.

Immediate Openings for experienced salespeople. Must be aggressive and hard working. Excellent commission and benefits package. Send resume to: WLEE Radio, PO Box 8477, Richmond, VA 23225.

Sales Position for experienced, aggressive, street fighter. Single station market, the person selected should make $20,000 plus in the first year. If you feel that you have the skill set to get yourself out your job or market we have unlimited growth potential in Western Pennsylvania. Send resumes to Box A-131.

Experienced and successful salesperson needed at Chicago market, local station. Tremendous growth opp. to right sales pro. Call 312-428-2670.

If you can sell—KDLK KVLR Radio is looking for a salesperson with a proven track record of outstanding sales experience, is desirable, but not necessary as training is provided. Send resume to Manager, KDLK/KVLR Radio, PO Box 746, Detroit Lakes, MN 56501. EOE.

Experienced group operator has just purchased 2 Stations in New England. Immediate openings in sales and sales management. Great opportunity for the right people. Contact Dick Lange, WNSU, West Springfield, MA 01089-5210. EOE.


Account Executive Wanted: Successful album oriented adult FM station. Previous experience or college required. Send resume to: KBBC Sales Manager, PO Box 99, Phoenix, AZ 85001.

Experienced Help Wanted: Manager, sales persons, announcer-sales-production, announcer-sports, any combo, for small mountain market. Minorities and women urged to apply Send full resume to: Children’s Group, Box 1044, Sylva, NC 28779. No phone calls.

Do you want to make $20,000+ selling radio in a small market? You will if you are the person we’re looking for: Sales director only. Phone or resume ASAP to: Warren Higgins, WLC/WFLW, PO Box 1176, Williamsport, PA 17701.

Sales Manager—$20,000 plus incentives guaranteed. Bring your family to this friendly city less than 2 hours from Wash., D.C., Baltimore and Philadelphia in one of the northeast’s fastest growing areas. Best schools in area of 200,000 plus population. Station has exceptional acceptance but lagging sales effort. We are heavy on production and sales backup. Increase sales volume to past levels and beyond and you will be GM in less than one year. Past success required. Resume to Box A-171.

General Sales Manager, WQRS-FM, Detroit, Michigan. Knowledge and experience of Detroit advertising important. Interests in local music helpful. Excellent opportunities with growing station owned by group owner. Equal Opportunity Employer. Send resume to: Mr. Leo C. Hanson, Vice President/General Manager, WQRS-FM, 1200 Sixth Street, Suite 424, Detroit, MI 48226.

Fl. Myers, Florida, Local sales person. Experienced. Sell No. 1 rated station. In fastest growing county in U.S. Ahh . . . the good life. Call John Raymond, 813-334-2568 Ext. 10; send resume to: 1440/WAYK, Box 7363, Ft. Myers, FL 33901.

killer! Dynamic, aggressive Sales Manager needed immediately. Growing, small market offering Major Market incentives. Send resume, Box A-176.

Hustling Salesperson, Top 100 AM/Esley listening stereo FM, top commission, call G.M. 402-463-1314.

HELP WANTED ANNOUCNERS

Growing broadcast group located in the Sunbelt seeking experienced Radio Announcers. Excellent benefits. EOE. Contact: Director of Personnel, Marilyn S. Gamer, PO Box 529, Laurinburg, NC 28352, 919-276-9686 or 919-276-2911.

Immediate opening for Anouncer. We offer above average salary and working conditions for our area. Send tape and resume to Buddy Peerless, KPN, Drawer 1757, Hereford, TX 79045. Phone 806-364-1860.


Broadcasting Jan 29 1980 109
HELP WANTED ANNOUNCERS

South Central Michigan ... Brand new Adult-Modern station needs top-notch Morning Drive Personality. Person selected will also handle music and programming responsibilities. Good pay and benefits. Applicable to the right person. Letters and resumes to Box A-111.

Morning personality/talk show host, Midwest Market. Experienced only. An Equal Opportunity Employer. Send resume and salary history to Box A-104.

If you're a strong, community oriented communicator, and you have five years experience, this may be your logical step. East Texas A&M Power Station with roots in the community is looking for you with an opportunity to move into a great situation. Beginners and those who need experience need not apply. Easily checked references required. Box A-135.

North Carolina small market AM/FM adult contemporary personality communicator with creative production ability. Send tape and resume to: Program Director WTSB/WGSS, PO Box 393, Lumberton, NC 28358. EOE.

Seeking air personality, news and PA. Experience helpful, but not required. Good opportunity. EOE employer. Tape, resume to MD, WHRZ Providence, KY 42450, 502-687-2044.

Immediate opening at all area's leading studio station, attractive, KSL, 1104 South Kansas, Liberal, KS 67901.

Morning Entertainer Personality needed for our coastal Florida paradise 100,000 watt contemporary dominant station. Salary open. Great benefits. Great company. Send air check, resume and salary needs to Gary Beck, WOJV, Box 192, Fort Pierce, FL 33450 immediately.

Production/Pro/Personality for midwest major country station. If you're creative on tape and can handle an 8 to midnight shift we want to hear from you immediately. Major chain with full benefits. Rush production samples and audition to Emie Bush, Suite 1548, 230 Park Avenue, New York, NY 10017. EOE.

Experienced help wanted: Manager, sales persons, announcer-sales-production, announcer-sports, any combo, for small mountain market. Minorities and women urged to apply. Send full resume to: Childrens Group, Box 1044, Sylvia, NC 28779. No phone calls.

Great Lakes Beautiful-MOR Station needs announcer strong on news and production. Send resume and recent work samples to: Operations Manager, WXXV. Box 666, Jeffersonville, IN 47130. EOE.

WPHM—Port Huron, Michigan, is accepting applications for experienced newscaster/person/announcer. Contact John Hill, VP.

Announcer/Operator for multicam dryer. 30 miles from Chicago, Illinois helpful. 1st preferred. No beginners please EOE. WFMH, Box A-195.

Pikes Peak, skiing, strong economy, super salt Attitude, stable station. Sound good? Colorado Springs leading adult contemporary needs a stable communicator to brighten afternoon drive. T&R to: Uncle Dave, Box 431, Marlou Colorado 80829.

50,000 watt FM, Top 40, seeks qualified all-night jock. Must have experience on necessary Minitape Encouraged. Tape & Resume to WKHI, PO Box 1500, Ocean City, MD 21842. EOE.

Major New England Beautiful Music Station invites tapes, resumes, and salary requirements from experienced professional announcers. Send to: Tony Ruzine, Program Manager, WLWK, 1185 North Main Street, Providence, RI 02904. No phone calls. EOE.


Announcer/Producer opening for adult contemporary station. Send tape and resumes to Andy Bick, WBT, 1 Julian Price Place, Charlotte, NC 28208. No phone calls please. An Equal Opportunity Employer.

1st Class licensed announcer for my 50,000 watt station. Formal education a must. Box A-198.

HELP WANTED TECHNICAL

KRG0-AM in Salt Lake City, Utah is looking for a full-time chief eng. 28/80 to Personnel, 500 Eighth Street, S. 94103. EOE.

With two or three years experience under your belt, you're ready for an Engineering position with a chance to become a part of one of the country's highly acclaimed radio operations. If you're ready to move up—contact Richard Womack—KWXI Radio, Molivery, MO 610-263-1230. EOE.


Chief Engineer for 30kw NPR station. Opportunity to complete and maintain three new studios and supervise first year students. First Class FCC license. 3 years broadcast engineering experience; Bacheors Degree preferred but extensive technical training and/or experience may be substituted. Salary. $15,000-16,500. Send resume and list of at least three references by Feb. 13 to: Les Bradley, KUOP-FM, University of the Pacific, Stockton, CA 95211.

Experienced help wanted: Manage sales persons, account managers, advertising salespersons, any combo, for small mountain market. Minorities and women urged to apply. Send full resume to: Childrens Group, Box 1044, Sylvia, NC 28779. No phone calls.

Engineer/Technician Wanted. First Phone, for studio and transmitter maintenance. Pays $950/month to $1100 with experience. Send resume to PO Box 4227, Mesa, AZ 85201. Equal Opportunity Employer.

Wanted immediately for radio network. Must be experienced with all types of tape machines, consoles, digital control systems and related broadcast equipment. Remote work, microwave and satellite experience helpful, but not a must. Send resume to: William E. Wilson, CE, UPI Audio Network, 300 West Ninth Street, New York, NY 10017. Call 212-882-0400.

HELP WANTED NEWS

Soon: West Coast 50,000 watt going nightly. Experienced talkshow and newscaster send on cassette unedited airchecks of your newscasts or talkshows and resume to Box 167, San Jose, CA 95103. EOE MF/HV. All replies confidential.

Immediate Opening for newscaster at new oriented AM/FM. Excellent opportunity to work as part of 4-person local news team. Send tape and resume to News Director, WBNR, 475 South Avenue, Beacon, NY 12508. EOE.

News Person for Illinois' most powerful FM and CBS affiliated AM. A real pro needed to join award winning, four person staff. Tape and resume to ND, WSOY AM/FM, Box 2250, Decatur, IL 62526.

Wanted: Award winning news station looking for solid newscaster-both on-air and street work. No Jockeying, no commercials-just news and public affairs. Easily checked references required. Box A-150.

Radio Anchor/Reporter: Experienced applicants only please. Strong writing skills and delivery a must. We are an adult contemporary station with a serious commitment to news and information. Send tape and resume to Neil Carmean, News Director, WSPD Radio, 125 S. Superior, Toledo, OH 43602. An Equal Opportunity Employer.

Producer/Reporter: for a 50 kw NPR station with excellent facilities. Send resume and references,including news experience. Top production skills and on air presentation a must. BS degree or equivalent work experience 4 years required. Cover a radio news operation. Application deadline February 15, 1980. Send resume and tape to Personnel Office, Middle Tennessee State University, Murfreesboro, TN 37132. MTSU is an Affirmative Action Equal Opportunity Employer.

Maine's No. 1 contemporary station looking for aggre- gation newscaster. Young,dynamic personality, 3 yrs. ex- perience, good voice, and an ability to manage a 3 person AM/FM news dept. Call WIBY, Bath, ME 207-443-5542 (EOE).
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS


Successful Midwest Group seeks experienced PD; AM adult contemporary format with heavy emphasis on News and information. Responsibilities include Drive Jock. Leadership, Music, Production. Leaders only-career minded organization. Box A-113.

One of America's premier MOR, Big Band stations is auditioning for morning personality Must be comfortable with 1930-1970 Music. Tight board with personality Powerhouse facility and top staff. Send resume, audition tape to Paul Berlin, K-GUE, PO Box 198, Houston, TX 77001.

Owner of two stations, 1 medium market, 1 small market seeks experienced, mature program/operations director for beautiful music and MOR news and information formatted stations. Must have substantial commitment to the experience and a good set of pipes. Offering long term future and stability. Family individual preferred. Send resume. Box A-144.

Come to Texas — Direct programming for the top station in a six station market. Must have good references and good experience and be able to sell an example both on the air and in production. Detailed resume. Box A-141.

HELP WANTED NEWS CONTINUED

Assignment Editor and All-News Editor at KFWB, LA's leading news station. Assign. Ed. will creatively supervise 11 reporters; must have strong news background and know So Cal. Editor must be experienced in all-news format. No calls. Rush resume, ideas, supportive material to Carol Breshers, ND, KFWB, 6230 Yucca St., Hollywood, CA 90028.

Experienced newspaper. News Directorship possible if qualified. Stations have strong newsmanship commitment. Send resume or call. WOMR-WTQG-FM, Box 159, Skowhegan, ME 04978, 207-474-5171.

A leading Virginia station offers an unusual opportunity to a news reporter who can gather, write, and report independently. The person selected will be paid well to set up, furnish outstanding facilities and a full package of fringe benefits. Relocation expenses paid. Send resume and samples to WFLS, 616 Amelia St., Fredericksburg, VA 22401. An equal opportunity employer.

WGH News, Norfolk-area, is looking for an on-air news reporter with outstanding news gathering, writing and reporting abilities. Experience a must. Minorities encouraged to apply. Send T&R's to Carl Holland, News Director, Box 9347, Hampton, VA 23669, EOE M/F.

Small Market modern country radio station looking for news person. Three years minimum experience writing and reporting news, radio, 

News/Political Affairs Director to design and implement public radio station's news programming. Must have substantial journalistic experience and historically/cultural perspective on current events. Good voice and presentation skills necessary. Send resume and samples to: Bob Goldfarb, General Manager, WFCR Radio, 832 Main St., WFCR-House, Amherst, MA 01003. An Affirmative Action/Equal Opportunity Employer.

WANTED: Operations Director for beautiful music sunbelt FM. Must be fully experienced in automated broadcasting—have good news judgment and flair; maturity; and ability to supervise station staff and work well with clients. EOE Please send resume to A-173.

SITUATIONS WANTED MANAGED

General Manager who excels in programming as well as sales available for permanent move. Outstanding qualifications! Tried of mediocre applicants? Answer this ad! Box M-67.

Extremely qualified General Manager. Excellent track record, outstanding ability to organize, hire, train, promote and sell. Box M-34.

San Francisco General Manager (36) Aggressive, Strong on sales and marketing. Excellent track record. Seven years same station, Seeking new challenge and opportunity. Box A-158.

Experienced General Manager of profitable 100kw FM and Class IV AM in medium market seeks comparable position in a medium to major market due to sale of stations. Over five years manager for same owner where developed FM into dominant, number one Arbitron rated station and leading profit center. Proficient in sales development, programming, promotions, PSAs, regulations, budgeting and financial projection. Gives large return on capital. Box A-214.

Attention Station & Group Owners, I'm a young, aggressive GM looking for bigger and better. I'm a team organizer, sales, finance, programming & promotion. Let's make money together. Medium & major markets only. Box A-189.

New team in. Station sold. Available now for long term opportunity. Major market (Boston) and medium market ( boca/riviera/west palm beach, jacksonville, Florida) GSM & GM (17 years). Great track record. References and resumes on request, 904-269-9350. Joe McClusky.


General Manager—Outstanding major-market track record in sales, ratings and promotion. Box A-192.

Program Director for prestigious medium market adult contemporary station near Boston. Authoritative in air presence, experience at morning radio should know the role of medium market radio. Salary range $14,518,000 commensurate with experience. Tape, resume & samples to: 102 Maple Street, Auburndale, MA 01501. Phone calls please.

Development Director specializing in fund-raising with foundations and corporations. Must be articulate, experienced in private-sector fund-raising (preferably in New England), and must project responsibility and integrity. Send one-page statement of philosophy plus resume to Bob Goldfarb, General Manager, WFCR Radio, Hampshre House, University of Massachusetts, Amherst, MA 01003. An Affirmative Action/Equal Opportunity Employer.

Classical Music Announcer/Producer to act as host of record program and to produce other programs. Excellent voice, diction, and knowledge of foreign languages essential. Musical performance experience preferred. Send sample of music programming, plus audition tape and resume, to Bob Goldfarb, General Manager, WFCR Radio, Hampshire House, University of Massachusetts, Amherst, MA 01003. An Affirmative Action/Equal Opportunity Employer.

Production Assistant/Board Operator to assist in production of music programs as assigned. Must have excellent technical skills and desire to advance. Special consideration given to applicants with knowledge of music, public affairs, classical and popular music. Send resume and statement of goals to Bob Goldfarb, General Manager, WFCR Radio, Hampshire House, University of Massachusetts, Amherst, MA 01003. An Affirmative Action/Equal Opportunity Employer.

Production, Creative with tape and humor. Contempo- rary FM 100, 555 West Benjamin Holt, Stockton, CA 95207.

WANTED—Operations Manager for beautiful music sunbelt FM. Must be fully experienced in automated broadcasting—have good news judgment and flair; maturity; and ability to supervise station staff and work well with clients. EOE Please send resume to A-173.

SITUATIONS WANTED ANNOUNCERS

Need someone with experience, who is creative, hardworking, and reliable? 3rd endorsed. For air check and resume call 312-388-3040, after 6:00 p.m. to Wilfie Jim Mulvany, 12523 May Chicago, IL 60643. Within 200 miles of Chicago preferred but not necessary.

Air talent, presently in Milwaukee market seeks similar position with Connecticut, Massachusetts sta- tion. Phone: Keith, 414-769-6966, mornings.


Experienced announcer with communications de- gree, good voice, smooth delivery, strong music and sports, for adult contemporary or top 40 station in Southeast. Call Ron 305-271-0689.

Seven years experience in adult contemporary format. Also experienced in news and production. Talk shows, copywriting. Will relocate. Box A-120.

College graduate with experience seeking position in Florida, Gulf Coast area or Southeast. Call Bruce, 512-452-6536.

Solid, Twelve year Pro. I communicate listener loyalty A/C, MOR, Contemporary Top 40 Markets only Box A-130.

Sales minded, profit minded broadcaster available. One year experience. "News Guy" preference, and off the air! Phone Steve (Eves) 201-387-0124.

Baseball play by play...seven year pro seeks posi- tion for upcoming season, Box A-112.

7 years experience, announcing to program. MOR, Pennsylvania or East Coast. Box A-107.

Experienced DJ, tight board, good news can follow directions, ready to go anywhere. Box A-153.

Award winning pro seeks personality morning slot or PD. Super production. Box A-54.

6 years experience, live board & automation, all format, traffic & news. Seeking position in Big Band or Easy Listening format: full-time board or board/ traffic combo. Mature, relaxed, excellent reference, 3rd endorsed. Will relocate for attractive position, Stannard, 1931 37th Avenue, Vero Beach, FL 32960, 305-567-4169.

Rookie Jock, college radio experience, broadcast school grad, ambitious, creative, humorous, person- able. Sales experience. Willing to relocate, 3rd class with endorsement. Hank London, 1179 Kensington Road, Teaneck, NJ 07666, Phone 201-836-8336.

It's sad that after 10 years on the air, I've come to this, an ad in BROADCASTING, before I bronze my headset. I'm an entertaining personality. Funny, friendly and natural. Interesting, witty communicator. Community involvement. Good on-air phones and remotes. No great track record but good numbers here. This ad comes on strong but I'll get the job done, on and off the air. Mature, dependable individuals, 702-871-4264.

TV MAINTENANCE ENGINEERS AND TECHNICIANS: For TV Production and services. Maintenance Technician/repairman: full time, $8 to $10 per hour. Knowledge of television equipment operation, service and repair. Excellent benefits package. Send resume to Box A-168.


TELEVISION PROGRAMMING SALES: Local Sales Manager with a strong prospecting ability. Send resume to Box A-168.

TELEVISION MAINTENANCE ENGINEERS: For TV Production and services. Maintenance Technician/repairman: full time, $8 to $10 per hour. Knowledge of television equipment operation, service and repair. Excellent benefits package. Send resume to Box A-168.

TELEVISION SALES: Local Sales Manager with a strong prospecting ability. Send resume to Box A-168.
HELP WANTED NEWS


News Reporter—ENG photo and editing experience. Good entry level position. Beautiful location. Send tape/resume to: Bob Nelson, WMWB-TV, Box 1340, Panama City, FL 32401 EOE.

News Anchor—6 and 10PM M-F; small/medium market experience desirable. S.E. Sunbelt location. $15,000 plus depending on qualifications. Reply to Box A-99.

ABC affiliate in top 100 market rehiring news staff. All ENG. All new, latest equipment. Openings for reporters, photographers, anchors, sports director and sports reporters. Experienced only. We are going to be number one! Equal Opportunity Employer. Box A-88.

News Director—familiar with demands of small market news operation. Qualifications: College, ENG & reporting skills, strong on organization, and provide positive leadership. 10-person news department income $15,000+. S.E. Sunbelt location. EOE. Reply to Box A-101.

Sports Director, immediate opening in sports-oriented Midwestern market... 6 & 10 PM shows, packages, games, etc. Salary negotiable. Possibly, EEO-1. Send resume and writing samples to Box A-119.

Group-owned VHF Net affiliate with a superior news department seeking anchors and reporters. Send resumes in strict confidence to this eastern Midwest market winner at Box A-136.

Agri-business reporter for midwest capital city farm background helpful, tape and resume to News Director, WISC-TV, 4801 West Beltline Highway, Madison, WIS 53711.

Outstanding news director for outstanding news department. Tell us about you, in confidence. We'll tell you about our network group-owned station. Sun belt location. GM. Send resume to Box A-145.

Reporter/photographer in beautiful midwest city. ENG experience helpful. $11,000-15,000. tape and resume to News Director, WISC-TV, 4801 West Beltline Highway, Madison, WIS 53711.

Weekend Sports Anchor/Reporter for number one Gulf Coast station. TV experience preferred but not essential. Send tape and resume to News Director, WMWB-TV, 4801 West Beltline Highway, Madison, WIS 53711.


News Reporter, Anchor: Central California NBC affiliate is looking for a bright, professional newscaster, with a degree in journalism or equivalent on-the-job experience. Heshe must have extensive TV work history, including anchoring and reporting of news; additional sports experience desirable. 40-hour week, salary negotiable, depending on experience in commenting and writing. Excellent fringe benefits. Send complete resume and tape to Bill Murphy, News Director, KMJ-TV, Channel 24, PO Box 128600, Fresno, CA 93778. An Affirmative Action/Equal Opportunity Employer.

Leading Central California independent has immediate openings for (1) Anchor producer and (2) general assignment reporter. Absolute minimum 2 years experience required. Send tape and resumes to: Dick Carr, NTV, PO Box 2202, South- Mooney Blvd, Visalia, CA 93277 EOE/MF.

We have an excellent opportunity for a news director. Good salary, fringe benefits and great working conditions. Box A-126.

Meteorologist or A.M.S. certified weather professional. We plan to continue building our solid news reputation. Send tape and resume to Steve Ridge, News Director, WVEC-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An EOE.

News Reporter—experienced hustler. Top-rated large market station. EOE. Send resume and tape to Steve Ridge, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202.

Reporter/ENG photographer. Great opportunity EOE. Monica Thomas, KWA-TV, Farmington, NM 87402-327-9881. No collect.

Bureau Chief—person needed to operate bureau and file daily stories. Experience a must, self starters. ENG experience necessary. Send resume and tape to: Bob Palmer, WSAV, PO Box 2248, Savannah, GA 31402, EOE.

Anchor/Reporter with on-air experience for midwest NBC affiliate in a multi-station corporation. Good growth opportunity. Excellent community living. Contact Jack Carr, WGEW/TV, Quincy, IL 217-222-6840. EOE.

Assignment Editor for major Gulf Coast TV market. Must have at least three years broadcasting experience, preferably TV. Strong in administration. Good people on staff and among newcomers. Excellent opportunity to work with experienced people. Send resume to News Director, WALA-TV, PO Box 1548, Mobile, AL 36601. No telephone calls! EOE/MF.

Anchor—Pacific Northwest TV station seeking a co-anchor for newly nightly newscast. Three years experience in Anchorage or equivalent. Send resume, writer or editor required. Strong writing skills and good camera presence a must. BA in Journalism. Send resume and tape: Adel Muqer KQOS-TV, 1151 Eliss Street, Bellingham, WA 98225. KQOS-TV is an equal opportunity employer.

Reporter and photographer needed. 2 years experience. Send tape and resume to John Miller, WVEC-TV, 110 Third Street, Norfolk, VA 23510, EOE.

Need aggressive ENG camera people who love to work. People with a little bit of everything to write to Phil Thomas, WHO-TV, 1100 Walnut Street, Des Moines, IA 50308 515-288-6511.

Top-rated Station seeks an experienced photographer and reporter for general assignment and magazine work. Both film and tape. Applicants for both jobs should send videotape and resume with salary requirements to News Director, WEAU-TV, 1907 S. Hastings Way, Eau Claire, WI 54701. Previous applicants need not apply. We are an equal opportunity employer.

Photographer, familiar with ENG and film, editing and shooting. Upper Midwest, 3 station market. EOE. Send letter and resume to Box A-190.

News Co-Anchor for growing market in the sunbelt, with some reporting and producing duties. Send resume, and salary requirements. EOE. Box A-185.

Need experienced person with good on-camera delivery for general assignments reporting. Familiarity with ENG essential. Writing abilities a must. Good organizational and conceptual skills. Bachelor's degree in Broadcasting journalism. English related field plus one year experience. Beginning salary $12,077. Send tape and resume on first contact to Michael Braida, News Director, WTIC-TV, PO Box 1165, Beacon, NY 12508. EOE.

Photographer/Editor to total E.N.G. east coast station. Good eye to make new station No. 1 in the market. Tape experience, salary requirements first letter to Don Feldman, News Director, WMDT-TV, Box 321, Salisbury, MD 21801. No phone calls. M.F. EOE.

Reporter/weekend anchor for new east coast station. If you are a communicator we want you. Send tape and salary requirements first letter to Don Feldman, News Director, WMDT-TV, Box 321, Salisbury, MD 21801. No phone calls. M.F. EOE.

Weather specialist. We are looking for a snappy personality to report weather for new east coast station on our way to No. 1. Tape/Resume/salary requirements first letter to Don Feldman, News Director, WMDT-TV, Box 321, Salisbury, MD 21801. No phone calls. M.F. EOE.

Sports reporter, to assist Sports Director, do live remotes and field packages, and anchor weekends. Must be familiar with field and ENG. Open position in Sunbelt, 3 station market. Send letter and resume to Box A-201.

Sports/Anchor reporter. New east coast station. Snappy bright boy must be able to shoot and edit. Tape/Resume/salary requirements first letter to Don Feldman, News Director, WMDT-TV, Box 321, Salisbury, MD 21801. No phone calls. E.O.E/MF.

TV Reporter. Looking for qualified TV reporter with 1-2 years current experience as field reporter, writer, ENG and on-air color. Must be familiar with ENG and ENG. Open position in Up- per Midwest, 3 station market. Send letter and resume to Box A-201.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Art Director for Southeast station. Must have TV experience. Send resume and salary requirements to Box A-193.

Program Manager: For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and Promotion Departments. Send resume to James N. Amileage, Vice President & General Manager, WRDW-TV Drawer 1212, Augusta, GA 30903 A Ziff-Davis Station, EOE.

Producer: Produces programs designed to build public awareness and understanding of a broad range of viewpoints on important and frequently controversial issues. Bachelor's degree and minimum two years demonstrated successful full-time professional experience as producer of issue-oriented broadcast programs relevant to contemporary community issues and experience required. Demonstrated ability to produce programs of consistently high quality with minimum of direct supervision within budget and deadline constraints. Production experience in all formats of videotape recording and editing as well as shooting and editing 16mm film highly desirable. Salary Range: $15,995 E.O.E. Persons interested in this position should send the following items, to be received no later than February 15, 1980: A copy of your resume, a letter relating to education and experience to specific job requirements; (3) three professional references with full knowledge of the candidate's work experience and job achievements. Applications should be sent to: Don Everett, Director of Programming, KRMA-TV, 1261 Glenarm Place, Denver CO 80204. Contract employment subject to yearly renewal.
HELP WANTED PROGRAMPING
PRODUCTION, OTHERS CONTINUED

Director of Promotion and Publicity for three broadcast stations. Supervise staff of three. Responsible for all press contacts, advertising, program magazine, on-air promotion, special events. Good skills in preparing placement and promoting of people needed. Strong writing skills a must. Professional publicity/press relations background essential. Prior broadcast bureau experience helpful. Send letter and resume immediately. Salary and salary requirements to Director of Development, Office B, WEDU-TV, PO Box 1263, Buffalo, NY 14240. WEDU-TV/WEBR are equal opportunity employers.

Producer:
Produces weekly series and other programs involving performing and visual arts. Bachelor's degree and minimum two years demonstrated full-time successful experience as producer of a broad range of cultural affairs television programs or equivalent education and experience. Demonstrated ability to produce programs of consistently high quality with minimum of direct supervision within budget and deadline constraints. Demonstrated ability to direct both studio and remote productions, experience in all formats of videotape recording and editing systems is required. Salary required. Demonstrated ability to represent station in dealings with wide range of arts community people and organizations. Salary Range: $16,000-$19,995. E.O.E. Position subject to collective bargaining agreement.

SITUATIONS WANTED

Senior Producer-Director for Public Television. Wide range of public and cultural affairs programs. No beginners. B.A., three years' directing, one year's producing experience. Studio, ENG and remote experience. $18,000-$22,000. Send letter and resume to Production Manager, KAKM, 3211 Providence Drive, Anchorage, AK 99504. Deadline: Feb. 25.

Production Manager needed for top twenty network affiliate. We are looking for someone who can manage and direct a large department involved in commercial, public affairs, and documentary production. We have the people and the latest equipment, now we need someone to provide leadership and initiate. Send resume and salary requirements, Box A-182.

Writer/Producer/Director: Need super creative person with at least two years experience in TV production involving writing, producing and switching of shows. A good academic background in liberal arts and RTFVR is desirable. Must be able to communicate and work well with people motivating them to achieve desired results. EOE M/F. Send resumes to Box A-164.

Producer/Manager: Iowa TV network. Requires strong directing and producing skills. Demonstrated success in studio, remote, post-production editing, and film. Contact: John White, Iowa Public Broadcasting Network, PO Box 1758, Des Moines, IA 50306. An equal opportunity employer.

Producer-Director, WSIU-TV. Person must have at least three years of professional experience with strong background in producing and directing television programs and extensive experience with remote shooting. In-depth knowledge of facets of television studio production, including experience with shooting productions with videotape cameras, as well as film. Please send references. Deadline for applications: February 15, 1980. Date of appointment: March 1, 1980. Letter of application, resume and names of at least three professional references should be sent to: H. E. Dyvig, Director of Broadcasting Services, Southern Illinois University, Carbondale, IL 62901. WSIU-TV is an equal opportunity employer. Minorities are encouraged to apply.

SITUATIONS WANTED MANGEMENT

Looking for contract work: Seasoned TV Manager can solve start-up problems of unusual trouble projects stations has, solid experience: sales, programming, marketing, building, will travel extensively will fit your budget. Box A-128.

SITUATIONS WANTED TECHNICAL

TV-FM-AM Field Engineering Service installation-maintenance-system design-survey and critique-engineering services. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2899.

SITUATIONS WANTED NEWS

6 Year Broadcaster seeks entry-level: TV Journalism, (2 yrs, asst-NDI), William Hargreaves, 213-277-7769 (mornings).

News Director, 16 yrs, experience, track record reviews. Highest built rated TV news dept. in Clark, NJ. Boxes 205-281-8718.

TV Sports Anchorman, currently working in major market. Published pro in mid-twenties with witty conversational delivery. Strong writer, experienced in coverage of big league sports. Box M-152.

Major Market Sportscaster wants warm weather, good sports city anchor two main shows, in exchange--dedication, creativity in anchor work and packages. Box A-152.

Ex-Reporter/Photo, Magazine Show Host/Producer. Announce, with three years experience wants job back into one format. Available immediately 1-304-523-6155 (mornings).

I know the importance of numbers. Young experienced anchor-reporter-news director seeks career advancement. Willing to travel. Call 609-567-0134.

Major market Anchor/Reporter wants evening anchor. 13 years experience, degree, family Box A-196.


Black Anchor or Reporter. B.A. Loyola University, Communications-Journalism. 8 years experience. Salary $30,000 salary box A-177.

Launch this MS degree Meteorologist's broadcast career. A prestigious key position to make your weather department tops. Jim Duncan. 377 Morris St, Albany, NY 12208. 518-465-8163.

SITUATIONS WANTED PROMOTION, PRODUCTION, OTHERS

Seeking middle management position with videotape facility Solid background in film/tape commercials. Box A-132.

Evening Magazine field producer with ENG camera. editorial experience selling to major market magazine or news operation. Box A-157.


SITUATIONS WANTED

Director-28, single. BA, 6 years in television. 2½ at small ABC affiliate. Strong on 6 & 10 news, also commercials, sports. etc. Can do own switching. Available now. Call Bill 315-583-9054 mornings.


ALLIED FIELDS

HELP WANTED SALES

Satellite programming sales representative. Five years experience in syndication or a related field preferred. Send resumes to UA-Columbia Satellite Services, PO Box 440, Oakland, NJ 07436.

Satellite programming sales representative. Two years experience in syndication or a related field preferred. Send resumes to UA-Columbia Satellite Services, PO Box 440, Oakland, NJ 07436.

Broadcast Professional with local sales/salesmanagement background. Major market experience. Knowledge of new services to broadcast management. We are industry's leading independent producer of proven local sales support services and place of work. Has been a large and small independents and groups. Position requires an entrepreneur able to build own staff and expand on existing local sales experience. Must have a solid track record. Must enjoy consultant selling with finest audio-visual tools and have ability to conduct workshop/seminars. Considerable travel first year; relocation possible. First year potential: $75,000+ with continuing renewable income. Rush confidential detailed resume, with references, in first letter to Bert Levine, VP/GM, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111.

HELP WANTED TECHNICAL

Tape operator. Flexible hours. Experience with one-inch tape a plus. Must have at least one year of experience with two-inch and cassette formats. Send resumes to UA-Columbia Satellite Services, PO Box 440, Oakland, NJ 07436.

Tape editor. Two years experience preferred with experience in one-inch and cassette formats a plus. Send resumes to UA-Columbia Satellite Services, PO Box 440, Oakland, NJ 07436.

Video Maintenance Technicians. Major video systems design/installation company near Marina del Rey, California seeks permanent qualified employees to perform general video facilities repair and maintenance of production, broadcast, CCTV equipment, and field service. Salary open. Full company benefits. Contact: Janele Griffin 213-871-8677.
HELP WANTED PROGRAMMING, PRODUCTIONS, OTHERS

Sports producer: Must have 2.5 years experience in live sports coverage and post-production editing. Send resumes to UA-Columbia Satellite Services, PO Box 440, Oakland, NJ 07436.

Graduate Assistantships available—Radio-TV Department, Arkansas State University, Jonesboro, has assistantships available to students enrolling in Department's Graduate Program in Mass Communications: Radio-TV. Must be accepted for admission to Graduate School. For more information, contact Chairman, Radio-TV Department, Arkansas State University, Box 48, State University, AR 72467. Tel: 501-972-3070.

HELP WANTED INSTRUCTION

Wanted: Full- and part-time broadcast instructors. Must have minimum six years experience. Good salary. Tapes/Resumes (No phone calls) to: Tom Goodwin, Director, KUW Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038.

The University of Arizona is seeking a faculty member to teach courses in broadcast management, advertising, sales, public relations, policy and regulation. Must have teach production asset, Rank and salary open. Depend on teaching and professional experience and record of creative activity Ph.D or appropriate terminal degree required. Broadcast experience is a must. Position available in August 1980. Send letter of application, resume, and list of references by February 15, 1980 to: William T. Stiles, Head, Department of Radio-Television, University of Arizona, Tucson, AZ 85721.

Wanted: Full and part-time broadcast instructors. Must have minimum six years experience. Good salary. Tapes/Resumes (No phone calls) to: Tom Goodwin, Director, KUW Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038.

The University of Arizona is seeking a faculty member to teach courses in broadcast management, advertising, sales, public relations, policy and regulation. Must have teach production asset, Rank and salary open. Depend on teaching and professional experience and record of creative activity Ph.D or appropriate terminal degree required. Broadcast experience is a must. Position available in August 1980. Send letter of application, resume, and list of references by February 15, 1980 to: William T. Stiles, Head, Department of Radio-Television, University of Arizona, Tucson, AZ 85721.

Wanted: Full and part-time broadcast instructors. Must have minimum six years experience. Good salary. Tapes/Resumes (No phone calls) to: Tom Goodwin, Director, KUW Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038.

The University of Arizona is seeking a faculty member to teach courses in broadcast management, advertising, sales, public relations, policy and regulation. Must have teach production asset, Rank and salary open. Depend on teaching and professional experience and record of creative activity Ph.D or appropriate terminal degree required. Broadcast experience is a must. Position available in August 1980. Send letter of application, resume, and list of references by February 15, 1980 to: William T. Stiles, Head, Department of Radio-Television, University of Arizona, Tucson, AZ 85721.

Wanted: Full and part-time broadcast instructors. Must have minimum six years experience. Good salary. Tapes/Resumes (No phone calls) to: Tom Goodwin, Director, KUW Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038.

The University of Arizona is seeking a faculty member to teach courses in broadcast management, advertising, sales, public relations, policy and regulation. Must have teach production asset, Rank and salary open. Depend on teaching and professional experience and record of creative activity Ph.D or appropriate terminal degree required. Broadcast experience is a must. Position available in August 1980. Send letter of application, resume, and list of references by February 15, 1980 to: William T. Stiles, Head, Department of Radio-Television, University of Arizona, Tucson, AZ 85721.

Wanted: Full and part-time broadcast instructors. Must have minimum six years experience. Good salary. Tapes/Resumes (No phone calls) to: Tom Goodwin, Director, KUW Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038.

The University of Arizona is seeking a faculty member to teach courses in broadcast management, advertising, sales, public relations, policy and regulation. Must have teach production asset, Rank and salary open. Depend on teaching and professional experience and record of creative activity Ph.D or appropriate terminal degree required. Broadcast experience is a must. Position available in August 1980. Send letter of application, resume, and list of references by February 15, 1980 to: William T. Stiles, Head, Department of Radio-Television, University of Arizona, Tucson, AZ 85721.

Wanted: Full and part-time broadcast instructors. Must have minimum six years experience. Good salary. Tapes/Resumes (No phone calls) to: Tom Goodwin, Director, KUW Broadcasting Workshop, 1220 N. Highland Avenue, Hollywood, CA 90038.
RADIO
Help Wanted Sales

RADIO SALES POSITION

Sales Experience
Good Pay, Top Benefits
Fair Management

Opportunity for an outstanding person with a successful sales record who is a cut above the average, who is an aggressive, dynamic person, who is not satisfied with the status quo and wants to excel. If you are a strong idea person with a good track record and not happy with your present position, send resume to:

Mortenson Broadcasting Company
819 Ameritrust Building
Canton, Ohio 44702
Call collect 216-452-4009

All inquiries confidential

Help Wanted Management

MANAGER NEWS AND INFORMATION SERVICE

Minnesota Public Radio inc. seeks experienced professional to manage full-time news and information service on KSJN AM, Minneapolis/St. Paul. Minnesota. Reporting to Vice President for Programming, this senior position is responsible for selection and presentation of programming on newly acquired public radio station. Several years in radio; experience in news or programming; management background are required. Applications to Nick Nash, VP Programming, MPR, 400 Sibley St., St. Paul, MN 55101—resume, references, statement of interest with review of knowledge and skills, salary history and requirements. Deadline is February 11 EOO/A.

Help Wanted Programing, Production, Others

WANTED

Major Market "oldies" station looking for an imaginative, creative, professionally-oriented program director who knows music from the 60's and 70's and can direct a major league team of air personalities. Equal opportunity employer. Rush complete resume and salary requirements to Box A-187.

RADIO 79 WTAR

Someplace Special

Open Line Talk Show Personality wanted for Tidewater's adult radio leader. Experienced candidates only. Send tape, resume and salary requirements. No telephone calls. EOE.

Send to: Dale Parsons
Program Director
79 WTAR Radio
720 Boush St.
Norfolk, VA 23510

Help Wanted Technical

TELEVISION TRANSMITTER ENGINEER

We've Got a Mountain of Opportunity

If you enjoy working in a mountain environment and are experienced with solid-state microwave and 2-way VHF radio equipment, you should consider a valuable position with KNBC.

An FCC fist-class license and a familiarity with RCA, VHF, and FL transmitter lines are also necessary.

If you are qualified, please send resume immediately to:

Employee Relations
KNBC
3000 W. Alameda Ave.
Burbank, CA 91523

We are an equal opportunity/affirmative action employer

TV TRANSMITTER TECHNICIAN

Immediate opening for TV Transmitter Technician at Channel 7's operation. Technical education, FCC 1st Class license, and experience necessary. Please send resume to Personnel Department.

RKO General Building
Government Center
Boston, Mass. 02114

KNBC-TV BOSTON

An Equal Opportunity Employer M/F/H/Vets

TELEVISION TECHNICIAN

Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to:

Chief Engineer
WMAR-TV
5400 York Rd.
Baltimore, Maryland 21212

E.O.E. M/F

National Accounts Executive For Growing TvB

Contact national advertisers to create or increase television budgets. Use Tvb research, creative and videotape facilities to show advertisers how to use television more effectively. Must have sales experience and knowledge of national advertisers and the media they use. Send resume to: Richard Severance, Television Bureau of Advertising, 1345 Avenue of the Americas, New York, N.Y. 10019.
If you are independent, enjoy travel, and can solve technical problems in state-of-the-art broadcast equipment, RCA has the opportunity of a lifetime for you. RCA Broadcast Systems TECH ALERT is looking for people with in-depth technical knowledge of broadcast equipment: TV cameras, video tape recorders, transmitters, etc. While we prefer an engineering degree and experience with RCA equipment, technical excellence is what really counts. You will travel to customer locations to check newly installed RCA systems, resolve problems, and train customers in the operation and maintenance of RCA broadcast equipment.

Relocation is not necessary, but extensive travel at company expense is required. This position offers high visibility, excellent advancement potential, and compensation that reflects the importance we place on finding the right person. For complete details and prompt consideration, please send your resume to:

JOHN HENDRICKSON
RCA Broadcast Systems, Dept. B
Bldg 3-2
Camden, NJ 08102

An Equal Opportunity Employer.
WHAT COULD BE BETTER?

than the hottest show in broadcasting in the warmest city in the country! WTVJ is already number one, and Miami has grown to fifteen. PM Magazine here will be second to none.

We're starting from scratch to build the entire staff of PRODUCERS, CO-HOSTS, FIELD CREWS, EDITORS...and we're going to hire THE BEST. If you have had PM Magazine experience and you want a shot at our team, this is the time.

Send resume and ¾" cassette to: Bill Brazill, V.P. & Gen. Mgr. WTVJ 316 North Miami Avenue Miami, Florida 33128 ...and bring your bathing suit.

An equal opportunity employer

Help Wanted Management

ASSISTANT MANAGER

Video Tape

The Assistant Manager, Video Tape operations, will have responsibility of maintaining high standards of quality control, efficient manpower utilization, and effective cost control. Individual must have broad experience with all video tapes, peripherals, post production techniques, (CMX), manpower scheduling and organization.

Must be able to work late afternoons, evenings and weekends. Salary in the mid to low 30's. For immediate consideration, please send resume in confidence to:

Personnel Department 4151 Prospect Ave. Los Angeles, CA 90027

Equal Opportunity Employer M/F

CORPORATION FOR PUBLIC BROADCASTING

Public broadcasting organization has two (2) managerial positions available. Requires Bachelor Degree or equivalent experience. Should have thorough knowledge of the TV broadcasting industry. Significant experience as a producer, executive producer, manager or other top-level position with a major broadcasting organization.

ASSOCIATE DIRECTOR FOR PUBLIC AFFAIRS

Requires 5 to 10 years experience in the news and public affairs area of TV production. Responsible for the development of new and imaginative approaches to public affairs programs for public TV

ASSOCIATE DIRECTOR FOR CULTURAL PROGRAMS

Requires 5 to 10 years experience in cultural programming with special emphasis on performance programming. Responsible for the development of new and imaginative approaches to cultural programming for public TV

Salary Range: $36,596 to $56,940. Send resume to the Director of Personnel, 1111 16th Street, N.W., Washington, D.C. 20036. EOE/M/F

OPERATIONS PERSONNEL

WSNS Television in Chicago is adding to its production staff for the baseball season. Applicants should be experienced in the following positions: Telecine, Audio, Character Generator, Camera and On Air Switching. NABET Shop-E.O.E.-M/F. Send resume to:

Richard Plotkin
WSNS Television
430 West Grant Place
Chicago, Illinois 60614

COMMERCIAL PRODUCTION MANAGER

WMAR-TV BALTIMORE

Creative individual experienced in the use of the finest "state-of-the-art" equipment to produce on-location and studio commercials for major market stations. Must be able to manage, produce/direct, and create commercial productions. Minimum 5 years experience. College graduate in film and tape production preferred.

Send Resume to: Nancy Fields, WMAR-TV, 6400 York Rd., Baltimore, Maryland 21212. E.O.E. M/F
Help Wanted News

PRODUCER
Top rated large market station, EOE.
Send tape and resume to Steve Ridge, News Director, WKBW TV, 7 Broadcast Plaza, Buffalo, N.Y. 14202.

SAN FRANCISCO BAY AREA
ANCHOR-REPORTER
Experienced, dynamic communicator. Send tape & resume to: Ray Hasha, News Director, KLOK Radio, Box 21248, San Jose, CA 95151. EOE.

Situations Wanted News

ANCHOR/INTERVIEWER
Top major market radio journalist wants to move into TV. Young; telegenic; national awards; international news experience; exceptional knowledge of public issues and people involved; striking interview skills; best references. Already have TV experience. Excellent anchor and best as Donahue-type interviewer who makes discussions come alive. Let's talk, you might be surprised at the quality you'll find. Prefer western, southern markets. Box A-199.

CABLE
Help Wanted News

NEWS PRODUCERS
Great opportunity for young aggressive TV & radio broadcast producers and writers. Must have experience. Those hired will work with top news professionals integrating first all news television network. Send resume, news broadcast tape, and script to Cable News Network, 1018 West Peachtree St., Atlanta, GA 30309.

ALLIED FIELDS
Help Wanted Sales

COMPUTER SYSTEM SALES

Station Business Systems, one of the nation's leading suppliers of business automation for broadcasting and cable television, is expanding its national marketing operations.

Rapid, yet wholly expected, growth has made possible the addition of several Account Managers to our sales staff. Last year alone we sold more than 100 "BAT" computer systems, and continued growth of our Broadcast, CATV, and NEWSCOM systems offers challenging and rewarding opportunities for qualified individuals.

These consultive sales positions will interact with prospects' top management to understand their needs, and sell solutions. Professional sales skills, and a good conceptual understanding of business systems or procedures is important. Persons with management experience in broadcasting and/or cable television preferred.

Excellent compensation, plus all travel expenses paid. Heavy travel required. Openings are in our Greenwich, Connecticut headquarters.

As a division of Control Data Corporation, we offer a long-term career opportunity with outstanding growth potential. For confidential consideration, please send a complete resume plus a letter describing your interest in the job and desired compensation to Mr. Larry T. Pfister, Vice-President Marketing.

STATION BUSINESS SYSTEMS

a division of

CONTROL DATA CORPORATION

600 West Putnam Avenue, Greenwich, CT. 06830

(An Affirmative Action Employer M/F)

Employment Service

ENGINEERING POSITIONS

We specialize in the placement of Maintenance, Studio Supervisor, Assistant Chief, Chief and Directors of Engineering for TV and Radio Stations and all related fields coast-to-coast.

Over $2,000,000.00 in Salaried Positions Placed - no fee. To discuss your employment possibilities phone Alan Kornish at (717) 287-9033 or send your resume now.

KEY SYSTEMS

BROADCASTER'S ACTION LINE

The Broadcasting Job you want anywhere in the U.S.A.

1 Year Placement Service $40.00

Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138
Regional Sales Manager

VIDEO PRODUCTS
We're looking for an aggressive individual for an immediate opening in the Central Region. Responsibilities include Distributor and Direct Sales. Experience in technical video sales and a basic understanding of VTRs, Time Base Correctors, and other related video equipment essential. Base of operations in Midwest, Travel required.

Excellent opportunity. Salary plus commissions and company benefits. Send resume to Director of Personnel, Microtime, Inc., 1280 Blue Hills Avenue, Bloomfield, CT 06002. An Equal Opportunity Employer.

MICROTONE
For Video Processing

Consultants

JOE HIGGINS & CO.
Consultant to top management specializing in human resource planning, organization planning and better implementation of current staff, station operations, budget, rate cards.

210 Garrett Lane
Camp Hill, PA 17011
717-761-1599

Miscellaneous

SPORTS MEDIA NEWS
The new monthly newsletter that tells you what's happening and why in the fast-paced world of sports media. News of network, local, syndicated and cable TV; sports magazine publishing; newspaper sports coverage, and much more. If you cover sports, package sports for broadcast or print, sell advertising for sports-oriented media -- start reading SPORTS MEDIA NEWS now. For a one-year, 12-month subscription send a check for $50 and your business card to: The Delta Group, Box 115, Milltown, N.J., 08850.

Help Wanted Sales
Continued

Help Wanted Technical

AM/FM TRANSMITTER DESIGN ENGINEER

Rapidly-expanding broadcast equipment manufacturer in Philadelphia area seeks RF Design Engineer experienced in AM/FM analog and digital transmitter technology. Salary open commensurate with qualifications. Reply in strict confidence to Box A-156.

Help Wanted Programing, Production, Others

ATTENTION:
TRAFFIC/OPERATIONS BUSINESS PERSONNEL

Station Business Systems, one of the nation's leading suppliers of minicomputer based systems for traffic, accounting, billing and payroll processing now has openings for installation specialists. Relocation may be required. These positions offer an excellent compensation and benefits package. Extensive travel throughout the United States and long hours under substantial pressure are some of the demands of these positions. These are offset by having free time between installations. We are very interested in hearing from you if you have radio and/or TV experience in the areas of traffic and advertising, are a proven communicator and trainer, are free to travel extensively, understand human and work flow relationships clearly and perform well under pressure. If accepted, you will be placed in a training program with an experienced installation specialist. If you have the above mentioned qualifications and wish to join a profitable growing firm, a letter and a detailed resume to William Phillips:

STATION BUSINESS SYSTEMS
Division of CONTROL DATA CORPORATION
600 West Putnam Avenue
Greenwich, Connecticut 06830
An Affirmative Action Employer M/F

Radio Programing

COUNTRY?
If you're going Country, or if your Country station is having ratings problems, we can lend the expertise that has helped 3 out of 4 of our stations become No. 1 within a year; All in tough competitive markets.

WRIGHT & ASSOCIATES, INC.
(602) 742-3864
P.O. Box 35295
Tucson, AZ 85740

LUM and ABNER
5 - 15 MINUTE PROGRAMS WEEKLY

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501 - 972-5884
Free Film

FREE FILMS? CALL MODERN TV

The leading distributor. We have the most
PSA's & newsclips too. Call regional offices or
general offices, 5000 Park Street, North, St.
Peterson, FL 33709, (813) 541-7571.

Business Opportunity

AUDIO PROD. STUDIO

Back Bay, Boston, Mass. Fully equipped.
Ideal for person with broad or adv.
background interested in AV & industrial
audio production. Existing client list. Excel-
rent growth potential. Inquire Box
A-183.

Wanted To Buy Stations

$5 MILLION CASH

Available for right AM or FM. I
am a principle. Replies in confi-
dence. Wayne Overland (714)
481-6627

For Sale Stations

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

213/328-0385

202/223-1553

Suite 214

Suite 417

11881 Ben

1730 Rhode

Vicente Blvd.

Island Ave. N.W.

Los Angeles, CA 90046

Washington, D.C. 20036

EXCELLENT OPPORTUNITY

Major Hawaii Radio Station available for just
two times gross with eight year terms at 10%
to Financially Responsible Purchaser. Ex-
clusive format and excellent ratings ... Man-
agement will stay if you wish. For details call
Dave Wagenvoord, Media Broker at (808)
395-2392.

The Keith W. Horton
Company, Inc.

P. O. Box 948
Elmira, NY
14903.

(607) 733-7138

Brokers and

Consultants

to the

Communications

Industry

SELECT MEDIA BROKERS

Mi Fulltime AM & FM 300K Small
SC Daytime AM 150K Small
FL Fulltime AM 390K Medium
GA Fulltime AM 375K Medium
PA Daytime AM 400K Medium
SC Daytime AM 440K Medium
FL Daytime AM 330K Medium
FL Daytime AM 165K Small AZ Fulltime AM 360K Small
VA Daytime AM 180K Small
GA Daytime AM 385K Small
NC Daytime AM 165K Small NY Daytime AM 450K Small & Fulltime FM
NC Fulltime AM 750K Medium
NV Daytime AM 800K Metro
AL Fulltime AM 150K Small
Southern station available - 30K down.
912-883-4917
PO Box 5, Albany, GA 31702

Louisville, 38th market

Sunbelt. Studios, offices, transmitter
site on 6.4 acres. WDGS, Less
than $500k under 3 year rule.
Phone George A. Freeman. (812)
945-0594.

H.B. La Rue, Media Broker

Radio TV CATV Appraisers
West Coast:
44 Montgomery Street, 5th Floor, San Fran-
cisco, California 94104
415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York,
NY 10021
212/298-0737

1 kw N.D. and Class A Station

Southwestern Pennsylvania single station
market. Well received but underdeveloped
network affiliate. All new equipment and real
estate 5R0, RPU, automation and one tower
operation.
To qualified buyer $75,000 down plus $400-
000 at 9.75% graduated payments, long
payout, Box A-170.

Broadcasting Jan 28 1980 121
At last! The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!

The new insider's look at retail advertising — indispensable to any station that's out after new business.

- 441 fact-filled pages. Paperback, 3½ x 11.
- Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business. They help sell your prospects on the value of your medium and station.
- Easy-to-read, non-technical terms. (Created to make retailers more comfortable with broadcast advertising so they'll use it more!)
- Indexed so your sales people can find solutions to retail advertising problems in seconds.

Helps your salespeople become retail marketing consultants, not just sellers of time.
Specifically, they'll learn "How to:"
- Communicate with retailers in their language.
- Get into "sync" with the 3- to 6-month planning timetables of their retail prospects.
- Use in-depth research data to support a media mix of lesser newspaper and more broadcast.
- Make an effective newspaper switchpitch with examples of how newspaper and broadcast deliver over 40% of the gross impressions as the same dollars in newspaper alone.
- Help create and produce effective low-cost commercials. (Text includes 34 scripts of award-winning spots).

USE IT! — for sales training — to switch-pitch newspapers — to support your next presentation to your hottest retail prospect!

Let your sales team help their retail accounts:
- Research and identify profitable customer groups.
- Research and analyze merchandising and promotional opportunities.
- Develop store positioning strategies.
- Target their advertising, using one of broadcast's greatest strengths, to reach their most profitable customer groups.
- Increase store traffic, sales, and profits!

ORDER YOUR COPY TODAY!

Mail to:
Broadcasting Book
1735 DeSales Street NW
Washington, D.C. 20036

Paperback, 3½ x 11

- Yes, please send me cop(es) of Building Store Traffic with Broadcast Advertising at $50 each plus $1 each for shipping.
- My check is enclosed for $.

NAME
FIRM
ADDRESS
CITY/STATE/ZIP

For Sale Stations Continued

CHAPMAN ASSOCIATES*
media brokerage service

<table>
<thead>
<tr>
<th>STATIONS</th>
<th>CONTACT</th>
<th>PHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NW Small AM</td>
<td>$215K Larry St. John</td>
<td>(206) 465-1066</td>
</tr>
<tr>
<td>Plains Small AM</td>
<td>$205K Peter Stromquist</td>
<td>(218) 729-3003</td>
</tr>
<tr>
<td>S Small AM</td>
<td>$175K 29% Dan Rouse</td>
<td>(214) 387-2303</td>
</tr>
<tr>
<td>S Medium AM</td>
<td>$167K Bill Whitley</td>
<td>(214) 387-2303</td>
</tr>
<tr>
<td>NE Suburban AM</td>
<td>$400K Art Simmons</td>
<td>(617) 848-4893</td>
</tr>
<tr>
<td>MW Metro AM</td>
<td>$550K Ed Roskelly</td>
<td>(214) 387-2303</td>
</tr>
</tbody>
</table>

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

THE HOLT CORPORATION
APPRaisers BroAdKast Consultation
Wventas of Broadcast Services
BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: $2.00.)

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Rates: Classified listings (non-display) Help Wanted: 30c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum.

Blind Box numbers: $2.00 per issue.

Rates: Display: Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $6.00 per inch. For Sale Stations, Wanted: To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $50m, COO, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
Bybee will move his offices to Dallas where he will become more directly involved in operation of KAAM-KAFM. Walt Lochman, VP-general manager of KMBZ, named president and general manager of KMBZ-KMRR, reporting to Bybee. Chester Redpath, general manager of Bonneville's WCLR(FM) Chicago, named VP.

John Rose, general manager of Taft Broadcasting's WTAI-TV Philadelphia, named general manager of co-owned WOIO-TV-Washington. He succeeds Milton Grant, who has resigned to apply for vacant channel 14, Washington. Grant becomes one of 11 applicants for channel.

Robert B. Sherman, general manager of WNBC(AM) New York, named VP.


Bruce Holberg, VP and general manager of WMMR(FM) Philadelphia, named VP and general manager of WMET(FM) Chicago, effective Feb. 4 (both stations are owned by Metromedia).

Edward Shadbourn, former VP-general manager of WKTV-LY Louisville, Ky., and executive VP-general manager of WHAS-AM-FM-TV Louisville, and more recently with WYUTV(N) Naples, Fla., joins WGEITV(Nashville as general manager.

Richard Stephen, general sales manager, WABC-TV-Birmingham, Ala., named general manager.

Gary Brobst, sales manager, KGLT-AM-FM Dallas, joins WECT(FM) Charlotte, N.C., as general manager.

James Tandy, former general manager of WXYZTV Winston-Salem, N.C., joins Florida Radio, licensee of WLCY(AM) St. Petersburg, Fla., as general manager.

M. Jack Quick, director of planning for Cosmos Broadcasting, S.C., joins Interstate Communications Corp., as VP-operations. Interstate has purchased, subject to FCC approval, WRNB(AM)-WAZI(FM) New Bern, N.C.

G. Gail Crotts, from systemswide planning project on public television in vice chairman's office of Public Broadcasting Service, Washington, joins National Public Radio there as planning manager.

Gary Welch, VP-General manager of Cox Cable Communications' Mission Cable in San Diego, named VP-marketing for Cox Cable, Atlanta.

Daniel Overmyer, general sales manager, WJIC-TV Pittsburgh, joins WNOH-TV Toledo, Ohio as station manager.

Robert Tole, sales manager, WPOR-AM-FM Portland, Me., named station manager.

Sophia Tielke, assistant manager, KFBD-AM-FM Rosenberg, Tex., named station manager.

Jack Willard, manager of business affairs, WJX-TX Miami, named VP-business affairs.

Tony Greer, senior account executive, WAXY(FM) Fort Lauderdale, Fla., joins WYFR(FM) Chicago as controller.

John Kobara, assistant to general manager of People's Cable in Rochester, N.Y., joins Falcon Cable TV as general manager for its southern California region, based in Pasadena.


New officers, Greater Richmond (Va.) Broadcasters Association: Jon Hill, WEEI(AM), president; David Wilburn, WXG(AM), treasurer, and Greg Pearson, WKNL(AM)-WRKL(FM), secretary.

Advertising


Robert Colgan, VP-management supervisor, and Philip Matz, media director, Kenyon & Eckhardt, Dearborn, Mich., elected senior VP's.

Larry Stillman, VP-creative director, D'Arcy-MacManus & Masius in St. Louis, elected senior VP and named executive creative director.

James Tower, senior account executive on Lever Bros. account, J. Walter Thompson, New York, joins DM&amp;&G, New York, as senior account executive on ITT-Marlow Pumps and Keene Corp. accounts.

Michael Atkin, VP and director of media services, and Page Thompson, VP and director of media planning, Needham, Harper & Steers, New York, named senior VP's. John Klimo, VP and co-creative director, Norman, Craig & Kummel, New York, joins NH&amp;S there as executive art director. Elliot Gage, consultant on new electronic media with J. Walter Thompson in Chicago, joins NH&amp;S there as director of special projects in media resources department.

Kate Dickson, regional broadcast supervisor representing Miami and Atlanta offices of J. Walter Thompson, Jacqueline Nager, regional broadcast supervisor in Chicago, and Joyce Saxon, regional broadcast supervisor in Detroit, named VP's. All three specialize in spot buying negotiations.
Named VP's at BBDO, New York: Steve Auerbach, assistant network director; John Bornhoidt, assistant media director; Sheron Davis, research group head; Michael Kahn, associate creative director, and Paul Solovey, creative supervisor.

Robert Kasper, creative supervisor, Benton & Bowles, New York, joins Cunningham & Walsh there as VP and co-group creative director.

Maria Falconetti, associate director of research, Compton Advertising, New York, elected VP


Anita Meyer, associate creative director, Byer & Bowman, Columbus, Ohio, named creative director.

Michael Ewing, director of sales for WEEI(AM) Boston, named New York sales manager for co-owned CBS Radio Spot Sales.

Al Rothstein, VP and group sales manager of Petty Television, New York, appointed regional sales manager. Bruce Fauser, group sales manager, named VP and regional sales manager.

Robert Riback, former director of corporate development for Papercraft Corp., named general manager of CP/M's new Pittsburgh office.

Emmett McEldowney, account executive with NBC-TV Spot Sales in Chicago, joins Blair Television there as account executive on ABC sales team. Dennis McCauley, back-up salesman for Chicago sales team of Blair, named account executive for Blair's Detroit sales team.

Robert Saracen, VP and manager of Blair Television's Minneapolis sales office, elected president of Minneapolis Broadcast Representatives Association.

Howard Shulman, independent contractor for American International Television, New York, joins Air Time International there as account executive for media sales.

Chris Rohrs, account executive with TeleRep's New York tigers team, named director of research.

Laurence Burlingame, account executive in Atlanta office of Gannett Newspaper Advertising Sales, named manager of GNAS office in Dallas.

John A. Miller, former operations and program manager with WXXE-TV Binghamton, N.Y., named account executive at WQTV(TV) Portland, Me.

Tom Frick, manager of business development for Post-Newsweek's WXYZ(TV) Jacksonville, Fla., named to newly created position of retail sales coordinator for Post-Newsweek Stations.

Tom Blair, national sales manager, WTV(TV) Jacksonville, Fla., named assistant general sales manager.

Rod Bacon, account executive, KBT(VT) Denver, named national sales manager. Kenneth Polasky, account executive, WSNN-TV Milwaukee, Wis., and Keith Hamilton, account executive, KABC-TV Los Angeles, join KBT(VT) as local account executives.

Ran Janz, from sales position with KTV(TV) Corpus Christi, Tex., joins KMBC-TV Kansas City, Mo., as local sales manager.

John Russell and Doug Wolfmueler, account executives, WPTV(TV) West Palm Beach, Fla., named regional sales manager and local sales manager, respectively.

Peter A. Smith, account executive, KYUV(FM) San Francisco, joins KGAM(AM) there as merchandising director.

Craig Whetstine, former director of broadcast operations for Mutual Broadcasting System's Southwest Radio Network, joins KACY-AM-FM Oxnard, Calif., as sales manager.

Jon Van Hoogenstyn, account executive, WKLW-AM-FM Providence, R.I., joins WPRK-AM Portland, Me., as sales manager.

Bob O'Brien, sales manager, WELM(AM)- WLY-FM Elmira, N.Y., and Cheryl Covey, in sales at WFXS(AM)-WPXY(FM) Rochester, N.Y., named assistant sales managers for WPXJ-FM.

Paul Miller, with KYCA(AM) Prescott, Ariz., named sales manager.

William R. Holland, account executive, WKPT-FM Kingsport, Tenn., named sales manager of WPT-FM.

George Kapel, national and regional sales manager and administrative assistant to general manager of WSKQ(AM) Waukegan, Ill., joins WZKN-AM-FM Zion, Ill., as sales manager and assistant station manager.

Al Mangum, account executive, WKIX(AM) Raleigh, N.C., joins Durham Life Broadcasting Service there as manager of networks in division of corporate marketing. He will be responsible for management of company's Southern Farm Network and development of new sports and news networks.


Perry Kidder, general manager of WMT-AM-FM Cedar Rapids, Iowa, joins co-owned WFRV-FM Green Bay, Wis., as account executive.

Glenn Masse, formerly in sales with The Daily Texan, joins sales department of KVUE(TV) Austin, Tex.

Jerry Bynum, account executive, WQJF(FM) Ann Arbor, Mich., joins WLIB(AM)-Detroit in same capacity.


Thom Kalfer, former station manager, KQXE(AM)-KQVG(FM) Phoenix, joins KDQI(AM)-KDKB(AM) there as account executive.

Ron Wilson, account executive, KMIC(AM) San Diego, joins KBG-AM-FM there in same capacity.

Programing

Joseph Zaleski, VP-general manager for worldwide theatrical and television distribution for Fries Distribution Co., New York, joins Viacom Enterprises there as VP-feature film sales.

In executive shuffle at Time Inc., Austin Q. Furst Jr., executive VP of Home Box Office, has been named president and chief executive officer of Time-Life Films, corporation's' has been named president and chief executive officer of Time-Life Films, corporation's television arm. He succeeds Bruce L. Paisner, who remains corporate VP and will be adviser to

Gerald M. Levin, group VP in charge of video operations. James O. Heyworth, HBO executive VP, named presi-ent of HBO. N.J. Nicholas Jr. gives up that title but remains HBO chairman and chief executive officer.

Stephen Scheffer, who has been working for Time-Life Television in New York in domestic and international feature film business, named VP-programming. Stephen Elsky, general manager-operations, United Artists Television, New York, joins Time-Life Television as manager of TV operations for syndicated and public television activities.

Peter Thompson, VP-production control, Universal Television, Universal City, Calif., named VP-production planning and cost control.

John J. Matthes, manager, concept testing, West Coast, NBC, named director of program research, based in Los Angeles.

Patricia Stiphout, promotion manager for Metromedia's WXTV-TV Newport, Ky. (Cincinnati), named director of advertising and promotion, East Coast, for Metromedia Producers Corp., New York.

Lou Brock, former St. Louis Cardinal baseball player, named director of sports programming for Telcom Cablevision, joint venture of Telcom Engineering and Teleprompter Corp., which is planning cable system for St. Louis area. Brock retired from baseball at end of 1979 season.


Susan Fleming, freelance casting director in Los Angeles area, joins Penatle there as sales representative.

Victor Pisano, producer of special projects, WAPI-TV Boston, named executive producer of programming.

Ron Kantner, freelance producer, director and writer, joins noncommercial WHHY-TV Wilmington, Del. (Philadelphia), as executive producer.

Jim Baker, studio supervisor, WZTV-Miami, named operations manager. Tom Lounellis, staff director, named assistant production manager.

Hugh M. Boyd, director of group owner Home News Broadcast division, named VP-television research and programs. He will be based at company's WVU(TV) Font-Myers, Fla.
Andrew Porter, interim program director since October at KJL(FM) Oklahoma City, named program director.

Bob Ogles, operations manager, WBR(AM) Knoxville, Tenn., named program director.

Kerry Lambert, part-time announcer with production responsibilities at WBR-FM there, named program director.

Joel Spinak, of The Joel A. Spinak Show on WCAU-TV Philadelphia, joins WRC(AM) Washington as host of weekday two-way talk program.

Eileen Griffin, executive producer of Hardin and Weaver show on WMAI(AM) Washington, named assistant program director.

Jon Town, air personality, KHOW(AM) Denver, assumes additional duties as assistant program director. Leigh Starnes, music librarian, named music research director. Pam Greyst, contest coordinator, named programming assistant.

Jim Barker, operations director for KACY(AM) Oxnard, Calif., named program director for KACY-AM-FM Oxnard.

Scott Robbins, from WPC(AM) Harrisburg, Pa., joins WOKK(FM) Tampa, Fla., as program director.

Larry Riley, with KYCA(AM) Prescott, Ariz., named program director.

Steve Sox, former production director, Newton-Conover Communications, Newton, N.C., joins WKDY(AM) Spartanburg, S.C., as program director.

Ed Mack, production supervisor, KARZ(FM) Phoenix, named production director.

Arlene Tefft, news photographer, KTVY(TV) Oklahoma City, named assistant farm director.

Marian Berger, account executive and announcer, WGBR-FM Manchester, N.H., joins WKFM(FM) Fulton, N.Y., as announcer.

**News and Public Affairs**

Robert White, assistant news director for ABC's KABC-TV Los Angeles, named news director for co-owned WXYZ-TV Detroit. He succeeds Phil Nye, who was named VP news, ABC Owned Stations Division (BROADCASTING, Dec. 17, 1979).


Hilary Brown, NBC News Middle East correspondent based in Tel Aviv, named Pentagon correspondent.


**Betty Woden Endicott,** executive editor, WRC-TV Washington, joins WQ-VM-TV there as news director.

**Myron Kandel,** financial editor for The New York Post, joins CNN in Atlanta as financial editor.

**Don North,** assistant news director, WKRQ-TV Cincinnati, joins WFRV-TV Green Bay, Wis., as news director. **Lu Ann Reeb,** news intern with co-owned WAVL-TV Louisville, Ky., and Pati Hastings, newscaster and general assignment reporter with WEAG(AM)-WFLA(AM) Eau Claire, Wis., join WFRV-TV as general assignment reporters.

**Hank Mayhall,** 10 p.m. co-anchor and executive news producer, KHQA-TV Hannibal, Mo. (Quincy, Ill.), named news director for KHQA-TV and co-owned WTAJ(AM)-WQCY(FM) there. **Scott Mulford,** reporter, named assistant news director.

**Amanda Arnold,** co-anchor on WXK-TV Cleveland, joins KHOU-TV Houston in same capacity.

**Tobie Marsh,** reporter, WFAA-TV Dallas, joins WMAR-TV Baltimore as 5:30 p.m. anchor.

**Rod Challenger,** from WIXT(AM) Jacksonville, Fla., joins WPLA-TV Tampa, Fla., as assistant news director.

**Gloria Rojas,** reporter with WABC-TV New York, named full-time New Jersey correspondent for station. She will be based in Hackensack, N.J.


**Byron Wood,** 6 and 10 p.m. co-anchor, and **Colleen Williams,** newscaster on noon news, WOWT(AM) Omaha, both assume additional duties as co-anchors on station's expanded newscast (90 minutes), which will begin at 5 p.m. **Mike Gleason,** weekend producer, named producer for 5 p.m. news. **Bruce Pearson,** from KTV(AM) Sioux City, Iowa; **Jim Moore and Ken Vest,** both from KTV(AM) Austin, Tex., and **Joni Hoffman,** from WOW(AM) Omaha, named reporters for WOWT. **Eric Weil and Michael Pews,** both from KEVT(AM) Omaha; **George Jones,** from Omaha Sun, and **Carlos Barrientos,** from part-time duty in WOWT engineering department, named news photographers for WOWT. Station has also opened news bureau in Lincoln, Neb., and named Mike McKnight, from WOWT, to news department, to head bureau. **Gary Slowik** of WOWT has also been transferred to Lincoln bureau as engineer-in-charge and news photographer.

**Jim Vicevich,** economics reporter, WOTR-TV Norfolk, Va., joins WPSA-TV Hartford, Conn., as business and economics reporter.

**Gregg Hersholt,** news director, KPM-AM-FM Portland, Ore., joins KIR(AM) Seattle as news director and morning newsmen.

John Zondol, from news department of WOBA(AM) Hammond, Ind., joins KJL(FM) Oklahoma City as news director.


Terry Wiggins, account manager with Revlon based in Charlotte, N.C., joins Associated Press as broadcast executive for Kentucky and West Virginia, based in Louisville, Ky.

Jackie Clark, assistant news director, KRTN(AM)-KRXQ(FM) Des Moines, Iowa, named news director.

Frank Humphreys, news producer, KPIX(TV) San Francisco, joins noncommercial WUP(AM) Gainesville, Fla., as news director.

Leslie Wolfe, assistant news director, WSCG-AM-FM Charlotte, N.C., named news director.

Stephen Pendlebury, correspondent, named assistant news director.

Steve Glasser, former 6 p.m. news producer-assignment editor, WOLO-TV Columbia, S.C.
joins WKD YM(AM) Spartanburg, S.C., as news and public affairs director.

Kevin Ragan, reporter, WANS-TV Columbus, Ohio, named reporter-producer. Debbie Dennison, weekend production assistant, named weekend assignment editor and part-time reporter. She succeeds Bruce Kirk, who becomes reporter.

Technology

John E. Peterson, business manager-optical products, Corning Glass Works, Corning, N.Y., joins Siecor Optical Cables, Horseshead, N.Y., as president. Dr. Otto Szentesi, director of programs management at Siecor, named VP.

Fred Nichols, VP-marketing, Audio-Technica U.S., Fairlawn, Ohio, named senior VP. Paul McGuire, national sales manager, named VP-sales. Dean Stagle, operations manager, named VP. Dave Jensen, central regional sales manager, named sales manager, national accounts.

Anthony Orlacchio, director of sales, Droneiz Engineering Laboratories, South Plainfield, N.J., named VP of sales.

Fred J. Haines, camera product manager, International Video Corp., Sunnyvale, Calif., joins Broadcast Products Division of Harris Corp., Quincy, Ill., as video engineering manager, responsible for development of new television cameras and other video products.

International

Allan Jones, chief of production and planning for BBC World Service, London, named general manager of BBC's Transcription Service, which sells tapes of BBC radio programs internationally. A. R. Wilkinson, assistant head of BBC's outside broadcasts, named head of BBC's appointments department, succeeding Alan Finch, who retires. Peter Fraenkel, head of East European Service at BBC, named controller of BBC's 17-language service to Europe.


David G. Fine has been named chief executive of Polygram Leisure, United Kingdom firm which controls Polygram's activities in records, feature and television films and music publishing.

Allied Fields

Michael Membrado, VP-advertising director, Marketing & Media Decisions magazine, New York, joins Arbitron Television Sales there as VP, Maddy Schreiber, VP of research, Torber Radio, New York, joins Arbitron Radio there as manager, radio representative-network sales.

Ruth Baker-Battist, from communications practice with Cohn & Marks, Washington law firm, joins MCI Communications there as assistant general counsel for regulatory matters.

Jon Beacher, VP-marketing and creative services, WXTA-TV Atlanta, joins Reymar & Gesin Associates, broadcast research and consulting firm in Southfield, Mich., as VP-promotion and programming.

Cynthia Darwin, graduate, University of Texas, joins The Media Associates, Dallas-based broadcast service company, on television news consulting staff. Patricia Carr, formerly with Southwest Research, Dallas, joins The Media Associates as research production manager. Steve Shute, formerly with WTSAM-FM Tampa, Fla., joins The Media Associates as research associate.

Jeff Pollack has resigned as program director of WMME-FM Philadelphia to form Pollack Communications, Philadelphia, as consultant to stations and radio program producers.

Deaths

Former Supreme Court Justice William O. Douglas, known for his surviving dedication to First Amendment, died Saturday (Jan. 19), at age 81. And Curtis Beckman, president of Radio-Television News Directors Association, issued statement hailing Douglas for his role in defending First Amendment rights of broadcasters. He noted that Douglas, who retired from court on Nov. 12, 1975, wrote, in CBS case, in 1973, "TV and radio stand on the same protected position under the First Amendment as do newspapers and magazines." And, Beckman recalled, Douglas denounced court's Red Lion decision, in which he did not participate, saying: "The fairness doctrine has no place in our First Amendment regime." "We shall miss him," Beckman said, "and hope that others on the court will come to see the wisdom of his constitutional philosophy."

Kenneth R. Dyke, 81, former NBC executive who was brigadier general on staff of General Douglas MacArthur as chief of Civilian Information and Education Section in Japan in 1945, died Thursday (Jan. 17) in New York after suffering with emphysema. Dyke was advertising executive with Colgate-Palmolive Peet Co. and was chairman of Association of National Advertising before joining NBC in 1937 as promotion manager and research director. After war, he was named vice president in charge of programs for NBC, named vice president, publications for Young & Rubicam International, New York. He is survived by son, David K. Dyke.

John J. Karol, 75, VP and director of special projects for CBS-TV network sales department before he retired in 1969, died of heart attack Jan. 20 at his home at Chappaqua, N.Y. Karol, who also had been director of CBS research and for nine years was VP in charge of radio network sales in 39-year CBS career, was credited with instrumental role in introducing Leonard Bernstein/New York Philharmonic Young People's Concerts and National Geographic Specials to network television. Survivors include his wife, Ann; son, John Jr., of Orford, N.H.; and daughter, Mrs. Paul C. Ross of New York.

Lloyd Smith, 51, president of Rau Radio Stations, radio station group owner based in Washington, died of cancer Jan. 18 at Anne Arundel (Md.) General Hospital. He joined company in 1950's and became president in 1960. Earlier in his career, he did engineering work for WAMAL-TV Washington (now WLA-TV). Survivors include his wife, Elizabeth, sister and brother.

James W. Raftery, 39, ABC publicist, died in New York on Jan. 10. Raftery had been on medical leave from ABC since early 1979, but cause of death was not known pending autopsy.

Mitch Sandler, 56, talk show host on WNOI(AM) West Palm Beach, Fla., until he was fired during controversy surrounding his program, died of heart attack Jan. 19 at his home in West Palm Beach. Sandler was fired after he appeared on talk show on WJCT(AM) Miami and discussed charges by WNOI listener that Sandler was conducting his talk show to favor anti-Jewish, anti-Zionist side of Arab-Israeli controversy. WNOI had advised Sandler not to appear on WJCT program (Broadcasting, Aug. 28, 1978). Survivors include sister and two brothers.

Tina Dadiani, 71, with Voice of America in Washington on Georgian desk (from 1951 to 1958, died of cancer Jan. 20 at her home in Arlington, Va. Her husband, Michel, who died in 1974, was translator and broadcaster for VOA for more than 20 years. Survivors include son and daughter.

Barbara Britton, 59, motion picture and television actress, died of cancer Jan. 17 at her home in Manhattan. During 1950's she starred with Richard Denning in series about amateur detective team of Mr. and Mrs. North. She also appeared as Revlon girl in television advertising for cosmetic company. Survivors include her husband, daughter, Christina Britton, singer-actress, and her father.
105,000,000 Americans saw it on CBS Sports.

Great moments happen on CBS Sports. Be there for the next one!

Source: CBS estimates based on NTR AA household rating for Super Bowl XIV and on relationship of total audience to average audience and audience composition (total viewers 2+) for Super Bowl XII (911.0 divided by 47.2x46.3x52.19). Subject to qualification upon request.
Torbet’s Alan Torbet: a radio representative with inside knowledge

Alan Torbet has run his own national radio representative firm since 1967, when billings were $3 million. Torbet Radio closed out 1979 with billings of more than $30 million.

This ten-fold growth, outpacing the industry by a considerable margin, does not surprise Gene Chenault, the program consultant and producer who was Torbet’s partner in KRAK-AM-FM Sacramento, Calif., from 1957 to 1961. “Alan had fire in his belly,” Chenault remembers. “He worked hard, was hard and is smart, and always was research-oriented—important in the rep business. Alan was an excellent organizer and manager. And he was a poet of the memoranda, by which I mean he knew how to communicate clearly and graphically to his staff.”

Torbet, now 61, has completed 31 years in the radio industry and directs one of its leading rep firms. He is a friendly, outgoing person with a relaxed manner that conceals, colleagues say, an intense inner drive.

It wasn’t until Torbet was 49 that he ventured to New York in 1967 to embark on a national representative radio career. He had accumulated 19 years of experience in radio as a sales manager, general manager, owner of stations and head of his own regional representative firm, all in Oregon and California.

Radio, however, was a career “accident,” Torbet says. While earning his BS degree in journalism at the University of Oregon in 1940, he worked as a stringer for the Portland Oregonian and the Oregon Journal. For eight years after college, he was a reporter, city editor, managing editor and business manager for the Coos Bay (Ore.) World and business manager for the Vancouver (Wash.) Star.

He was moved into the business side of the newspapers because their management felt he had entrepreneurial skills. And it was this background in business that led to radio, Torbet says.

He points out that each of the newspapers had a radio station that reported to him. He learned the basics of radio during this period and was asked in 1948 to become sales manager of KPOJ(FM) Portland [now KURL].

Torbet has never left radio since that time. He moved over to KROW(AM) Oakland, Calif. [now KABL], as general manager in 1950 and two years later was tapped for the general manager post of KSFO(AM) San Francisco.

After five years at KSFO, Torbet decided to strike out on his own. He says he realized he had a knack for taking a failing station and turning it into a formidable competitor. He says the key is “the right programming, plus consistent and imaginative management.”

He had met Chenault while working in Oakland. They pooled their resources and bought KRAK(AM) Stockton, Calif., in 1957 and shortly thereafter received permission to move the station to Sacramento.

The team of Torbet and Chenault revitalized KRAK-AM-FM. By 1961 Torbet was looking again for a new challenge on a broader landscape. The duo sold the stations that year, and according to Torbet, “for the first time in my life I had a substantial amount of capital.”

Torbet felt that the time was appropriate to set up a regional radio representative firm in the burgeoning West. By the early 1960’s, network radio had slipped into a sharp decline, while independent stations, with emphasis on music and news, personalities and sports, were emerging as potent forces in broadcasting. Torbet reasoned that in a broadcast climate that was favorable to local and spot radio, a rep firm headed by a successful broadcaster could flourish. He formed Torbet, Allen & Crane, Los Angeles and San Francisco, in 1962.

In 1967 Torbet moved into the national arena with the purchase of the radio division of Venard, Rintoul & McConnell, which he merged with his regional rep company. In 1975 he bought Aveo Radio Sales. The name of the firm was changed to Torbet-Lasker to reflect the presence of Peter Lasker, who had been president of Aveo Television Radio Sales. Lasker later left, and in November 1977 Torbet sold his company to Bonneville International. He has remained as chairman and chief executive officer of Torbet Radio.

As chairman, he concentrates on financial planning, budgets, station solicitations and station relations. He says he rarely gets involved today in direct sales but takes a hand in sales planning. Sales at Torbet Radio lie in the province of Joe Dorton, president.

Dorton has known Torbet intimately for more than two years. He describes Torbet as “an intense individual with a lot of drive who cares about people.” He tells this story he heard about Torbet: “A number of years ago when Alan was just getting started in the rep business, he was sometimes short of ready cash. But he wanted to give some of his people a bonus for their good work. Alan went out and borrowed that money.

Despite the in-and-out behavior of spot radio in 1979, Torbet estimates that billings as a whole grew by more than 12%. He projects that national spot radio in 1980, despite gloomy predictions about a recession, will increase 11%-12% over 1979. He is confident that Torbet will out-run the industry.

“We think spot radio will get off to a slow start in the first quarter,” Torbet ventures. “Things should pick up with the national elections. And even if the economy becomes tighter, radio will not suffer. Radio traditionally does well when the economy takes a dip.”

Torbet envisions even sharper competition among radio reps for key stations in the 1980’s and says, “Those reps that maintain skilled and well-paid sales staffs and have strong research and computer resources will thrive.”
First what?

For broadcast journalists, their colleagues in other media and indeed the public at large, it is dispiriting news that three out of four American adults of all kinds of stations in life are unfamiliar with the First Amendment. It is even more dispiriting to learn that similar ignorance afflicts three out of five Americans who have gone to college.

The gloomy discoveries were reported by George Gallup Jr. to the First Amendment Congress, sponsored by leading journalistic associations and professional societies (“Closed Circuit,” Jan. 14; Broadcasting, Jan. 21). They turned up in a Gallup poll of 1,523 adults in a cross-section of American localities. Nor were they the most dismaying of the findings.

Thirty-seven percent of the respondents said present curbs on the press are “not strict enough.” Another 32% said curbs are “about right.” Only 17% thought the curbs “too strict.” The rest, 14%, were undecided. Journalists working in all media cannot dismiss the unsavory finding that 69% of the people are for existing or harsher controls. There must be a correlation between that figure and the prevalence of unfamiliarity with a constitutional prohibition against laws abridging the freedom of the press.

The same constitutional prohibition, of course, extends to laws abridging the freedom of speech. It is troubling to be told that three out of four Gallup respondents did not know that their casually accepted freedom to express opinions, to Gallup interviewers or anyone else, is a guarantee of the First Amendment they never heard of or have forgotten.

The American educational system must assume some blame for the civic unawareness turned up in the Gallup poll, but the media must share the blame for that and for the substantial distrust of their ability to function without governmental supervision. More organs of journalism must devise ways to discuss their own performance in terms that will both interest and enlighten their audiences. The ombudsmen now at work at some newspapers are making promising starts. Radio and television need to develop their own versions of that service.

Journalism itself is much in the news these days and is worthy of frequent colloquies between producers and consumers. In the process, it must not be forgotten that the public’s freedom of speech and the media’s freedom of the press are intertwined. The First is everyone’s Amendment whether people know it or not.

Favored few

The outlook for the national economy is—to put the best face on it—uncertain. But recent history and informed opinion suggest that broadcasters have much less than most businessmen to be concerned about. Unlike many businessmen, their product—especially television, but radio as well—has been shown to be recession-resistant. And advertisers have learned from hard experience that cutting budgets in a recession is a sure way to lose market shares to competitors that keep their messages rolling.

These musings are prompted by a special report that appears elsewhere in this issue. The report takes a look both backward and forward, and finds encouragement in both directions. Broadcastings’s annual ranking of the top 50 agencies in broadcast billings shows big advances in broadcast spending in 1979. Further, agencies and advertisers anticipate another good year in 1980. And Bill Suter of Merrill Lynch, a leading analyst of broadcasting and related stocks, offers an optimistic appraisal of the year ahead from Wall Street’s perspective.

It has been well noted that 1980 is seeing a quadrennial upsurge in demand for advertising time, thanks to elections and one if not two sets of Olympics games. What it all nets down to, as Suter suggests, is that if there had to be a recession, it couldn’t come at a better time for broadcasters.

Hill is the refuge

In the written state of the union message that he sent to Congress last week before making his personal appearance, Jimmy Carter had quite a lot to say about communications regulation. The comments, reported elsewhere in this issue, added up to an endorsement of what has been going on at the FCC and Federal Trade Commission under the chairmanships of his appointees, Charles D. Ferris and Michael Pertschuk.

The President is for diversification of media ownership. He promises 1,000 new radio stations (to be added to the 8,748 already on the air). He would encourage the development of satellites, cable television “and other technologies” to enlarge television service.

He nods in fashionable obeisance toward deregulation at the FCC, without noting that deregulation has been unequally applied to competing services. He promises to continue “working with the Congress and the FCC to protect First Amendment rights” and at least has the grace to omit mention of his recent pressure on the FCC to order networks to sell him political time before their editorial judgment told them to.

As to the FCC, the message contains an ill-concealed threat to veto legislation, now pending, that would restore reasonable balance to the program of rampant overregulation undertaken under the Pertschuk regime.

His appointees will no doubt draw strength from his message to the Congress. Broadcasters and advertisers that are the objects of regulation can only hope that the Congress will continue to show strength of its own.

“What luck. The day we get our satellite dish is also the biggest snowfall of the year.”

Drawn for Broadcasting by Jack Schmidt
Broadcast advertising works for retailers. We know, because at Outlet Company, we look at broadcast advertising from both sides. Our eleven radio and television stations sell advertising, and our 169 retail stores buy advertising. Broadcast advertising complements and reinforces print ads, and offers the retailer vastly increased frequency and reach. Making broadcast advertising work for retailers is another example of Outlet Company’s broadcast leadership from Washington, D.C. to Los Angeles.

OUTLET BROADCASTING
An Outlet Company Division.

Radio
WJAR-AM Providence, R.I.
WDBO-AM Orlando, Fla.
WTOP-AM Washington, D.C.
WDBO-FM Orlando, Fla.
KIQQ-FM Los Angeles, Cal.
WQRS-FM Detroit, Mich.

Television
WJAR-TV Providence, R.I.
WDBO-TV Orlando, Fla.
KSAT-TV San Antonio, Tex.
WCMH-TV Columbus, Ohio
How many manufacturers go NEC under cover?

NEC, as the world's third largest manufacturer of semi-conductors, provides LSI and hybrid circuits for most manufacturers. Our Broadcast Equipment, which reflects the professional standards you expect from NEC, employs chips developed exclusively for our own use. Below are but a few accomplishments that reflect our dedication to tomorrow's techniques:

**LEFT**—NEC's complete color encoder as used in the MNC series of ENG/EFP cameras for long term stability and negligible power consumption.

**CENTER**—NEC's 8-input/1-output video switcher with switching logic and wideband characteristics permitting 4-channels of digital audio multiplexed with video. The heart of the NEC TKA-105 Routing Switcher.

**RIGHT**—NEC's 16K mosfet ram for high-speed applications in NEC's FS-15 Frame Synchronizer and DVE® Systems.