

Green light  
for AM stereo

NAB!

Rundown on  
February sweeps

# Broadcasting Apr 14

The newsworthy of broadcasting and allied arts

Our 49th Year 1980

**WE SCOOP ALL OF THE BIG NAMES THAT BLOW IN FROM THE COAST.** That's because we offer viewers our exclusive GulfScan 2 Radar system that links us to every Weather Bureau radar station on the Gulf, plus our sophisticated SuperScan 2 Color Radar. Which is why, when it comes to tracking bad weather, we're good to the last drop. **KPRC TV HOUSTON**



Petry Television, Inc., National Representatives, NBC Affiliate.

3611211  
JULY 1984  
US AIR FORCE  
SERIAL ACQ SECTION  
AT 26112

# What do you do after winning 21 Grammys?



Best New Artist  
Rickey Lee Jones



Best Pop Vocal Performance, Male  
"52nd Street"  
Billy Joel



Best Pop Vocal Performance  
By A Duo, Group or Chorus  
"Minute By Minute"  
The Doobie Brothers



Best Pop Instrumental Performance  
"Rise"  
Herb Alpert



Best Rock Vocal Performance, Female  
"Hot Stuff"  
Donna Summer



Best Rock Vocal Performance, Male  
"Gotta Serve Somebody"  
Bob Dylan



Best Rock Vocal Performance  
By A Duo or Group  
"Heartache Tonight"  
Eagles



Best Rock Instrumental Performance  
"Rochestra Theme"  
Wings (PRS)



Best R & B Vocal Performance  
By A Duo, Group or Chorus  
"After The Love Has Gone"  
Earth, Wind & Fire



Best R & B Instrumental Performance  
"Boogie Wonderland"  
Earth, Wind & Fire



Best Rhythm & Blues Song  
"After The Love Has Gone"  
Bill Champlin, Songwriter



Best Disco Recording  
"I Will Survive"  
Dino Fekaris, Freddie Perren, Producers



Best Country Vocal Performance, Male  
"The Gambler"  
Kenny Rogers



Best Country Song  
"You Decorated My Life"  
Bob Morrison & Debbie Hupp, Songwriters



Best Soul Gospel Performance,  
Contemporary  
"I'll Be Thinking Of You"  
Andrae Crouch



Best Recording For Children  
"The Muppet Movie"  
Paul Williams, Producer



Best Cast Show Album  
"Sweeney Todd"  
Stephen Sondheim, Composer/Lyricist



Best Jazz Vocal Performance  
"Fine and Mellow"  
Ella Fitzgerald



Best Jazz Instrumental Performance,  
Group  
"Duet"  
Chick Corea



Best Jazz Instrumental Performance,  
Big Band  
"Al Fargo, 1940, Live"  
Duke Ellington



Best Arrangement Accompanying Vocalist  
"What A Fool Believes"  
Michael McDonald, Arranger

# You win 3 more.



Record of the Year  
"What A Fool Believes"  
The Doobie Brothers



Album of the Year  
"52nd Street"  
Billy Joel  
Phil Ramone, Producer



Song of the Year  
"What A Fool Believes"  
Kenny Loggins & Michael McDonald

# ASCAP

We've Always Had the Greats




# Last January a documentary made in Minnesota out-pulled every program produced in Hollywood.

On January 3rd we aired "Thy Will Be Done," a prime time documentary program on religious cults produced by the Public Affairs Staff here at WCCO Television.

When the January ratings came out, we found "Thy Will Be Done," had earned a 31 Rating.\* Only two network programs bettered that mark in January. One was the Super Bowl, the other an edition of 60 Minutes. Both of these programs were also on WCCO Television.

Intelligent, perceptive, contemporary television journalism is not dead. In fact, it remains the most important work we do.

A CBS  AFFILIATE  
REPRESENTED BY TELEREPI

**WCCO TV** Minneapolis St. Paul

\*SOURCE: NIELSEN, JANUARY 1980.  
Estimate subject to limitations.





# The Week in Brief

## TOP OF THE WEEK

**THE NOD FOR AM STEREO** □ The FCC chooses the Magnavox system from among five competing manufacturers. Kahn says it will petition the commission; others plan to wait and see. **PAGE 27.**

**THE FEBRUARY SWEEPS** □ ABC-TV takes prime-time honors in the top-100 markets for the fifth straight time. However, CBS-TV and NBC-TV gain on a market-by-market basis. **PAGE 32.**

## NAB □ 80

**NAB 80** □ The focus of the broadcasting world is on the Las Vegas convention this week, but the eyes of NAB President Wasilewski and his staffers are on some tricky issues that will be battled their way. In a pre-convention interview they tell why they are confident of their fielding ability. **PAGE 36.** Here's a final rundown of the Las Vegas agenda and another look at the hospitality suites. **PAGE 40.**

## AT LARGE

**THE FERRIS YEARS** □ In 30 months as FCC chairman, Charles Ferris has turned the commission almost completely around. In this Q-and-A session with BROADCASTING editors, he explains the principal changes, sketches a portrait of his regulatory posture, and offers an inkling as to what's ahead. **PAGE 58.**

## MEDIA

**ROSE GARDEN RANCOR** □ Carter opponents continue to complain about Carter use of White House announcements and events that they claim are designed to make campaign points. A Kennedy committee tries another tactic at the FCC to win comparable exposure for the Massachusetts senator. **PAGE 80.**

## JOURNALISM

**'60 MINUTES' AT THE FRONT** □ Dan Rather and a CBS-TV crew sneak across the Afghan border for a dramatic episode. **PAGE 84.**

## BUSINESS

**SLOWDOWN** □ ABC expects its earnings to decline in 1980. The general economic outlook, higher programing costs and deferred profitability of its new video and movie ventures are cited. **PAGE 90.**

## LAW & REGULATION

**REVAMP HOPES DIM** □ Though an FCC common-carrier decision removed one impediment to the Communications Act revision, the consensus is that legislation will bog down until the first of the year. **PAGE 95.**

## TECHNOLOGY

**THE OUTLOOK FOR DBS** □ A Washington conference looks at the economic, regulatory and economic issues surrounding direct broadcast satellite communications. **PAGE 122.**

## PROGRAMMING

**ABC BY A TAD** □ The network pulls ahead in the year-to-date ratings race by one-tenth of a point. **PAGE 130.**

**'THE USA NETWORK'** □ That's the name of the merged cable effort of Madison Square Garden and U-A Columbia. **PAGE 130.**

## MIP □ 80

**TV'S GLOBAL MARKETPLACE** □ The 16th annual MIP gets under way Friday in Cannes with American firms among the 3,000 buyers and sellers expected for a week of bargaining. **PAGE 138.** How other countries assess the American shows. **PAGE 144.**

## PROFILE

**DISCIPLE OF DISCIPLINE** □ Tom Bolger's first eight months as chairman of the NAB joint board have produced changes both within and outside the association. It's phase one of the Wisconsin broadcaster's plan to create and execute an orderly plan of action. **PAGE 181.**

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# TONI TENNILLE. NOT JUST ONE OF THE BOYS.



## THE TONI TENNILLE SHOW

Vive la différence!

Available in 60 or 90-minute form.

**MCA TV**

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# Closed Circuit®

Insider report: behind the scene, before the fact

## That Quello seat

Latest name to surface as candidate for FCC is that of Raul Rodriguez, assistant director for compliance of ACTION, which operates such volunteer service agencies as Peace Corps and VISTA. Rodriguez, who is said to have been recommended to White House in several letters, is expected to be called in for interview by White House staffers who are screening prospects.

## Slow boat

What's holding up official details of FCC's upcoming trip to People's Republic of China (BROADCASTING, Feb. 18; "Closed Circuit," Feb. 25, March 24)? FCC Chairman Charles D. Ferris says it's final word from Chinese on agenda they want. Until that word comes, he won't know what staffers to take, although others expect number to be considerable. Arrangements for travel will be expedited by State Department, once party's composition is known. Ferris, Tyrone Brown, Joseph Fogarty, Anne Jones and Robert Lee are set to make trip—which Ferris now says will start May 5 and last two weeks instead of three originally scheduled.

Meanwhile, everything's ready for departure April 17 for two-week trip to mainland China by 17-member group from Hill and executive branch, led by National Telecommunications and Information Administration director, Henry Geller.

## Bargaining chip

Roger Mudd, still trying to decide whether he'll get better deal by staying at CBS News or by going elsewhere (BROADCASTING, Feb. 18, et seq.), will soon have another entry in presentation portfolio. He's been named to receive Peabody award for *Teddy*, report on and interview with Senator Edward M. Kennedy. His and other Peabodys will be presented April 30 in New York.

## Room near top

M.S. (Bud) Rukeyser Jr., NBC executive vice president, public information, plans to leave NBC shortly, after 22 years. He's told top management he's considering two "particularly attractive" offers, will choose one within few weeks. Both reportedly are broadcasting-related. Parting is said to be amicable, and he'll be on hand at least to end of April.

For almost year, NBC's top echelons

have been casting about for high-powered director of communications—title, incidentally, that NBC Chairman Jane Cahill Pfeiffer had at IBM before she moved to NBC—with sweeping authority that would encompass Washington operations, advertising and promotion in addition to conventional PR. There's nothing to indicate search is much closer to goal now than when it started. Though described by some prospects as "fantastic job" offering \$175,000 to \$200,000 per year, it's said to have been rejected by likes of Herb Schmetz of Mobil, Ed Bleier of Warner Bros. TV and John P. Cowden, who took early retirement from CBS two years ago.

## Joining the group

Another sign of cable TV growth: It's reached point where National Cable Television Association has decided to join Broadcast Rating Council. BRC sets standards for and, through independent auditors, accredits audience-measurement services—whose work will be increasingly important in selling cable audiences to advertisers. Other BRC members are National Association of Broadcasters, National Radio Broadcasters Association, Radio Advertising Bureau and Television Bureau of Advertising. In addition, American Association of Advertising Agencies and Association of National Advertisers participate as observers.

## Raided

Ted Turner's Cable News Network has been recruiting talent across news business. But nowhere has CNN's draw been felt more than at Independent Television News Association. Since Reese Schonfeld left top ITNA post to become CNN president last year, six others from ITNA have followed, including Mark Walton who last week gave word he's becoming CNN's White House anchor/correspondent. ITNA, now led by Chuck Novitz, has been replenishing staff, but all that's left from pre-CNN days is associate producer, business manager and secretary. Still another, Daniel Schorr, had been filing ITNA reports before becoming CNN senior Washington correspondent.

CNN, scheduled to start serving cable systems June 1, won't sell service to broadcasters.

## Family feud fueled

Radio Advertising Bureau's presentation at this morning's (April 14) National Association of Broadcasters convention session is "Radio's State of Mind: RED HOT!," and advance word suggests that

one thing its presenters may be hot about is antiradio pitch put out few weeks ago by Television Bureau of Advertising (BROADCASTING, Feb. 25). RAB officials say presentation will give their first reply to TVB pitch (which, incidentally, seems to have been touched off by RAB's "Radio—It's Red Hot" campaign). But officials say they "do not intend to match TVB in negativism," and will emphasize new research on retail advertising, suggesting newspapers are more profitable target than either radio or TV.

But RAB leaders say they will "take no nonsense from any competing medium, electronic or print." They plan to issue "white paper" in rebuttal to TVB presentation shortly after convention, but think that radio broadcasters should use it only against TV stations that use TVB presentation against them.

## Viewing with alarm

Wallace E. Johnson, former chief of FCC Broadcast Bureau and now executive director of Association for Broadcast Engineering Standards, will give his membership earful at meetings in Las Vegas this week. He has already told them that results of first session of Region 2 conference in Buenos Aires last month, which he attended as delegate, spell untold troubles for AM stations in view of commitments for new fixed assignments and loss of existing protection against outside interference. Only hope, he'll say, is for remedial measures at next year's Region 2 session.

ABES has membership of clear, regional and local AM and FM stations, including NBC and CBS outlets and those of five multiple owners. "Many of the fears and predictions previously made came true," Johnson says.

## Adult education

Radio-Television News Directors Association and Public Broadcasting Service have been discussing possibility of introducing closed-circuit lectures, fed to noncommercial stations, to update broadcast journalists on current issues. Saturday-morning sessions are under consideration, with academic experts discussing their specialties and fielding questions afterward.

Project's originators include Sig Mickelson, one-time head of CBS News, now VP of Satellite Educational Project at National Media Education Center, University of California at San Diego. Noncommercial KPBS-TV San Diego would coordinate presentations, with feeds from both East and West Coasts.

# Business Briefly

TV ONLY

**Liberty House** □ Various campaigns for clothing stores run in second-quarter in San Francisco, Fresno, Calif., and Reno. Agency: Ed Libov & Associates, Los Angeles. Target: adults, 25 plus.

**California Table Grapes** □ Third-quarter campaign for grapes begins in July in 28 markets including New York, Pittsburgh, Minneapolis-St. Paul, Cincinnati, Atlanta, St. Louis, San Francisco and Los Angeles. Spots will run in day, fringe and news times. Agency: Scroggin, Reed Advertising, San Francisco. Target: women.

**Rich's** □ Six-week campaign for department stores to promote anniversary sale begins April 17 in Atlanta, Birmingham, Ala., Columbia, S.C., and Augusta, Ga. Spots are placed in day, fringe and prime times. Agency: Liller

Neal Welton, Atlanta. Target: women, 25-49; men, 25-49.

**Fuller-O'Brien** □ Four-week campaign for home paint begins May 26 in 28 markets. Spots are placed during fringe times. Agency: Young & Rubicam, New York. Target: adults, 25-54.

**Iroquois** □ Four-week campaign for Champale malt liquor begins May 19 in 10 markets including San Francisco and Atlanta. Spots are placed during fringe, day and prime times. Agency: Western International Media, New York. Target: men, 18-34.

**Mellita** □ Four-week campaign for coffee makers begins April 21 in Boston, Washington, Baltimore, Hartford-New Haven, Conn., and Providence, R.I. Spots are placed in day times. Agency: Tyson & Partners, Philadelphia. Target: women, 18-49.

## Rep Report

KXLY-TV Spokane, Wash.: To Harrington, Righter & Parsons from Peters, Griffin, Woodward.

KTHI-TV Fargo, N.D.: To Harrington, Righter & Parsons from Avery-Knodel Television.

**Celotex Corp.** □ Four-week campaign for roofing materials begins May 2 in Pittsburgh, Indianapolis, Atlanta, Nashville and Raleigh-Durham, N.C. Spots will run during day, fringe, prime and spot times. Agency: Mike Sloan Inc., Miami, Fla. Target: men, 25-54; men 35 plus.

**Sherwin-Williams** □ Three-week campaign begins May 12 in 111 markets including Columbus, Ohio, Cincinnati, Houston and New Orleans. Spots will be placed in fringe times. Agency: Doyle Dane Bernbach, New York. Target: adults, 25-49.

**Konica** □ Three-week campaign for cameras begins June 9 in 12 markets including San Francisco. Spots will run during fringe, news and sports times. Agency: Air Power Media Corp., New York. Target: men, 25-54; adults, 25-54.

**A.E. Staley** □ Three-week campaign for Sta-Puf concentrated fabric softener begins May 19 in about 40 markets including Columbus and Cincinnati. Spots will run in day, fringe and prime times. Agency: SMY Inc., Chicago. Target: women, 18-49.

**Evan-Picone** □ One-week campaign for women's spring fashion sale begins April 23 in Baltimore, Washington, Philadelphia, Chicago, Houston and Dallas. Agency: Humphrey Browning MacDougall, Boston. Target: women, 18-49.

RADIO AND TV

**Silver Dollar City** □ Campaign for theme park begins April 28 and runs through September in about 20 markets including Tulsa, Okla., St. Louis, Kansas City, Mo., and Knoxville, Tenn. Agency: Cranford/Johnson/Hunt & Associates,

Radio only

## MASLA MEANS BUSINESS

Ask Marv Seller  
WKTU, New York

**JACK MASLA & COMPANY, INC.**  
MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco



In Memoriam

TODD ROBERT GAULOCHER

1930-1980

*A courageous friend,  
devoted family man and fellow executive  
whose contributions were major to  
the growth of our company.*



# We'd like to See you!



Give us a call to arrange a meeting at the **NAB Convention Las Vegas**

We're professionals in broadcast financing, serving broadcasters since 1959. If you need \$200,000 or more to finance a radio or television facility, phone us at 317-638-1331 and ask for Phil Thoben or Bill Van Huss to explain our individualized flexible financing.

## Firstmark Financial

Firstmark Financial Corp.  
Communications Finance Div.  
110 E. Washington St.  
Indianapolis, IN 46204  
317/638-1331

Little Rock, Ark. Target: adults, 25-54.

**Stokely Van Camp** □ Three-week campaign for specialty products begins this month in 14 TV markets and 35 radio markets. TV spots will run during weekend, day, fringe and prime times. Agency: Handley & Miller, Inc., Indianapolis. Target: women, 18-49.

**Devoe & Reynolds** □ Four-week campaign for paint begins this week in Mobile, Ala. Spots will run during day, fringe prime and weekend times. Agency: Doe-Anderson, Louisville, Ky. Target: adults, 25-54.

**Ginos** □ Various two-week flights for fast food restaurants runs in second quarter in Baltimore, Philadelphia, Washington, Northern New Jersey and Central Pennsylvania markets. Agency: Lewis & Gilman, Philadelphia. Target: teen-agers, adults, 18-34.

**American Express** □ Second-quarter campaign promoting travel service begins April 21 and runs through July 6 in Washington and Dallas-Fort Worth. Spots will run during morning and afternoon drive times. Agency: Ogilvy & Mather, New York. Target: adults, 25-54.

**U.S. Air** □ Six-week campaign for business travel begins this week in 20 markets. Spots will run in morning drive time, day time and afternoon drive time. Agency: J. Walter Thompson, New York. Target: men, 25-54.

**Anchor Laboratories** □ Five-week campaign for animal health product begins this week in 40 markets. Spots will run during morning drive times, daytimes and afternoon drive times. Agency: Fletcher/Mayo/Associates, Atlanta. Target: men, 18-49.

## AdVantage

**West Coast alliance.** Chiat/Day/Hoefer will be born May 1 with merger of Chiat/Day, Los Angeles, and Hoefer, Dieterich & Brown, San Francisco. New West Coast agency will have \$75 million in annual billings with other offices in New York, Seattle and Detroit. John Hoefer, HD&B chairman, is to continue in that capacity for merged firm. John Pelkan, HD&B president, becomes president and chief operating officer of C/D/H. Joining him as general manager will be C/D Executive Vice President Chuck Phillips. Hy Yablonka, one of original founders of C/D in 1968 and currently creative services director, is to be executive creative director of new agency.

□ **It's about time.** Seiko Time Corp., New York, is launching TV campaign in 120 markets on April 21 for its new quartz watch, said to mark first time that commercials will carry subtitles for hearing-impaired viewers. Thirty-second spots will be closed captioned by National Captioning Institute, enabling hard-of-hearing with decoding units to view subtitles of audio portion of commercials.

□ **Joint effort.** Atkin & Co., Sherman Oaks, Calif., advertising agency specializing in marketing programs for radio-TV stations, and Multiple Systems Analysis, Irvine, Calif., which serves as research and program consultant to stations, have formed joint venture to take on select number of new broadcast accounts. Rationale for new venture is that radio and TV advertising campaigns for stations too often are conceived without benefit of good research and planning and consequently, considerable

amounts of money are misspent, according to Atkin.

□ **Spotlight: radio.** American Seminar Group, which sponsors annual creative seminars for ad agency personnel and advertisers in Tampa, Fla., and Aspen, Colo., will this year hold third seminar devoted entirely to advertising on radio. "Radio Workshop I" will convene July 21-22 at Snowmass Resort in Aspen and will include presentations by radio specialist Chuck Blore, consultant William D. Tyler, Harley Flaum of Radio Band of America and Jack Trout of Trout & Reis, N.Y. For information contact Ray Schulte, (813) 223-5684.

□ **Two for the money.** McGavren Guild Inc. has come up with double-barreled promotion piece circulated in advance of National Association of Broadcasters convention. Hard-cover booklet opens like accordion. One side outlines activities and festivities McGavren will sponsor at convention. Other side features 14-page miniature-sized reprints of representative firm's advertisements carried in trade publications during past year. Promotion piece was sent to McGavren's client stations and to various industry associations. It was created by Roger H. Ahrens, who functions as McGavren's advertising agency.

□ **NBC in Big D.** NBC Radio Network and The Source, NBC's young adult radio network, have established sales office in Dallas at 3631 Cedar Springs Road, Dallas, 75219; (214) 559-0710. James McCaffrey, account executive at WWSH(FM) Philadelphia, has been named manager of new office.



## OUR SATs BRING YOU A NEW SPECTRUM IN PROGRAMMING

The California Microwave Small Aperture Terminal (SAT) can make you a superstation in your market. From world news to stereo disco and the MET, the broadcast networks using satellite technology pioneered by California Microwave will deliver a new spectrum of program diversity and quality right to your local studio. And that means delivering audience, economically, anywhere in the country. Our modular SAT assures you unmatched flexibility at a surprisingly low cost with features such as these:

- Greater than 70 dB audio dynamic range
- Impeccable stereo delivery nationwide
- Cue, automation, hard copy, and wire service data channels
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The SAT that has set the standard for the broadcast networks and wire services is available now.

**See us at NAB Booth # 156**



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**CALIFORNIA MICROWAVE, INC.**  
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(408) 732-4000 TWX 910 339-9231  
Call Jim Smith Ext. 163



# THE QUIET REVOLUTION

The rise of  
made-for-TV  
movies.

MARQUEE II  
MARQUEE II  
MARQUEE II  
MARQUEE II  
MARQUEE II  
MARQUEE II  
MARQUEE II  
MARQUEE II



You may be aware that networks are programming more movies. However, what you may not know is that last year an overwhelming 70% 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 Jane Harper Cried Last Night" exposé of child abuse, plus hilarious, zany 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.**



**PARAMOUNT TELEVISION DOMESTIC SYNDICATION**





# Monday Memo®

A broadcast advertising commentary from Marv Roslin, president, Roslin Radio Sales, New York

## Should Arbitron be the only game in town?

Competition is the lifeblood of business. But that truism does not always apply to a field such as broadcasting.

Ratings constitute an essential element of broadcasting, particularly in radio. Only one audience measurement service—Arbitron—is recognized by the advertising agencies and media buying services that dictate where national and regional radio advertising dollars are spent.

Now even if Arbitron were a perfect rating organization, which it isn't, this arrangement would be far from satisfactory. Without competition, Arbitron can pretty well set the rules. After all, it's the only game in town.

I think it's high time that the radio industry indulged in some tall thinking about developing an alternative ratings system to Arbitron. There is too much at stake to place all of our eggs in one—and only one—basket.

As things stand now, the business careers of broadcasting professionals, from on-air talent to salesmen and station managers, have a permanence that lasts only from one rating period to the next. The people live or die by the Arbitron numbers.

This is attributable to Arbitron's strong hold on advertising agencies and buying services and, consequently, on the fates of radio broadcasters.

The way Arbitron operates, it furnishes syndicated rating reports to agencies for very little money. In return, the agencies demand that radio be evaluated using the same source. Thus, it is virtually impossible for stations to sell time nationally on a day-to-day basis unless they have access to the Arbitron audience data.

A single station can be charged as much for one rating report as one top-10 agency would pay for the entire Arbitron service for an entire year. Broadcasters have little voice in the matter of surveys—whether they consider them accurate or not—although it is their money that foots the bill.

It may not be Arbitron's fault that by default, it has become the arbiter of success and failure in radio. But our industry should take steps to rectify the existing inequities.

The grievances concerning Arbitron policies heard nationwide cover a multitude of alleged sins. Arbitron charges what it wants. It has increased prices substantially in recent years. The fees it demands would account for one month's national business on some stations. If the stations object, they risk losing national business because of the hold Arbitron has on agencies.



Marvin Roslin has spent 25 years in radio research, sales and management. He formed Roslin Radio Sales, New York, national representative, which he serves as president, in 1974. Earlier, he was an account executive with Spanish International Network, director of sales planning for RKO Representatives, research manager of NBC Owned Radio Stations and sales promotion and research director for Adam Young. He twice won "Innovator" awards from Arbitron.

There have been instances when stations were willing to pay increased fees for subscribing if Arbitron would improve the measurement of some of the demographic categories, such as 18-24 men. This category returns far fewer diaries than its percentage of the population. This causes Arbitron to overweight these diaries and provide distorted results of stations that heavily target this group. In major markets, such as New York, Chicago and Los Angeles, the sample used to measure this age group is so insufficient that virtually millions upon millions of dollars can be misdirected.

Arbitron is impervious to any pressures broadcasters exercise and to my knowledge rationalizes the inability to measure a market properly (according to broadcasters) by saying it isn't economically feasible. But when 25 radio stations in a major market provide almost a million dollars annually to measure radio, Arbitron's argument strains credibility.

Another grievance faced by broadcasters involves the way Arbitron defines some markets. In one instance, based on Arbitron policies, there was a refusal to report a majority of the audience of a subscribing station.

I could go on ad infinitum, but that's not going to solve radio's problems. I have worked with people who staff Arbitron and have come to respect them as hard-working, sincere and competent individuals. They try to make Arbitron profitable by trying to produce a worthwhile product.

But I cannot help but believe that since Arbitron is out there all alone, there is no overriding compulsion to correct some of the complaints broadcasters have raised. Arbitron is acting quite naturally to take advantage of its position. Arbitron is not the enemy. And it's up to broadcasters to put their heads together and come up with a solution or, failing that, some improvement in radio measurement.

Now I well know there have been attempts in the recent past to establish competition with Arbitron. And they have failed.

I know I don't have the answers, but I have some ideas. And I hope that other radio people out there are thinking of ways to meet our rating problems.

I believe that a basic cornerstone of any alternative research system is the separation of sales and research. Arbitron and the several businesses set up to compete with it collected the raw data and tried to sell it for a profit.

My proposal is that the radio industry itself arrange to conduct its own field measurements. How would the raw data be collected? It could be done by a government agency. It could be done by an independent research company. Or by a university.

At the outset, to prove the validity of the research, perhaps only the top five markets could be measured. The data to be produced by the industry would come about by using at least two different measurement systems, such as the diary method and telephone coincidental.

By the use of two different survey methods, the industry services would be self-validating. If they agree within statistical bounds, they could be cited as reliable. If the Arbitrons differ from the industry surveys significantly, the broadcasters could have a good reason to ask the agencies to disavow the particular Arbitron in question. And perhaps even substitute the industry surveys. These surveys could be offered to stations, advertisers and agencies at no cost.


Funding for a study project is always difficult. It would be particularly difficult here. Nonetheless, it is something we must attempt. I'm sure there are ingenious people out there who have suggestions.

Let's keep thinking of our radio measurement dilemma. And let's keep trying to do something. This problem is not going to go away. There must be some creative ideas lurking somewhere in an industry that abounds with creative ideas. The station you save may be your own.

**Greetings Tattoo  
Hello Geraldo  
Na-no Na-no Mork  
Hi Howard  
Good Morning America  
H-e-e-e-e-e-y Fonzie  
Taxi Hey Taxi  
Hi-ya Laverne & Shirley  
Welcome Aboard Love Boat...**

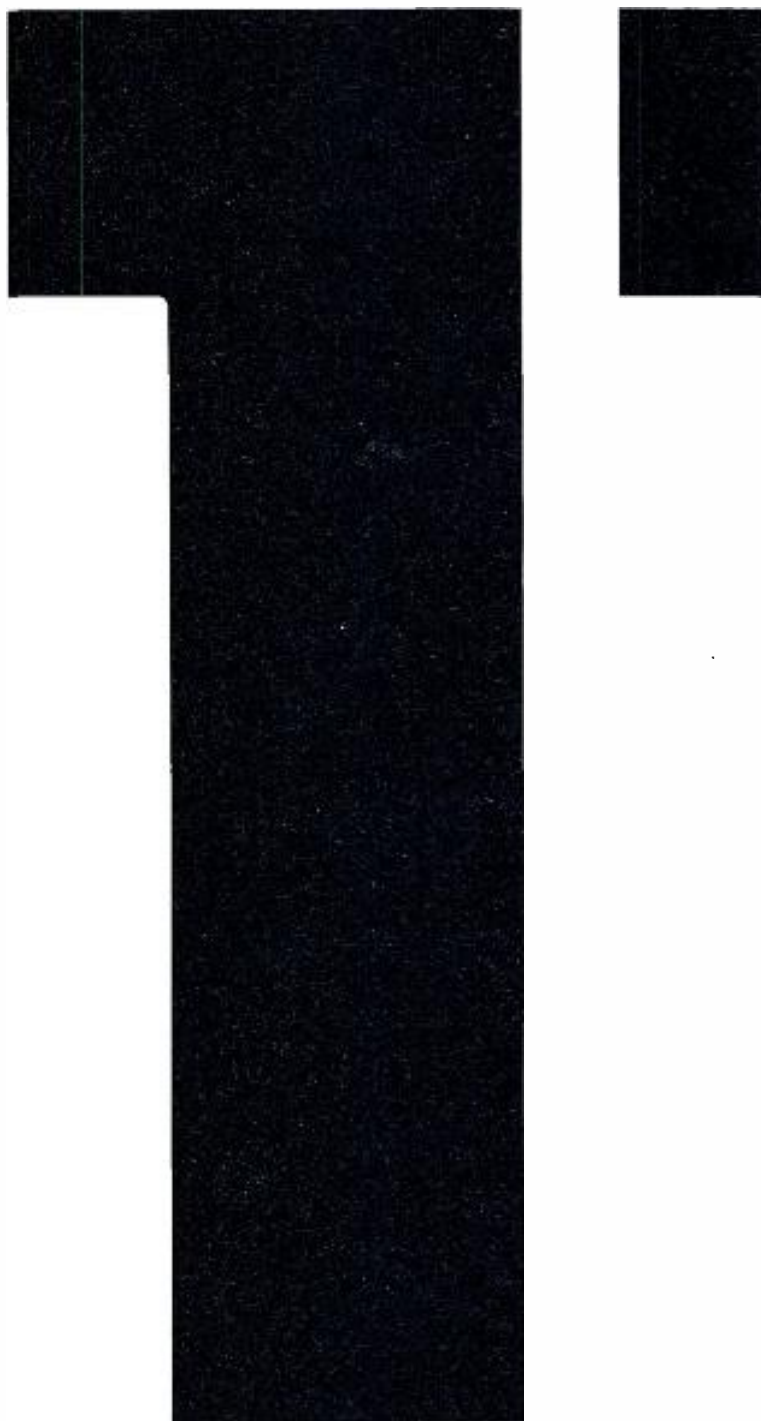
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Now, more than ever, 12 delivers a spectacular line-up for Jacksonville. WTLV, the dynamic Harte-Hanks station, has just teamed up with all the gang at the ABC Network. It's an exciting partnership that means big things for everybody. Especially Jacksonville viewers who have always depended on WTLV for outstanding entertainment and responsible broadcasting.

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 KCTC KDAY KEEN KEZR KFAT  
 KFI KFJZ KFJZ-FM KGNR KHQ  
 KIIQ KIKK KIKK-FM KITT KKYX  
 KLEO KLVE KMPS KMPS-FM  
 KOB KOST KOUK KPEL KPOI  
 KRE KRMG KROG KRPL  
 KRPL-FM KSOP KSOP-FM  
 KSRO KTDY KTVL-TV KULF  
 KUTE KVML KWKW KYND  
 WAMS WAXX-FM WAYY  
 WBEE WBES WBLI WBLS  
 WCAW WCHS WCIV-TV  
 WCIX-TV WCUE WDHO-TV  
 WEAU-TV WEEU WEZB  
 WEZC WEZR WEZS WFFM  
 WFLA WFLA-FM WGAR  
 WGCH WHYI WISE WJJB  
 WJPC WJOI WKDD WKSW  
 WLAP WLBS WLEE WLIB  
 WLOA WMBM WNCI  
 WNWS WORJ WORL  
 WPON WPON-FM WRAP  
 WRUT WSAI WSAI-FM  
 WSJV-TV WSOY WSOY-FM  
 WSYB WTIM WVMT  
 WWWL WWOK WWWI  
 WXXK XEGM ESPN 2CC  
 2KY 2UW 4BC 4IP 5AA  
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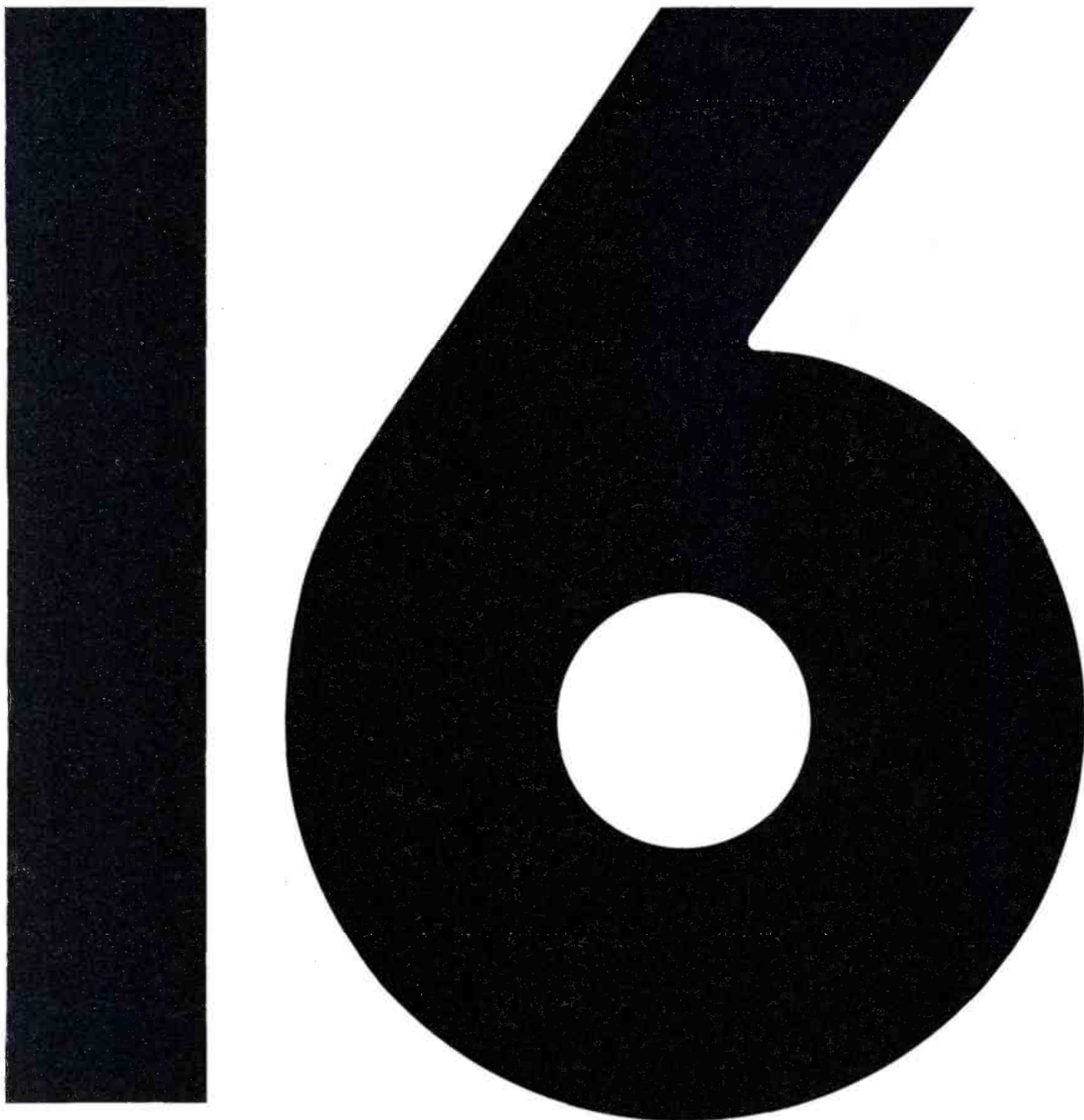
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## This week

**April 13**—*Association of Maximum Service Telecasters* annual membership meeting. Las Vegas Convention Center.

**April 13**—*Arbitron Radio Advisory Council* meeting. Las Vegas Hilton.

**April 13-15**—*Illinois-Indiana Cable TV Association* annual convention. Ramada Inn Convention Center, Champaign, Ill.

**April 13-16**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center.

**April 14**—*Daytime Broadcasters Association* meeting. Room 20, 2 p.m.. Las Vegas Convention Center.

**April 15**—Pioneer breakfast sponsored by *Broadcast Pioneers* during National Association of Broadcasters convention. Las Vegas Convention Center.

**April 15**—*Radio Advertising Bureau* sales success clinic. Sheraton Inn International Airport, New Orleans.

**April 15**—*Arbitron Television Advisory Council* meeting. MGM Grand hotel, Las Vegas.

**April 15-18**—*Electronic Industries Association* spring conference. Shoreham hotel, Washington.

**April 16-17**—*Alabama Cable Television Association* annual Citizen of the Year award meeting. Downtowner Inn, Montgomery. Information: Otto Miller, Box 555, Tuscaloosa, Ala. 35402; (205) 758-2157.

**April 16-20**—*International Television Association* 12th annual conference. Aladdin hotel, Las Vegas.

**April 17**—*Radio Advertising Bureau* sales success clinic. Le Baron hotel, Dallas.

**April 18-20**—*Carolinas UPI Broadcasters* annual meeting. Ramada Inn, Wrightsville Beach, N.C. Information: Bill Adler (704) 334-4691.

**April 18-20**—*Society of Professional Journalists, Sigma Delta Chi* Region 8 conference. Quality Inn, Arlington, Tex.

**April 18-20**—*Alabama Associated Press Broadcasters Association* annual meeting and awards presentation. Downtowner Inn, Montgomery.

**April 18-24**—*MIP TV* international program market. Cannes, France. U.S. office: John Nathan, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

**April 19**—*Radio-Television News Directors* region 1

workshop. Ridpath hotel, Spokane, Wash. Information: Dean Mell, KHQ(AM) Spokane.

**April 19**—Twenty-sixth annual program of legal aspects of the entertainment industry on "The New Video Technologies and the Revolution in Home Entertainment," sponsored by Beverly Hills Bar Association and University of Southern California Law Center. Bovard Auditorium, USC, Los Angeles. Information: Entertainment Law Institute, Law Center, Room 105, USC, Los Angeles 90007; (213) 741-2582.

■ **April 19**—Freedom of Information seminar sponsored by *Headline Club, Radio-Television News Directors Association, Illinois Press Association, Hoosier Press Association, Minnesota Newspaper Association, Michigan Press Association, Inland Daily Press Association* and *Suburban Press Club*. 1 IBM Plaza, Chicago.

## Also in April

**April 20-24**—*American Institute of Aeronautics and Astronautics* eighth communications satellite systems conference. Orlando Hyatt House, Orlando, Fla.

**April 22**—*International Radio and Television Society* newsmaker luncheon. Speaker: Elton H. Rule, president, ABC Inc. Waldorf-Astoria, New York.

**April 22**—*Radio Advertising Bureau* sales success clinic. Sheraton Tara, Boston.

**April 22**—*Advertising Research Foundation* annual business meeting. Warwick hotel, New York.

**April 23**—*Radio Advertising Bureau* sales success clinic. White Plains hotel, New York.

**April 23-25**—*Indiana Broadcasters Association* spring conference. Marriott Inn, Clarksville.

**April 24**—*Radio Advertising Bureau* sales success clinic. Baltimore Hilton, Baltimore.

**April 25**—Sixth annual Communications Career Day. Department of Mass Communications, *Eastern Kentucky University*, Richmond, Ky. Keynote speaker: Drew Van Bergen, president, National Press Club. Information: Jim Harris, (606) 622-3435.

**April 25-26**—*Oklahoma Associated Press Broadcasters* annual convention. Holidome, Oklahoma City.

**April 25-26**—*Broadcasters Promotion Association* board meeting. Queen Elizabeth hotel, Montreal.

**April 25-26**—*Radio-Television News Directors Association* region 6 workshop in cooperation with AP Broadcasters and Nebraska Broadcast News Association. Omaha. Information: Steve Murphy, WOWT-TV Omaha.

**April 25-27**—*Indiana Associated Press Broadcasters* annual convention, FOI workshop and awards ceremonies. Essex hotel, Indianapolis.

**April 25-30**—*Pennsylvania Association of Broadcasters* spring convention. Cancun Caribe hotel, Cancun, Mexico.

**April 26**—Third annual Great Lakes radio conference. Central Michigan University, Mount Pleasant, Mich. Information: Alpha Epsilon Rho, 340 Moore Hall, CMU, Mount Pleasant, Mich. 48859; (517) 774-3851.

**April 28**—*UPI New England's* 24th annual Tom Phillips New England Broadcasting Awards banquet and presentation. Marlott hotel, Newton, Mass.

**April 28-29**—*Society of Cable Television Engineers* meeting and workshop. Sheraton Inn, Memphis.

**April 29-30**—*American Association of Advertising Agencies* advanced media seminar. Water Tower Hyatt, Chicago.

**April 30**—Peabody Awards luncheon sponsored by *Broadcast Pioneers*. Hotel Pierre, New York.

## Major Meetings

**April 13-16**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center. Future conventions: Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

**May 12-15**—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

**May 14-17**—*American Association of Advertising Agencies* annual meeting. The Greenbriar, White Sulphur Springs, W.Va.

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

**May 18-21**—*National Cable Television Association* annual convention. Convention Center, Dallas. Future conventions: Los Angeles, May 29-June 1, 1981; Las Vegas, May 25-28, 1982; New Orleans, May 1-4, 1983; San Francisco, May 22-25, 1984; Atlanta, April 28-May 1, 1985.

**June 1-4**—*Public Broadcasting Service* annual meeting. Washington Hilton.

**June 3-7**—29th annual convention, *American Women in Radio and Television*. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex. Future convention: May 6-10, 1981, Sheraton Washington hotel, Washington.

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

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

**June 11-15**—*Broadcasters Promotion Association* 25th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

**Aug. 24-27**—*National Association of Broad-*

*casters* radio programming conference. Hyatt Regency, New Orleans.

**Sept. 14-17**—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conference: Sept. 20-23, 1981, Sheraton Washington.

**Sept. 20-23**—*Eighth International Broadcasting Convention*. Metropole Conference and Exhibition Centre, Brighton, England.

**Sept. 28-Oct. 1**—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.

**Oct. 26-30**—*National Association of Educational Broadcasters* 56th annual convention. Las Vegas.

**Nov. 10-12**—*Television Bureau of Advertising* annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 16-18, 1981, Hyatt Regency, New Orleans.

**Nov. 19-22**—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt hotel, Columbus, Ohio.

**Dec. 3-5**—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 10-12, 1981, Marriott, New Orleans; Sept. 30-Oct. 2, 1982, Caesar's Palace, Las Vegas.

**Jan. 18-21, 1981**—*Association of Independent Television Stations (INTV)* convention. Century Plaza, Los Angeles.

**Jan. 25-28, 1981**—Joint convention of *National Religious Broadcasters* and *National Association of Evangelicals*. Sheraton Washington hotel, Washington.

**March 13-18, 1981**—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton.

**May 3-7, 1981**—*National Public Radio* annual conference. Phoenix. Future conference: Washington, April 18-22, 1982.

**May 30-April 4, 1981**—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland. Information: Press officer, Swiss PTT, Viktoriast. 21, CH-3030, Berne, Switzerland.



**WHAT YOU  
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CAN  
HURT YOUR  
PROFITS.**

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If all you know about us is our wire service for

## What you don't know about us can hurt your product and your profits.

Everyone knows we're the largest newsgathering organization in the world. But some broadcasters don't realize we're also the largest broadcast news service.

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## We've made dramatic changes in our service—to make it work harder for you.

In case you haven't kept up with the changes at AP Broadcast Services, here's a rundown on what we provide and how you should be using us.

### AP Radio Wire

Started in 1942, our basic broadcast service was literally reinvented in 1979 to be totally flexible. Programming is in short segments to fit any format and provide spots for commercials. The language is specially written for the ear. Hourly news summaries are complete scripts, not just separate stories. And, the basic hourly summary provides three minutes of news. Weekday programming is on a regular schedule, providing excellent strip opportunities. Special weekend programming is available as well, plus strong sports coverage.

24 hours a day, every day, AP Radio Wire gives your station news and programming in its most useable, saleable form.

### AP TV Wire

Our newest service is a high speed (1200 wpm) wire designed exclusively for television stations. It is basic in-depth source data critical to the development of high-rated newscasts. The AP TV Wire gives you in-depth, detailed national and international news reports, story updates as events change, major stories from your state, hourly updates to keep you abreast of the top stories, sports reports, and a complete business report.



The incredible speed of the AP TV Wire makes it easy to keep you up to the minute on fast-breaking stories. 24 hours a day, every day, the AP TV Wire provides a vital source of in-depth news to your station.



# SERVICES

roadcasters, you don't know much about us.



## AP Radio Network

AP Radio Network is a 100% sound network news service that brings the voices and sounds of the world to your station. Loaded with actualities, it lets the smallest station in the most remote market compete with anyone, anywhere.

The key advantage of AP Radio Network is its unparalleled flexibility and broad programming. In addition to newscasts every hour, it offers a host of features each day, as well as regional news reports.

Each week AP Radio Network offers you over 1000 opportunities to sell in-program news spots or adjacencies. That revenue potential is why so many stations, independent and affiliated, rely on AP Radio Network for rating-building news programming.

## AP Photo Services

Both color and B&W stills are available from the AP's world-famous photographic staff. AP Photographers have been awarded 14 Pulitzer Prizes since the broadcast services were started.

AP LaserPhoto represents very simply the best quality electronic B&W still photo service in the world. The amazing speed and versatility of AP LaserPhoto makes it perfect for covering fast-breaking stories.

AP PhotoColor provides timely 35mm slides for TV broadcasters that tie in with AP TV Wire programming. AP Photo-



Color is like having your own photographic service with coverage of all the world's events and personalities, plus many useable graphics.

## AP Newscable

AP Newscable is a 24-hour-a-day video service that brings national and international events, sports, business, market quotations, weather, television highlights, show business news and a lot more into cable subscribers' living rooms.

Instead of shutting down, a number of UHF-VHF stations are letting AP Newscable work the night shift, keeping that tuner right where it should be all night long. This represents an excellent opportunity for extra sales revenue at very low cost.

## Problem-Free Technology

AP Broadcast Services uses state of the art technology — and backs it up with a nationwide staff of technicians to service and maintain all equipment. →



## The dishes are coming

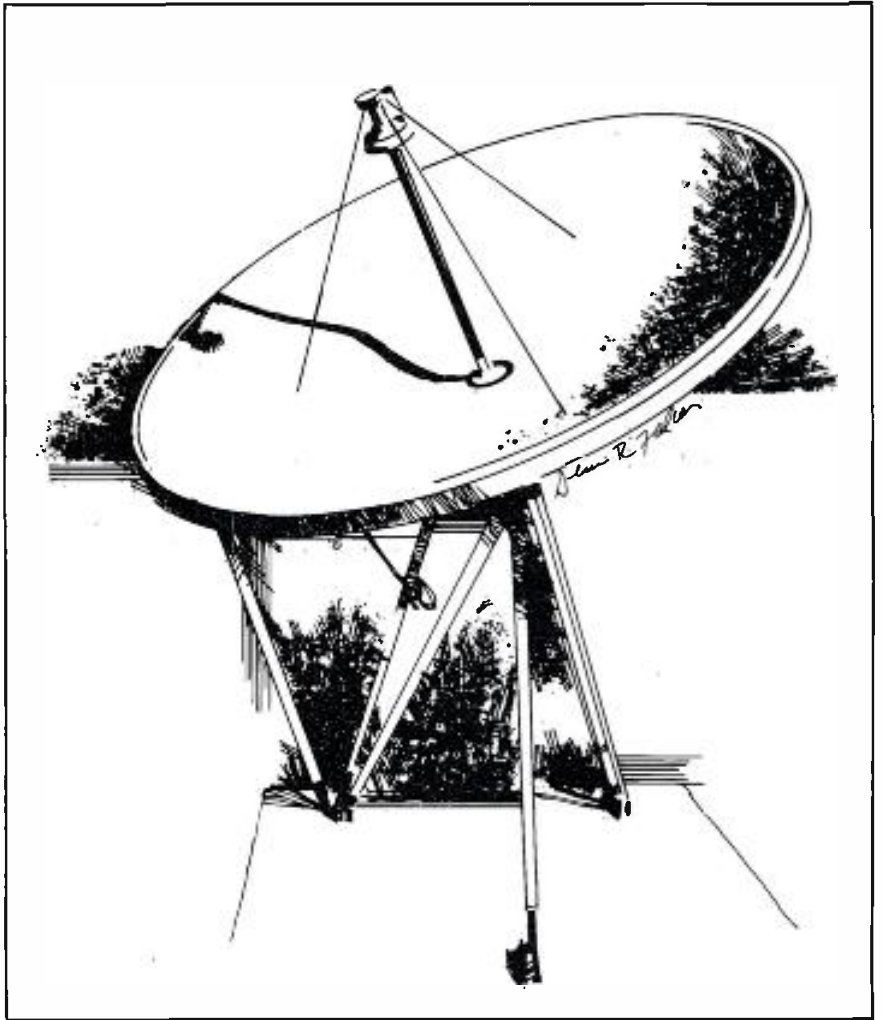
As an example of our commitment to the very latest technology, the AP Radio Network is changing over to satellite transmission for even better quality. By the end of 1980, plans are to have over 400 markets hooked up for satellite reception.

## The key to our services is flexibility

AP Broadcast Services are designed to give your station flexible, ready-to-use news programming. Originating from the prestigious Associated Press—the broadcast services are renowned for accurate, objective and fast news reporting.

But AP Broadcast Services are much more than just news.

AP Broadcast Services provide hours of interesting, timely, programming each week. Programming that can build ratings for your station and sales for your advertisers.



## AP Broadcast Services.

**What you don't know about us...  
can hurt your profits.**

**But what you know about us now  
can build your product,  
your ratings, and your profits.**

** Broadcast Services**

***INNOVATION for better news programming***

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**May 2-3**—*Society of Professional Journalists, Sigma Delta Chi* Region 1 conference. Americana Rochester hotel, Rochester, N.Y.

**May 2-3**—Annual convention, *National Translator Association*. Hotel Utah, Salt Lake City.

**May 2-4**—*Illinois News Broadcasters Association* spring convention. Holiday Inn-Illinois Beach Resort, Waukegan.

**May 2-4**—Regional meeting cosponsored by *Radio-Television News Directors Association*, region 12 and *Pennsylvania AP Broadcasters Association*. Host Inn, Harrisburg, Pa.

**May 3**—1980 Midwest Acoustics Conference on microphone techniques for recording and broadcasting sponsored by *Audio Engineering Society, Chicago Chapter of Acoustical Society of America, Chicago Section of Institute of Electrical and Electronics Engineers, Chicago Acoustical and Audio Group* and *IIT Research Institute*. Hermann Hall, Illinois Institute of Technology, Chicago. Information: Tony Tutins, (312) 455-3600.

**May 3**—*Iowa Broadcast News Association* annual convention. Starlight Village Convention Center, Fort Dodge. Speakers: Steve Bell, ABC-TV anchor; Curtis Beckmann, Radio-Television News Directors Association president.

**May 3**—*Georgia Associated Press Broadcasters Association* annual meeting and awards banquet. Peachtree Plaza hotel, Atlanta.

**May 4**—*Iowa Associated Press Broadcasters* annual convention and awards luncheon. Starlight Village Convention Center, Fort Dodge.

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

**May 4-9**—Second annual World Communication Conference sponsored by *Ohio University*, Athens, Ohio.

**May 6-9**—*Audio Engineering Society* convention. Los Angeles Hilton.

**May 7-10**—*Concert Music Broadcasters Association* meeting. Executive House, Chicago. Information: Hal Rosenberg (714) 239-9091 or John Major (312) 751-7110 or (212) 797-1320.

■ **May 8**—*Southern California Broadcasters Association* eighth Broadcast Career Awareness Day for minorities and women. California Museum of Science and Industry, Exposition Park, Los Angeles.

■ **May 8**—*Radio-Television News Directors Association of Canada* French-language regional convention. Hotel Le Baron, Drummondville, Que.

**May 8-10**—*Kentucky Broadcasters Association* spring convention. Executive Inn West, Louisville.

**May 8-10**—*New Mexico Broadcasters Association* annual convention. Airport Marina hotel, Albuquerque.

**May 9**—*American Advertising Federation* "Best in the West" awards ceremonies. St. Francis hotel, San Francisco.

**May 9-11**—*Society of Professional Journalists, Sigma Delta Chi* Region 10 conference, in conjunction with 48th annual SDX Distinguished Service in Journalism Awards ceremonies. Park Hilton hotel, Seattle.

**May 10**—*Radio-Television News Directors Association* region 8 workshop. Bowling Green University, Bowling Green, Ohio. Information: Lou Prato, WDTN-TV Dayton, (513) 293-2101.

**May 10**—Northeast regional meeting, *National Federation of Local Cable Programers*. Boston Film and Video Foundation. Information: Roni Lipton, (617) 227-9105.

**May 12-15**—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

**May 12-30**—*International Telecommunications Union* 35th session of the Administrative Council. Geneva.

**May 12-14**—International invitational conference on "World Communications: Decisions for the Eighties," sponsored by *Annenberg School of Communications*, University of Pennsylvania, Philadelphia. Information: World Communications Conference, Annenberg School, U. of Pa., Philadelphia 19104.

**May 12-14**—Fourth annual National Indian Media Conference sponsored by *Native American Public Broadcasting Consortium* and *American Indian Film*

*Institute*. Quality Inn, Anaheim, Calif.

**May 12-16**—Religious Communications Congress. Opryland hotel, Nashville. Information: Wilmer C. Fields, RCC/1980, 460 James Robertson Parkway, Nashville 37219; (615) 244-2355.

**May 13**—*Television Bureau of Advertising* regional sales seminar. O'Hare Hilton, Chicago.

**May 14**—*National Sisters Communications Service* conference on liberation media. Opryland hotel, Nashville. Information: NSCS, 1962 South Shenandoah, Los Angeles 90034.

**May 14-17**—*American Association of Advertising Agencies* annual meeting. The Greenbriar, White Sulphur Springs, W.Va.

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

**May 18-21**—*National Cable Television Association* annual convention. Convention Center, Dallas.

**May 19**—*Arbitron Radio Advisory Council* meeting. Granada Royale hotel, El Paso.

**May 19-20**—*Society of Cable Television Engineers* Northwest technical meeting and workshop. Rodeway Inn, Boise, Idaho.

**May 20-23**—*Public Radio in Mid-America* spring meeting. Howard Johnson Downtown, Madison, Wis. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

**May 21-22**—*Ohio Association of Broadcasters* spring convention. Kings Island Inn, Cincinnati.

■ **May 24**—*Radio-Television News Directors Association of Canada* British Columbia regional convention. Village Green Inn, Vernon, B.C.

**May 26-29**—*Canadian Cable Television Association* 23d annual convention. Hotel Vancouver, Vancouver.

**May 27-29**—*Electronic Industries Association's Communications Division* fifth annual Hyannis Seminar. Dunfey's Hyannis hotel, Hyannis, Mass.

**May 27-30**—Annual meeting of *Southern Educational Communications Association*. Sheraton Atlanta hotel.

**May 29**—*New York Market Radio Broadcasters Association* radio festival. Sheraton Centre, New York.

**May 29-June 1**—International Idea Bank convention. Myrtle Beach Hilton, Myrtle Beach, S.C. Information: Tad Fogel (803) 546-5141.

■ **May 30**—*Radio-Television News Directors Association of Canada* prairie regional convention. Northstar Inn, Winnipeg, Man.

**May 30-31**—*Texas Associated Press Broadcasters* annual convention. Four Seasons hotel, San Antonio.

## June

**June 1-3**—*Virginia Cable Television Association* annual convention. Omni International hotel, Norfolk.

**June 1-4**—*Public Broadcasting Service* annual meeting. Washington Hilton.

**June 1-4**—*National Federation of Community Broadcasters* "Working Conference For Minority Producers in Public Radio." Hilton Harvest House, Boulder, Colo. Information: NCFB, Minority Producers Conference, 1000 11th Street, N.W., Washington, D.C. 20001.

**June 2**—Deadline for comments in FCC's children's television programming rulemaking proceeding (Docket 19142). Reply comments due Aug. 1. FCC, Washington.

**June 3**—*International Radio and Television Society* annual meeting and presentation of Broadcaster of the Year award to CBS's Don Hewitt, executive producer of *60 Minutes*. Waldorf-Astoria hotel, New York.

**June 3**—*Broadcast Pioneers* annual Mike Award dinner honoring WIS(AM) Columbia, S.C. Pierre hotel, New York.

**June 3-4**—*American Association of Advertising Agencies* advanced media seminar. Wilshire Hyatt House, Los Angeles.

**June 3-7**—*American Women in Radio and Television* 29th annual convention. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex.

**June 4-5**—*Advertising Research Foundation's* sixth

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annual midyear conference. Hyatt Regency, Chicago.

**June 5-6—Society of Cable Television Engineers** meeting on preventive maintenance. Empire State Plaza Convention Center, Albany, N.Y.

**June 5-6—Arizona Broadcasters Association** Spring convention. Holiday Inn, Lake Havasu City.

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

**June 5-7—Kansas Association of Broadcasters** annual convention. Holiday Inn, Hays.

**June 5-8—Missouri Broadcasters Association** spring meeting. Holiday Inn, Lake of the Ozarks.

**June 6—Deadline** for entries for *Radio-Television News Directors Association's* annual Michele Clark Award for "exceptional application of journalistic skills evidenced by writing, reporting, editing or investigation." Information: Dave Bartlett, News Director, WRC Radio, 4001 Nebraska Avenue, N.W., Washington 20016.

**June 7—Radio-Television News Directors Association of Canada** Atlantic regional convention. Howard Johnson's, Fredericton, N.B.

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

**June 8-27—Institute for Religious Communications** 12th annual workshop for religious communicators. Loyola University, New Orleans. Information: Communications Department, Loyola University, 6363 St. Charles Avenue, New Orleans 70118; (504) 865-3430.

**June 11—Federal Communications Bar Association** annual meeting. Capitol Hilton, Washington. Speaker: FCC Commissioner Anne P. Jones.

**June 11-13—Oregon Association of Broadcasters** convention. Ashland Hills Inn, Ashland.

**June 11-15—Broadcasters Promotion Association** 25th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal.

## Open Mike®

### Not on this pay channel

EDITOR: We noted with interest your March 31, reporting of Joel Segal's comments about advertising on pay television at the Association of National Advertising workshop.

Segal said, "We should support those pay services (like Warner Amex's Star

Channel) that carry or plan to carry advertising."

We're flattered by Segal's reference to us, but we don't carry or plan to carry advertising on The Movie Channel (we changed our name from Star four months ago when we began programing only movies 24 hours a day).—*John A. Lack, executive vice president, Warner Amex Satellite Entertainment Corp., New York.*

### Murray Dick

EDITOR: I was deeply saddened to learn of Murray Dick's passing (BROADCASTING, March 24). If it weren't for Murray's guidance, thousands of us throughout the world would never have been in this industry. He was a man of never-ending dedication and uncontested devotion when it came to teaching and broadcasting.—*Robert Franklin, video engineer, ABC-TV, New York.*

### No admittance

EDITOR: A footnote to your March 24 story on the Action for Children's Television convention: I was refused registration, first, because my attendance was not considered "proper" (I had written and distributed criticism of the last two conventions) and then, because space limitations required "selectivity." I had thought that anyone, either representing someone else or oneself, would be welcome to a group which has received government and foundation monies to operate "in the public interest."

"Selectivity," as with everything else relating to ACT, is the sole discretion of one person, President Peggy Charren. There is no consensus, or any real input, by the 15,000 members, many of whom are broadcasters wishing to keep abreast of Charren's moods and moves.—*Brenda Tanger, Newton Centre, Mass.*

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TOP OF THE WEEK

## FCC makes it Magnavox for AM stereo

**4-2 commission decision goes with single system; it's admitted that choice wasn't clear-cut, but agency wants to get the new medium moving**

AM broadcasting got the promise of a new dimension last week when the FCC tentatively approved, by a 4-2 vote, a single stereophonic system for that medium. The winner, from among five competing manufacturers: Magnavox.

Going into the meeting last Wednesday, the FCC faced two basic options: choose a single system or let the marketplace select from among the five proposed systems.

The commission's dilemma, as well as the final outcome, was best characterized by Commissioner Joseph Fogarty's quote from Justice Oliver Wendell Holmes: "Every year, if not every day, we have to wager our salvation upon some prophecy based upon imperfect knowledge."

However, the final outcome may still be in doubt. Some engineers and manufacturers indicated last week they may challenge the FCC on whether the Magnavox system—or any one system—should control the market.

The commission's final decision to choose a single system (for: Ferris, Fogarty, Quello and Washburn; against: Brown and Jones; absent: Lee) was in part prompted by its concern that AM stereo be made available as quickly as possible.

This was contrary to the recommendation of the Broadcast Bureau staff, which felt the marketplace should decide from among a multiplicity of systems. The Broadcast Bureau felt that any choice by the commission would be an arbitrary one. The FCC held, however, that whereas it would endorse the marketplace theory when appropriate, to do so in this case would sorely delay a much needed service.

The FCC adopted its notice of proposed rulemaking to permit AM stereophonic transmissions in September 1978. Five manufacturers proposed systems—Magnavox, Motorola, Belar, Harris and Kahn/Hazeltine. The FCC's Office of Science and Technology (OST), which recommended the single-system approach, said Magnavox's system was

## Setting off the alarm on direct-to-home satellites

The National Association of Broadcasters 58th convention opens in Las Vegas today against a backdrop of mounting awareness—and concern—regarding direct satellite-to-home transmission of programming. NAB President Vincent Wasilewski is expected to sound the alarm in remarks to the convention. He regards direct broadcast satellites as presenting a 1980 version of the superpower issue in the 1930's, when the Senate adopted a resolution in favor of local service. Wasilewski feels that direct broadcast satellites, in their ability to transmit programming directly to viewers in vast stretches of the country, are as inconsistent with the system of local radio and television service mandated by the Communications Act as 750 kw power AM stations would have been. And, as in 1938, he feels that, before the FCC acts, Congress should determine if DBS is in the public interest. Wasilewski's speech comes less than a week after DBS served as the subject of a major Washington symposium (page 122). The issue was also discussed in BROADCASTING's interview with FCC Chairman Charles D. Ferris (page 58).

## There's only one happy manufacturer

**Magnavox obviously pleased with FCC's AM stereo decision, but losers are upset, and Kahn, at least, promises a fight**

Magnavox President Kenneth Meinken last week declared himself delighted that the FCC decided to adopt the Magnavox system "as the industry standard for AM stereo." He said the company "will work with the broadcasting industry to speed installation of AM stereo capability and will offer a representative AM stereo product line to consumers as soon as appropriate."

Don Hall, a Magnavox spokesman, said the company "plans to make the technology and patents available on a non-discriminating basis to all manufacturers." He said that patent applications on the system have been filed, but that Magnavox "hasn't received them yet."

Although the decision is still tentative, Hall said that Magnavox has already been in contact with a number of broadcast equipment and receiver manufacturers. Magnavox will certainly be one of the receiver manufacturers and perhaps one of the broadcast equipment manufacturers. "We are considering manufacturing the broadcast equipment either ourselves or through one of our affiliates, but no decision has yet been made," said Hall.

When rumors began circulating that the FCC staff would recommend the open marketplace concept, four of the system proponents—all but Kahn—indicated they opposed it. They all insisted that the important thing was for the FCC to pick one system and that they would be willing to go along with whatever system the FCC chose.

But now that the tentative decision has been made in favor of Magnavox, Harris,

Motorola and Belar are indicating a change of heart. Although none of the three has openly threatened action in court or at the FCC, none was closing the door to the possibility. Arno Meyer, president of Belar, said he feels that his system is better than Magnavox's, but that he would have to see the "FCC's justification for the decision" before he makes any move.

A spokesman for Motorola, which in the days following the FCC meeting wasn't saying much on the issue, said that the company was "very disappointed" on not having been selected, but that it would have no comment on whether it would protest or accept the decision until the final report is made public.

Harris was another company that didn't know what it would do. Gene Edwards, vice president of engineering, said it's "far too early to say what we're going to do." But considering that the Harris system will be displayed and operational at its booth at the NAB convention, it doesn't seem likely that Harris is going to accept the decision without some kind of fight.

Although there seems to be some taste of sour grapes all around, the man most upset by the decision is Leonard Kahn, the developer of the Kahn/Hazeltine system. Kahn, who has been working to get this system adopted for 20 years, said he was "very, very disappointed." "It's a serious blow to us" and what's more, he said, "it's a serious blow to broadcasters."

Kahn predicted that lawsuits would be filed and that litigation would hold up AM stereo for years. "I am sure this is going to cause an intolerable delay to the broadcasters."

While the other proponents equivocated on the question of whether or not to fight the decision, Kahn is certain he will. But

even he was uncertain how he would go about it. "I am going to try to convince the commission to change its mind," he said. He plans to file for reconsideration and suggest that the commission hold an oral hearing on the subject. "We believe it would be good for the commissioners," he said.

Unlike the other system proponents, Kahn supported the open marketplace concept, and to him the FCC's opposition is ironic. "It will be a marketplace decision," he said. "If they go with the Magnavox system, the system and the whole idea of AM stereo will be rejected by the marketplace."

One of the reasons Kahn is so upset is because he feels that he has the broadest support among rank-and-file broadcasters. R.L. Pointer, vice president of broadcast engineering at ABC, said after doing extensive tests with the Kahn system at WABC(AM) New York, ABC recommended to the FCC that it adopt the Kahn system and ABC was ready to go on the air with it as soon as it had the go-ahead. Pointer also said that he was surprised that the FCC chose Magnavox over the others. He would not elaborate on his reaction, but said that "if that's the way the FCC wants to go, I guess we'll just have to live with it."

Of the FCC's action, John Bailie, director of radio division engineering for NBC, said, "I don't think [we've heard] the last sound of the battle." Some of the system proponents will be going to court to overturn the decision and Kahn definitely will be one of them, he said.

Although he wouldn't endorse it, Bailie said that the most extensive tests were performed by broadcasters on the Kahn system and that it "appeared to perform

very well." And, he added, he was surprised that it wasn't selected, if not by itself then as one of many systems.

Bailie said there are problems with the Magnavox system: an inability to fully modulate the carrier, adjacent channel interference and the creation of a higher percentage of distortion. Despite the flaws, Bailie, like Pointer, said that the Magnavox system "can be lived with." Furthermore,



Bailie said it's important that only one system be selected so that AM stereo doesn't follow FM quadrasonic into oblivion.

RKO Radio was another group broadcaster that conducted tests on the Kahn system, and, according to George Capalbo, vice president, engineering, the system "looked very good." He disagreed with the FCC decision, feeling that the marketplace approach would have allowed

the broadcasters to make the final determination. If all the systems had been approved, it would have taken a "short time for the broadcasters to swing to the one that was doing the best job," he said.

Although Capalbo said he is leaning toward the Kahn system, he is keeping an open mind. Of Magnavox and the other systems, he said that he can't decide their merits because little "real-world" testing has been done on them. He is, however, concerned the Magnavox system would cut down a station's coverage area and, he said, "Nobody wants to give up any coverage area."

Jim Dixon, director of radio engineering of Meredith Broadcasting, said the decision was one of "surprise and disappointment." He said that the technical difficulty Magnavox encountered and the limited amount of field testing done on the system "placed it in a lower rank in my evaluation."

Like ABC, Meredith had tested the Kahn system, liked it and recommended it to the commission. "I intend to express my disappointment in the decision and what the outcome will be." (The outcome he envisions is years of legal haggling and no AM stereo.)

A second party happy about the FCC's decision was the Electronic Industries Association. Its only concern, as a representative of most receiver manufacturers, was that the FCC pick a single system. Although EIA expects delays as a result of litigation, its present concern is that when the final decision on AM stereo comes down, the FCC will adopt an "orderly marketing approach"—that is, to allow the receiver manufacturers at least nine months "to reduce inventory and acquire independent suppliers for circuitry."

## In4Brief

CBS-TV will start talking this week about how it might translate into action its belief country is ready for more informational programming (BROADCASTING, March 31). Officials will meet with affiliates advisory board today (April 14) in Las Vegas to explore what are said to be two principal possibilities: **expanding early-evening network news to 45 or 60 minutes, and expanding early-morning news to 90 minutes** without cutting back one-hour *Captain Kangaroo*. Either would require stations to give up some local time, for which they undoubtedly would require compensatory time elsewhere in schedule. CBS sources emphasize talks are "exploratory and low-key," say there'll be no pressure to sell anything. They show little interest in introducing late-night news but say they'll add that subject to agenda if stations want.

□

**Threat of strike** by almost 4,000-member Culinary Workers Union will hang over National Association of Broadcasters convention in Las Vegas this week. As of last Friday, that union's workers had not settled contract but had agreed to cooling-off period until today (April 14), when attempt will again be made to negotiate. Teamsters (housekeeping personnel) are also negotiating contract as well as lobbying against culinary contract because of current no-strike clause.

□

RCA Americom held lottery last week to decide **who gets what transponder on Comstar II**. In wake of Satcom III loss, RCA had leased 11 transponders from AT&T on Comstar II to accommodate 10 customers and form Cable Net Two. Lottery was necessitated by fact

that all transponders are not equal. As RCA spokesman put it: Some have "better performance levels than others." Following is list of customers and their assigned transponder and type of polarization (horizontal or vertical): Entertainment and Sports Programming Network, 5V; Rainbow Communications, 6V; Southern Satellite Systems, 7V; Showtime, 8V; Home Box Office, 9V and 9H; Satellite Communications Network, 10V; Spanish International Network, 10H; Total Communications, 11H; United Video (subleased to Times Mirror), 12V, and National Christian Network, 12H. Assignments aren't necessarily final as **programmers are permitted to swap assignments** if they feel it would be to their mutual benefit. National Christian Network is looking to make deal. NCN President Ray Kassis said that his assignment is unsuitable because of terrestrial microwave interference; he would prefer 8V, transponder assigned to Showtime. Transponder assignments are not only things in state of flux. Warner Amex Satellite Entertainment Corp. announced that it "was assigned all ... rights" to Total Communications' transponder. WASEC President John A. Schneider said decision on how transponder will be used "will be announced in the future." WASEC already has three transponders on Satcom I.

□

**"Presidential candidates are spending more on television commercials and getting less political payoff from them,"** in view of Edwin Diamond, journalist and media critic, who has compiled report on subject for Massachusetts Institute of Technology. But if report downgrades power of television commercial to sway voters, Diamond credits television with "immunizing" public into blandishments of campaign ads. He said television itself has reported on media consultants and has described their methods of operation. He cited Roger Mudd piece on CBS, in advance of New Hampshire primary, as example.



## FCC makes it Magnavox

CONTINUED FROM PAGE 27

superior in eight of 11 tested criteria.

Robert Powers, deputy chief of OST's research analysis division, argued that one system should be chosen for two reasons: First, "multiple, incompatible systems do pose uncertainties and costs on the broadcaster and the consumer." He added that AM would also be at a disadvantage with FM, which has only one stereo system. Second, he said, there are important quality differences that are difficult for the consumer to perceive—technical variations such as received signal quality, protection against degradation of monophonic compatibility and spectrum efficiency. And OST's engineers chose Magnavox based on those and a number of other criteria.

Powers explained that the quality of AM sound is "fundamentally and physically" limited by the bandwidth available, amplitude modulation and its broadcast frequencies, which have certain propagation qualities. "We are arguing hardware on one hand," he said, "and the format of the broadcast wavewidth on the other. The system proposed by Magnavox is reasonably close to those theoretical limits." It will be the receiver manufacturers that open up the sound-enhancement possibilities, he added.

The Broadcast Bureau—backed by the Office of Plans and Policy's Nina Cornell—argued the other side of the coin. Jim Green, chief of the bureau's policy analysis branch, said "although the information is not all we prefer, we think all the systems have acceptable quality. Every one

is superior or tied for superiority with another system in one respect or another, and there would be costs in choosing a single system."

The principal cost, he said, would be the penalty of a single technical mandate ending further competition. He would prefer that broadcasters, in attempting to maximize their audiences, assign weights to and choose among the systems.

FCC Chairman Charles D. Ferris asked if a marketplace with five systems would be a "likely environment for AM stereo to get off the ground." Green replied that "to assume [that it wouldn't] would be pushing it to the worst case in the short run. [We feel] the marketplace would winnow it down to one system." Ferris then posited, "If all five systems are eligible, why not try a lottery?" In that way, he said, "at least some decision would be made so service would be made available in the shortest period of time rather than go with a further gestation period."

Commissioner James H. Quello asked: "Hasn't Magnavox been found to be superior, or is that a supposition?" He added: "Consumers aren't going to challenge our decision; it's highly technical. Let's bite the bullet and choose. We would not help the consumers—just confuse them, causing unnecessary delay and a waste of resources." When Frank Washington, deputy chief of the Broadcast Bureau, replied that such a decision would be arbitrary, Quello answered, "If they're all equal, then use a lottery."

Commissioner Tyrone Brown asked OPP's Cornell for a scenario on the marketplace's choosing a system. She said, "Well, General Motors could decide to put just one system in their cars, or broadcasters could decide they were going

to use one system, or the EIA [Electronic Industries Association] could choose one."

Larry Middlekamp, chief of the research division of OST's research and analysis branch, said: "We are in a very good position to make an engineering judgment that others doubt we have the ability to do." He said that Magnavox and Belar were the top two systems and that, in an over-all rating, the Magnavox system came out ahead of the others (reportedly with 73 points to Belar's 71).

Middlekamp estimated that if the necessary stereo circuitry were added to an \$80 mono receiver, it would cost the consumer an additional \$40. However, he said, the circuitry necessary to accommodate all five systems would be \$40 beyond that—for a total of about \$160, at the consumer level.

Ferris asked Middlekamp where he thought AM stereo would be utilized the most. Middlekamp replied that he believes automobile radios would be most adaptable. "Hand-held radios would not lend themselves to adaptation well," he said, "and FM may continue to outdo AM in the home."

Ferris asked the FCC's general counsel, Robert Bruce, what sort of jurisdiction the FCC had to require the manufacture of receivers with AM stereo capability. "Is there any way we could link the marketing of these AM receivers with FM receivers? The actual cost [of manufacture] is about \$7, but the mark-up would be considerable. Would such a step affect the mark-up?" Bruce said he did not know what, if but would look into it.

Dissenting Commissioner Anne Jones said that "the social costs of not picking one system disturb me—but maybe I'm

Television political commercials no longer have "believability" they had in 1950's, when television was "fresh experience," report says.

□

**Karl Eller/Charter Co. joint venture, Charter Media, announced first major purchase:** Philadelphia *Bulletin*, and confirmed industry reports that paper has been losing substantial sums. Price of cash-and-notes deal was undisclosed, but is understood to be in \$36-million range. According to Charter, Eller and itself will each front about half purchase price, as will be case when Eller-engineered \$12-million deal for KIOI(FM) San Francisco is approved by FCC.

□

**Rev. James Bakker**, president of PTL Television Network of Charlotte, N.C., has agreed in out-of-court settlement **to produce all documents called for in FCC subpoena**, as well as to appear for oral testimony. PTL of Heritage Village Church and Missionary Fellowship, nonprofit religious organization, is licensee of WJAN(TV) Canton, Ohio, and does business as PTL Television Network. FCC investigation began after commission received information regarding allegedly misleading statements concerning fund-raising. After Bakker failed to comply with FCC order, FCC asked Justice Department to request court order. Bakker's attorneys had been scheduled to appear in court April 10.

□

Entertainment and sports programing costs "designed to maintain our competitive momentum" plus "increased news costs due in part to election year coverage," were causes of **first-quarter profit decline for CBS/Broadcast Group**. Drop wasn't quantified, although company said broadcast revenues were up 16%. CBS had warned drop-off was coming and would affect full company's earnings. Total revenues of company were up 17% in quarter to \$967.4 million, while income was

down 27% to \$13 million, 47 cents per share.

□

Representatives of distressed **Saudi Arabian government** reportedly offered as much as \$11 million to Britain's ITV commercial network in **attempt to halt broadcast of docudrama, *Death of a Princess***—account of execution of member of royal family and her lover. Saudi spokesmen deny pay-off reports. Program was shown last Wednesday, caused diplomatic flap. British foreign secretary sent Saudi government "message of profound regret" over incident, but noted "government has no power to interfere." Program, set for U.S. broadcast on PBS May 12, was co-production of Britain's Associated Television Corp. and noncommercial WGBH-TV Boston.

□

Hollywood producer **Sy Weintraub** and Dallas-based theater owner (and former group station owner) **Gordon McLendon have purchased "substantial" interest in Dallas financier Clint Murchison's Subscription Television Corp. of America**, which will begin offering STV service to San Francisco, Dallas-Fort Worth and Providence, R.I., markets later this year. Murchison was granted approval by FCC to purchase CP for ch. 64 Providence in February (BROADCASTING, March 10) and has applications pending for new UHF's in Indianapolis, Atlanta, Joliet (Chicago), Ill., St. Petersburg, Fla., and Broomfield (Denver), Colo. (BROADCASTING, June 8, 1979).

□

Asked about **possible successor to Dan Rather** on CBS-TV's *60 Minutes*, program's executive producer, Don Hewitt, said he would have "a hard time coming up with a name that would be better than **Ed Bradley** [of CBS-TV]." Hewitt, keynoter last Wednesday (April 9) at Alpha Epsilon Rho convention in Las Vegas, also said he knew of no woman that could do job.

more concerned with picking just one." Joining her on the nay side, Commissioner Brown said he was disturbed that the commission was making an economic decision, not a technical one.

Chairman Ferris explained that "the urgency to develop the market is the reason for this decision."

## Blacks propose network of STV translators

**Group of former FCC staffers goes to FCC with plan for 14-city link; waivers needed for origination of programing and power increases**

Three former FCC lawyers, all black, have plans for getting into network television in a big and imaginative way. They intend to own the chain and program it. And it is 1980 in concept: Subscription television will generate the necessary revenue, while a satellite will provide the interconnection. Public interest dues will be paid in the form of child- and minority-oriented programming.

Community Television Network Inc. is not being fashioned as a rival of the major television networks. It envisions 14 stations, all of them 1 kw UHF program-originating translators, with 10 of them owned by the network, the rest by affiliated groups, also 100% black.

The principals are Booker Wade, former legal assistant to Commissioner Tyrone Brown; James Winston, former legal assistant to Commissioner Robert E. Lee, and Samuel Cooper, former FCC legislative liaison in the General Counsel's Office.

But the start-up money will be provided by Golden West Broadcasters, which will be the subscription television franchisee of CTN's 10 stations. CTN estimates the commitment at \$60 million, the amount Golden West would be required to invest until reaching the break-even point, which it expects to attain in two and a half years.

Most of the money would pay for decoders needed to unscramble the pictures to be presented over the Blonder-Tongue system. The rest would be used to construct the 10 translator stations—at a cost of \$2.75 million, which CTN would acquire under a lease-purchasing agreement—and to underwrite the annual fee for leasing STV time on the 10 stations, \$4.1 million or 6% of subscriber revenues, whichever is greater.

CTN's application is the second to be filed by a minority group seeking authority to own and operate 10 translators that would originate black-oriented programming and would constitute a network (BROADCASTING, Feb 25). The translators Communications Technologies Inc. proposes to build would be linked together by a terrestrial microwave system, and would not

offer a pay service.

The 10 cities where CTN last week applied for authorization to build translators are New Orleans, Houston, Dallas, Tampa, Fla., Memphis, Louisville, Ky., Indianapolis, St. Louis, Denver and Kansas City, Mo. The affiliates, which CTN has declined to identify, are to apply in the next week or two for translators in Fort Worth, St. Petersburg, Fla., San Antonio, Tex., and Seattle. All told, the 14 cities comprise 9.5-million potential viewers.

CTN will serve as the STV franchisee of the four affiliated stations, either alone or in association with another party. That decision has not yet been determined, nor has the manner of distributing the programming. If satellite transponder time cannot be obtained, Wade said, CTN will provide the material on a market-by-market basis.

Wade, CTN's president, said the network "has been made possible because of FCC policies endorsing programming diversity, minority ownership, competition and the development of new technologies." And the proposal, he added, will provide what conventional television "seldom has been able to provide: programming directed to small and specialized audiences."

Michael Marcovsky, president of Golden West's subscription television

division, described himself as "excited" about the project's prospects. He said he was impressed by the CTN principals' "ingenuity." And from the company's point of view, he added, "giving support to minority ownership is a good thing."

But CTN faces some problems in shepherding the plan through the FCC. Two waivers of commission rules will be required—one banning program origination by translator licensees and one limiting the power of UHF translators to 100 w.

However, both have been waived for other applicants within the past year. And CTN argues the waivers it seeks would be justified. It says the ban on program origination runs counter to one of the "fundamental objectives of the Communications Act"—local service. And grant of its request for higher power would allow CTN to reach larger audiences with its minority programming.

The CTN operating theory is that the revenues derived from the lease of time for the STV programming will support the conventional programming that each station will originate. This will include local news and public affairs programming geared to minority audiences and seven-and-a-half hours weekly of age-specific educational or instructional programming for pre-school and school-age children.

## Ferris on Ferris: Just getting started

**FCC chairman, in exclusive interview with 'Broadcasting,' declares himself satisfied with progress so far and proud of new team in place; he predicts pace of policy making will become faster**

After two and a half years on the job, FCC Chairman Charles D. Ferris is bullish—about the changes he has made in commission personnel and about the commission's achievements in following the course he charted on taking office. He even finds the company of broadcasters congenial. And, far from winding down in his FCC chairmanship, he believes the policy pace is going to pick up.

Ferris, who discussed his stewardship in an extensive, exclusive interview with BROADCASTING (see pages 58-78 of this issue), said his "greatest" sense of accomplishment is in "the quality of the people" who have been attracted to the commission or promoted from within to positions of greater responsibility. When he came aboard, he said, there "were very independent baronies" within the staff which were not cooperating with one another. Indeed, he said, "We had three bureau chiefs who were at odds with each other."

Ferris referred to changes he had forecast in his first speech as chairman, to a National Association of Broadcasters convention two years ago (BROADCASTING, April 17, 1978), and said he was "on

track" in considering only the public, and not any of the industries the commission regulates, as the FCC's constituency, and in holding all licensees—large and small—to the same standards. He also said the commission had undertaken "zero-based regulation" as a means of re-evaluating all regulations on the books.

Ferris emphasized that he favors competition "as a means of providing more services to the general public." And in that connection, he expressed confidence that nothing he had done suggests that he favors one telecommunications industry over another. "Some people feel that a lack of any bias for any industry is a bias in and of itself. But I don't think that's true."

Among the chairman's other assertions:

- There will be plenty of demand for the increased capacity of AM spectrum being created by the FCC and at International Telecommunication Union conferences.

- "The great capacity of over-the-air television ... is to bring breaking events"—news and sports—"to the American viewer." The videocassette and the videodisk will provide "packaged" entertainment programming. Individual stations "will provide what I think they've always been designed to provide—the uniqueness of the local communities."

- Deregulation of television will proceed as the competition among video services increases and the viewer is permitted to make choices. But as for repeal of the fairness doctrine and the equal time law,





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that is for Congress to decide, and "Congress doesn't need a recommendation from me."

■ "I would very much like to see in any [Communications Act rewrite] legislation" authority given to the commission "not to regulate. We do not have absolutely clear-cut power ... not to regulate."

Ferris, who according to more than one broadcaster has exhibited a coolness to members of the industry, said he has "enjoyed" his contacts with broadcasters and wishes he had time to know more of them. He also expressed the wish broadcasters knew him better. "I think they suffer as well in learning about me in other than a personal relationship, through filters."

Has the chairman "burned out" on the job? Far from it, he told BROADCASTING. With the time-consuming work of staff recruitment behind him, and highly satisfied with his crew, Ferris said he would be able to "focus even more on the real policy issues."

## Credit squeeze begins to hit media trading

**Fed's policy against acquisitions forces borrowers and lenders into "creative" financing; taking back paper is one method becoming popular; cable new builds, however, are finding money available**

"The market's changed more in the last month than in the last four years." That's how financing specialist David Croll of Boston's T.A. Associates describes the current credit situation in the broadcast and cable industries.

Everyone who has heard a news report lately know that interest rates have gone through what used to be considered the ceiling, with New York bankers said to be getting worried about that state's criminal usury (loansharking) laws. But broadcasting is one field where it's tough getting bank money even if a borrower is willing to fork over 25% interest.

First National Bank of Boston is one institution that's been active in the past in lending to broadcasters for acquisitions. "And we will be," says Barry Allen, vice president, corporate communications, looking to the future. However, he notes that for the time being, First Boston "can't be involved in acquisitions" because of Federal Reserve pressure.

The Fed's pressure is also cited by First National Bank of Chicago's Stan Stroup, explaining that "it has to be a problem situation" for his bank to consider acquisition financing.

There are no Federal Reserve regulations that specifically prohibit acquisition loans. What's being felt by banks, after some delay, is the effect of jawboning by

Fed Chairman Paul Volcker that goes back to an Oct. 6 speech. Volcker at that time was expressing his hope of curtailing what were perceived as "unproductive" merger trends; his "suggestions" went largely unheeded—until, that is, the Fed got tough with its latest round of credit restrictions, and adopted a more Sampson-like method of wielding a jawbone. The key word here is "unproductive"; as far as the Fed is concerned, acquisitions don't create new jobs or new business.

Conversely, banks aren't getting any specific pressure to stop loans for cable systems construction; building a system is "productive."

Banks aren't the only well that's running dry right now. Insurance companies had become increasingly active in communications lending. Indeed, principal cable MSO's like United Cable and TCI recently had arranged substantial long-term financing from insurers at favorable rates. This source of funds has now all but disappeared—but for a different reason than in the case of bank loans. What funds the insurers had available for 1980 have been locked up by policy holders, who are taking advantage of loan clauses in their policies to arrange for low-cost financing.

This isn't to say that there is no money out there for financing. There are banks writing acquisition loans, although for smaller, less visible, purchases that aren't likely to bring down the wrath of the Fed.

Still, with interest rates so high, lenders are increasingly resorting to what various sources call "creative" or "innovative" financing arrangements. "Cap and deferral loans," which media broker Dick Shaheen says he hasn't seen before in media deals, are now making their appearance. Here, a lender ties the interest rate on a financing package to the prime rate, usually two or three points above it. But it's also assumed that broadcasting properties can't finance a 22% or higher interest rate. The compromise is to allow the interest to "float" at prime plus two but set up a payment schedule at a fixed yearly interest (the cap), say 13%, that the property's cash flow can handle. The difference is deferred to the end of the loan, or if the prime-plus factor should drop below the cap, the borrower receives a corresponding credit.

Banks can be found that will make such deals, according to R.C. Crisler & Co. broker Clyde Haehnle. Putting together a \$1.5-million purchase two weeks ago, Haehnle says, he called three banks and found two that were willing to make arrangements, although at prime plus two.

Interest rates that steep are themselves having a stultifying effect, and one dramatic change that's been seen in recent weeks is the sudden willingness of sellers of broadcast properties to "take back paper" on the deal, effectively lending money to the seller. According to brokers, the interest rates for such financing are dropping as low as 10%. Broker Ted Hepburn says that new-found largess reflects a desire on the sellers' part to maintain, at least on paper, the price of the property.

Other sources of funding certainly exist. Dave Croll, for example, says T. A. Associates has \$30 million in SBIC funds available for loans to "entrepreneurs." Firstmark Financial Corp.'s Bill Van Huss claims his company is now "aggressively seeking acquisition loans; they'd be our preference."

According to Van Huss, the kinds of package Firstmark is assembling are eight-year term loans for broadcast properties, 12-year for cable, with floating interest rates tied to the prime rate.

Those interest rates act as a "natural selective process," Van Huss says. "It has to be a darned good project to make it viable to borrow at these rates."

## How February swept the top 100 TV markets

**ABC won for the fifth time in a row, but both CBS and NBC gained on market-by-market basis**

ABC-TV last week claimed its fifth straight prime-time victory in February local sweep measurements, while NBC-TV and CBS-TV claimed far more market-by-market gains.

ABC calculations based on Arbitron Television reports for the top 100 markets showed that ABC on average delivered 21% more households than CBS and 26% more than NBC, and that in the 97 top-100 markets where all three networks have primary affiliates, ABC placed first in more than CBS and NBC together—58 first-place markets for ABC to 25 for CBS and 16 for NBC (figures include ties).

In share of network audience in the top 100 markets, ABC came in with 38.2%, CBS with 31.5% and NBC with 30.3%.

Despite these winning statistics, ABC affiliates more often than not delivered fewer homes this year, on average, than in February 1979. (ABC spokesmen said this resulted in part from the 1979 period's having been a record-breaker, giving affiliates this year a harder target to shoot at.) NBC and CBS affiliates, on the other hand, gained much more frequently than they lost.

Thus ABC affiliates delivered more homes than a year ago in 31 markets, fewer homes in 60 markets and the same number of homes in seven markets. At the other extreme, NBC affiliates showed gains in 85 markets and losses in 15 (none unchanged), and CBS affiliates were up in 67, down in 25 and unchanged in five.

Three-network prime-time homes delivery in the 100 markets was up about 2.7% from a year earlier, totaling 39,043,000 on average. ABC's average was 14,933,000 homes, off 3.7%, while CBS's was 12,296,000, up 4.6%, and NBC's was 11,814,000, up 9.7%.

ABC's 38.2% share of the prime-time





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network audience dropped below last year's record 41%. CBS at 31.5% was slightly ahead of its 31% last year, and NBC at 30.3% was up from 28% a year ago.

ABC affiliates took first place in 14 of the top 15 markets and in 26 of the top 30. Over-all, along with its 58 first-place markets, ABC had 21 second-place finishes and 17 third places. CBS with its 25 firsts also had 38 seconds and 33 thirds,

while NBC's 16 firsts were followed by 37 seconds and 43 thirds.

ABC noted improvements in markets where it has acquired new affiliates since February 1979. KSTP-TV Minneapolis-St. Paul was pegged with a 57% increase in average household delivery since its switch from NBC to ABC. Similarly, WRTV(TV) Indianapolis was said to be up 30% and WDTN(TV) Dayton, Ohio, up 35%.

In one of those markets, however—Indianapolis—ABC's own homes delivery was down from a year ago by 9%, instead of up, and NBC's was up, by 10%, instead of down. In another switched market, Knoxville, Tenn., where WATE-TV moved from NBC to ABC, WATE-TV's own homes delivery declined 3.6% but still represented a 76% improvement for ABC.

The top 100 market results:

**Here's how** affiliates fared in prime time in each of the top 100 markets in Arbitron Television's February sweep measurements, as compiled by ABC researchers from Arbitron reports. The numbers represent prime-time averages in thousands of households (add 000). The plus or minus numbers represent percentage of change in the household figures as compared with Arbitron's February 1979 sweep. ABC researchers said the household figures are Arbitron's "pure" network averages for entertainment programming from 7:30 to 11 p.m. NYT Monday through Saturday and from 7 to 11 p.m. Sundays, excluding all access or other local programming presented during those hours. The sweep period was Jan. 30 through Feb. 26. Boldface numbers indicate the top network in each market.

	ABC		CBS		NBC	
	HH	% change	HH	% change	HH	% change
1 New York	<b>1466</b>	-9	1116	7	1092	8
2 Los Angeles	<b>817</b>	-10	557	11	619	11
3 Chicago	<b>614</b>	-15	497	5	522	23
4 Philadelphia	<b>678</b>	2	409	-2	369	NC
5 San Francisco	<b>409</b>	14	242	-2	148	-1
6 Boston	<b>473</b>	19	287	-6	276	-6
7 Detroit	<b>401</b>	-8	320	10	323	16
8 Washington	<b>286</b>	-9	258	7	233	-1
9 Cleveland	<b>371</b>	4	237	-4	235	-2
10 Dallas-Fort Worth	<b>273</b>	-11	252	9	216	19
11 Pittsburgh	<b>323</b>	-3	242	NC	186	10
12 Houston	<b>247</b>	-1	224	22	204	19
* 13 Minneapolis-St. Paul	<b>236</b>	14	180	-1	149	-1
14 St. Louis	<b>211</b>	-9	<b>214</b>	18	186	12
15 Miami	<b>212</b>	NC	185	-6	155	5
16 Atlanta	<b>180</b>	-9	189	4	<b>202</b>	25
17 Seattle-Tacoma	<b>218</b>	3	106	-8	140	4
18 Tampa-St. Petersburg, Fla.	<b>160</b>	19	<b>188</b>	1	153	2
19 Baltimore	<b>235</b>	2	175	-1	151	-6
20 Hartford-New Haven, Conn.	<b>224</b>	7	170	-11	73	11
21 Denver	<b>192</b>	6	124	-5	140	18
* 22 Indianapolis	<b>171</b>	-9	146	10	145	10
23 Stockton-Sacramento, Calif.	<b>164</b>	9	111	7	133	17
24 Portland, Ore.	<b>156</b>	7	107	-9	102	3
25 San Diego	<b>157</b>	10	101	10	72	-5
26 Milwaukee	<b>157</b>	3	129	18	127	12
27 Kansas City, Mo.	<b>171</b>	-5	141	17	128	20
28 Cincinnati	<b>161</b>	8	135	3	128	11
29 Buffalo, N.Y.	<b>149</b>	NC	117	NC	96	8
30 Nashville	<b>101</b>	-19	<b>156</b>	22	143	22
31 Phoenix	<b>127</b>	7	99	1	98	17
32 Charlotte, N.C.	<b>123</b>	-3	<b>152</b>	7	51	16
33 Memphis	<b>97</b>	-17	<b>130</b>	2	109	27
34 New Orleans	<b>109</b>	-22	<b>133</b>	2	97	10
35 Columbus, Ohio	<b>138</b>	-12	134	10	109	21
36 Asheville, N.C.- Greenville-Spartanburg, S.C.	<b>100</b>	-17	119	19	<b>120</b>	10
37 Grand Rapids-Battle Creek-Kalamazoo, Mich.	<b>126</b>	-3	89	3	90	5
38 Providence, R.I.	<b>144</b>	2	77	NC	129	15
39 Oklahoma City	<b>98</b>	-16	92	8	<b>98</b>	-6
40 Orlando-Daytona Beach, Fla.	<b>114</b>	-10	89	-1	91	5
41 Huntington-Charleston, W. Va.	<b>82</b>	-22	96	16	<b>142</b>	23
41 Raleigh-Durham, N.C.	<b>100</b>	-15	<b>111</b>	9	32	68
43 Louisville, Ky.	<b>88</b>	-10	104	1	108	9
* 44 Dayton, Ohio	<b>104</b>	7	<b>128</b>	19	64	-17
45 Harrisburg, Pa.	<b>91</b>	10	44	-6	98	4
46 Norfolk-Portsmouth- Newport News-Hampton, Va.	<b>98</b>	-13	<b>100</b>	9	81	19
47 Salt Lake City	<b>104</b>	-5	85	5	94	34
48 Albany-Schenectady- Troy, N.Y.	<b>141</b>	32	91	1	94	-10
49 Birmingham, Ala.	<b>142</b>	-12	48	7	100	19
50 Scranton-Wilkes Barre, Pa.	<b>123</b>	-3	69	10	91	1
51 San Antonio, Tex.	<b>103</b>	-5	96	5	86	23
52 Flint-Saginaw-Bay City, Mich.	<b>122</b>	-6	47	15	105	28
53 Greensboro-Winston Salem-High Point, N.C.	<b>95</b>	-19	94	7	87	1
54 Wichita-Hutchinson, Kan.	<b>85</b>	NC	78	3	84	11
55 Little Rock, Ark.	<b>98</b>	-11	85	13	90	14
56 Toledo, Ohio	<b>89</b>	NC	89	9	89	13
57 Tulsa, Okla.	<b>101</b>	-6	77	7	63	13
58 Shreveport, La.-Texarkana, Tex.	<b>75</b>	-18	<b>92</b>	1	65	25
59 Knoxville, Tenn.	<b>79</b>	76	<b>99</b>	6	44	-46
60 Mobile, Ala.-Pensacola, Fla.	<b>73</b>	-9	<b>100</b>	12	61	7
61 Lynchburg-Roanoke, Va.	<b>50</b>	-6	<b>87</b>	2	67	20
62 Des Moines, Iowa	<b>70</b>	-14	<b>77</b>	5	70	27
63 Syracuse, N.Y.	<b>93</b>	12	68	-18	78	-1
64 Richmond, Va.	<b>80</b>	-4	<b>95</b>	12	66	6
65 Omaha	<b>98</b>	-11	67	-7	79	13
66 Jacksonville, Fla.	<b>47</b>	-15	<b>82</b>	NC	71	18
67 Green Bay, Wis.	<b>90</b>	-7	60	2	78	16
68 Rochester, N.Y.	<b>99</b>	18	57	-10	51	-9
69 Fresno, Calif.	<b>58</b>	NC	50	11	54	17
70 Davenport, Iowa-Rock Island-Moline, Ill.	<b>72</b>	-4	59	4	69	13
71 Chattanooga	<b>56</b>	-22	60	3	<b>70</b>	23
72 Springfield-Decatur- Champaign, Ill.	<b>67</b>	18	64	-3	<b>68</b>	5
73 Spokane, Wash.	<b>67</b>	3	46	-4	<b>92</b>	4
74 Portland-Poland Spring, Me.	<b>67</b>	8	43	-2	58	23
75 Albuquerque, N.M.	<b>76</b>	NC	49	7	54	32
76 Harrisburg, Ill.-Paducah, Ky.-Cape Girardeau, Mo.	<b>40</b>	-15	<b>81</b>	8	70	13
* 77 West Palm Beach, Fla.	<b>47</b>	2	—	—	50	11
78 Johnstown-Altoona, Pa.	—	—	66	12	<b>91</b>	5
79 Cedar Rapids-Waterloo, Iowa	<b>63</b>	-13	50	-4	62	17
80 Jackson, Miss.	<b>31</b>	-21	54	2	<b>61</b>	7
81 Youngstown, Ohio	<b>60</b>	-2	57	-8	49	2
82 South Bend-Elkhart, Ind.	<b>58</b>	-9	57	21	<b>59</b>	28
83 Springfield, Mo.	<b>27</b>	-4	65	7	<b>73</b>	18
84 Kingsport-Johnson City, Tenn.-Bristol, Va.	<b>30</b>	-14	61	-2	<b>80</b>	29
85 Lincoln-Hastings- Kearney, Neb.	<b>39</b>	-13	<b>61</b>	13	17	6
* 86 Springfield, Mass.	<b>76</b>	3	—	—	46	-2
87 Peoria, Ill.	<b>54</b>	-10	45	7	51	24
88 Evansville, Ind.	<b>59</b>	-22	39	NC	45	25
89 Lexington, Ky.	<b>42</b>	-26	<b>60</b>	11	57	30
90 Tucson, Ariz.	<b>52</b>	11	34	-6	40	5
* 91 Lansing, Mich.	—	—	<b>58</b>	12	44	7
92 Baton Rouge	<b>65</b>	-13	<b>66</b>	25	32	10
93 Fargo-Valley City, N.D.	<b>39</b>	-9	37	3	<b>42</b>	2
94 Fort Wayne, Ind.	<b>52</b>	2	<b>46</b>	18	37	23
95 Mitchell-Sioux Falls, S.D.	<b>21</b>	-13	<b>62</b>	NC	45	13
96 Huntsville-Decatur- Florence, Ala.	<b>50</b>	-12	<b>60</b>	9	43	10
97 Columbia, S.C.	<b>31</b>	NC	27	13	<b>70</b>	13
98 Burlington, Vt.- Plattsburgh, N.Y.	<b>27</b>	17	<b>50</b>	-4	30	11
99 Austin, Tex.	<b>42</b>	-9	<b>52</b>	6	29	16
* 100 Waco-Temple, Tex.	<b>56</b>	-3	—	—	40	11





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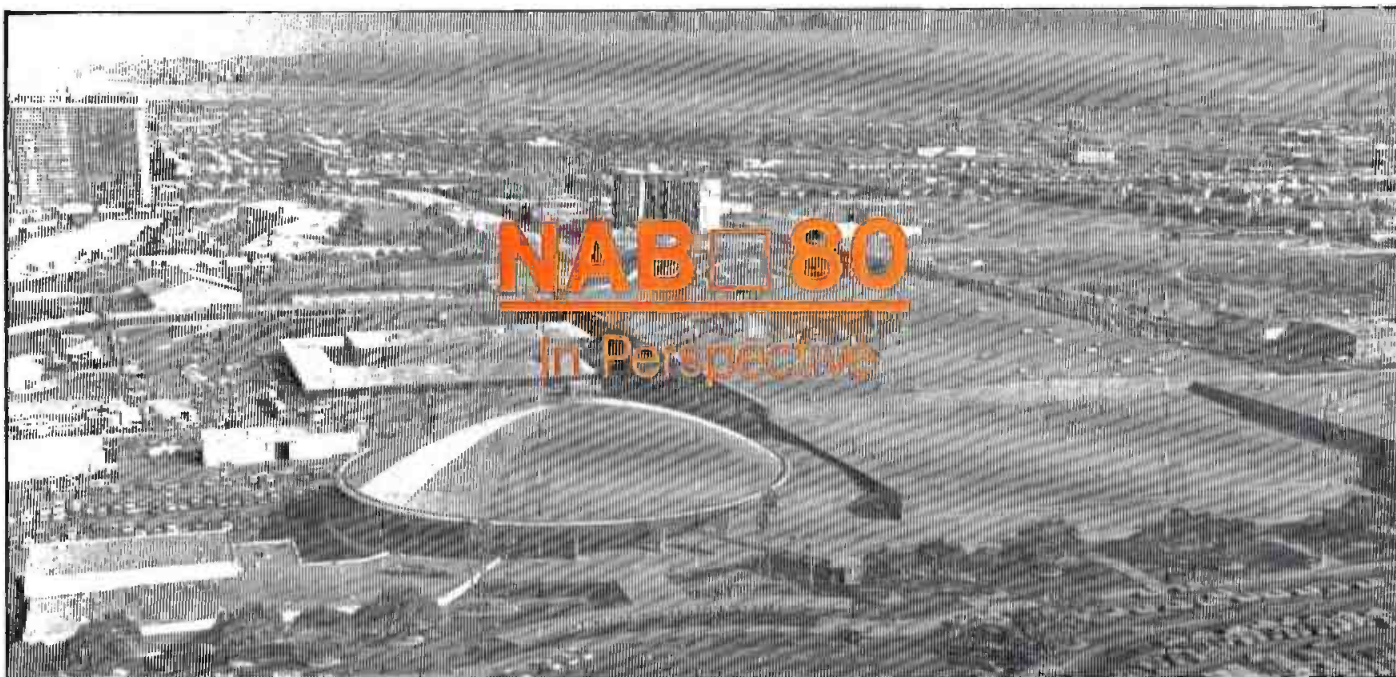
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The convention center in Las Vegas

## Broadcasters braced to take on all comers

**A pre-convention conversation with NAB staffers finds them confident of their—and the industry's—abilities to adjust to change**

Broadcasters will gather in Las Vegas this week for the National Association of Broadcaster's 58th annual convention, where they'll trade concerns about Congress, the courts, the regulatory agencies, the recession and competition from new media. It won't, however, be a downbeat affair. Broadcasters are survivors and have always welcomed challenges, said NAB's President Vincent Wasilewski last week.

"The major problem right now is the economy," Wasilewski said, "but broadcasters have had the fortunate history in recessions of not feeling a great impact. I don't believe the year ahead will be really traumatic."

In an interview with **BROADCASTING**, NAB's president and top staffers of the association shared these forecasts:

Wasilewski said he is still hopeful for some changes in the Communications Act. "We would still like to get an extended license term and stability in the renewal policy," he said. "We would also like to see the copyright law amended to take into account the unfair competitive situation in cable," he added. But he also agreed with senior vice president for broadcast stations, Jim Hulbert, who noted that it's an election year, and communications legislation is likely a backburner item in Congress.

Wasilewski does not deny that the industry is in flux, especially in light of technological advances. One example he gave

was AM radio—which must be concerned about possible reduction in AM bandwidth from 10 khz to 9, as well as adjusting to AM stereo. "I don't mean to imply

pessimism, though," he said. "I'm very optimistic that broadcasters will weather through." But he does advise that, more than ever before, it's necessary for the industry to "stay abreast of the change, to plan ahead and prepare for it. It's a dynamic industry, not a static one."

Hulbert added that "hopefully the government would allow broadcasters to get into other services."

Wasilewski agreed, saying the thrust of the FCC now is to get more diversity—emphasis more on the number of signals than on the quality of signals.

In another area, the NAB president said he believes the commission is more concerned about First Amendment rights than it has been in the past, and that it understands the difficulties the fairness doctrine represents for broadcasters.

Both Hulbert and Wasilewski agreed that there is a "good possibility" that the FCC children's proceeding will be resolved this year, as well as radio deregulation. As to radio deregulation, Wasilewski said, "If whatever is adopted is worse than what we have now, we want to stick to what we have."

But NAB's executive vice president and general manager, John Summers, believes there are certain things that broadcasters will have to face up to. He says whether or not there is deregulation—in radio and television—broadcasters will face governmental attempts to impose tougher equal employment opportunity standards in the future, to create more competition by increasing the number of stations and to toughen restrictions on media ownership.

"The main point," he said, "is that



Wasilewski





# future

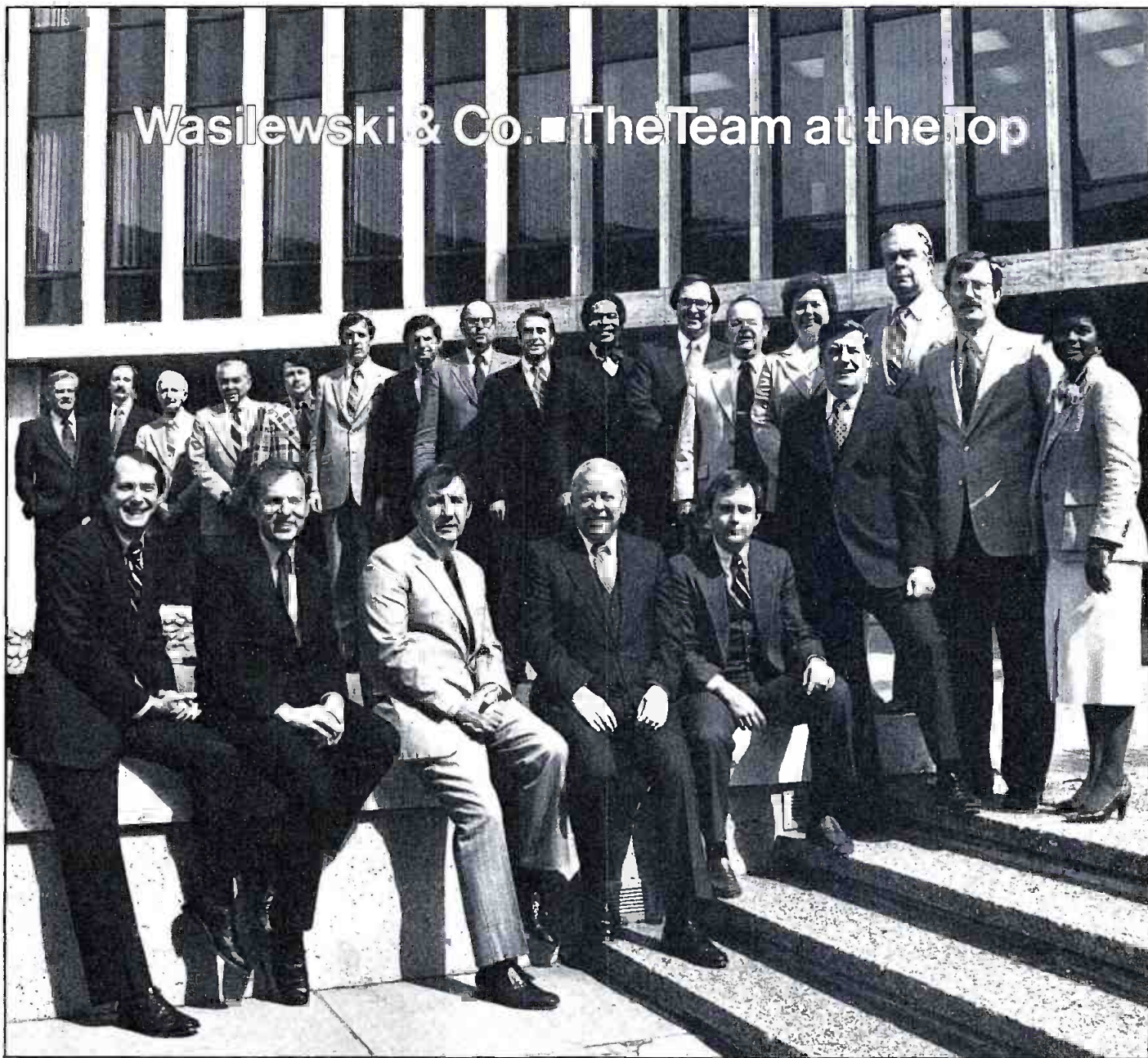
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## Wasilewski & Co. ■ The Team at the Top



NAB President Vincent Wasilewski posed for this family portrait with senior staff people, in front of the NAB headquarters in Washington last Monday. **Front row, l to r:** Ken Schanzer, senior vice president-government relations; Erwin Krasnow, senior vice president and general counsel; John Summers, executive vice president and general manager; Wasilewski; Shaun Sheehan, senior vice president-public affairs; James H. Hulbert, senior vice president-broadcasting department. **Rear row, l to r:** Spencer Denison, executive director, Television and Radio Political Action Committee; James Popham, deputy general counsel; George Bartlett, senior vice president-engineering; George Gray, special representative-government relations; Hank Roeder, code authority man-

ager; Michael Harwood, secretary-treasurer; Dave Markey, legislative counsel; Ron Irion, vice president-station services; Wayne Cornils, vice president-radio; Dwight Ellis, vice president-minority and special services; Larry Tierney, vice president-membership; LaRue Courson, vice president-administrative services; Jane Cohen, vice president-television; William Carlisle, vice president-government relations; Larry Patrick, vice president-research; Belva Brissett, legislative representative. **Not Pictured:** Harold Niven, vice president-planning and development, convention manager; Roy Elson, vice president-government relations; Richard Wyckoff, legislative counsel; Jerome Lansner, vice president and general manager, Code Authority, New York.

there is no trade-off. These things will happen whether or not there is deregulation. They [broadcasters] are only deluding themselves if they think these things will go away."

Summers insisted that the FCC must judge those three things on their own merits. "The government must show there's a need for them," he said. "And we're going to go on the mat" on all of

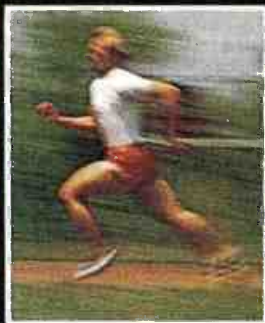
those issues.

Erwin Krasnow, NAB's senior vice president and general counsel, contended much of the direction of communications regulation in the next year is going to come from the courts. He said the Supreme Court will have four major cases before it this year: FTC Chairman Michael Pertschuk's disqualification from the children's advertising proceeding, the

WNCN format case, the Carter-Mondale reasonable access case, and the Richmond Newspapers case involving criminal trial coverage. He also expects a decision in the NAB/Justice department code suit.

Krasnow, who is optimistic about the future, said that broadcasters are faced with "mixed messages" sent out from the FCC. "There is a conflict between deregulation on one hand, and more





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regulation on the other," he said.

He also believes there is no doubt that the industry will face tougher EEO standards from the commission. "There is no question that the FCC has in the past, and is looking toward much tougher enforcement of EEO standards," he said. But Krasnow contended that "there are limits on the FCC's jurisdiction. It's not the Equal Employment Opportunities Commission."

Wasilewski thinks the association is in good shape to meet any challenges. He credits NAB's new senior vice president of government relations, Ken Schanzer, with

a "blossoming of membership involvement." He says Schanzer is full of "vim, vigor and vitality," and believes he is part of the new youth working for the association that is making it shine brighter than it ever has before.

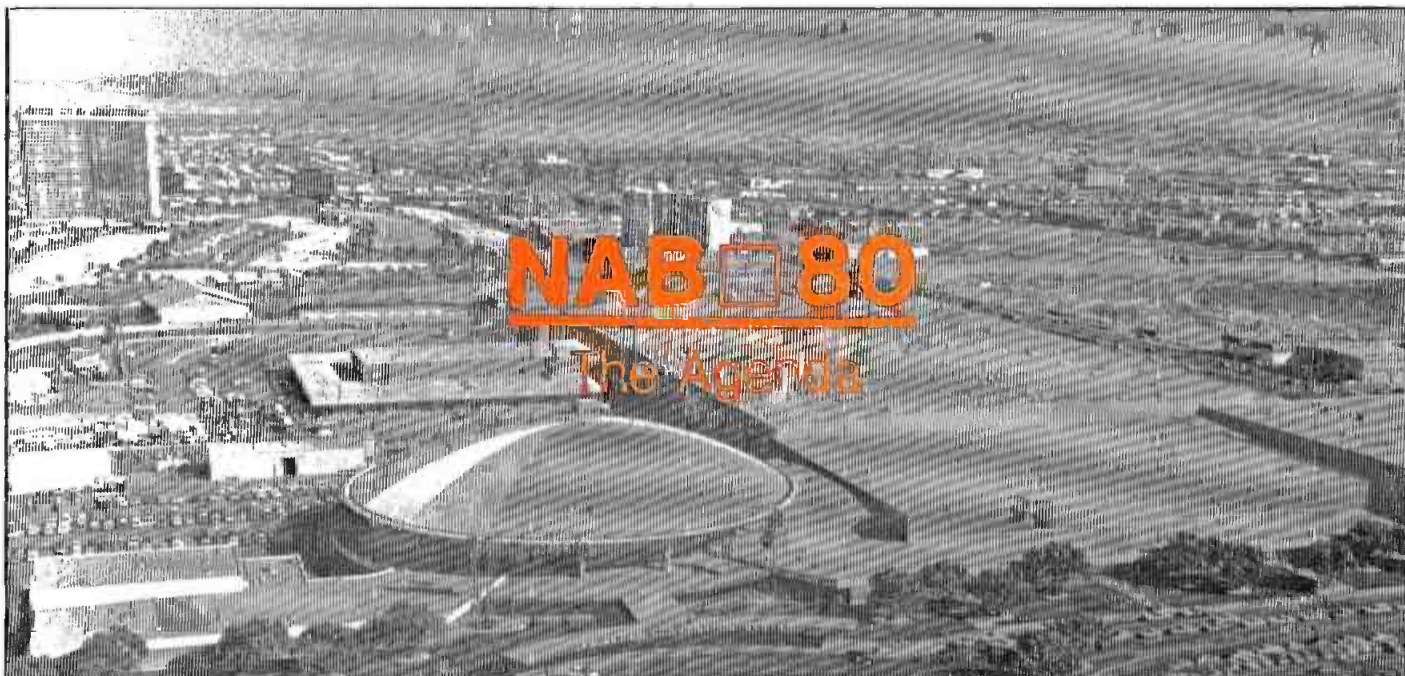
"There is a great mix of youth and maturity here now," Wasilewski said. "We've changed a lot in the 30 years since I've been here, and the changes have been gradual. There is a change of emphasis, a stronger organization more attuned to the needs of its members."

And he believes changes will continue to be gradual, both for NAB internally as

well as the industry as a whole.

As an example, said Hulbert, "when I first came to NAB more than 20 years ago, there were great predictions for cable. Now there have been changes—but cable is still not dominant."

Wasilewski agreed, saying there's a more recent example. "There's great similarity between Comsat's recent proposal for satellite-to-home broadcasting and the proposals of wire technology when they came on board," he said. So he believes there will be time for events to mesh, and that the radio-TV industry will adjust—because it always has.



**Equipment exhibit.** Displays of broadcasting equipment and services will open 9 a.m.-5 p.m. Sunday through Wednesday in the exhibit hall of the convention center. Exhibits that are primarily related to radio will be in the North Hall; those primarily related to television will be the East Hall.

**Workshops, assemblies and luncheons.** Unless otherwise indicated, all radio, television and engineering meetings will be held in the convention center. Some luncheons and other functions will take place in the facilities of the Hilton hotel, adjacent to the convention center.

## Sunday Afternoon

**Joint session.** Rotunda. Doors open with musical entertainment 2:15 p.m. Invocation (3 p.m.): Rabbi Marc H. Tanenbaum, director, national inter-religious affairs, American Jewish Committee, New York. Welcome: Thomas E. Bolger, NAB chairman, Forward Communications, Madison, Wis. Remarks: Senator Howard Cannon (D-Nev.), chairman, Commerce Committee. Keynote address: Vincent Wasilewski, NAB president. Presentation of the NAB Distinguished Service Award to Donald Thurston, Berkshire Broadcasting, North Adams, Mass. A "musical spectacular" with Mac Davis and his orchestra.

## Monday Morning

### Radio

**General radio session.** 9-10:15 a.m. Rotunda. Call to order: Arnold Lerner, chairman, NAB radio board, WLLH(AM)-WSSH(FM) Lowell, Mass.

■ *Radio's State of Mind: Red Hot*, Miles David, president, Radio Advertising Bureau. ■ *Premiere of Tomorrow Media*, produced and presented by

The TM Companies. Introduction: Pat O'Shaughnessy, president, TM Dallas.

**Five concurrent workshops.** 10:30-11:45 a.m.

*Heating Up Business in a Cooler Economy: How-To Sales Development Ideas.* Room 18. Moderator: Len Hensel, WSM(AM) Nashville. Panelists: George R. Francis Jr. WAKY(AM)-WVEZ(FM) Louisville, Ky.; Paul E. Palmer, KFMB-AM-FM San Diego; John E. Hinkle, WISN(AM) Milwaukee.

*Small Market Radio Stations Can Do Professional Research . . . Here's How.* Room 20. Moderator: Larry Patrick, NAB vice president. A case-study workshop with the staff of KNUU(AM) Las Vegas. Repeated at noon-1:15 p.m.

*The New Rules for Political Broadcasting in the 1980 Election Year, Part 1.* Room 19. Moderator Barry Umansky, NAB attorney. Panelists: John Quale, Kirkland & Ellis, Washington; Bill Perry, Dow, Lohnes & Albertson, Washington; Milton O. Gross, Fairness and Political Broadcasting Branch, FCC.

*You're the Manager . . . You're Supposed To Know All About That, Part 1.* Room 22. Moderator: Orrin McDaniels, WCFL(AM) Chicago. Panelists: Al Grosby, KRAK(AM) Sacramento, Calif.; Walter May, WPKE(AM) Pikesville, Ky.; Lou Fox, The Jennings Co., Corte Madera, Calif.

*Broadcasters in Congress.* Room 21. Moderator: Kenneth Schanzer, NAB senior vice president. Panelists: Senators Walter Huddleston (D-Ky.) and Nancy Kassebaum (R-Kan.), and Representatives W.G. Hefner (D-N.C.) and Al Swift (D-Wash.).

**Six concurrent workshops.** Noon-1:15 p.m.

*Small Market Radio Stations Can Do Professional Research . . . Here's How.* Room 20. Repeat of 10:30 a.m. session.



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## ***Serving the Voluntees Congress***

Kalamazoo area Voluntees recently held their first Voluntees Congress, which is made up of highly motivated teenagers who want to become leaders in their community.

One of the seminars in the program focused on how to use the media, and the teens turned to WKZO Radio for assistance. The station responded by offering them a unique experience where they could learn by doing.

Participants gathered into small groups, with each writing and producing its own group "testimonial" spot. Later, the spots were played back for the whole Congress to critique. It was educational and entertaining and with the help of WKZO, the Voluntees learned of radio's power and effectiveness firsthand.

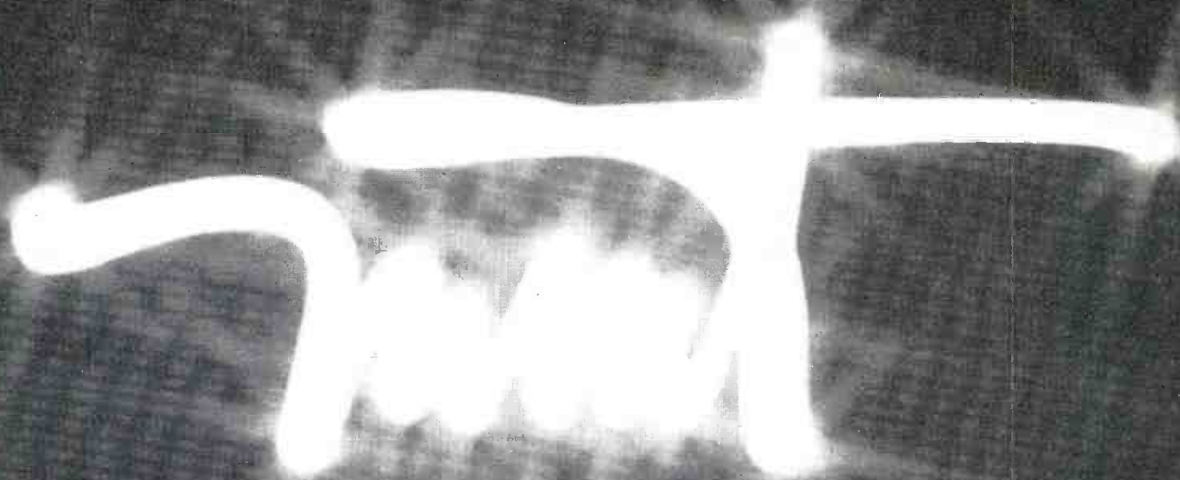
Providing the service in public service is all part of the Fetzer tradition of total community involvement.



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THE 80'S**



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Los Angeles' ON-TV is the first commercially successful over-the-air subscription television operation in the world.

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This high level of security combined with an impressive reliability record is the result of years of Oak research and evolutionary development. It





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explains why 3 out of 4 STV decoders in use throughout the world are designed and manufactured by Oak.

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Everything Oak has learned from its subscription television experience in Los Angeles can now be yours. Oak's unique STV licensing arrangement is designed to help you develop a complete STV facility in your chosen market.

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For new stations, Oak is prepared to construct a total turnkey broadcast facility, including the Oak STV system.

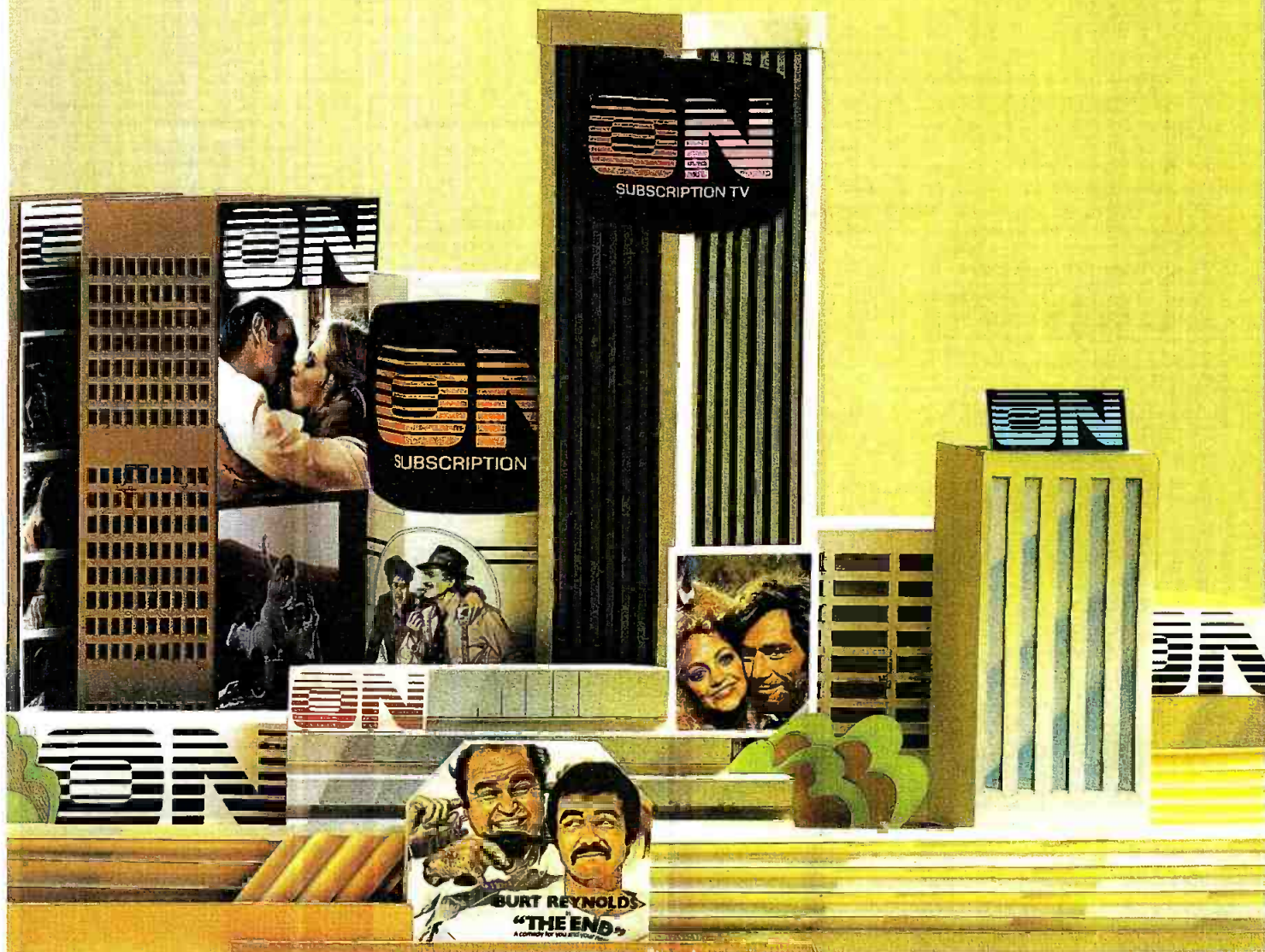
## **You may be the one to turn your city on.**

Los Angeles is turned on. Phoenix is turned on. Ft. Lauderdale/Miami and Cincinnati soon will be turned on. And on and on.

The total technological and management expertise pioneered by Oak is now available to you. For complete information on Oak's proprietary subscription television licensing plan, write on your letterhead to: Senior Vice President of Development, Oak Communications Inc., P.O. Box 28759, Rancho Bernardo, CA 92128.

## **THE LEADER IN SUBSCRIPTION TELEVISION**

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**Total Immersion Legal Course for Small Market Radio and Television Stations.** 9:30-11:30 p.m. Conference Room 4, Hilton hotel. Moderator: Erwin Krasnow, NAB general counsel. Participants: Vincent A. Pepper, Smith & Pepper, Washington; Jason L. Shrinsky, Shrinsky & Eisen, Washington; Howard J. Braun, Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind, Washington.

**Should You Have an Electric Bookkeeper?—Business Automation for Beginners.** Room 20. Moderator: Bob McKune, KTTR(AM)-KZNN(FM) Rolla, Mo. Panelists: Bob Wells, KJUL(AM) Garden City, Kan.; Ted Snider, KARN(AM) Little Rock, Ark.; I. Gerome Kenagy, Custom Business Systems, Reedsport, Ore.

**Is Skywriting Really Better Than Matchbook Covers?—Large Market Promotion.** Room 23. Moderator: Tom Dawson, CBS Radio. Panelists: Marge Valasques, KF(AM) Los Angeles; Sherri Brennan, WTAR(AM) Norfolk, Va.; Dave Lyman, CJRN(AM) Niagara Falls, Ont.

**If Your Advertiser Got the Spots, How Come You Didn't Get the Money?—Collections.** Room 18. Moderator: Karen Maas, KIUP(AM)-KRSJ(FM) Durango, Colo. Panelists: Alan Du Rand, Orion Broadcasting, Louisville, Ky.; Ed Kramer, WPDRI(AM) Portage, Wis.; John J. Morris, WHWH(AM) Princeton, N.J.

**The New Rules for Political Broadcasting in the 1980 Election Year, Part 2.** Room 19. Continuation of 10:30 a.m. session.

**You're the Manager ... You're Supposed To Know About That, Part 2.** Room 22. Continuation of 10:30 a.m. session.

## Television

**General TV session.** Room A-1. 9-11 a.m. Call to order: Mark Smith, vice chairman, NAB TV board, KLAS-TV Las Vegas. ■ **Stewardship report:** Robert K. King, TV board chairman, Capital Cities Communications. ■ **A Conversation With...** Senator Ernest F. Hollings (D-S.C.), chairman, Communications Subcommittee; George Koehler, Gateway Communications, Cherry Hill, N.J.; Robert King. ■ **Children's Television: Growing Together.** Introduction: Leonard A. Swanson, WIC-TV Pittsburgh. **Toward A Fuller Understanding of Children's TV.** Moderator: Irwin Starr, KREM-TV Spokane, Wash. Panelists: Entertainer Bill Cosby; Michael Young, ABC-TV; John Summers, NAB executive vice president; Danny Wilson, Danny Wilson Productions, New York; Nancy Carey, legal assistant to FCC Commissioner Abbott Washburn.

**Five concurrent workshops.** 11:15 a.m.-12:15 p.m.

**News for U's, Part 1: Technology.** Room B-1. Introduction: Don Curran, Field Communications, San Francisco. Moderator: Dick Block, broadcast consultant. Panelists: Jerry McCarthy, Zenith Sales, Glenview, Ill.; Dan Wells, Public Broadcasting Service, Washington; Ron Graiff, LIN Broadcasting, New York.

**Cable TV: Rules and Royalties.** Room B-3. Moderator: James J. Popham, NAB deputy general counsel. Panelists: Willard R. Nichols, FCC Cable Television Bureau; David H. Polinger, WPIX Inc., New York.

**An Eye and Ear in Court: Broadcast Courtroom Coverage.** Room D-1. Participants: Steve Nevas, NAB First Amendment Counsel; J. Laurent Scharff, Pierson, Ball & Dowd.

**The FCC's Crystal Ball.** Room D-2. Moderator: Vincent Wasilewski, NAB president. Panelists: FCC Commissioners Tyrone Brown, James Quello, Robert E. Lee.

**Oh! You Thought Your License Would Be Renewed! Implementing an Effective EEO Program.** Room B-2. Lecturer: Tom Jackson, Clark County Community College Department of Business, North Las Vegas.

## Engineering

**Audio Processing.** 8-9:25 a.m. Rooms E-1-3. Moderator: Andy Laird, KDAY(AM) Los Angeles. Panelists: Karl Lahm, Golden West Broadcasting, Hollywood; Thomas Rosbach, Harris Corp., Quincy, Ill.; Ronald R. Jones, Circuit Research Labs, Tempe, Ariz.; Vladimir G. Nikamorov, Bonneville Broadcasting Consultants, Tenafly, N.J.; Robert L. Dietsch, WABC(AM)-WPLJ(FM) New York.

**Digital 1980.** 8-9:25 a.m. Rooms A 3, 6. Moderator: K. Blair Benson, Video Corp. of America, New York. Panelists: William G. Connolly, CBS, New York; Michael T. Fisher, ABC, New York; Robert S. Hopkins, RCA, Camden, N.J.; Miguel E. Negri, NBC, New York; Roland J. Zavada, Eastman Kodak, Rochester, N.Y.

**Radio Facilities: Acoustical Treatment and Design.** 9:30-10:55 a.m. Rooms E-1-3. Moderator: Goerge Capalbo, RKO Radio, Boston. Panelists: Robert Hanson, Hanson Associates, New York; Jack Williams, Pacific Recorders & Engineering, San Diego; Bob Kanner, KHJ(AM)-KPTH(FM) Los Angeles; Paul S. Veneklasen, Paul S. Veneklasen & Associates, Santa Monica, Calif.

**Purchasing and Maintaining Digital Equipment and Software Today.** 9:30-10:55 a.m. Rooms A-3, 6. Moderator: Robert J. Butler, NBC-TV, New York. Panelists: Miguel E. Negri, NBC, New York; Allen J. Behr, Orrox Corp., Santa Clara, Calif.

**Radio Systems Maintenance: Changing Relationships Between Manufacturer and Station.** 11-11:55 a.m. Rooms E-1-3. Moderator: Jack Moseley, Moseley Associates, Goleta, Calif. Panelists: Charlie Goodrich, McMartin Industries, Omaha; Jim Hoke, Southern Broadcasting, Winston-Salem, N.C.; Dan Mager, RCA, Camden, N.J.; Al Crego, Harris Video Systems, Sunnyvale, Calif.

**TV Earth Station Technology.** 11-11:55 a.m. Rooms A 3, 6. Moderator: Doyle Thompson, Landmark Communications, Norfolk, Va. Panelists: Dan Yost, Compucon, Dallas; Tom Williams, Commercial Telecommunications, Atlanta; Chuck Siperko, Western Union, Upper Saddle River, N.J.; Ralph Thompson, Scientific Signals Unlimited, Buffalo, N.Y.

## Monday Afternoon

No radio management sessions are scheduled  
Monday afternoon to allow  
delegates to visit the equipment exhibits

## Television

**Television luncheon.** 12:15-2:15 p.m. Ballroom, Hilton hotel. Call to order: Robert K. King, NAB TV board chairman, Capital Cities Communications, Philadelphia. Guest speaker: NBC newsman David Brinkley.

**General sessions.** 3:15-4:30 p.m. Room A-1: ■ **In the Box—Resolved:** That Corporations Are Entitled to Advocacy Advertising on TV. Moderator: Gene Schmidt, Harte-Hanks Communications, Jacksonville, Fla. Opponent: Gene P. Mater, CBS Broadcast Group, New York; Proponent: Herbert Schmertz, Mobil Oil, New York. ■ **Who Will Buy?** Moderator: Roger Rice, TVB. Panelists: Peter Francese, American Demographics, Ithaca, N.Y.; Tom Cookerly, WJLA-TV Washington; Lawrence Light, BBDO. ■ **Report of the All Industry Television Music License Committee.** Leslie G. Arries, WIVE-TV Buffalo, N.Y.

## Engineering

**Engineering luncheon.** Noon-2 p.m. Hilton hotel pavilion. Presiding: R. LaVerne Pointer, ABC, New York. Speaker: Senator Barry Goldwater (R-Ariz.), ranking minority member of Communications Subcommittee.

**Television of the 80's; Production and Post-Production.** 2:15-3:40 p.m. Rooms A-3, 6. Moderator: Chris Cookson, Golden West Broadcasters, Los Angeles. Panelists: Mike Fisher, ABC, New York; Joe Roizen, Telegen, Palo Alto, Calif.; Emery Cohen, Compact Video Systems, Burbank.

**Radio Telephone Talk Shows.** 2:15-3:40 p.m. Rooms E-1-3. Moderator: Norm Graham, Westinghouse Broadcasting, Boston. Panelists: John Lyon, RKO General, New York; Peter Lomath, McCurdy Telecom, Scarborough, Ont.; Tim Brown, Comrex Corp., Sudbury, Mass.; Vern Munson, Bell Labs, Holmdel, N.J.

**TV Test Equipment: Overview of the 80's.** 3:45-5 p.m. Rooms A-3, 6. Moderator: Tom Long, Tektronix Inc., Beaverton, Ore. Panelists: William M. Boyd, RCA, Meadowlands, Pa.; Peter Adamiak, ABC, New York; Roy Murphy, Ampex Corp., Redwood City, Calif.; Charlie Rhodes, Tektronix;



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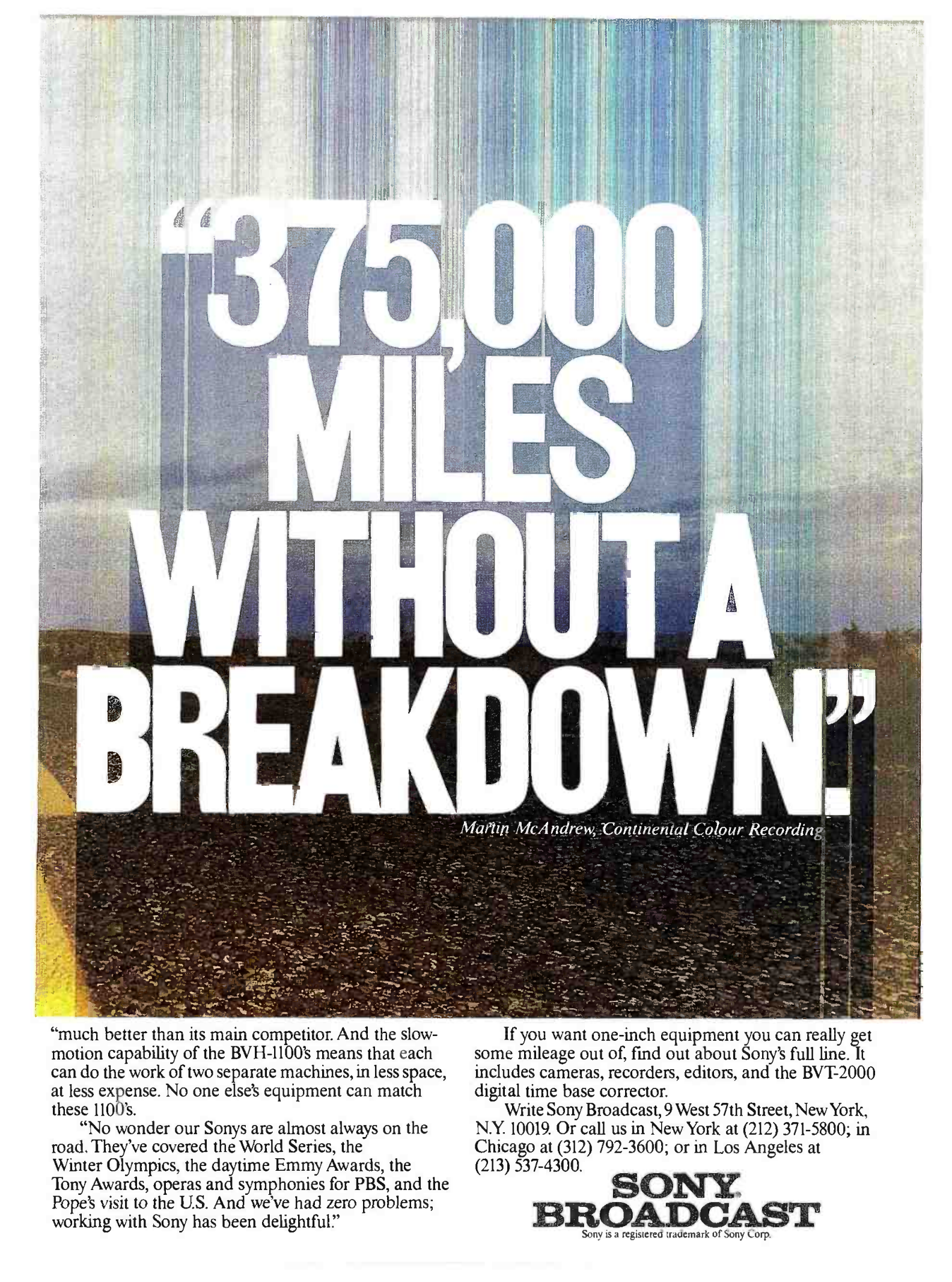
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Jonathan Gorbald, Marconi Instruments, Northvale, N.J.

**AM Stereo Implementation.** 3:45-5 p.m. Rooms E-1-3. Moderator: Chris Payne, NAB assistant to the senior vice president.

## Tuesday Morning

### Radio

**Six concurrent workshops.** 8-9:15 a.m.

*Operating a Radio Station Group for Fun and Profit . . . and Not in That Order.* Room 19. Moderator: Bruce Johnson, Shamrock Broadcasting, Hollywood. Panelists: Bill Sims, Wycom Corp., Laramie, Wyo.; Dick Chapin, Stuart Broadcasting, Lincoln, Neb.; Chuck De Bare, ABC-owned AM stations, New York.

*If Your Signal Doesn't Cover the Metro, How Do You Compete with the 50 Kw?—Small Stations in Large Markets.* Room 21. Moderator: Willie Davis, KACE-FM Los Angeles. Panelists: R.K. Bonebrake, KOCY(AM) Oklahoma City.

*How Minority Sales People Can Succeed in Nonethnic Markets.* Moderator: Cecil Forester Jr., WINS(AM) New York. Panelists: Andrew Ockershausen, WMAL(AM) Washington; Eugene Lothrey, WEEI-AM-FM Boston; Frank Woodbeck, WKBW(AM) Buffalo, N.Y.

*Libel Insurance: How To Get It and How To Keep It.* Room D-1. Moderator: Steve Nevas, NAB First Amendment counsel.

*Ideas from Advertisers on How To Get More Of Their Co-Op Dollars.* Room 18. Moderator: Robert R. Hilker, Suburban Radio Group, Belmont, N.C. Panelists: John Allen, Eastman Kodak, Rochester, N.Y.; Jerry Juska, International Harvester, Chicago; Sandy Morimoto, Levi Strauss & Co., San Francisco; Marjorie Hansen, Texas Instruments, Dallas.

*H.R. 6161: an Act of Congress—the Story of How a Bill Becomes Law.* Room 23. Introduction: William Carlisle, NAB vice president.

**Five concurrent workshops.** 9:30-10:45 a.m.

*How To Get Sold Out and Stay That Way Seven Days a Week—Small Market Sales.* Room 21. Moderator: Roy Mapel, KIML(AM) Gillette, Wyo. Panelist: Jason Jennings, sales consultant, Corte Madera, Calif.

*Ideas from Advertisers on How To Get More of Their Co-Op Dollars.* Room 18. Repeat of 8 a.m. workshop.

*It's Really Difficult To Find Someone To Service My "Wind-Up" Computer—Advanced Business Automation.* Room 20. Moderator: Bob McKune, KTTR(AM)-KZNN(FM) Rolla, Mo. Panelists: Bruce Hoban, ABC-owned AM stations, New York; Danny Jenkins, KFOI-AM-FM Wichita, Kan.; Paul Woidke, Jefferson Data Systems, Charlotte, N.C.

*Stretching, Saving, Bending and Keeping Operating Bucks.* Room 19. Moderator: Tom Young, KVON(AM)-KVYN(FM) Napa, Calif. Panelists: Godfrey Herweg, WYBG(AM) Massena, N.Y.; Chuck Denney, KBZZ(AM) La Junta, Colo.; Bill Key, WHBO(AM) Memphis.

*The FCC's Crystal Ball.* Room 23. Moderator: Vincent Wasilewski, NAB president. Panelists: FCC Commissioners Tyrone Brown, Robert E. Lee, James Quello.

**General session. Radio Deregulation: What's It All About?** 11 a.m.-noon. South Hall. Moderator: Arnold Lerner, chairman, NAB radio board, WLLH(AM)-WSSH(FM) Lowell, Mass. Panelists: Richard Shiben, FCC Broadcast Bureau; Steve Simmons, White House domestic policy staff; Richard Hirsch, U.S. Catholic Conference and National Conference of Catholic Bishops.

### Television

**Six concurrent workshops.** 8-9 a.m.

*Putting Clothes on a Naked Idea: How To Build and/or Modify a Broadcast Facility.* Room B-1. Moderator: Eugene Bohl, WGHP-TV High Point, N.C. Panelists: David Steele, Greenwood Point Corp., Graysonville, Md.; Wade Hargrove, Tharrington, Smith & Hargrove, Raleigh, N.C.; Robert Story, Austin Co., Cleveland.

*The New Dish on the Block: Earth Station Practical Hints for Success.* Room B-2. Moderator: Leslie G. Arries Jr., WVB-TV Buffalo, N.Y. Panelists: Harold Protter, KPLR-TV St. Louis; E.E. Bormann, Western Union, McLean, Va.

*Teletext: an Update.* Room D-2. Panelists: D. Thomas Miller, CBS Broadcast Group, New York; William L. Putnam, Springfield Television Corp., Springfield, Mass.; William Loveless, Bonneville International Corp.; Hartford Gunn, KCET-TV Los Angeles.

*Libel Insurance: How To Get It and How To Keep It.* Room D-1. Moderator: Steve Nevas, NAB First Amendment counsel.

*H.R. 6161: an Act of Congress—the Story of How a Bill Becomes Law.* Room 23. Introduction: William Carlisle, NAB vice president.

*That Does Not Compute: Translating Today's Technical Jargon.* Room B-3. Moderator: Ron Irion, NAB vice president. Panelists: Joe T. Jenkins, KVUE-TV Austin, Tex.; Bill Boyce, Data Communications Corp., Memphis; Joe Coons, Station Business Systems, Greenwich, Conn.

**Five concurrent workshops.** 9-10 a.m.

*Mirror, Mirror, On the Wall . . . Promoting Your Station With a Creative Identity.* Room B-2. Moderator: William McLain, KSTW-TV Tacoma; Wash. Panelists: Judith Morgan Jennings, KTVU-TV Oakland, Calif.; Jerry Birdwell, KTLA-TV Los Angeles; Peter Lenz, KUTV-TV Salt Lake City; Dick Weise, KTVU-TV.

*Political Broadcasting Clinic, Part 1.* Room B-1. Moderator: James J. Popham, NAB deputy general counsel. Panelists: Stephen A. Sharp, Schnader, Harrison, Segal & Lewis, Washington; Mark S. Fowler, Fowler & Myers, Washington; Milton O. Gross, FCC fairness-political broadcasting branch.

*Localism: the Only Game Plan.* Room D-1. Moderator: Lucille Salhany, Taft Broadcasting Co., Philadelphia. Panelists: Robert M. Bennett, WCVB-TV Boston; David E. Henderson, Outlet Broadcasting, Providence, R.I.; Amy McCombs, WJXT-TV Jacksonville, Fla.

*The Changing Audience of the 80's.* Room D-2. Moderator: Larry Patrick, NAB vice president. Panelists: Dave T aylor, A.C. Nielsen Co., New York; Peter Megroz, Arbitron, New York; William Brazzil, WTVJ-TV Miami; John Irvin, WISH-TV Indianapolis.

*Climbing the Executive Ladder: Developing Minority Personnel for Management Positions.* Room B-3. Moderator: William Dilday, WLBT-TV Jackson, Miss.; Panelists: Phil Boyer, WABC-TV New York; Ron Townsend, WOVN-TV Washington; William Ryan, WFSB-TV Hartford, Conn.

**Five concurrent workshops.** 11 a.m.-noon.

*Political Broadcasting Clinic, Part 2.* Room B-1. Continuation of 10 a.m. session.

*Improving TV's Image in Your Community: Competitors Create a New Approach.* Room D-2. Moderator: Laurie Leonard, WMTV-TV Madison, Wis. Panelists: Roy Danish, Television Information Office, New York; Steve Herling, WISC-TV Madison; Terry Shockley, WKOW-TV Madison.

*What's Going on in Washington.* Room B-3. Moderator: David Markey, NAB legislative counsel. Panelists: House Communications Subcommittee members James Collins (R-Tex.), Thomas A. Luken (D-Ohio), Carlos J. Moorhead (R-Calif.), Timothy E. Wirth (D-Colo.).

*Small Town Bucks, Big Town Clout.* Room B-2. Moderator: Robert Lefko, Television Bureau of Advertising, New York. Panelists: Bill Bengtson, KOAM-TV Pittsburg, Kan.; Larry Harris, KLTU-TV Tyler, Tex.; Max Andrews, KAUZ-TV Wichita Falls, Tex.

*News for U's, Part 2: Government Relations.* Room D-1. Introduction: Don Curran, Field Communications, San Francisco. Moderator: Cy N. Bahakel, WCCB-TV Charlotte, N.C. Panelists: Tom E. Paro, Association of Maximum Service Telecasters, Washington; Frank Washington, FCC Broadcast Bureau; Donald P. Zeifang, Baker & Hostetler, Washington.

**General session. Television's Fragmented Future.** 11:15 a.m.-1 p.m. Room A-1. Moderator: Paul Bortz, Browne, Bortz & Coddington, Denver. Panelists: Herbert Schlosser, RCA, New York; John S. Reidy, Drexel, Burnham & Lambert, New York; Gustave M. Hauser, Warner Cable, New York.

### Engineering

**Radio and Television Frequency Coordination.** 8-8:55 a.m. Rooms E-1-3. Moderator: Dick Rudman, Westinghouse Broadcasting, Los Angeles. Panelists: Jack Moseley, Jack Moseley Associates, Goleta, Calif.; Michael L. LoCollo, ABC, New York; Don Wilson, KPFK(FM) Los Angeles.



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- Knowledge
- Marketing
- Motivation
- Organization
- Performance

"Katz. The best." is not just an advertising slogan; it's a commitment.

We have no doubts about linking "Katz" with "best." But we know that when we say we're the best we darned well better be best—and keep on being just that.

Here is a case where saying so makes it so, because we can't afford to be anything less. We have a commitment to ourselves, to our client stations, to our advertiser/agency custom-

ers to be the best in the business of broadcast station representation.

Our company has a long and respected history, but no one ever asks, "What did you do for me yesterday?" Our clients and customers care about today—and tomorrow.

To continue to be the best, Katz has to be better at the total business of selling time.

Stations contract our services because they want a total sales effort, not just because we have the best research, or the best computer system, or the best salespeople—even though we do.

Timebuyers give Katz-repped stations bigger shares of budgets because our salespeople are prepared to pre-sell and close well, not because our avail forms are better designed—even though they are.

All of our resources together, and the way we go about using them, is what makes Katz different, and better. We call that dif-

ference "Sales Power."

**Sales Power:** When Katz Radio researchers produce an Agri-Market Guide to attract farm advertisers.

**Sales Power:** When Katz computer technicians install a faster communication link to our 18 sales offices.

**Sales Power:** When a Katz Marketing executive shows a retailer how to use Spot TV.

**Sales Power:** When a Katz salesperson delivers a PROBE pitch.

**Generating Sales Power** is our business. We're committed to doing it better than anyone else.

That's what "Katz. The best." is all about.



**Marathon radio-TV legal clinic and bazaar.** 9 p.m.-1 a.m. Conference Room 4, Hilton hotel. There will be four concurrent panels each hour on *Programing* (9 p.m.)—fairness political broadcasting: John D. Lane, Hedrick & Lane, Washington, and James J. Popham, NAB; newsroom legal problems: Stephen Nevas, NAB, and Robert Stone, Layton & Perry, Knoxville, Tenn.; talk shows: Irving Gastfreund, Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind, Washington; "the answerman": Erwin Krasnow, NAB, and Robert A. Marmet, Marmet Professional Corp., Washington. *Commercial practices* (10 p.m.)—political and issue advertising: John D. Lane, Hedrick & Lane, Washington, and James J. Popham, NAB; billing and logging: Peter Tannenwald, Arent, Fox, Kintner, Plotkin & Kahn; commercial continuity: Gordon Coffman, Wilkinson, Cragun & Barker, Washington; "the answerman": Erwin Krasnow, NAB, and Ronald A. Siegel, Cohn & Marks, Washington. *Renewals and transfers* (11 p.m.)—transfer and assignment applications: Roy R. Russo, Cohn & Marks, Washington, Larry D. Perry, Layton & Perry, Knoxville, Tenn., and Edward Hayes Jr., Hayes & White, Washington; EEO: Alan C. Campbell, Dow, Lohnes & Albertson, Washington; filling out the short form: Martin I. Levy, Cohn & Marks, Washington, and Richard E. Wyckoff, NAB; "the answerman": Erwin Krasnow, NAB, and William S. Green, Pierson, Ball & Dowd, Washington. *Lotteries, contests and promotions* (midnight)—station contests and promotions: Barry D. Umansky, NAB; lotteries: Enola Aird, NAB; sponsorship ID and payola: Larry A. Miller, Schwartz, Woods & Miller, Washington; "the answerman": Erwin Krasnow, NAB.

**The Impact of the Region 2 Administrative Radio Conference.** 8-8:55 a.m. Rooms A-3, 6. Moderator: Wallace Johnson, Association for Broadcast Engineering Standards, Washington. Panelists: Wilson Lafollette, FCC Broadcast Bureau; Elizabeth Dahlberg, Lohnes & Culver, Washington; Harold Kassens, A.D. Ring & Associates, Washington; Don Everist, Cohen & Dippell, Washington; Robert O. Niles, Capital Cities Communications, Philadelphia.

**TV Receiver Developments.** 9-10:25 a.m. Rooms A-3, 6. Moderator: Buck Perry, Westinghouse Broadcasting, New York. Panelists: Michael J. Palladino, General Electric, Portsmouth, Va.; Dave Sillman, Public Broadcasting Service, Washington; Carl Eilers, Zenith Radio, Glenview, Ill.; Bailey Neal, GTE/Sylvania, Batavia, N.Y.

**Audio Proofs and Test Equipment.** 9-10:25 a.m. Rooms E-1-3. Moderator: Dave Harry, Potomac Instruments, Silver Spring, Md. Panelists: Dennis Ciapura, Greater Media, East Brunswick, N.J.; Harrison Klein, WIND(AM) Chicago; Michael Hogue, Sound Technology, Campbell, Calif.; Warren Beals, Tektronix, Beaverton, Ore.

**Paper presentations.** 9-10:25 a.m. Rooms G-1-2. *Focusing on the Reality of the New One-Inch Video Tape Machines with Their Operational Advantages.* Joseph A. Maltz, ABC, New York. *Keep Your Cool.* Robert E. Klein, Harris Corp., Quincy, Ill. *The Measurement and Control of Loudness in Broadcasting.* Emil Torick and Bronwen Jones, CBS Technology Center, Stamford, Conn.

**TV Ancillary Signals—Teletext, Captioning, Etc.** 10:30-11:55 a.m. Rooms A-3, 6. Moderator: Robert O'Connor, CBS-TV, New York. Panelists: Tom Keller, Public Broadcasting Service, Washington; Carl Eilers, Zenith Radio, Glenview, Ill.; Gregory Harper, Videotext Consultants, New York; Kevin Hamburger, ABC, New York.

**AM Directional Antenna Systems—Partial Proofs.** 10:30-11:55 a.m. Rooms E-1-3. Moderator: Paul Stewart, RKO General, New York. Panelists: Charles Morgan, Susquehanna Broadcasting, York, Pa.; Dennis Williams, FCC Broadcast Bureau; Russell Harbaugh, KXYZ(AM) Southfield, Mich.; Charles Gallagher, Edward F. Lorenz & Associates, Washington.

**Paper presentations.** 10:30-11:55 a.m. Rooms G-1-2. *The Application of Microcomputers in the Design of an RCA One-Inch Helical Video Tape Recorder.* Lee V. Hedlund, RCA, Camden, N.J. *Rationalized SMPTE Drop Frame Time Code.* Richard Edmonson, NBC, New York. *One-Inch Helical Video Tape Experience, a Manufacturer's Perspective.* Howard Lilley, Ampex Corp., Redwood City, Calif.

## Tuesday Afternoon

*No television management sessions are scheduled  
Tuesday afternoon to allow  
delegates to visit the equipment exhibits*

### Radio

**Radio luncheon.** Noon-2:15 p.m. Ballroom, Hilton hotel. Call to order: Edward O. Fritts, vice chairman, NAB radio board, Fritts Broadcasting, Indianola, Miss. ■ *Radio Hall of Fame induction ceremony.* Inductees: Bing Crosby, George Burns. ■ Luncheon address: Columnist Jack Anderson.

**Five concurrent workshops.** 2:45-4 p.m.

*I Didn't Know That Turkeys Can't Fly—Small Market Promotion.* Room 21. Moderator: Don Craig, KASH(AM) Eugene, Ore. Panelists: Beth Gay, WMO(AM) Ocala, Fla.; Jack Miller, KCOL-AM-FM Fort Collins, Colo.; Kerby Confer, KSSN(AM) Little Rock, Ark.

*Is Your Sales Team Ready for the 80's?* Room 18. Moderator: Norm Goldsmith, Radio Marketing Concepts, Warrenton, Va. Panelists: Gary D. Edens, Southern Broadcasting, Phoenix; David Thomas, WEZ(FM) Memphis; Richard P. Kale, Golden West Radio, Los Angeles.

*Opening the Book on Rating Services.* Room 20. Moderator: Larry Patrick, NAB vice president. Panelists: Bill McClenaghan, ABC Radio, New York; Ernie Martin, Cox Broadcasting, Atlanta; Cullie Tarleton, Jefferson-Pilot Broadcasting, Charlotte, N.C.

*An EEO Kit for Large Market Radio Broadcasters.* Room 19. Moderator: Erwin Krasnow, NAB general counsel. Panelists: Michael Senkowski, McKenna, Wilkinson & Kittner, Washington; Timatha Pierce, NBC, New York; Frank Washington, FCC.

*Your Competition Is Ready for AM Stereo... Are You?* Room 22. Participant: Richard Mertz, WBT(AM)-WBCY(FM) Charlotte, N.C. Other panelists and specific areas for discussion will be based on FCC action last week on AM stereo (see "Top of the Week").

### Engineering

**Engineering luncheon.** Noon-2 p.m. Pavilion, Hilton hotel. Presiding: Edward H. Herlihy, STV Associates, Flintridge, Calif. Presentation of the Engineering Achievement Award by George Bartlett, NAB senior vice president to James D. Parker, CBS, New York. Luncheon address: FCC Commissioner Robert E. Lee.

*No engineering sessions are scheduled  
after Tuesday luncheon to allow  
delegates to visit the equipment exhibits*

**Helicopter ENG briefing.** 5-6 p.m. Room 4. Presentation by Bell Helicopter, Fort Worth, Tex.

## Wednesday Morning

### Radio

**Five concurrent workshops.** 8-9:15 a.m.

*Selling the Wonderful World of AM in the 80's.* Room 18. Moderator: Gary Fisher, ABC Radio, New York. Panelists: Ted Jordan, WOW(AM) Fort Wayne, Ind.; Steve Marx, WFTQ(AM) Worcester, Mass.; David Parnigoni, WCNX(AM) Middletown, Conn.

*I Didn't Know That Turkeys Can't Fly—Small Market Promotion.* Room 21. Repeat of Tuesday 2:45 p.m. session.

*EEO Strategies for Small Market Broadcasters.* Room 19. Moderator: Enola Aird, NAB attorney. Panelists: Richard Zaragoza, Fisher, Wayland, Southmayd & Cooper, Washington; Leonard Joyce, Daly, Joyce & Bor-sari, Washington; Frank Washington, FCC Broadcast Bureau.

*Creative Financing of Broadcasting Properties.* Room 20. Joint session with television. Moderator: David Croll, T.A. Associates, Boston. Panelists: Ragan Henry, Broadcast Enterprises Network, Philadelphia; Michael D. Allen, Continental Illinois Bank & Trust of Chicago; David M.





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**... IN MORE THAN FIFTY MARKETS.**

A classic radio advertising campaign. A proven success. Created by Chuck Blore & Don Richman, Incorporated, this remarkable, "Remarkable Radio Station" campaign has an incredible track record for building image and audiences for more than fifty different radio



stations. And it's available to you through ABC Radio Marketing Services. If you'd like more information about this campaign and other services available to your radio station, call us toll-free, 800-521-3393. Don't miss out on this remarkable opportunity.

Byerly, Traveller's Insurance Co., Hartford, Conn.

**Stretching, Saving, Bending and Keeping Operating Bucks.** Room 22. Repeat of Tuesday 9:30 a.m. session.

## Television

**Workshop.** 8-9:15 a.m. Room 20. *Creative Financing of Broadcast Properties.* Joint session with radio.

## Engineering

**Major Market ENG: Innovative Approaches.** 8-9:25 a.m. Rooms A-3, 6. Moderator: Jeff Meadows, NBC, New York. Panelists: Walt Nichols, Westinghouse Broadcasting, San Francisco; Bill Powers, Cox Broadcasting, Atlanta; Irv Ross, Capital Cities Communications, Philadelphia; Joe Kresnicka, ABC, Chicago; Sidney Feldman, Mastertone Recording Studios, New York.

**Radio Recording and Reproducing Techniques.** 8-9:25 a.m. Rooms E-1-3. Moderator: Richard P. Schumeyer, Capital Cities Communications, Philadelphia. Panelists: Jack Williams, Pacific Records & Engineering, San Diego; Ruel Ely, MCI Corp., Fort Lauderdale, Fla.; Michael F. Collett, Bonneville Productions, Salt Lake City.

## Joint meetings

**General Session.** 9:30-11:30. Rotunda. Presiding: Mark Smith, vice

chairman, television board, KLAS-TV Las Vegas. ■ **Words from Washington:** Lionel Van Deerlin (D-Calif), chairman, House Communications Subcommittee. ■ **Presentation of the Grover Cobb Award** to Everett H. Erlick, ABC, New York. ■ **America's Future.** Presiding: Edward O. Fritts, vice chairman, radio board, Fritts Broadcasting, Indianola, Miss. Moderator: Bill Monroe, *Meet the Press*. Participants: Benjamin L. Hooks, National Association for the Advancement of Colored People, New York; Jerry McAfee, Gulf Oil, Pittsburgh; George Ball, former undersecretary of state; Carl Rowan, journalist; Walter Heller, former chairman of President's Council of Economic Advisers.

## Wednesday Afternoon

### Joint meetings

**Luncheon.** 11:30 a.m.-2:30 p.m. Pavilion, Hilton hotel. Presiding: Thomas Bolger, chairman NAB board of directors, Forward Communications, Madison, Wis. Speaker: FCC Chairman Charles Ferris. Entertainment: Comedian Bob Newhart.

**Special workshop.** 3-5:30 p.m. Room 4. *License Renewal Got You Down?* Communications attorneys will participate in this discussion session on ascertainment, Forms 303 and 303R and the 10-point model EEO program.

## The sidebar shows: an agenda of related events

### Sunday, April 13

**BEA** meeting. 9 a.m. Room E, convention center.

**Mutual Broadcasting System** affiliates luncheon. 11:30 a.m. Ballroom C, Hilton.

**Association of Maximum Service Telecasters** membership meeting. 12:30 p.m. Room 4, convention center.

**Association for Broadcast Engineering Standards** membership meeting. 12:30 p.m. Room 17, convention center.

### Monday, April 14

**AMST** breakfast. 7:45 a.m. Pavilion 1, Hilton.

**National prayer breakfast.** 7:45 a.m. Grand ballroom, Hilton.

**Daytime Broadcasters Association** membership meeting. 2 p.m. Room 20, convention center.

**Idea Bank** members meeting. 4 p.m. Room 17, convention center.

**Harvard Seminar Alumni** reception. 5 p.m. Crown Room, Hilton.

### Tuesday, April 15

**Broadcast Pioneers** breakfast. 7:45 a.m. Section E, Ballroom, Hilton.

**Association of Independent Radioproducers**

meeting. 8 a.m. Room 17, convention center.

**Community Broadcasters Association** meeting. 2 p.m. Room 17, convention center.

**Institute for Electrical and Electronics Engineers Broadcast Group** administrative committee meeting. 2:30 p.m. Room F-2, convention center.

**NAB/National Radio Systems Committee** meeting. 2:30 p.m. Room G-1, convention center.

### Wednesday, April 16

**Rocky Mountain Broadcasters** renewal seminar. 3 p.m. Room 4, convention center.

## A guide for suite seekers

Acrodyne Industries	Hilton
Adda	MGM Grand
AEG/Telefunken	Dunes
American Broadcasting Companies	
Radio Network	Hilton 2911
Radio Marketing	
Services	Hilton 315
Television Network	MGM Grand 1961A
American Data	MGM Grand
American Quotation Systems	Riviera
American Retrospectives	Caesars Palace
Angenieux Corp. of America	Hilton
Antiope Videotex Systems	MGM Grand
Arbitron (Radio)	Hilton 27-121
Arbitron (TV)	MGM Grand 2409
Toby Arnold & Associates	Hilton 1669
Associated Press	Hilton 2976
Association for Broadcast	
Engineering Standards	Frontier
AT&T Longlines	MGM Grand 2462A
Audio Designs & Manufacturing	Hilton
Automated Business Concepts	Hilton

Automation Electronics	Hilton 1050
Avery-Knodel Television	MGM Grand 1861A
AWRT	Caesars Palace
Bankers Trust	Hilton
Bell & Howell Video Group	Caesars Palace
Blackburn & Co.	Hilton 2010
Blair Radio	Hilton 2879
Blair Television	MGM Grand 2359-61A
Blaupunkt Division	Hilton Board Room
Bonneville Broadcast Consultants	Hilton
Bridal Fair	MGM Grand
Broadcast Consultants David Green	Hilton
Broadcast Electronics	Hilton
BROADCASTING Magazine	Hilton 370
Broadcast Programming	
International	Hilton 28-121
Broadcasting Systems & Operations	MGM Grand
Bundy Broadcasting	Landmark 902 & 1002
Burke Broadcast Research	Hilton
Burkhart Abrams & Associates	Hilton
Business Broker Associates	MGM Grand
Calvert Electronics	MGM Grand
Canadian General Electric	Sahara
Capitol Magnetic Products	Hilton
Cavox/Tape-Athon	Hilton 710





# RADIO GUIDE

## ABC RADIO MARKETING SERVICES INTRODUCES "THE RADIO GUIDE."

Unique. Informative. Cost efficient. Effective. "The Radio Guide" campaign is a truly innovative concept. And the Talkword Puzzle promotion drew more than 100,000 mail in entries the first time it ran. Plus, there are unique sales opportunities built into this campaign

**RADIO** abc  
**MARKETING  
SERVICES**

which can greatly subsidize your program costs. If you'd like more information about "The Radio Guide" campaign or other services available to your radio station, call us toll-free, 800-521-3393. This could be your guide to building image, impact and audience for your format.

**On the scene.** BROADCASTING magazine will be based in suite 370 of the Hilton during the NAB convention and will be represented by: Sol Taishoff, Larry Taishoff, John Andre, Dave Berlyn, Rufus Crater, David Crook, Gene Edwards, Ed James, Harry Jessell, Kwentin Keenan, Win Levi, Mary Pittelli, Dan Rudy, Tim Thometz, Don West, Dave Whitcombe and Len Zeidenberg.

Century 21			
Productions	Hilton 1069		
Cetec Broadcast Group	Riviera		
Chapman Associates	MGM Grand		
The Christal Co.	Caesars Palace		
Collins Radio Group	Hilton 12-121		
Commercial Electronics	MGM Grand		
Community Club Awards	Hilton		
Compact Video Systems	Hilton 2150		
Computer Management Systems	Riviera		
Concept Productions	Hilton 302		
Continental Electronics Manufacturing	Hilton 1530		
R. C. Crisler & Co.	Hilton 1750		
CSI Electronics	Hilton		
C.S.P.	MGM Grand		
Cumberland Broadcasting	Hilton 1350		
Custom Audience Consultants	Hilton		
Data Communications	MGM Grand		
Data World	MGM Grand		
Daytime Broadcasters Association	Sahara		
Digital Video Systems	Hilton 1550		
Drake-Chenault Enterprises	Hilton 2875		
Dynacom International	Caesars Palace		
Eastman Radio	Desert Inn		
Echo Science (Arvin/Echo)	MGM Grand		
Elcom Specialty Products	Riviera		
Eventide Clockworks	Hilton		
William A. Exline	Hilton 1650		
FACTS: Marketing & Research	Hilton		
1st Choice/Osmond			
Communications	Hilton 5-118		
The FM 100 Plan	Caesars Palace		
Milton Q. Ford & Associates	MGM Grand		
Fuji Photo Film U.S.A.	Hilton 1950		
Cliff Gill Enterprises	Caesars Palace		
Golden Egg	MGM Grand		
R.D. Hanna	Hilton 6-121		
Harrington, Righter & Parsons	MGM Grand		
Dan Hayslett & Associates	Hilton 477		
The Heider Group	MGM Grand		
Hitachi Denshi America	Hilton		
Bernard Howard & Co.	Hilton 2918		
HR Television	MGM Grand		
H-R/Stone	Hilton		
Hughes Electronic Developments	MGM Grand		
IGM/NTI	Hilton		
Ikegami Electronics U.S.A.	Riviera		
Innovative Television Equipment	Hilton		
JVC	Riviera		
Kalamusic	Hilton		
The Katz Agency	MGM Grand 1761A		
Kelly, Scott & Madison	Caesars Palace		
Kepper, Tupper & Co.	Caesars Palace		
Kershaw-West Productions	Hilton 1969		
Kline Iron & Steel	Caesars Palace		
Dean F. Landsman Radio Services	Hilton 1610		
Larson/Walker & Co.	Hilton 2110		
Lenco	MGM Grand Penthouse A		
Lightning Electric	Hilton		
Madison Square Garden			
Communication Network	MGM Grand		
Major Market Radio	Hilton		
Marconi Electronics	Hilton		
Reggie Martin	Hilton 1650		
Master Broadcast Services	Hilton		
Jack Masla & Co.	Hilton		
Maxell			Dunes
McCurdy Radio			Hilton
McGavren Guild			Hilton 476
McMartin Industries			Hilton 14-121
Ralph E. Meador			Hilton 342
Meeker Television			MGM Grand 2261A
Metropolitan Business Systems			Caesars Palace
Microwave Associates Communications			MGM Grand
MMT Sales			Sahara
The Money Machine			Hilton 1569
Multiple Systems Analysis			Riviera
Musicworks			Hilton 1630
Mutual Broadcasting System			Hilton 2964
National Black Network			Hilton 4-109
National Broadcasting Company			
Radio Network			Hilton 2932
Television Network			Hilton 560 & MGM Grand 1662A
New World Communications			Riviera
A. C. Nielsen			Hilton 1430
Nightingale-Conant			Hilton 969
Noble Broadcast Consultants			Hilton 13-121
Oak Communications			MGM Grand
O'Connor Creative Services			Hilton 4-103
Orban Associates			Hilton 810
Orrox Corp./CMX			Hilton 2810
Panoak Lighting Systems			Imperial Palace
Perrott Engineering Labs			MGM Grand
Peters Griffin Woodward			MGM Grand
Peters Productions			Hilton 2669
Petry Television			MGM Grand 1601A
Philips Broadcast Equipment			Hilton 4-112
Ward L. Quaal Co.			Hilton
Radio Marketing Concepts			Frontier
Radio Programming/Management			Hilton
Ram Research			Hilton 2861
S.W. Rasmussen Enterprises			MGM Grand
Cecil L. Richards			Hilton 1910
Richter-Kalil & Co.			Caesars Palace
A. D. Ring & Associates			MGM Grand
RKO Radio Network			Hilton 2962
RTVR (RKO Television Reps)			Desert Inn
Rupert Neve			Frontier
Scientific-Atlanta			Hilton
Selcom			Hilton 577
SESAC			Hilton 464
Richard A. Shaheen			Hilton 1469
Sheridan Broadcasting Corp.			Hilton 2865
Sherman & Brown Associates			Caesars Palace
Simmons Market Research			
Bureau			Caesars Palace
Skirpan Lighting Control			MGM Grand
Sound Genesis			Riviera
Starlight Communications			Caesars Palace
William B. Tanner Co.			Hilton 1869
Tayburn Electronics			MGM Grand
TelCom Associates			MGM Grand
TeleRep			MGM Grand
Television Information Office			MGM Grand
Thomson-CSF Labs			Hilton 2905
TM Productions			Hilton 2871
Top Market Television			Desert Inn
Torbet Radio			Caesars Palace
Townsend Associates			Westward Ho
Utility Tower			MGM Grand
Viacom International			Caesars Palace
Wall Street Journal Reports			Hilton 5-103
Warburg-Paribas Becker			Frontier
Watermark			Hilton
WCRB Productions			Sahara
Wilkinson Electronics			Hilton
Robert Wold Company/Satellink			MGM Grand 2461A
World Tower Co.			MGM Grand
Adam Young			MGM Grand
Xiphias			Hilton 950



# DIRECT CONNECTION

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Imagination. Image. Impact. The "Direct Connection" campaign delivers. Winner of the 1979 Clio award for best media campaign, it's now available to your radio station through ABC Radio Marketing Services. It's a complete advertising and promotion campaign that



can build image and audience for you at a price you can afford. If you'd like more information about this campaign and other services available to your radio station, call us toll-free, 800-521-3393. It's your Direct Connection to ABC Radio Marketing Services.



*Charles D. Ferris was nominated by President Carter to be chairman of the Federal Communications Commission on Sept. 12, 1977, and was sworn in on Oct. 17 that year. In the succeeding period he has turned the commission almost completely around from the way things were under his Republican predecessor, Richard E. Wiley. Not only are the politics—and the votes—conspicuously different, but the style and approach are different as well. In this interview with BROADCASTING editors, Chairman Ferris assesses the principal changes of those two and a half years, and sketches a portrait of his own evolving policy posture.*

## Up to speed at the Ferris FCC

**You've been in office for two and a half years now. Are you gaining ground or losing it?**

To whom?

To the public interest.

I'm very pleased with where we are at the commission. From the standpoint of what I set out to accomplish here, I'm well on the way. So from the standpoint of gaining ground, I think I'm on course, and I'm very pleased with the progress that's being made.

**Can you be specific about the course you charted and have traveled so far?**

Well, I have no secret agenda. One could go back—certainly in the broadcasting area—to what I said to the National Association of Broadcasters at the first convention I addressed [on April 12, 1978; BROADCASTING, April 17,

1978]. Some of the points I made then still have validity.

First I said there was a commitment to the integrity of the process of decision-making—that the process of decision-making was more important than any one individual decision. In short, how the decisions are made is very, very important. I also said that the FCC should not consider any of its regulated industries as constituents, that the public was our real constituency. I also said that there should be no differentiation between small licensees and large licensees, that the same standards should apply to each.

So I think I've been on track on that. I used the term "zero-based regulation" in that statement, and I think we have had that type of challenging attitude with respect to regulations: attempting to see if regulations that are on the books—not only with respect to broadcasters

but to other industries as well—have any validity. If they do, maintain them. If they don't, get rid of them.

This latter view is not universally accepted, or if accepted, received with equal enthusiasm even by some of our regulated industries.

But over-all, I feel on course and well along.

**Can you give some examples of how the decision-making process has been changed or how something to do with the decision-making process has changed the industries that you're charged with regulating?**

We haven't had a bottom line of changing the industries that are regulated in any way—some Machiavellian design. I think probably over the past two and a half years the thing about which I feel the greatest satisfaction is the quality of people we have here, whom we've attracted or



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## ABC RADIO MARKETING SERVICES HAS THE "BEST ROCK."

Put Blondie, Rod Stewart, Wings and other hot rock groups to work for you in the tested and proven "Best Rock" advertising and promotion campaign. Impact, image and proven success all packaged together at a cost efficient price for your Rock station.



And it's available through ABC Radio Marketing Services. If you'd like more information about this campaign and other services available to your radio station, call us toll-free, 800-521-3393. Let ABC Radio Marketing Services work for you.



# HERBERT & COLUMBIA TELEVISION HISTORY.

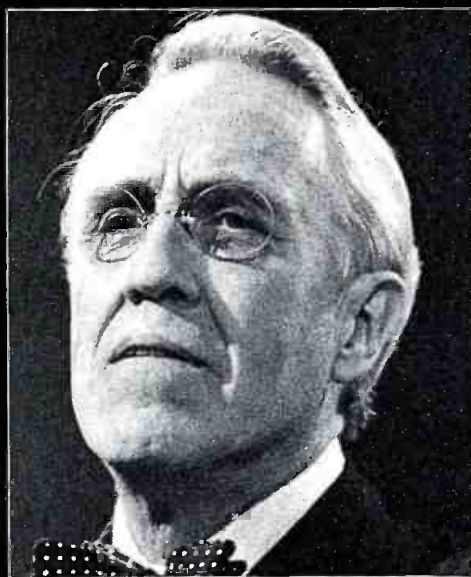
Columbia Pictures Television is proud to announce the acquisition of worldwide distribution rights to Herbert Brodtkin's historic production of "F.D.R. The Last Year."

Jason Robards stars as Franklin Delano Roosevelt. Eileen Heckart is Eleanor Roosevelt. Nehemiah Persoff is Stalin; Kim Hunter is Lucy Rutherford; and Kathryn Walker is Anna Roosevelt.

Herbert Brodtkin is executive producer, with Robert Berger, producer; Anthony Page, director; music by Laurence Rosenthal; and teleplay by Stanley R. Greenberg.



# BROODKIN PICTURES ARE MAKING



A Titus Production distributed by Columbia Pictures Television

Watch the three-hour telecast on NBC.

moved up in the FCC and put into positions of greater responsibility. I get the greatest sense of fulfillment from that.

The cooperation among those people and how the decisions are made are corollary to some degree with the process of decision-making. What I found when I came here were to a great extent very independent baronies that had very little interrelationship one to another. And as a matter of fact, in some cases there was no communication because of personality conflicts. We had three bureau chiefs who were at odds with each other.

The technology is driving many of the distinctions that we had between the different services here almost to a point of meaninglessness. The impact of policy in one area can and does have significant impact on other services in other areas. And communication vertically and horizontally within the commission is imperative if we're going to develop meaningful communications policy.

So I think we've greatly improved that process. That was slow; we had some people here who, although very talented, were listening to other drumbeats. And one cannot have any degree of harmony in decision-making in something moving as quickly as communications policy unless there's a degree of cooperation and demonstrated capacity to listen on the part of the people who are called upon to make the significant inputs into this decision process here.

**You started off by talking about your**

**speech to the NAB. And one thing you didn't mention in the summary was your call for a change in the structure of the industry, as a substitute for direct regulation of content in terms of broadcasting. And that has seemed to be a major thrust of your administration. Would you say that's true?**

Yes, that was a very significant aspect of it. It was certainly of equal weight to the others that I mentioned. And I think that that, too, is something I feel we've changed to some degree, removing the fear of the new technologies.

I don't think that anything I've done or said, certainly over the past two and a half years, can really validly make the case that I favor any of the industries we regulate or any of the technologies that are on the scene. Some people feel that a lack of any bias for any industry is a bias in and of itself. But I don't think that's true.

I feel very strongly about that view. I think competition can provide more services to the general public, and a far better chemistry from the standpoint of providing services to the public, than can an intermediary, the FCC, making those decisions.

So I do favor competition. I feel it permits less government intervention into those significant decisions. It permits the individual who has creativity and imagination and entrepreneurship to be able to prevail without being held back or tripped by government.

**You mentioned discovering upon your arrival conflicts among three bureau chiefs. Were those ideological or personal?**

The conflicts were not with me. They were among themselves. I think there were scars from past policy fights. But in any case, there was no communication. It wasn't that any of the individuals were not able and good men. But it was a fact that they weren't functioning, because of past policy. And that happens all the time, in all sorts of organizations. That's why it makes sense to have new beginnings, because you shed the old scars which impede the capacity to use the talents you have. But to have an entity operate at proper efficiency and to have the proper input from the various perspectives, you cannot have someone that is not listened to attempting to make a contribution.

So I don't think we have that deficiency in any of our operating bureaus now.

**Does that mean that you have now placed in senior positions people who are harmonious not only personally and in their operational habits, but also ideologically? Don't you tend to get only one set of opinions?**

No, not at all. I think we get many more options now than we ever got before. I think the range of views and the horizons of those making the contributions certainly appear to be much wider than they ever were before. Now, those that disagree with the option that is ultimately chosen by the commission may feel that the options are fewer. But it's not because there wasn't a presentment of the full range of options. One can certainly disagree with policy decisions that are made, but it's certainly not because we haven't had the full range of options.

**In the personnel changes that you've made, and also in regard to your personnel policies generally, one of the criticisms we've heard within the agency has been of a very serious morale problem that was created after you came in, because of your approach to the job. I know you've made efforts to correct that—you've had meetings, and groups of people have gone off to retreats. How do you feel this problem, if you agree that it is a problem, is being taken care of?**

The morale problem was among those who knew they were on their way out. They always have poor morale. That's something you have to live with.

The management organization, River at Sunrise, that we brought in is assisting in a full range of reorganization work with regard to every major bureau. So I think we are well on our way to utilizing the very talented resources that we have here in a much more efficient way. It's consistent with the type of horizontal communication I insist upon in all of the bureaus and also with the promise to challenge premises at a very early stage in the decisional process. Some traditionalists who had a rigid commitment to a particular way to make policy have seen the handwriting on the wall. But I don't think that was ever a problem among those who have a capacity to cooperate in a new environment.

Change comes with great difficulty, especially for people who are content with the status quo. I decided when I came here to make a commitment to the long term institutional

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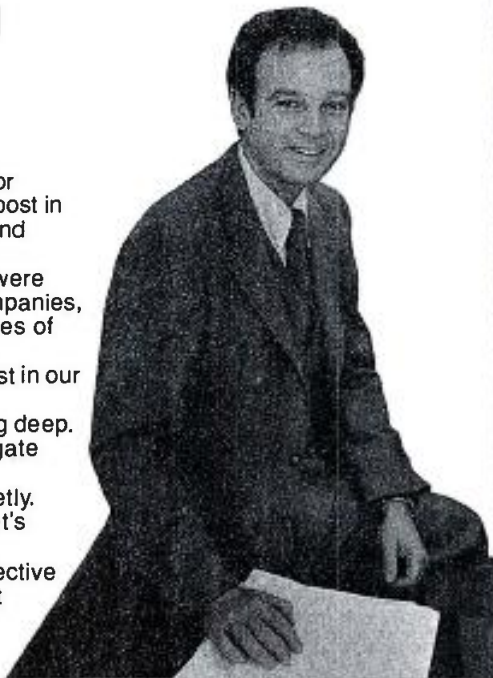
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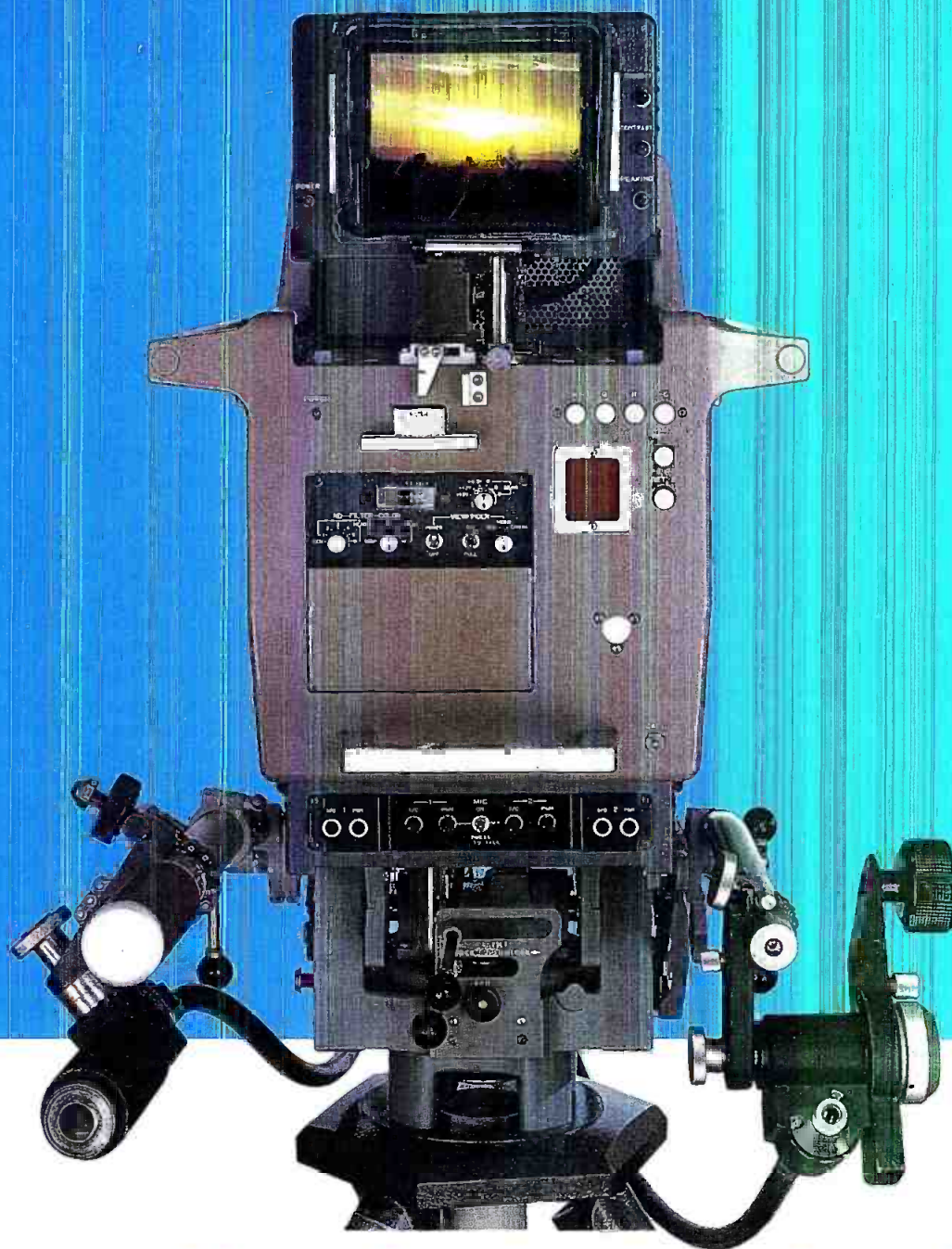
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changes and not to be a surf rider on what has always been. Once one makes a commitment that way, you have to go through the gestation period.

I was willing to do that, and to go through it. I'm very, very pleased with the product and the mechanism which is in place now, and with the people we have and the efficient utilization of the great talent that we have throughout the FCC.

**You say you're very pleased with the people you've placed in key positions now. And I have no reasons to doubt that. But it seems to me you pick people without particular regard to their background for some of these jobs. Bill Ginsberg, for example, in the Common Carrier Bureau.**

I don't think you've had anyone more qualified in the Common Carrier Bureau than Bill Ginsberg. I don't know if you know Bill Ginsberg's background. He had his doctorate in economics from Harvard University, taught three years in Israel in economics, for five years was the analyst in all telecommunications policy for one of the largest investment houses on Wall Street. He was at the cutting edge of telecommunications policy from the user standpoint, more than anyone at this commission.

His contribution, I think, is immense—I think he's probably one of the best finds that I have. So from the standpoint of the talent that he represents and is symbolic of, I think I picked what I consider one of my most significant finds.

I think the people we have here have a very fresh outlook. They bring a talent which I think the federal government is very, very lucky to be able to attract. Take Elliott Maxwell, for example. It was Steve Lukasik who recruited him to become his deputy in the Office of Science and Technology.

Elliott Maxwell is probably the closest to a Renaissance man that we have here. He's a lawyer by training [but] he has a tremendous capacity to listen and an interest and an involvement in the technology. The two-deputy notion that Steve has over there—one technical deputy and one a policy deputy to be able to actually bring a dimension beyond purely technical considerations in the Office of Science and Technology—is something that was Steve's idea. Maxwell's going over there was something that I was not enthusiastic about, because I was losing him from my own personal staff.

So if you want to go down personalities, I have nothing but joy in going through each one of these talents and the capacities of each one of these individuals in each of these spots.

**We'd like you to do that, but we'd like to defer it until we get to a few questions about the telecommunications area with which you are involved. How do you visualize the evolution of telecommunications at this point? Where do you see radio going? Where do you see TV going? Where do you see cable going? We'll start with radio, if that's comfortable for you.**

Well, radio has gone a long way. The number of radio stations in the environment now exceeds 8,500. FM has come of age, to the point where some investment people feel that FM is a hotter medium and a more desirable investment property than is AM, which certainly wasn't valid a decade ago. So even though you might

have had significant numbers in FM a decade ago, they were stepchildren in the radio environment, and that's no longer the case. The maturity of FM has changed the whole market structure. It is a significant part of the predicate that justifies a challenge to some of the individual, detailed regulation put on radio licensees; to consider removing some of that burden.

And that is exactly where the proposal for radio deregulation comes from. It's the idea that the public interest can be more adequately fulfilled by recognizing the market forces that exist in the radio environment, and accepting that chemistry and that dynamic as a process that might satisfy the public interest. And I think the preliminary studies that we conducted demonstrated that these market forces were presently affecting licensee behavior.

You have to be a very attuned individual if



**“Some people feel that a lack of any bias for any industry is a bias in and of itself. But I don't think that's true.”**

you're a radio licensee in this environment. You have to know what's going on in your community. Or you'll lose your listenership and you'll go broke; you'll go out of business.

So why don't we accept that reality and the fact that the profit motive drives our system of broadcasting? I think it's the best system in the world from the standpoint of channelling the energies of individuals. I think we should accept that, and we should build upon that.

So I think the radio market is on the move. It's going to become even more profitable. I think people are coming back to radio, to a great extent. And I think some of the proposals that are on the horizon will provide greater opportunities for more entrance in the radio market. And the result will be even richer competition. I think the public will be served better by that richer competition, because it will be much more sensitive to the changing needs of the listening public.

**In connection with deregulation, are you surprised by the intensity of opposition that has been shown by certain groups—especially the U.S. Catholic bishops organization—which have conducted a very energetic recruitment campaign in opposition to any deregulation?**

I'm never surprised by any resistance to changing the status quo, and I think that's good. I think the worst thing that can happen is that you make proposals for change and no one pays any attention. I think it's marvelous that people get interested and involve themselves—that improves our chances to make wise policy.

The real threat always comes if you propose significant change—and this happens certainly in some of the complicated common carrier areas—and only the regulated industries respond. The general public doesn't really appreciate the policy implications and it's very hard to translate their impact on the individual. As a result, you don't get an input other than from those who have a very selfish economic interest.

So I think the response of the U.S. bishops is healthy; I welcome that. That's the process working as it should work. Comments have been filed, and now we will be able to sort out what is really just fear of the unknown from the true deficiencies of these policy proposals.

It's on track. It might take time, but we can still do it. Hopefully, the comments that were filed have some good factual data in them. We get an awful lot of rhetoric in a great many of our filings—good language but very little data.

**If you perceive, as you think that the marketplace is perceiving, that FM is out-valuing AM, why do you want to create more AM stations?**

There are still plenty of people who want the AM broadcasts. I'm just talking about what the investment community people said, putting money up to invest in FM. FM does have some technological advantages. We're considering a proposal with respect to AM stereo that, if adopted, will be perceived as a new dimension for AM. I think the new technology will improve the quality of service that will go to the public. I don't think that AM is on the way out at all. What it really is is that FM has arrived, and they're co-equal partners now.

**Is it your posture that if the marketplace can support these additional AM stations, fine, and if not, the added spectrum will just go unused? There is a suggestion that you may lower the quality of the existing band by doing that.**

Oh, there are many AM broadcasters who are not full service broadcasters. And I think they see great opportunities by use of the spectrum to be able to provide full service. And take National Public Radio. I don't see why that should be considered exclusively an FM network. There are now about 20 AM public radio stations. So I think there are many uses of the spectrum. I don't think we'll ever have too much spectrum in the radio broadcast area. There are many unserved needs and a great deal of imagination out there for the uses of the spectrum which I think have not been tapped.

**What do you think of the National Association of Broadcasters' intervention in the Buenos Aires situation on 9 khz [at the recently concluded Region 2 conference on the AM spectrum]?**

Not only was it inappropriate, but I think that after a government position is formulated there are obligations on the part of private citizens and private entities to accept that government position, and not make independent overtures





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to foreign governments to undermine the government position.

**Do those comments also apply to the intercession by the National Radio Broadcasters Association? Because they wrote the same people.**

Absolutely, I think it applies to any private citizen who, for his own selfish interest, undermines the government.

**Since the main complaint was that the engineering data was not sufficient and not supportive, do you see the FCC developing more engineering data to solidify this position for the 1981 conference? You do have an outstanding study?**

Oh, absolutely, we will expand and amplify upon our previous studies. I think the conference has committed itself to that type of technical work. We will do everything that's required and by the fall of 1981 the question will be well researched. I think the technical arguments that have been raised will be satisfied.

**Does that suggest an inadequacy of technical preparation before we went to Buenos Aires?**

No. As a matter of fact, the studies that were done the six or eight months before were put on a very fast track. It's amazing how much we were able to accomplish in that short a period of time.

As a matter of fact, the hope here at the commission eight months ago was that we would be able to do enough to at least get the proposal on the agenda for the plenary session for the fall of '81. Because of the optimism and the expectations that were raised because of that technical work we thought we might be able to achieve what I think was somewhat unrealistic, almost impossible, to get a policy commitment at this time, which was really just setting the agenda for the plenary session.

So I think things have moved extraordinarily well. And I think Bob Lee [FCC Commissioner Robert E. Lee, chairman of the U.S. delegation to the Region 2 conference] has done a marvelous job. And his team, the technical people who accompanied him, are probably the best and most effective ever assembled on these issues.

**Do you think the 9 khz position was a social engineering position or a technological one?**

I think it's technological with significant social impact.

**Do you think it might have been wiser for the United States not to have made such a hard issue of the 9 khz thing? They went down there with the intention of pushing it to a vote in our favor. Now you're saying that they went too fast.**

No, I'm not saying they went too fast. The data was there. The technical preparation yielded benefits and results and conclusions on a much shorter time frame than we envisioned eight months ago. Now we and our partners in this hemisphere have between now and November '81 to digest the existing data and the additional data in their own studies and I think we will all arrive at the same conclusions.

**That brings us to television. Where is it going?**

Television is a very important and essential informational medium in our society. The technology is providing new options and different ways for individuals to receive video programming.

I think these are very exciting proposals. The technology is providing other pathways for video programming to reach individual users. I don't know which mode ultimately is going to prevail or if it's going to be a combination or a hybrid of the different modes that we have.

There is going to be much more available to the user and to the viewer and the listener in the decades to come. But I don't know which will be the favorite medium of listeners and viewers. Hopefully the listeners and viewers are going to have much more to say as to which is going to be their favorite medium.

**What do you hope to accomplish in over-the-air television, from a regulatory point of view?**

I think the great capacity of over-the-air television, the infrastructure that's in place, is to bring breaking events to the American viewer. I think the videocassette and the videodisk are going to provide opportunities for viewers to select their own entertainment, that which is susceptible to packaging, and to choose themselves when to view it and how often. I think it's very interesting that the large over-

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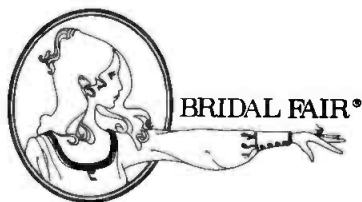
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the-air broadcast entities are getting very heavily involved in this new method of bringing video entertainment programming to the American public.

So I think the over-the-air broadcasters are going to continue to provide what I think they've always been designed to provide—the uniqueness of the local communities. People always talk about the future of the three commercial networks. I think they're going to thrive in this new environment. They've got tremendous infrastructures in place, which are really geared to a great extent to live events, whether news or sporting events or whatever—something that has a sense of immediacy toward it rather than a canned sense to it. But how it develops is really up to them. It's their judgments that will determine what their role will be. They're taking steps now, moving very rapidly in these directions.

**Do you feel any obligation to provide additional television spectrum? If there can't be too much radio spectrum, can there be too much television spectrum?**

I think if we can remove the handicaps of some of the television spectrum, that would be very, very desirable and useful. We are moving that way. UHF handicap studies now under way hopefully will yield some benefit.

I don't think that the over-the-air broadcasters should lose any of their spectrum. But some of the other modes are going to be able to provide so many more pathways that there would never be enough spectrum to match that capacity. So I think that those in the over-the-air broadcasting area are going to maximize what their technology can provide and others cannot provide. And I detect that movement from the statements and directions of those that are in this industry, including the networks. They are moving that way.

**How much more encouragement do you think cable needs from the FCC?**

I hope that all the people that have any interface with the FCC are encouraged. We're not in the business of discouraging any of the modes, but of encouraging all to maximize the potential of their particular mode of delivery. So I hope that all are encouraged and none are discouraged by any of our policies.

**That isn't really the perception out there. I believe it's accurate to say that the over-the-air broadcaster feels threatened by your FCC and the actions that are under way here, whereas the cable industry feels encouraged by what you're doing.**

Well, I think that might be the absence of apparent bias in favor of over-the-air broadcasting. I think that's very, very different. I don't favor cable at all. I don't favor over-the-air broadcasters. I don't favor direct broadcast satellites. I don't favor multipoint distribution systems. I don't favor subscription television.

I hope our policy is perceived accurately for what it is: to remove any impediments to each of these modes, so that each can maximize its potential fully. I have no doubt at all that over-the-air broadcasters are going to provide a very, very essential service in any development of video programming.

I think that any of the over-the-air broadcasters who perceive change might

perceive removal of a bias, but certainly not a bias in favor of any of the other industries. Those that feel threatened and withdraw in this very changing environment brought on by the new technology are not projecting the most optimum attitude for success. But those that feel challenged by it, I think, will be the leaders of tomorrow's video programming.

**If there is to be such a profusion of video services by various means—wire, cable, straight from the bird, whatever—which connotes a busier marketplace possibly than you'd find in radio—do you feel that there is a logical expectation of a deregulatory trend in television broadcasting, which among the services you describe is the most closely regulated now?**

I think the market structure in video programming can in the years to come very



**“Why don't we accept the reality and the fact that the profit motive drives our system of broadcasting? I think it's the best system in the world from the standpoint of channelling the energies of individuals.”**

closely parallel the type of market structure that now exists in radio, and that market structure would justify far less of an involvement by the FCC and the government in video programming as well.

I don't think the FCC or the federal government should remain in any electronic broadcasting or telecommunications market one day longer than is absolutely necessary to protect the public interest. So as things develop and there are more varied pathways for video programming, and the marketplace becomes more competitive in permitting the viewer to make choices, I think that the justification for FCC involvement diminishes as that growth continues.

**How much competition do you think would be necessary for you to go to Congress with a recommendation that it repeal Section 315 and the fairness doctrine as no longer being required in radio or television?**

Well, I certainly don't think the market structure in video programming has reached that point.

**When would that happen?**

Well, I don't know. I don't know.

**Is there ever going to be a degree where you think that would be warranted?**

Oh, I think, yes, very definitely. But I don't know what it's going to look like 10 years from now.

**What about radio?**

Well, in radio, it may depend on the comments which are made in the radio deregulation proceeding and how far that justifies us to go. I think there is a recognition of market forces at work in radio that make a great deal of sense to re-evaluate our regulatory structure. But I don't know if we're there yet.

But Congress doesn't need a recommendation from me. Congress makes its own judgments.

**I don't think Congress is likely to initiate repeal of 315, frankly.**

Members of Congress are very, very sensitive to the use of the broadcast medium and the impact it has upon the dialogue of issues in which they have a great deal of interest. And I think they're really at the cutting edge of knowing when you reach the point when you don't have to prescribe forms of fairness, and when the dialogue would be sufficiently enriched without an actual statutory prescription. So I think Congress will probably be far more sensitive to the change in the environment than would a regulator at the FCC.

**Let me ask another question along that line. I have heard people from the commission and from the White House say that it probably would not be necessary to apply the same kind of regulation that pertains to broadcast to the new teletext technology. Probably. They didn't say definitely. And to a journalist, that's kind of frightening, because teletext is really a newspaper talking. And for the government, the FCC, to be in a position to regulate that kind of service is somewhat disturbing. Do you have any views on that?**

Well, I think the example you raised is the perfect example of the merger of all the technologies. What is that creature that uses the telephone lines and the television set to provide the type of information that traditionally is obtained from the newspapers? What sort of creature is it?

And that's just one example of the merger of all of these technologies. And as everything goes digital, how does one distinguish one bit from another? Bits have no motives. And as all of this digital technology begins to go through wires or over the air and is translated into informational inputs to the American public, what sort of obligations should be imposed upon those that are putting bits into the stream to protect the environment of those that are being programmed at the other end?

Those are the real questions. Right now, we look at the multipoint distribution systems and we consider them common carriers. What do



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they provide? They provide video programming. But the knapsack of FCC obligations that are picked up are very, very different if you're a broadcaster or if you're the operator of a multipoint distribution system. And these are the real difficult questions that we have to sort out here at the FCC. Not from the standpoint of the arbitrary classification of service by title or assignment to a particular bureau for processing. But what are the real obligations that are imposed? All are providing the same type or very similar types of informational programs to the American public.

So I think the market structure that one has to view is not just the market structure of over-the-air broadcasting. We have to do a much wider scope of evaluation, and be able to recognize the opportunities from the user's end, the viewer and the listener's end, as to what range of choices that person has, in order to really determine what kinds of obligations are going to be on those that are initiating the program. I don't think we're there yet. But I do think we have to recognize the scope of the problem and then make some basic evaluations of what the role of government is, and describe obligations on those that are initiating the information.

**So you don't rule out the possibility that the government will take it upon itself to regulate newspapers by television.**

I did not say that.

**No. But you say you are not in a position to say that it won't do that.**

Not to newspapers, no.

**I'm talking about newspapers by television. I'm talking about teletext.**

You're talking about information that comes over the television set.

**That's right.**

In the printed newspaper area, including magazines and pamphleteers and specialized journals, you have a very rich diversity of informational input. The market structure there wouldn't justify government intrusion even if we didn't have a constitutional inhibition to prevent it. So when we reach that point in electronic media, I think the same basis for total withdrawal of federal government proscriptions on any form of content would be justified equally as well.

Rather than stressing the negative it would be more a matter of withdrawal from the type of detailed obligation we impose.

**Along those lines, would you like to see something spelled out in the Communications Act that's being rewritten now, to help you deal with the merging of these technologies in the common carrier field? Is there something that you think needs to be spelled out with respect to the FCC's deregulatory power with respect to common carrier?**

I would very much like to see, in any legislation, the ability of the FCC not to regulate. We do not have absolutely clearcut power here at the FCC not to regulate.

I would like to have Congress tell us, "FCC, do not regulate if you find there's no need for it." Gee, what a relief that would be of the

burden of developing a record justifying noninvolvement by the FCC. I would very much like to see a policy direction from the Congress that we at the FCC in the area of common carrier could actually favor competition. The courts have told us that we can't favor competition and we can't protect monopolies, either. It's very, very hard for us to develop a record with respect to what will happen in a competitive environment, to justify a change to a competitive environment in common carrier, where there's no historical data.

Since we're coming from a monopoly environment, how can we develop historical data on how a competitive environment will work? We have to go through the contortions of studies and models to be able to justify a change toward a more competitive environment. A very simple congressional directive to favor competition would be an extraordinary leap forward: to just have a very simple directive to favor competition. It would permit us to remove ourselves from the field of telecommunications detail and involvement that we don't have a clear capacity to do now. Those would be very simple but very significant changes.

I also think that any real reform in the whole nonbroadcast area of spectrum assignment should contain a congressional sanction of an alternative to the comparative hearing. I think the comparative hearing process slows down open entry into telecommunications markets. And I think it has no validity at all from the standpoint of the type of record that we now have to develop.

I don't know how one chooses between two applicants for an MDS assignment in a city. They're common carriers. If they're both legally and financially qualified, how does one go through the comparative hearing process to choose one over the other? It doesn't make any sense, and because we can't decide the criteria for deciding it stops the process and applications back up. And any decision made by administrative law judges can be challenged as being arbitrary because there's no way to differentiate between the two. The decisions either are not made, or if they're made, they're challenged and overturned.

To me, legislative recognition of the need for change in this process would be very significant. We did attempt to see one up here at the FCC in the MDS area, to at least go through the process of having a paper hearing to see if a tie was created. Then we would go to an alternate mechanism, whether it be a lottery between those that are tied, or an auction system for those that feel that they can make the best use of frequency to provide services to the public and to yield an economic benefit to them.

But a legislative mandate to say that we can, in our assignments of channels in these nonbroadcast areas, choose other than by a comparative hearing mechanism, would be a great leap forward in the operation of a competitive environment.

**You want Congress explicitly to authorize you to deregulate common carrier where you see deregulation in the public service. Would you not like a similar provision as regards broadcast regulation?**

I welcome any policy direction from Congress. We are a creature of the Congress, and I have great respect for that institution. The members



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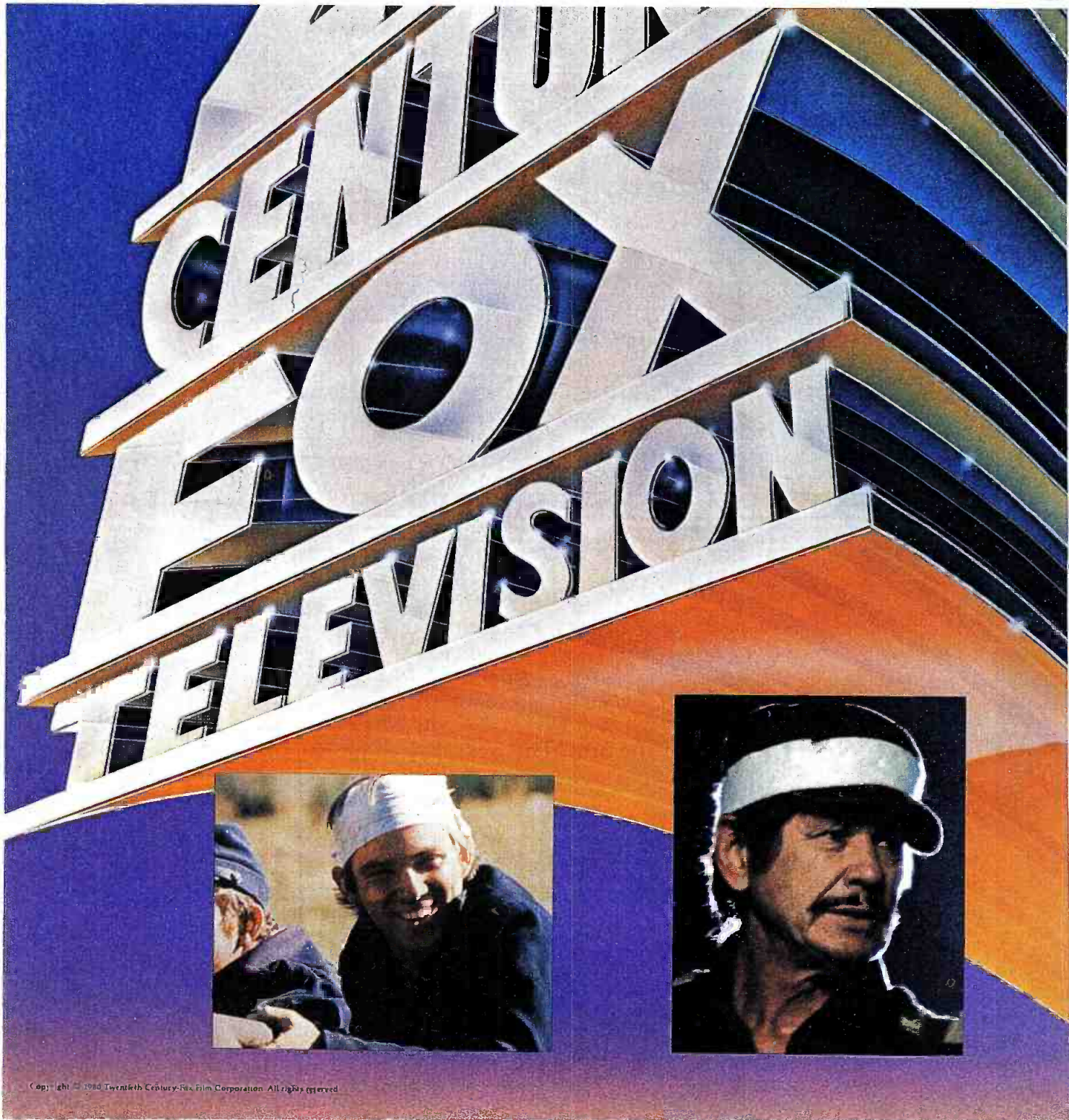
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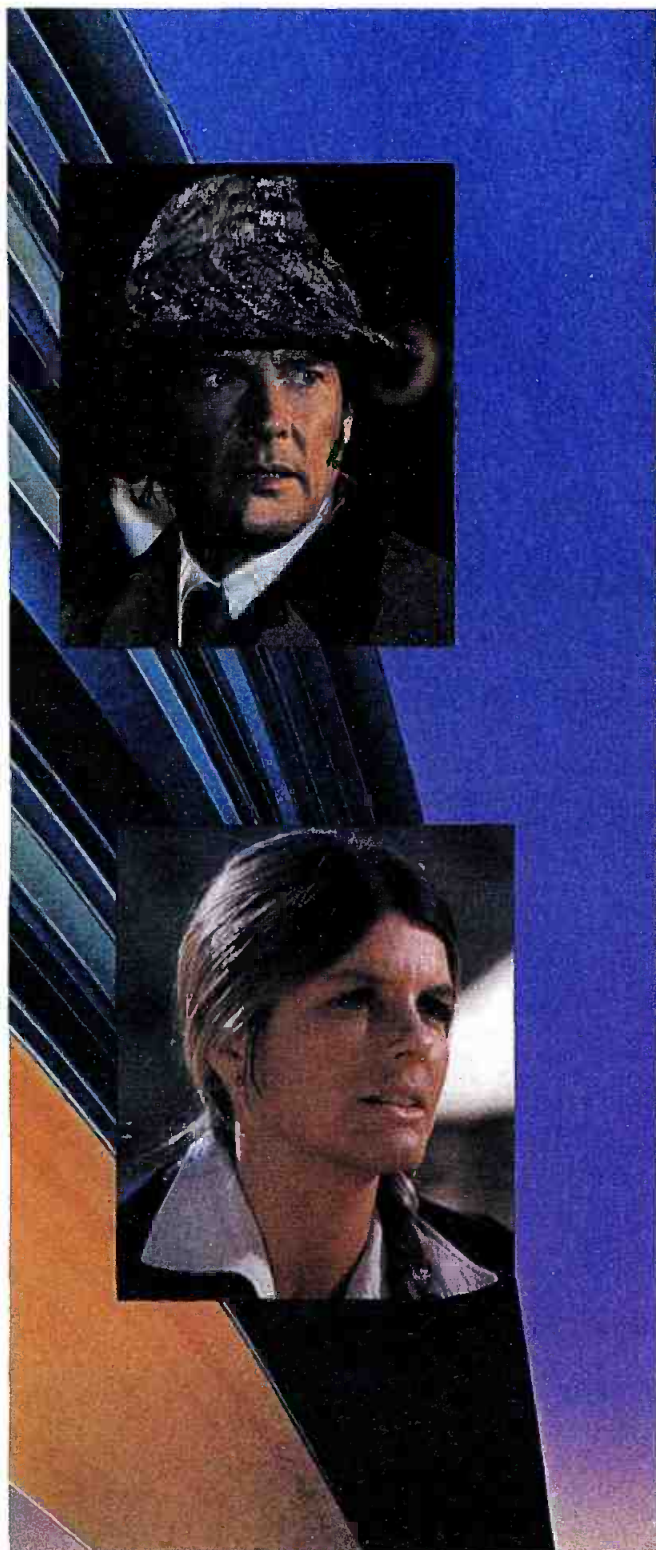
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of the Congress, the 435 members of the House and the 100 members of the Senate, are the elected members of this government. I have great reverence for them, and I think every appointed person in government has no mandate other than the mandate of those that are elected.

So every policy direction from Congress is most welcome. We're here to follow the directions that they give us by statute and we're doing that now.

**How did you welcome the Kastenmeier letter on cable deregulation? On stopping that forward process?**

Congressman [Robert] Kastenmeier [chairman of the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice] expressed a legitimate concern about the effect of our policy on other entities and those entities' capacity to adjust ([BROADCASTING, March 24]. I expressed an honest and reasoned response which was understood and appreciated by Chairman Kastenmeier [BROADCASTING, March 31].

**What is the technological and the political future of direct broadcast satellites?**

I find it's another exciting technology. I don't know what its future is. We don't even have a proposal before us; all we have are press releases. But it raises all the obvious questions, many of which we've already addressed. What sort of a creature is direct broadcast satellite? Is it broadcast service? Is it a common carrier service? Is it a private radio service?

**Would you protect local television signals by proscribing direct broadcast satellites?**

Well, I think the challenge direct broadcast satellites offer is the capacity to provide a very direct pathway of video information to the home. The DBS proposals that have been talked about to date have all been pay TV proposals, rather than general over-the-air broadcasting type of proposals. If one looks at the world as a series of threats rather than opportunities, the greater competitive threat of DBS probably is to cable systems from the standpoint of competing pay services coming directly from other different pathways into the home. Certainly, in the presently speculated uses of the direct broadcast satellite, those are the ones that have been mentioned, although none have been actually proposed to the FCC.

If there were a proposal to use these direct broadcast satellites for what we now use over-the-air broadcast signals, it would be a more direct threat to local broadcast stations and to existing networks—that is, if the existing networks were not the ones that proposed it.

**I'm assuming they would be.**

Well, that would certainly have an impact on the economic viability of the local broadcasters, since probably 65% of their programming now comes through that network spigot. And the local broadcasters share in the economic benefits of that. That kind of proposal would have a significant economic impact upon the local broadcasters and their present dependency

for their programming on the network entities.

**Would you feel any obligation to take that into account in the decision on whether to turn the marketplace loose?**

The economic viability of our regulated industries is a very essential ingredient of policy-making here at the FCC. It's not the exclusive ingredient of sound public policy, but it's a very essential ingredient. And so I think that would be a very significant factor that would have to be considered by us as we made policy here. We would never ignore the traditional relationships and the economic viability of the systems that we have, in making any of these decisions.

But I think our role in making judgments at the FCC is to have the public interest in mind and how the public would benefit from any new environment. I think we would not be looking at impacts on just one segment of the industry individually and then making a judgment. We would be looking at the whole smorgasbord of communications media to determine how the public would be served. But the impact on broadcasters would be a very essential ingredient. I think, in the making of wise policy.

**Would it be fair to speculate that, down the road, it would be your inclination to see if there were not a way to establish a system of direct broadcast satellites in this country?**

Well, there has been a significant segment of the spectrum set aside for direct broadcast

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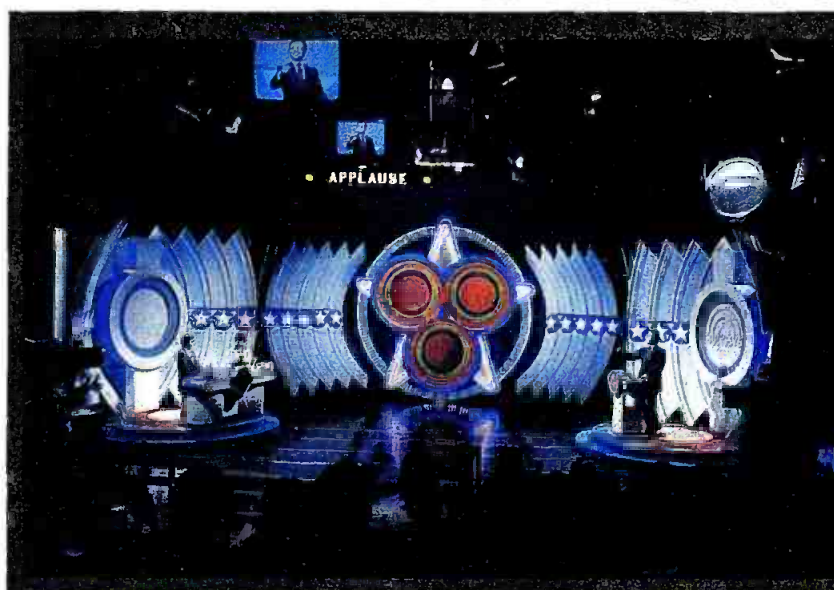
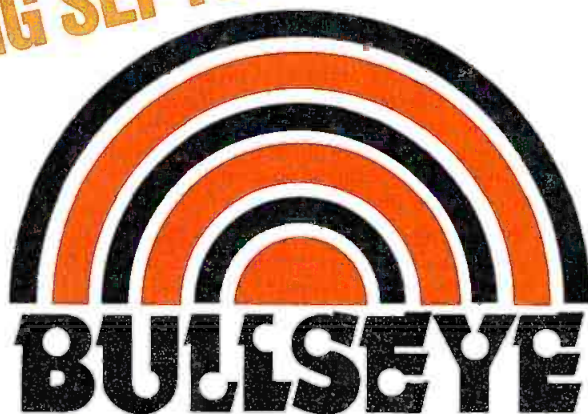
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satellite. Certainly at the WARC '79 [World Administrative Radio Conference] it was set aside. So certainly, the distant thinkers at Geneva felt that direct broadcast satellite had a role to play in the future of communication policy. How that is introduced, the types of services and what impact it has upon other providers of informational programming in our society certainly is a very essential aspect of wise policy as it would be adopted in the future.

**You spoke of "spigot" in existing network-affiliate relationships. Do I recall your having mentioned not very long ago, in response to a question that dealt with network service, that the local operators pretty much turn the spigot on and then go home? And if so, does that mean you feel that the networks exercise an excessively dominant position, or have you been misunderstood and you believe the local stuff out there is worth serious consideration in future designs of the system? I believe the exact quote was "stations are master plumbers turning on the spigot to make money."**

That was in the context of an interview I had with Bill Buckley on *Firing Line*. We were talking about how broadcasters paid nothing for the use of the spectrum. And he was making the point that Leonardo da Vinci only paid a dollar for paints, but created this tremendous masterpiece. And I said, well, to turn the spigot to get your programming from New York or Hollywood is closer to being a master plumber than it is to a master painter, because the businessmen who are licensees are much more attuned to the marketing strategy than to creating programs. The amount of programming that is created at the local level, other than just the local news program, is not very significant in comparison to the amount imported from networks or syndicators. One has to recognize what the primary flows are.

To follow up on your previous question about direct broadcast satellite. What would be the real threat of direct broadcast satellite if the local entities were actually creating their programs by being Leonardo da Vinci? Then there would be no threat in something coming from a distant New York or Hollywood to provide entertainment programming. It's the great dependency that local broadcasters now have on these outside networks that creates the great threat to the local broadcasters from alternate ways of importing programs.

I think one has to be realistic when one understands what the broadcast industry is all about—where the program comes from, how much is actually locally created programming, as opposed to programs created by someone else and purchased in some sort of syndication arrangement. And I think, hopefully, I've been somewhat realistic in understanding that. I think one should not fool oneself as to what the real relationships are, so that you can actually know when and if you are really going to undermine a relationship that now exists and undermine what the American public is getting from which source.

Realism cuts both ways.

**Do you think more of broadcasters or less of them than you did when you took office?**

I've enjoyed my contact with broadcasters. I just

wish I had more time to be able to get to know more of them, because all those that I've met, I've learned a great deal from, and I've enjoyed being with them and I've seen how each operates in their local environment.

From the standpoint of people who are out in society doing a job and contributing to their communities, I think they do an outstanding job. And my only wish is that I had more time to be able to spend with them, to get to know them better, and maybe for them to get to know me better. Because I think they suffer as well in learning about me in other than a personal relationship, through filters. Filters don't always provide a total picture of what things are and what people are about.

**Without beating the question to death, are you open to the possibility that even if they're not likely to create *Playhouse 90's* at**



**“Those that feel threatened and withdraw in this very changing environment brought on by the new technology are not projecting the most optimum attitude for success. But those that feel challenged by it, I think, will be the leaders of tomorrow's video programming.”**

**a local level, that the local service is nevertheless worthy of support, the good local news service, by the revenues of this national mix?**

Well, sure, I think that's a reality. And if one feels that local broadcasters aren't dependent upon that national-local mix for their economic viability, one might choose unwise policies at this level. What I am saying is that understanding what the realities are and how broadcasters actually sustain their infrastructure and not pretending otherwise is healthy. Hopefully, we're going to make a policy here based upon a realistic set of premises, rather than ideological notions about what is right or wrong.

**Early in the interview, you remarked that you would be happy to run down a**

**description of some of the people that you brought in, and tell us their attributes. As a matter of fact, in the outside world, your staff selection has been a rather controversial matter. We'd be very happy to hear your descriptions of Nina Cornell, or Tom Casey in Common Carrier, or any others that you would like to talk about.**

All of these people that you mentioned I find some of the most talented, able people that I've come across in the federal government in 20 years.

I think what Nina Cornell has brought to the Office of Plans and Policy is a new dimension. She has brought to our decision-making process a concern for the economic impact of all of the decisions we make out of each of our bureaus, including the Broadcast Bureau. I think this dimension was not emphasized sufficiently in the past. The economic premises that were developed in the Office of Plans and Policy, and from the people that now are there under Nina's direction, brought us to the point where we could propose radio deregulation. It was the economic studies that were done under her direction which laid the framework that led to the tentative conclusion that the radio market structure now has matured to the point where we could remove the regulations that had been proposed over the previous decades.

I think the team in the Common Carrier Bureau under Phil Verveer, Bill Ginsberg and Tom Casey has brought a new perspective to common carrier regulation—probably one of the most complicated areas of communication policy that exists. They have a unique capacity for work and a unique understanding of the industry. Each has substantial experience in common carrier, either working for carriers, for other government agencies as well as at the Justice Department, looking at the structure of the telecommunications industry. This provides us with a richness and a perspective that I think is benefiting the commission significantly in getting a handle on these very complicated areas. We are no longer in a catch-up phase in confronting what I think is a very fast-moving environment.

Another example is Steve Lukasik, our chief scientist. To be able to attract someone like Steve Lukasik to federal service, who had to take a significant loss in salary to make the commitment to come into the FCC, was a real effort. He brings a technological expertise to this whole area of telecommunications which I think adds a totally new dimension to the FCC. He was the chief scientist at Rand Corp. He was the vice president in charge of research and development at Xerox. He was the head of the advanced research project agency at the Defense Department in the late 1960's where they developed the first packet radio switch network.

**How were you able to attract him?**

I don't know. I wish I could bottle the formula. It takes a lot of time. The appeal of the FCC to each of these, and certainly in Steve's case, was the challenge to build a capacity here that did not exist before so that the commission would be in the position of understanding the cutting edge of the technology before any blood was drawn. We wanted to have people here that were not only on top of the technology, but were able in and of themselves to attract people



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as Steve has been able to do and is doing, because of his stature in the field—people of similar training and background and experience—so we can see what the future impacts of our day-to-day decisions are going to be.

Those people who are doing significant telecommunications research want to come and talk to this group that we put together. It's no longer us going hat in hand to them and asking: "Would you give us an appointment?" There's an attraction now to come down to the FCC, whether on the part of those at Bell Labs or anywhere else, to have dialogues with our people. That's the type of environment that I wanted to create here—in technology and certainly in economics.

The economists are finding that this is the place to be. The word is out that the FCC is a place of excitement because people listen to economic studies here in making their decisions. We've always, I think, had a very strong legal dimension here at the FCC. I think the people that we have in the General Counsel's office now, and the way it's structured, I'd match up against any law firm in Washington or New York.

So I put the people we've brought in, who we've been able to attract, very high among what I think are the accomplishments that I've had over the past two and a half years. Being able to convince people that what is going on in the whole area of communications is an exciting opportunity, and that they can add a great deal to what the infrastructure of the communications society is going to be in the

decades to come is my greatest challenge and achievement. I think that's the real appeal to them, to create that type of environment in which they'll be listened to and they'll make a significant contribution.

**One of the general perceptions of you is that you work very hard at your job.**

My family thinks so.

**On the other hand, there's a feeling that you still hold yourself at some remove from it—that you are perhaps totally dedicated, but not spending 60 to 80 hours a week or something of that sort.**

It was 60 to 80 hours a week the first year.

**Are you burning out in the job?**

I don't think so. I have as much enthusiasm now as when I first came here. I think these issues are the most exciting issues that are in our society today. I think communications issues are going to have much more impact on our society than any of the energy issues and other things that are occupying peoples' time in Washington today.

If anything, my enthusiasm is increasing, because I have devoted a great deal of my energies to getting the mechanism to work over the past two and a half years the way I think it should work to maximize the resources and the talents that we have at the FCC. Now that the mechanism is in place, the energy is beginning to focus on the policy-making aspects of communications policy. I'm devoting less of my energies to the mechanism of recruiting. And I

have put a lot of energy into it. It wasn't just one conversation with someone like Steve Lukasik. That was a seven-month period of wooing and courting to produce that type of person for the FCC.

But I won't have to devote a lot more of my energies to those efforts. I believe that the people in place have obligations. I think the job of management is finding number one, and then they develop a number two and the number two should develop a number three, each of whom is qualified to be able to take over the job that they're understudy to. That's the basic premise that I have given to each of these people. And the chiefs of the bureaus have made their own choices of their own people, under that mandate. I tell them: Just make sure that the person that you have chosen for two is able to be number one.

That's probably why I feel even more enthusiastic now, because recruitment is not a fast solution problem. It's hard and time-consuming. So I feel now that I may be able to focus even more on the real policy issues and probably I won't have to spend 60 to 80 hours every week. I could probably do a 50- to 60-hour week.

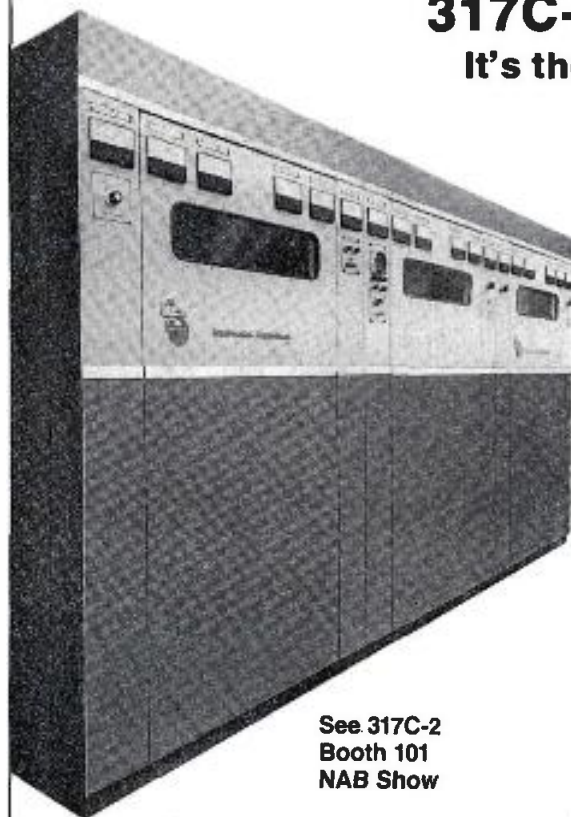
**Shall we go away from here thinking that you've only just begun?**

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**That the policy initiatives may start flowing at an even faster rate than the last two and a half years?**

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## Rose Garden: a thorn in the side of Carter opponents

**As President uses his office to political advantage, Kennedy particularly becomes frustrated, takes some of it out at the FCC; broadcast journalists are aware of potential for manipulation, say they try to keep perspective**

With the warm early-spring weather making it possible, the country last week finally got a look at what the political writers meant over the winter when they incessantly used the metaphor of the Rose Garden in writing about President Carter's primary campaign strategy. There were the pictures, on all three networks, of Carter and Anwar Sadat of Egypt actually in the White House Rose Garden, talking, presumably, about the Middle East.

There was nothing political about the event. The problems are certainly legitimate and the concerns deep. But the political advisers among the President's men might have entertained a vague hope that the scene of Jimmy Carter and fellow world statesman Sadat at work will register in the memories of Democratic voters and be favorably reflected upon when they enter the voting booth in some future primary election.

On other occasions, the politics of the Rose Garden strategy have been more overt. There have been attacks on Senator Edward M. Kennedy, the President's rival for the Democratic nomination, in the course of the televised press conferences held in the White House's ornate East Room. On April 1, at 7:20 a.m., as voters were preparing to vote in the primaries in Wisconsin and Kansas, reporters and television cameras were summoned to the Oval Office where Carter announced a "positive step" had been taken toward the release of the American hostages in Tehran. And there is an abundance of additional evidence of what the *Washington Post's* David Broder has called "a clear pattern [over the past 10 weeks] of pre-primary 'news' created by the White House to shape a positive public perception."

For Kennedy, there is no comparable Rose Garden. There is instead the frustration that goes with challenging the President for his job and being outgunned in efforts to reach the public—a frustration that boiled over a second time last week in a complaint to the FCC.

The Kennedy for President Committee complaint was directed at the refusal of ABC, CBS and NBC to grant a request for prime time in which Kennedy would ad-

dress the nation on the "economic crisis." The request had been submitted March 14, the day that Carter addressed the nation on live television twice on that subject—in remarks at 4:30 p.m. and again in a press conference in prime time. And the complaint was premised on what it said was the commission's responsibility "to redress a pattern of conduct causing an unacceptably imbalanced presentation of important facts."

Last month, the committee complained about the network's refusal to grant Kennedy prime time to respond to an attack on him that Carter made in a televised press conference on Feb. 13—his first in 11 weeks. The commission staff rejected the complaint on the ground that the press conference was a bona fide news event and, as such, exempt from the equal-time law. The Kennedy committee has appealed that ruling to the commission.

This time, the Kennedy strategy is different. Neither the request, by Patrick Lucey, deputy campaign manager, nor the complaint speaks of "equal time." Lucey asked that Kennedy be allowed to "make his contrasting views available to the public in prime time"—and that the opportunity be provided before the Illinois primary on March 18. The complaint asks the commission in effect to chart new communications law by weighing three "sometimes conflicting" considerations—the "fairness" and "access" interests of Kennedy, the rights of viewers and listeners to be informed on matters of importance, and the news judgment of

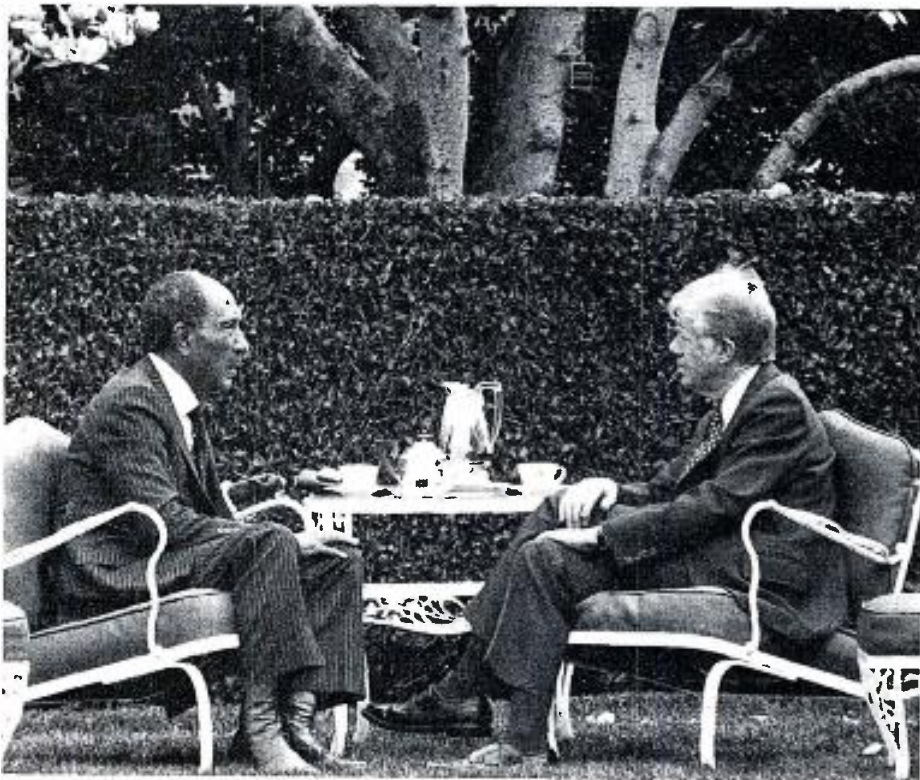
broadcasters.

The complaint then, is Kennedy's effort to blunt the Rose Garden strategy. Indeed, the complaint cites the "reversal" of Carter campaign strategy from one of carrying the fight to the challenger to one of withdrawing from active campaigning because of what Carter said were the pressures of office. "In consequence of this reversal," the complaint said, "President Carter has decided to use 'press conferences' as partisan campaign tools."

The networks, in their letters denying Lucey's request, presented a different perspective. They expressed the view they have dealt fairly with Kennedy in covering his campaign in general and in reporting his views on the economy in particular. (ABC, in a letter signed by its Washington news bureau chief, Carl Bernstein, noted that it did not broadcast the press conference until 11:45 p.m. And the Kennedy committee, in its complaint, noted a *New York Times* report that ABC said it delayed the broadcast because the date of the conference "was so close to Tuesday's Illinois primary," and asked the commission to take account of that "scrupulous desire to avoid political partiality..." Other, perhaps more cynical, observers speculated that ABC's reason was to gain ground on CBS in their ratings battle.)

For all the lawyerlike tone of the networks' letters, network newsmen generally acknowledge that it is the nature of things for a President to enjoy a substantial advantage in reaching the public.

Edward M. Fouhy, CBS Washington



Rose Garden strategy in full bloom with Sadat.



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news bureau chief, who signed his network's letter to Lucey (which, incidentally, noted that the "equal opportunities" section of the Communications Act did not apply, even though Lucey had not invoked it), said last week that journalists covering presidential campaigns "are between the rock and the hard place" in trying to provide balanced treatment. "A President makes a lot of news and sometimes he manipulates us outrageously."

Fouhy said the President "misled us" in the early morning news conference on April 1 when he offered such an optimistic report on the hostage situation. But, Fouhy added, "we didn't know that at the time. And if the same circumstances were to prevail tomorrow, I'd do the same thing."

ABC's White House correspondent, Sam Donaldson, who covered the Carter campaign in 1976, when the Democratic candidate was railing against President Gerald Ford's Rose Garden strategy, made a similar point. "You can try to provide balance, but you never can ... There aren't two Rose Gardens, and no [news] producer will say that because of the Carter-Sadat spot, we'll have one for Teddy and another for Reagan and so on ... The President has the advantage; no other candidate can command that kind of attention."

Such uneasiness on the part of journalists appears to extend to the upper executive levels, at least at CBS. Bill Leonard, CBS News president, said that

the ability of a President to reach "all the people in prime time is a great, powerful tool. It gives you the shivers. But you have to give him the benefit of the doubt."

Why not simply give Kennedy some prime time to respond? Leonard mentioned the equal time law and the obligations that would impose. The only known candidate still in the race for the Democratic nomination, besides Carter and Kennedy, is Lyndon LaRouche. Some 40 persons are on file at the Federal Election Commission as candidates for the nomination. But whether any would qualify as a national candidate under the FCC's standards—which, among other things, requires qualification as a candidate in at least 10 states—is at the moment anybody's guess.

At NBC, there seems to be less soul-searching on the question of how to treat presidential challengers fairly. NBC News president Bill Small's approach to the issue is simply to "put on reporters who spell out how the President uses the advantage of his office." He cited a Ken Bode piece, which was broadcast two weeks ago, that explored that use—from setting Carter political commercials in the White House to the dispensation of political patronage and federal aid. Bode signed off with the conclusion that "Jimmy Carter has fed [the party's] appetite at the federal trough and

used the political leverage that's gained him more effectively than any President in modern times."

"It's not our role," said Small, "to say Carter has the advantage and we're trying to use television to help his opponents."

Nevertheless, there does seem to be some sensitivity on the part of the press to the problem. Reporters generally scramble for Kennedy reactions—and those of the Republican contenders, too—to Carter pronouncements and actions. And Tom Southwick, Kennedy's press spokesman, says, "I think the press has treated Kennedy fairly. Most reporters are responsible."

What's more, since Kennedy announced his candidacy in November, he has appeared a total of five times on the network Sunday interview programs.

But there is that White House advantage. And Southwick speaks almost admiringly of the slick manner in which it has been employed. "Back in the days when they were attacking us, Jody Powell would walk into the White House press room at 5 p.m. and make his statement, and by the time it got back to us for comment, it was past the networks' feed time."

Then, too, there remains the Rose Garden. This week it will feature Carter with Israel's Menachem Begin.

### CCA ON KCIN BECOMES SUCCESSFUL MAJOR SMALL-MARKET PROMOTION IN VICTORVILLE, CALIFORNIA

"You're aware, Ted, that I've considered CCA for over ten years — previously in Wyoming, now here. My concern was that CCA might be too big a promotion or not as effective in a smaller market", said President/Owner, Sid King, KCIN Country, Victorville, California, in a letter to CCA's West Coast Sales Manager, Ted Mason.



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## Intermedia

**IRTS minority effort.** International Radio and Television Society has formed committee to place resources of society to work in behalf of minority placement in radio and television industries. Committee, headed by Ralph Baruch, chairman of Viacom International, New York, and Alan R. Griffith, vice president of Bank of New York, will work closely with Institute of New Cinema Artists, nonprofit organization devoted to education and employment of minorities seeking opportunities in television and films. Applicants accepted in program will attend classes eight hours per day, five days per week for 30 weeks. Government-funded stipend is paid to each student, based on class time. Early participants in program will be ABC, CBS, NBC and Capital Cities Communications. IRTS committee will assist in enlarging INCA curriculum to include areas appropriate to broadcasting and advertising and in seeking employment opportunities from industry.

□

**I didn't say that.** Public television people were not very happy with remark by Frank Mankiewicz, president of National Public Radio, in recent issue of *Quest* magazine. In lengthy article on NPR, Mankiewicz was quoted as saying Congress ought to "think about phasing out its funding support" of public television. *Quest* put out press release on article, leading with Mankiewicz quote, which was picked up by wire services and distributed nationally. Mankiewicz, however, put out statement saying he was misquoted. "Everything I have said publicly and privately has supported the notion that all of the elements of public broadcasting need to unite as we approach the time when a new law for public broadcasting is being written," Mankiewicz said.

□

**Turned down.** Times Mirror Co. lost bid to have Connecticut Division of Public Utility Control reconsider order that company divest itself of either Hartford *Courant* or Hartford-area cable franchises; next step would be appeal to Connecticut Superior Court.

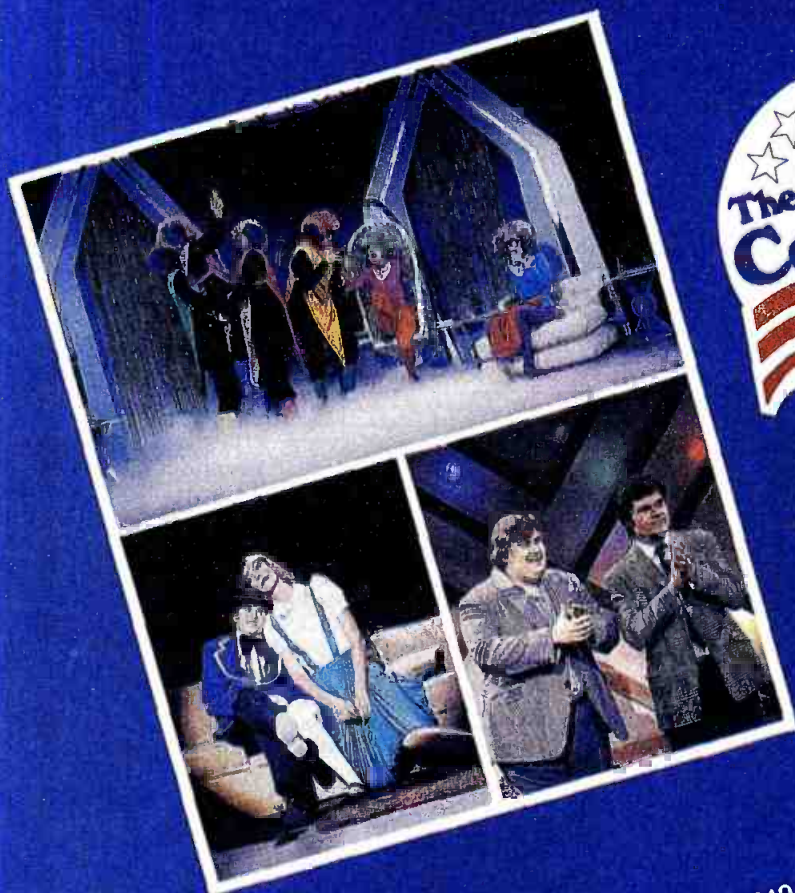
□

**Helping hand.** National Association of Broadcasters President Vincent Wasilewski has sent letter to all television stations urging them to give "prime consideration" to airing "Cambodian Relief" public service announcements distributed by National Cambodian Crisis Committee. Wasilewski said although NAB does not "normally single out a particular public service campaign for special consideration ... owing to the dimensions of this disaster, I feel compelled to make this extraordinary plea." Cambodian Crisis Center has embarked on major media blitz for its cause, which includes TV PSA's featuring Rosalynn Carter, as well as full-page magazine spreads.



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## '60 Minutes' brings back Afghan war

**Rather and crew sneak into country for dramatic report of fighting there**

"They have just started firing. The resistance fighters have opened up with automatic weapons from the top of the ridge towards the tanks below. Antitank gun goes off. Now, again, silence. Artillery shell. Antitank round. Impossible to know where it hit or if it struck home... We're going to move off the ridge and scramble down below. Jesus. That round hit the ridge just below us. The mortar hit very close. Last light goes. And I don't know when anybody's been so glad to see stars."

A silhouetted figure, under the cover of darkness and out of breath from a 10,000-foot climb to the top of a mountain ridge, gasps out his report as Afghans attack a Soviet emplacement. It is the life-threatening high drama of broadcast journalism that brings war into the comfortable living rooms of viewers.

From Russian-occupied Afghanistan, *60 Minutes* and Dan Rather continued, in the April 6 broadcast, the tradition of Edward R. Murrow in bringing the war zone home. Whether the styles compare is a matter of subjective judgment. But the same element of danger clearly was there.

Correspondent Rather, producer Andrew Lack, Afghan expert and translator Eden Frye, cameraman Mike Edwards and soundman Peter O'Connor last month crossed into Afghanistan through Pakistan for five days, not only eluding Pakistani officials but CBS News management as well. Before the crew flew over, Rather had promised CBS News President Bill Leonard that he would confine his reporting to the Pakistani side of the border. But once the opportunity came to cross



Rather with the rebels

into Afghanistan, the *60 Minutes* crew did not give its bosses the chance to stop them.

After the report was filed, no official congratulations came from Leonard or Bob Chandler, vice president and director of public affairs broadcasts. As producer Lack recalled, they maintained their "company line." However, he also said *60 Minutes* executive producer Don Hewitt officially told Lack he was "stupid and crazy," and unofficially, that it was a "hell of a piece."

To those who might claim the minute-and-a-half with Rather on the mountain was too theatrical, Rather answers: "You couldn't go there and do it any other way." Lack also contends it was an honest representation of the news and that if the *60 Minutes* crew was looking to sensationalize itself it could have shown "scenes of us lying prostrate" after days of walking an estimated 200 miles through the barren

and mountainous Afghan terrain.

The report opened with Dan Rather explaining: "I'm standing on the border between Pakistan and Afghanistan, a border that is now closed to most everyone except refugees fleeing the Soviet invasion. These Afghan clothes I'm wearing were part of an operation to sneak me and a CBS News film crew into Afghanistan."

For the public, the image of Rather throughout the reporting in Afghanistan (lasting about 15 minutes of the half-hour segment) had to be a shock. The normally clean-cut and well-tailored reporter was shown unshaven in the traditional Afghani baggy pants and long grey shirts, covered by a blanket.

The drama, however, began before the filming. Producer Lack said his crew had come up with "15 clandestine plans" to cross the border into Afghanistan. The one settled upon was thought to be so obvious that the Pakistanis wouldn't suspect it.

A Pakistani tour bus was rented, and the officials were told that CBS wanted to do some filming by the Khyber River. More people were taken along than needed and after a stop, supposedly to film, the driver was sent ahead with others. The *60 Minutes* crew, left behind, then crossed the border. When the driver grew suspicious and returned, he was stalled by assistant cameraman Jan Morgan.

All that the crew carried with them were an Eclair camera, which was disguised in blankets while traveling through the country, an extra-long lens and film. Only about 50 minutes of film was taken. For food, shelter and safety, the crew was dependent on the members of rebel forces

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they had contacted while in Pakistan.

In retrospect and off-camera, Rather later conceded he "underestimated how physically demanding and how dangerous" the story would be. He also said he didn't realize the Soviet presence was as "constant and heavy." While he is an experienced Vietnam war correspondent, he mentioned that during that conflict, "good medical attention was never more than 15 minutes away." In Afghanistan, he said, it could have been three days distant.

Lack said Rather "was very cool" and that the Vietnam experience probably was a big help. But while in danger from the fighting, Lack said, the main worry of the crew was that they would come down with a stomach virus or other illness that would immobilize them.

Rather, at 47, was the oldest member of the crew, which was said to have slept no more than four or five hours each night in mud huts or in the open. They ate bread, rice, oranges and sugar cane, and drank only tea, when available. As for coping with the unexpected physical demands, Lack said, "I guess your adrenaline really pumps in this situation."

The *60 Minutes* report covered not only the Afghani resistance to the Soviets but the problems in the refugee camps in Pakistan. While *60 Minutes* did not find U.S. weapons being used in Afghanistan and heard pleas for them, it did find evidence and rebel witness to the alleged use of nerve gas by the Russians.

## Networks buy film from Iran; take care to report circumstances

**Each pays \$12,000; all warn viewers about propaganda**

The ABC, CBS and NBC news divisions each paid \$12,000 for 24 minutes of Iranian film centered on Easter services for the U.S. hostages in Tehran. In broadcasting excerpts in regular and special newscasts last Tuesday, all three also took pains to label them "propaganda."

Iranian State Television, which supplied the film, first offered 50 minutes for \$25,000, but then couldn't deliver in time. ABC News had accepted but later worked the \$12,000 deal for 24 minutes after an ABC representative in Tehran viewed the film and rated it "very good." CBS News counteroffered to pay \$1,000 per minute of film used on the air or \$250 per minute as transmitted by satellite. This wasn't accepted and in the end the \$12,000 deal was worked out. NBC News sources gave no details of negotiations they may have engaged in, except to confirm the \$12,000 figure for the 24 minutes.

ABC News was the first to air the film and the only one to air it in full. This came in a special at 4-4:30 p.m. NYT Tuesday.



"We had notified as many of the hostages' families as we could, through affiliates," an ABC News spokesman said, "and we felt obligated to show the whole thing." In presenting it, ABC News Correspondent Ted Koppel made clear to viewers where the film came from and that it obviously was intended to show the hostages in a way that would put Iran in a good light—a procedure all networks carefully followed at each showing.

The networks used three or four minutes of the film in their early-evening newscasts and segments ranging from a few minutes to several in late-night specials on CBS and NBC and on *Nightline* on ABC. CBS News's Walter Cronkite told viewers not only where the film came from and that its purpose was obviously propagandistic, but also what CBS News had paid for it.

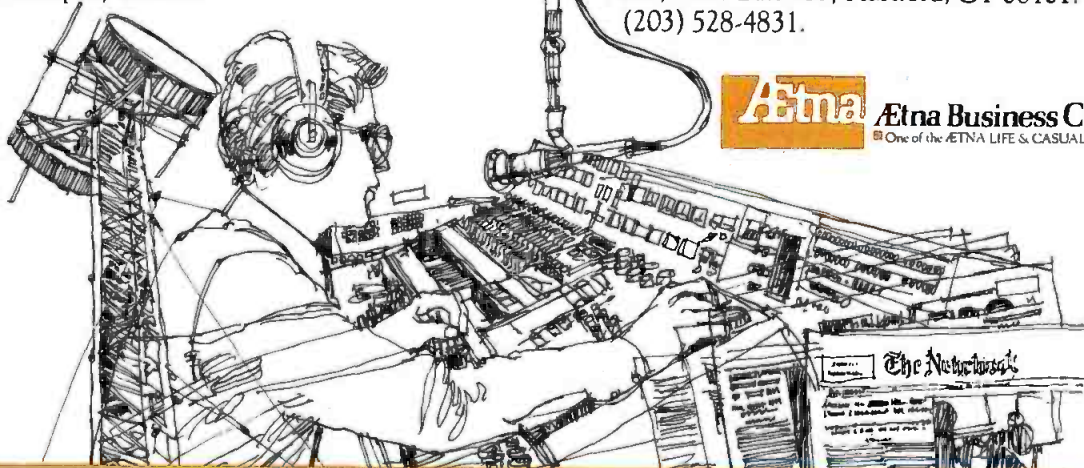
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\* Figures as at February 29, 1980, where applicable, and are in Canadian dollars.



BELONGS

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## Iran coverage as seen from Foggy Bottom

The press is "quite naturally fascinated" by the Iranian crisis, has only been doing its job by demanding more information than government officials can give and has not encouraged Tehran violence with TV cameras. Government spokesman Thomas Reston voiced those views last week, adding that they're not shared by some of his State Department colleagues.

At a Boston University conference, "Communicating During Crisis," Reston, Hodding Carter's assistant, said reporters and bureaucrats are both doing "an inadequate" job explaining the Iranian crisis. His remarks came the day after the U.S. cut diplomatic relations with Iran.

"We don't explain as much as I think we should about what we're doing," said Reston. The ex-journalist and lawyer, as deputy assistant secretary of state for public affairs, helps handle regular press briefings and network appearances to try to explain administration foreign policy.

While officials should speak more to the press, Reston stated, journalism should move beyond what he termed "triumph or disaster" coverage of the State Department. Even the most experienced diplomatic correspondent cannot explain complex issues in a 30-second television report, Reston said.

He said he sometimes vetoes what he is told to say if he thinks it is false or that it would be a public relations disaster. "I try to find out the truth behind the sometimes silly things I'm called on to say as a spokesman," he said.

Reston admitted using "no comment" and "florid" statements which say as little as possible in as many words as possible during his noon appearances before the blue and gold map with which American television viewers have become familiar during the Iranian crisis. He added, though, that the public has a right to know what the bureaucracy is doing and why, and that one of his functions is to represent the press's interests to colleagues who he says are sometimes contemptuous, sometimes afraid and sometimes ignorant of the role of reporters.

Reston stated that politics always plays a role in what every government does. "You always try to put the best spin on what you're doing," he said.

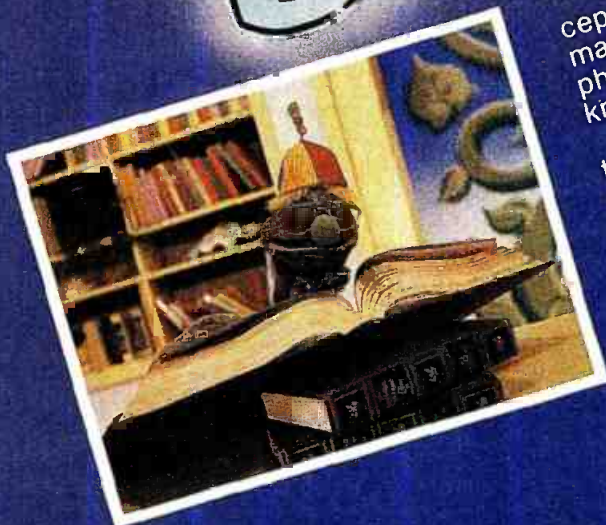
Some commentators have suggested that President Carter tried hard enough for the best political spin to misrepresent the hostage situation on national television as Wisconsin and Kansas primary polling started (see page 80).

Reston claimed "the President did not misrepresent the situation. The media have been voracious to get information about the crisis, always pestering us to divulge more. At 5 a.m., we had new news from Tehran. Iran assured us that the hostages would be transferred. It wasn't a misrepresentation of the situation at the time by the President. Unfortunately, it didn't work."



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## ABC suffers earnings drop

**Network attributes decrease in per-share profits to higher programing costs and new video and movie divisions**

The future isn't as bright as it seemed. That was the word from ABC last Tuesday, looking down the 1980 earnings path. Recalling mentions of entertainment and news programing costs it has made in the last several weeks (BROADCASTING, Feb. 25 and April 7), as well as its observations on the deferred profitability of new ventures including Video Enterprises and motion picture divisions, the company said: "We now believe these factors and the increased uncertainty in the over-all economy will result in a decline in full-year earnings per share from the record \$5.67 we reported in 1979." Previously, ABC had said costs "could moderate profit growth in 1980."

While ABC's hints about cost pressures had not gone unnoticed on Wall Street, this latest admission of an anticipated profit downturn came as something of a surprise to many; the past statements were not generally considered to have suggested so severe an impact. Among those not taken aback was Bache, Halsey, Stuart Shields's Anthony M. Hoffman, who recommended selling ABC stock some months ago. He theorizes that ABC's rating dominance had been tied to hard-to-replace "superhits" that are now destined to disappear because featured performers won't be renewing contracts. Consequently, ABC will be caught in a competitive squeeze. Hoffman voices what now seems to be emerging as a consensus on Wall Street: Tuesday's announcement reflects a decision by ABC to commit the funds it thinks necessary for a programing battle.

Dennis Leibowitz of Donaldson, Lufkin & Jenrette, another analyst who's been

revising downward his view of ABC's prospects, thinks ABC faced a difficult enough time trying to maintain earnings. In that situation, opting to spend money on programing to maintain its competitive position, even if that would negatively affect earnings, would seem a likely scenario.

ABC's stock fell only 5/8 on Tuesday to 28 3/8, which Cyrus J. Lawrence analyst Howard Turetsky points out reflected two principal factors. First, the stock had already dropped sharply. It was at

\$38 in January. Second, there was already concern over cost questions. Turetsky is betting that ABC shares will bottom out somewhere in the mid-\$20's.

ABC, of course, is not operating in a vacuum as far as programing costs and their impact are concerned. CBS, in fact, has already stated that it expects an earnings decline in the first quarter of this year following last year's first-quarter disaster (BROADCASTING, March 3). And that, too, was tied to the heavy costs of programing in the current competitive atmosphere.

## Bottom Line

**Cable money.** Storer Broadcasting Co. has registered with Securities and Exchange Commission proposed public offering of two million common shares. Action follows Miami Beach-based company's authorization to its executive board last winter to implement issuance. Chairman Bill Michaels said then that move was in accordance with company's planned expansion in cable television ("Bottom Line," Feb. 25). Proposed offering, subject to stockholders' approval at April 29 annual meeting, will be made through underwriters by Lehman Brothers Kuhn Loeb Inc. Storer has 10,369,000 shares outstanding.

**Expansion.** Warner Bros. submitted winning \$35-million bid for 12.9-acre Samuel Goldwyn Studios in Hollywood last week, beating out number of other bidders including Samuel Goldwyn Jr., who offered \$30 million. Warner intends to use facility as television production center, modernized for videotape production, for itself as well as independent producers. Name of facility will be changed. Warner Bros. is currently housed at The Burbank Studios, which it shares with Columbia Pictures, and will continue to maintain its primary offices there.

**The difference.** "Sharply lower earnings" and dividend reduction were announced by Providence, R.I.-based Outlet Co. It was not fault of broadcasting operations, which posted earnings gain of 1.6% to \$17 million in fiscal year ended Jan. 31. Company's net earnings dropped 60% from \$10 million to \$4 million. "Poor performance" of Outlet's three retail division was blamed. Retailing earnings plummeted from \$11.4 million to \$1.8 million. Revenues for whole company were up \$6 million to \$307 million. Earnings per share dipped to \$1.25 from \$3.68. Directors trimmed quarterly dividend to 15 cents from 25 cents "to conserve cash."

**Where the money goes.** Research and development expenses totaled \$27.8 million over last five years for Warner/Amex Cable, though 1979's \$7.6 million was down \$3.4 million from 1978. As noted in Warner's Communications' 1979 annual report, money primarily funded Qube development. Cable company's spending on plant additions totaled \$89.3 million over five-year period, including \$31.3 million last year. Net income for Warner/Amex (50% owned by American Express) rebounded to \$4.5 million from \$2.4 million in 1978. Revenues were up to \$81.3 million from \$66.3 million.

## Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change				Year earlier			
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share	
Acton Corp.	year 12/31/79	\$132,265,000	+24.7	\$4,090,000	-16.3	1.40	\$105,988,000	\$4,883,000	1.37	
Cablecom-General	year 11/30/79	37,384,122	+11.1	4,971,271	+7.1	1.93	33,641,693	4,610,227	1.79	
Comcast Corp.	year 12/31/79	21,810,532	+34.8	2,168,277	+26.9	.85	16,180,812	1,709,155	.69	
Doyle Dane Bernbach	year 12/31/79	104,475,000	+17.4	9,009,000	+18.3	3.40	98,907,000	7,613,000	2.97	
General Tire & Rubber	3 mo 2/29	513,329,000	-0.7	-11,254,000	-190.1	-48	516,871,000	12,491,000	52	
Heritage Communications	year 12/31/79	14,980,122	+135.9	6,519,749	+2.7	2.69	6,348,257	-274,729	-51	
McGraw-Hill	year 12/31/79	879,886,000	+15.6	76,897,000	+20.8	3.10	761,201,000	63,661,000	2.57	
New York Times Co.	year 12/31/79	653,112,000	+33.1	36,408,000	+134.1	3.06	490,642,000	15,550,000	1.32	
A.C. Nielsen Co.	6 mo 2/29	230,320,000	+22.8	12,502,000	+3.4	1.14	137,544,000	12,451,000	1.13	
RCA	year 12/31/79	7,454,600,000	+12.9	283,800,000	+1.9	3.72	6,600,600,000	273,400,000	3.65	
Sony Corp.	3 mo 1/31	398,631,000	+17.6	79,957,000	+342.6	.37	303,663,000	17,962,000	.39	





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System features:			
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3. Automatic IN/OUT assembly editing.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Automatic STAND-BY (with picture) at out point.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Edit accuracy $\pm 2$ frames.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 4.5 second pre-roll time.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Multiple AC voltage applications (100V/120V/220V/240V), at 60 or 50 Hz.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Controller features:			
8. Dial search control with lockable speeds.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. 10 tape search speeds (5X, 2X, 1X, 1/5X, 1/20X— forward and reverse) plus PAUSE, all with picture.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Automatic instruction error diagnostics.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Address time indicator for hr./min./sec./frames.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Lap time indicator.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. PREVIEW function.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. RETURN to in point function.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. REVIEW function.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. GO TO out point function.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Independent reset of entry and exit points.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Deck features:			
18. Full direct drive, including video head cylinder and capstan motors.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## Communications legislation: little chance for any action before next Congress

**Although FCC's telephone decision raised some hopes that impediment of common carrier provisions may have been removed, observers say recess, conventions and campaigns mean little help or hindrance from the Hill until first of the year**

With the political conventions, summer recess election campaigns and an Oct. 3 adjournment date marked on the calendar, the prospects of Congress passing any significant communications legislation this term now appear dim.

The consensus of Hill watchers last week was that there was probably insufficient time to move any bill all the way to the President's desk, and the next Congress would have to pick up where this one left off.

Indeed there were suggestions last week that the FCC had done some of the work that Congress had contemplated doing. The commission ordered a restructuring of telephone communications that had been under consideration on Capitol Hill. Under the decision, which has not yet been made available for close scrutiny, the FCC will continue to regulate basic telephone services, but it will deregulate "enhanced" communications services—meaning that AT&T, along with General Telephone & Electronics, will have to sell computer and information-exchange ser-

vices through financially independent subsidiaries.

The FCC action was significant because it dealt with policies that the House Communications Subcommittee has been grappling with, and which have held up legislation. Essentially, the commission's decision is similar to an outline that Representative Lionel Van Deerlin (D-Calif.), chairman of the subcommittee, offered last summer as his favored option in dealing with AT&T.

Van Deerlin, who was on a congressional tour of the Middle East last week, was predictably happy. In a statement released through the subcommittee, Van Deerlin praised the decision as extremely significant. "With the commission moving in this direction, a complex bill that amounts to legislative regulation may not be necessary," Van Deerlin said.

A Van Deerlin aide said that the FCC decision changes the status of possible courses of action the subcommittee may take, and there may be a reassessment as to the type of legislation that is now necessary.

One option may be to look closely at a five-to-seven-page bill that the FCC has reportedly drafted. A streamlined bill, observers believe, which will still deal exclusively with common carrier issues, will be easier to move through mark-up. Although it is unlikely that broadcast provisions will surface, that at least becomes a possibility when the common carrier problems have been resolved.

It is also possible, however, that Congress will decide that further actions are unnecessary at this time.

But while there are different theories on which way Congress may move there is nearly universal agreement on one matter:

The lack of time makes detailed consideration of legislation highly unlikely.

Eugene Cowen, ABC vice president, states the sentiments of most Washington observers: "The only thing you can say is that as every day goes by, there's less likelihood of legislation passing."

But Cowen believes the work Congress did this year, as it explored a major overhaul of the Communications Act, will prove useful next session when it takes up these issues again.

Peter Kenney, NBC vice president, thinks that last week's FCC decision could quash any hopes of legislation this year. Congress's major concern, Kenney says, is common carriers, and if that decision eases the concern, there may not be a push to enact any legislation. "If [the decision] answers the problem there won't be an engine to move the bill," he says.

It's possible, Kenney adds, that separate broadcasting bills may surface, but if things are not under way by the end of May, he sees the chances of passage as being very slim.

William Lilley, CBS vice president, agreed with Kenney that the AT&T decision could very well be the most important factor for consideration of new bills. "The chances for legislation this year will depend on the Hill's reaction to the FCC's decision," Lilley said. "If Congress believes the common carrier issue has been settled appropriately, I doubt there will be legislation this year."

But Lilley noted that if the decision triggers complaints, Congress may react with legislation. "There is absolutely enough time if they want to do it," he added.

While there has been speculation about what the House will finally do, people have also been keeping a close eye on the Senate, where a new bill is now expected to be introduced early next month.

It is believed that a compromise bill—



CBS's Lilley

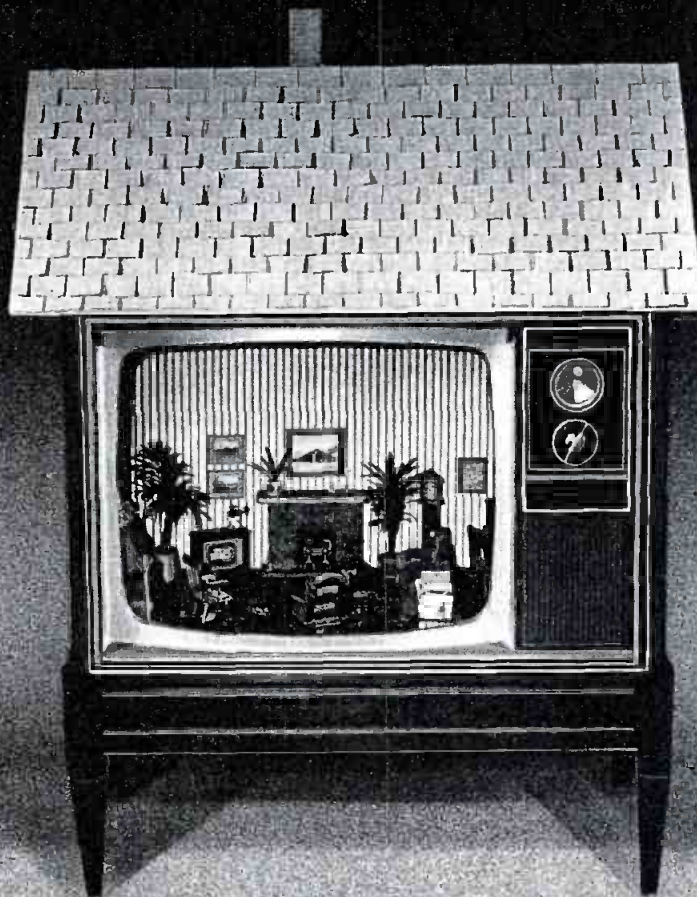


NBC's Kenney

ABC's Cowen



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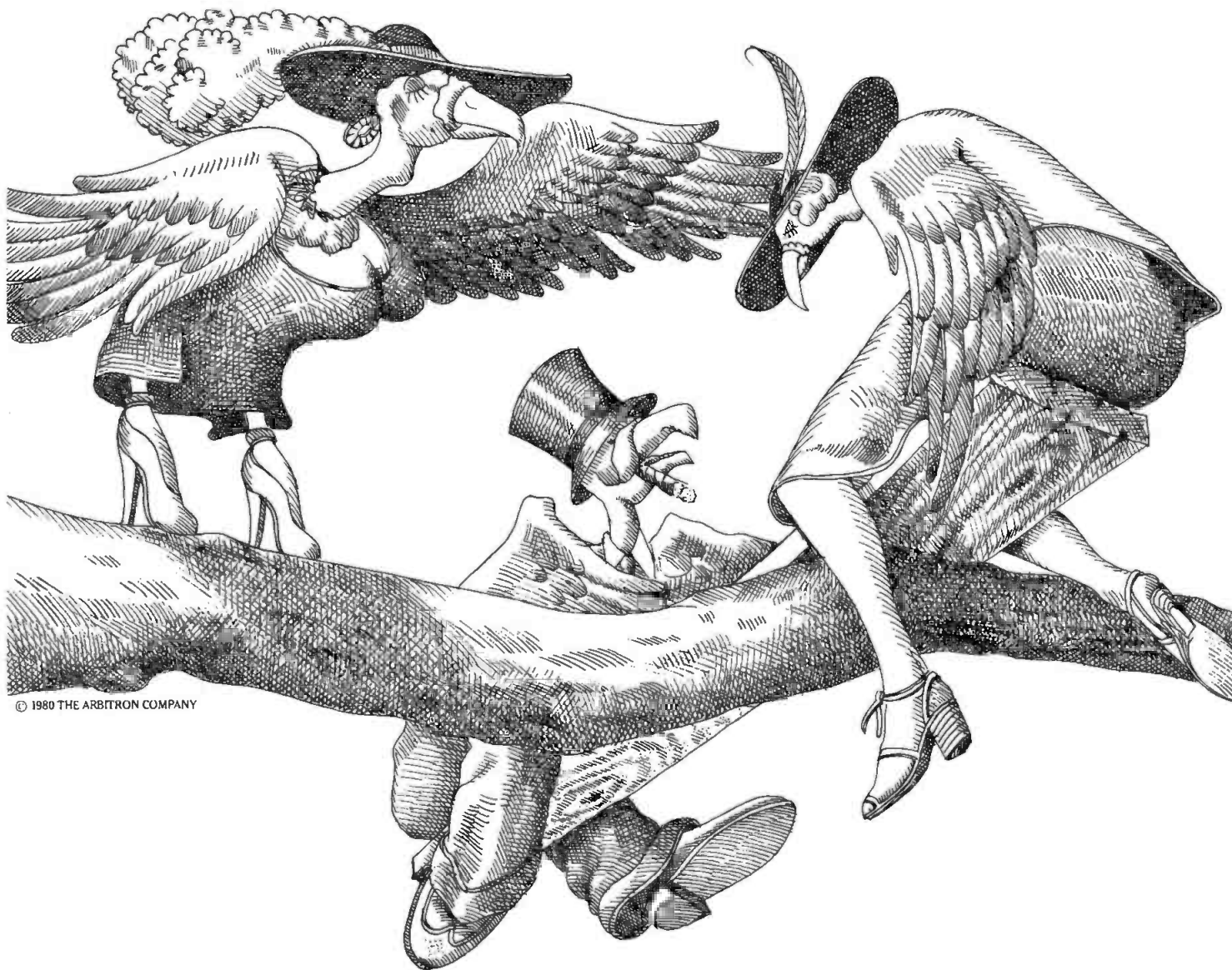
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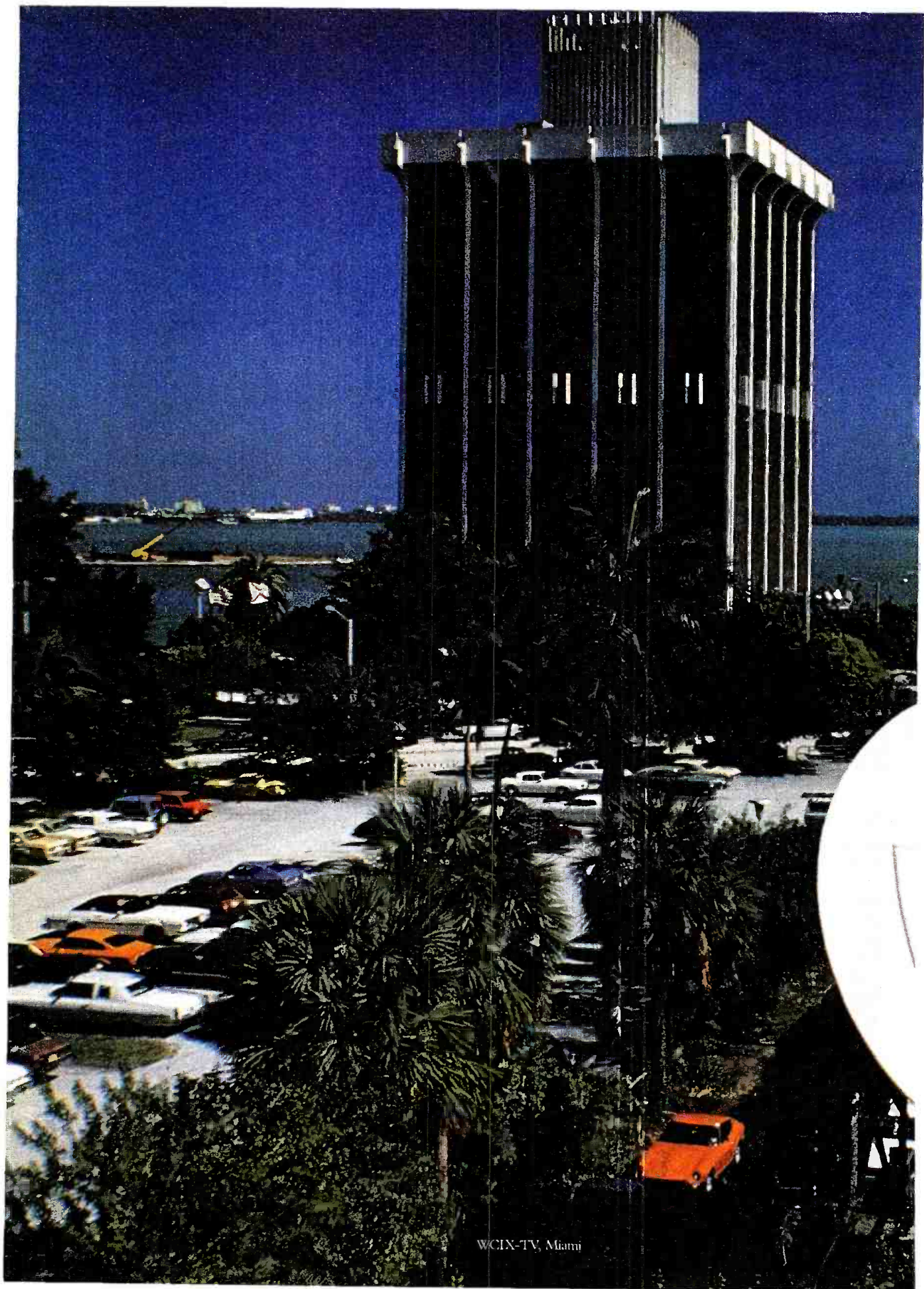
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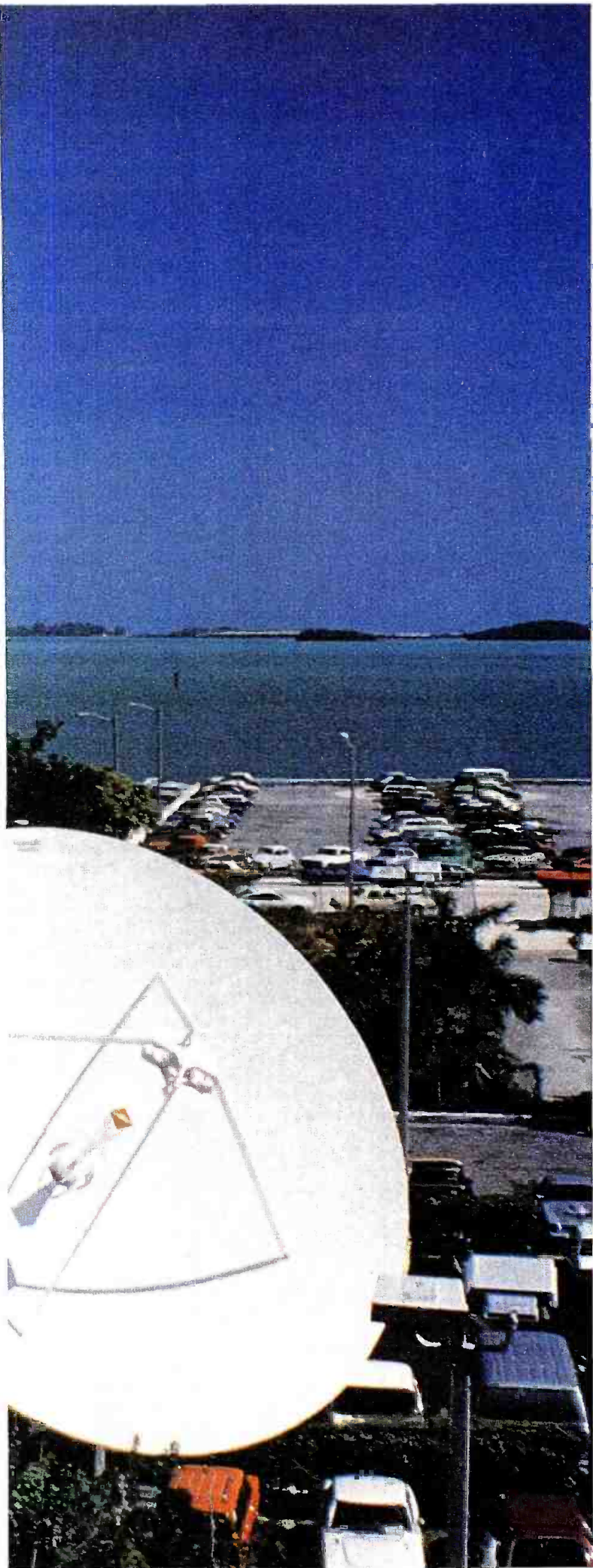
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which contains broadcasting provisions—is nearly complete, and is awaiting approval by subcommittee members, who return from Easter recess today (April 14). There had been some speculation that the Senate would wait for the House to act before introducing legislation, but most observers believe that is not the case. The reason for the delay, they think, is that the staffs have been unable to reach a compromise on key issues. In addition, the Senate Commerce Committee has been heavily involved with other matters, such as trucking deregulation, and communications has not been a high priority.

Although it is almost certain that the Senate bill will include broadcast provisions, some predict that the Senate may

eventually drop those provisions and work to move common carrier amendments to the floor.

There is the opinion in some camps—although it is not a widely held view—that the foot-dragging in the Senate has come from Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, who is up for re-election this year and may not want to deal with potentially controversial legislation at this time. It was further predicted that if the majority and minority can't work out a compromise, the Republicans—who appear to be more interested in moving legislation—might eventually introduce their own bill.

The bottom line is that things are a bit murky, with guesses coming from all over

Washington on what may happen eventually. Most observers, however, see very little chance this year for the enactment of legislation coming from the Communications Subcommittees.

Nor do they see much possibility of legislation affecting broadcasters coming from other jurisdictions. Copyright is one frequently mentioned as an area that needs legislation, but it is likely that no action will come until next year.

Last week, Congressman John Dingell (D-Mich.), the likely heir to the Commerce Committee chairmanship, sent FCC Chairman Charles Ferris a letter expressing concern about the commission's cable deregulation rulemaking. The letter was similar to that sent to Ferris by Representative Robert Kastenmeier (D-Wis.) (BROADCASTING, March 24), which requested that the FCC hold off cable actions pending a review by the Copyright Royalty Tribunal.

"I understand that those responsible for copyright matters as well as our own people who deal with communications matters have under study probable legislative changes," Dingell said. "Under those circumstances, I would regard it as unfortunate if an arm of Congress were to pre-empt such congressional consideration by administrative action. It would seem that since none of the parties have been adversely affected by the rules these past seven years, the urgency for deregulation is not pressing."

Ferris has not yet responded to Dingell, but in his response to Kastenmeier he said he did not think a delay in commission actions would be to anyone's benefit.

Most observers believe that legislation in this area is unlikely, but the possibility should not be ruled out. The key, they say, is timing.

Kenney, for example, says that if the FCC moves ahead quickly to eliminate all cable regulation, Congress might then speed up the process of considering legislative action. Cowen doesn't see much possibility of Congress taking up copyright legislation this year, but he does see it as an area for exploration next year. Representatives of the cable industry, meanwhile, say there is no need for any such legislation, and share the view that the timing of the FCC actions could determine whether Congress will look to a round of hearings or the introduction of a new bill.

There are other broadcasting measures that have received limited attention, but here too it is unlikely that anything will ultimately happen. These areas include a bill introduced by Representative Ron Mottl (D-Ohio) that would require the FCC to make broadcasters' financial statements public; a bill introduced by Representative Allan Swift (D-Wash.) dealing with cross-ownership, and Van Deerlin's bill on equal time provisions in candidate debates.

Also a question mark is whether two regulatory reform bills, which have made it through subcommittee, will receive consideration by the full House and Senate in time.

What is a certainty, however, is that Congress will take up some sort of bill

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dealing with the Federal Trade Commission.

The FTC's temporary budget funding is due to expire April 30, and House-Senate conferees are said to be nearing a compromise that would make another such temporary extension unnecessary.

The commission has been without an authorization for three years, and the issue came to a head this year when Congress was bombarded by complaints from the business community, which attacked the FTC for overzealousness.

One major sticking point has been the one-house veto, which the Senate has opposed, and the House has favored. The House version of the FTC's authorization contains such a provision, while the Senate version contains a modified two-house veto.

The conferees have been unable to compromise on a number of provisions, one of which is the veto. It is also believed that a Senate provision that would eliminate the FTC's authority to regulate "unfair" advertising has received a good deal of attention.

Although it is uncertain whether the veto will emerge in a compromise bill, most now believe the Senate's position on the "unfair" advertising will remain. But if it doesn't, there is a belief that the FTC's children's advertising inquiry, which would be halted by passage of this provision, will not resume anyway.

Sources say that private discussions with commission officials indicate that the children's advertising case cannot proceed, given the displeasure Congress has expressed over the matter. They say the commission has gotten the message, and to go on with such a controversial proceeding would only mean more trouble for the agency.

If the conferees can't resolve their differences before the April 30 deadline, it is unlikely that Congress will let the commission close down while a compromise is hammered out. But Congress is obviously tired of the repeated dealings with the FTC, and if any legislation of interest to broadcasters is signed into law this year, it will likely affect the FTC.

The President's signature, however, could also be a stumbling block, as President Carter has said he would not sign a bill that "crippled" the FTC.

## Taking sides on reimbursement

**Comments on FCC proposal to  
fund public participation in  
its proceedings express  
disapproval by broadcasters,  
approval by citizen groups**

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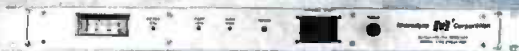
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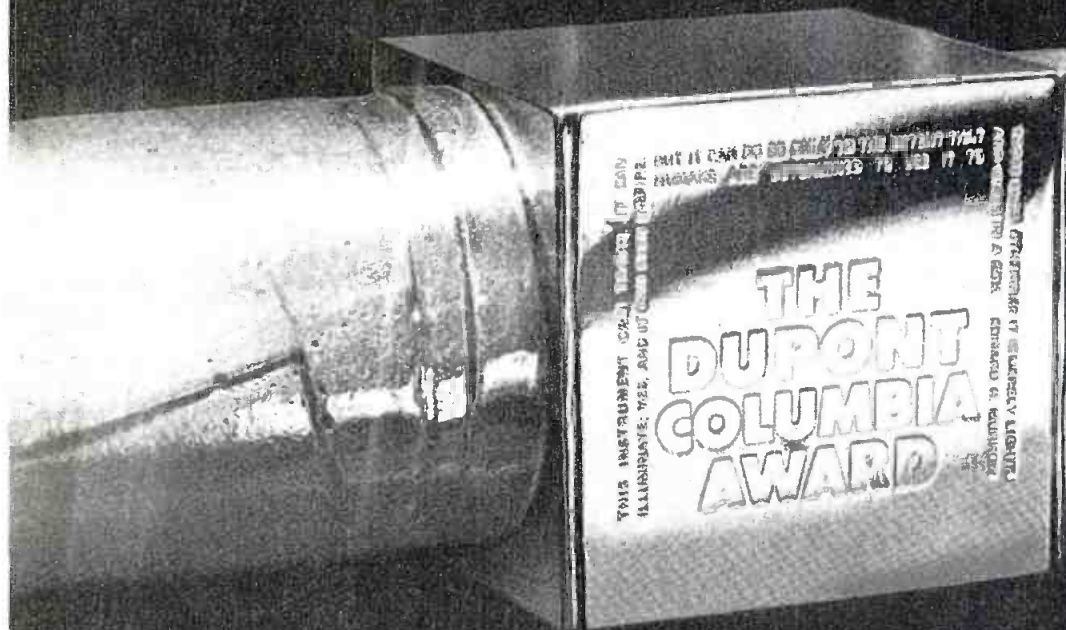
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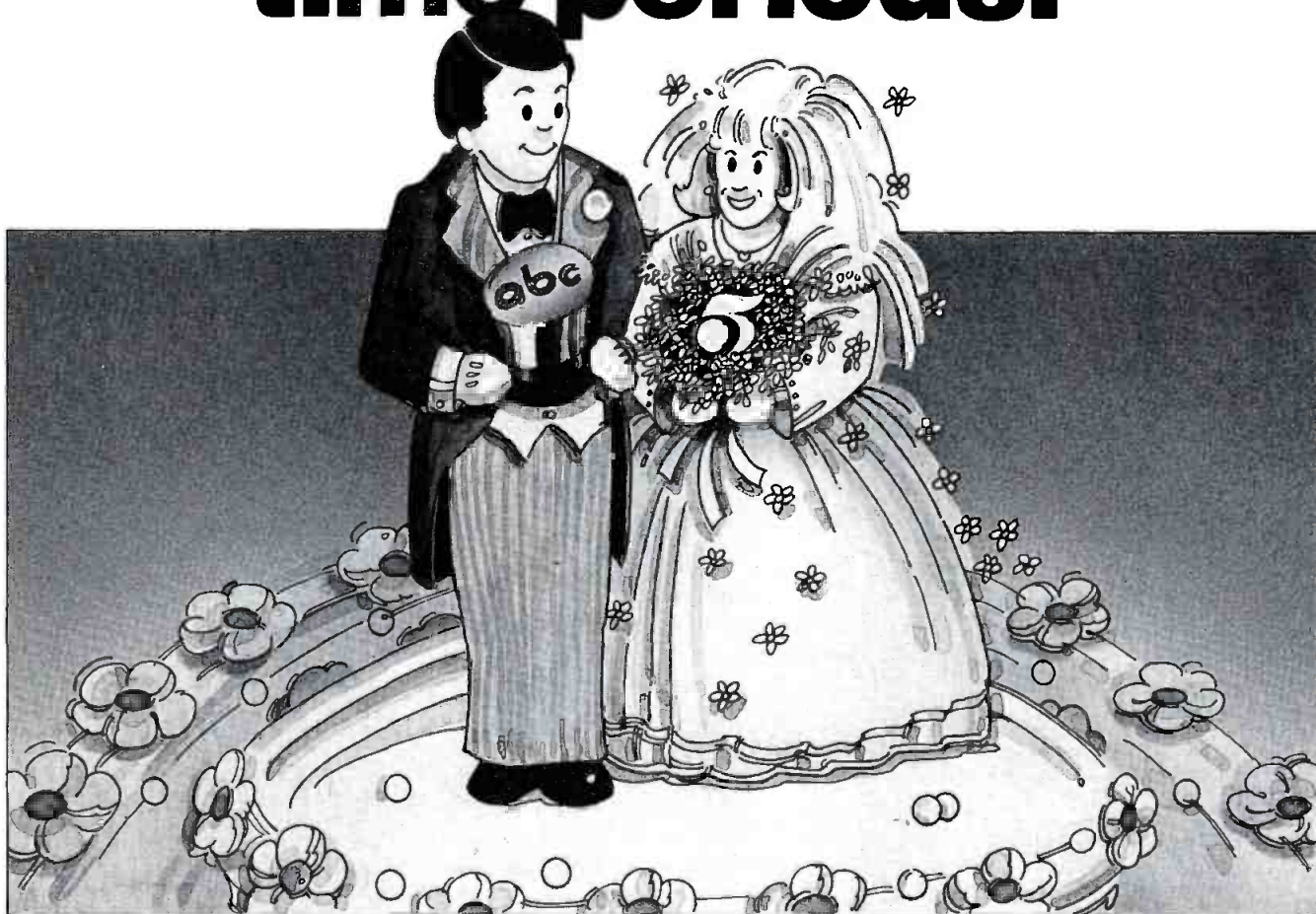


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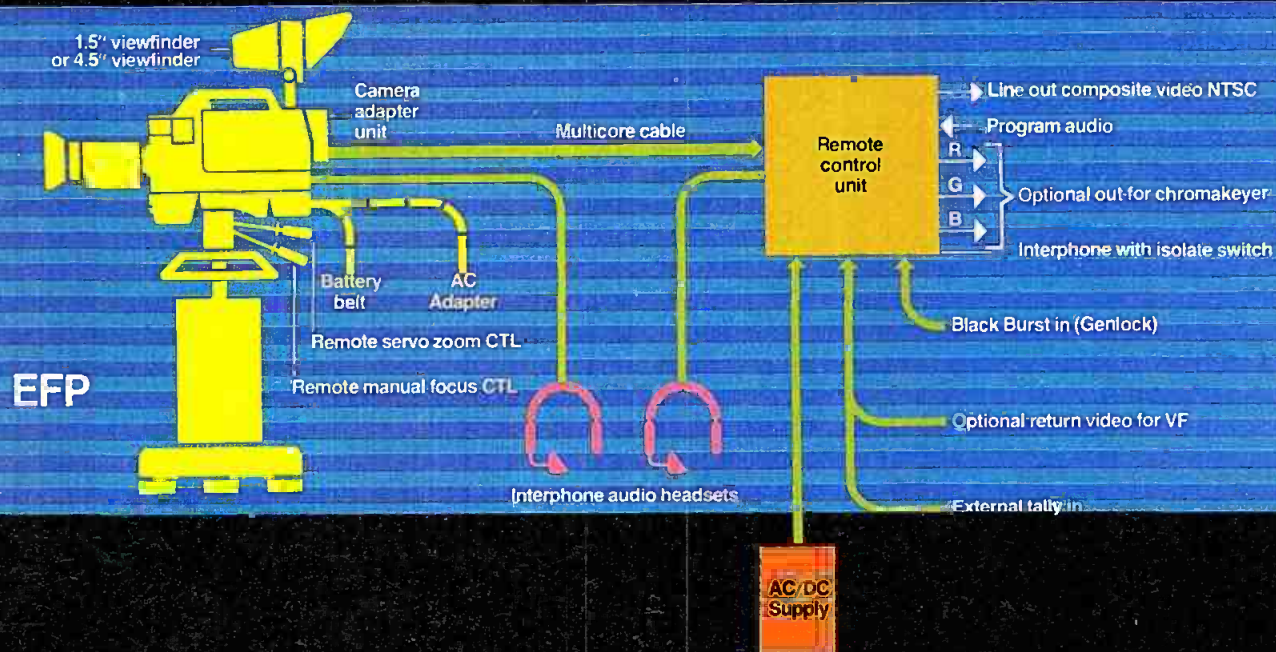
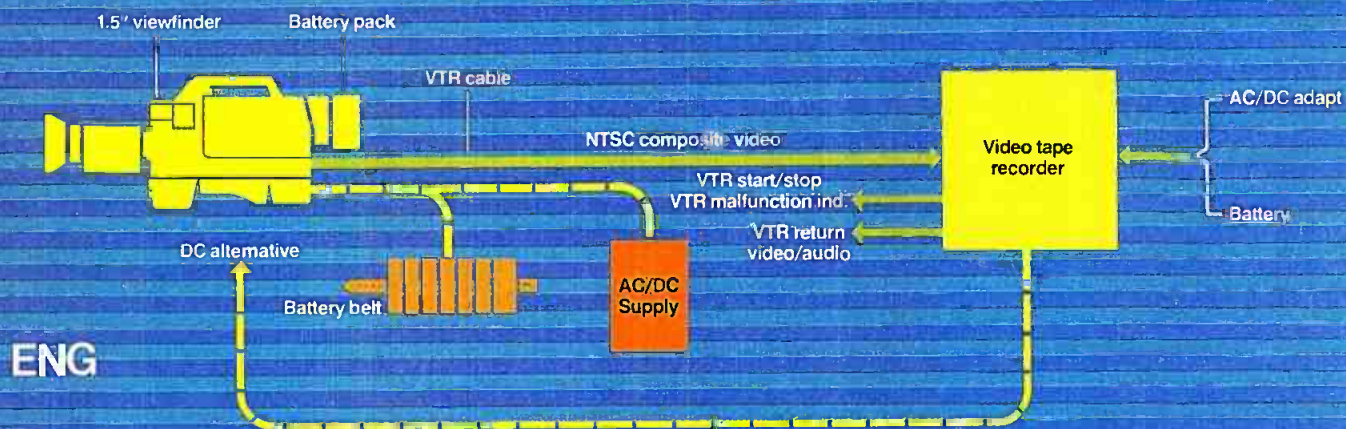
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program, broadcasters opposed the idea in toto.

In comments filed last week, there were lines clearly drawn between the two factions—although the public interest filings outnumbered those of the broadcasters.

The FCC proposal is for a one-year pilot program, funded by an appropriation from Congress, to reimburse applicants who demonstrate that they can “reasonably be expected to contribute substantially to a full and fair determination of a proceeding” and “cannot reasonably obtain in other ways sufficient financial resources to participate in the proceeding, absent reimbursement.”

The rulemaking, which was adopted last December, came out with a proposed plan that would limit reimbursement to participants in rulemakings and inquiries only, along with an arbitrary ceiling for the amount to be reimbursed. Participants would be selected by a tripartite FCC review board, and those selections would then be reviewed by the commission (BROADCASTING, Dec. 24, 1979).

The National Telecommunications and Information Administration, via a letter from its head, Henry Geller, to FCC Chairman Charles Ferris, supported the idea. NTIA said the commission’s proposal “marks a progressive step toward opening the regulatory doors to interested members of the public who may have previously been excluded from meaningful participation in the commission’s rulemakings due to a lack of financial resources.”

NTIA, as the administration’s official communications arm, also cited President Carter’s support of congressional efforts to assist groups to participate in the proceedings of the federal government. NTIA also agrees with the FCC’s legal analysis of its authority to establish such a program. It added that it also supports “the framework for the program that has been set forth by the FCC, the criteria for reimbursement

and the levels of appropriation [\$500,000] that will be sought from Congress for the proposed one-year pilot program.”

The White House Office of Consumer Affairs agreed with NTIA and called the FCC proposal “well-reasoned and admirably crafted.” Though agreeing with the basic aspects, the filing did make some suggestions. First and foremost, the Office of Consumer Affairs thought that the funding decision should be vested with the FCC’s consumer assistance office, “though the creation of a tripartite body strikes us as a good idea.”

OCA added that while agreeing that the program should be limited to inquiries and rulemaking proceedings, the commission should more clearly define an applicant’s eligibility rather than, as the proposal says “the uniqueness of the applicant’s interest.” The filing added that an intermediate step for actual reimbursement would be preferable to setting inflexible rules. And it suggested the FCC amend the proposal to say “ordinary compensation would not exceed some specified amount per funded applicant, but that in special cases reimbursement in excess of that amount could be recommended and approved.”

The office concluded its filing by noting the recent House Subcommittee on Communications reform bill that included a provision to establish a public participation program for common carrier proceedings. “While the future of the legislative package is uncertain,” the comments said, “the commission can be heartened that the subcommittee is on the same wavelength.”

The National Association of Broadcasters believes the FCC lacks authority to establish such funding, and does not believe an appropriation from Congress would provide the agency with jurisdiction. In opposing the program, NAB said “indeed, in light of other ways to facilitate public participation in commission pro-

## Washington Watch

**Budget cuts.** Carter administration has recommended \$10-million cut in funding for Corporation for Public Broadcasting’s fiscal year 1983 budget. Decrease would bring level down to \$172 million, same amount already approved by Congress for FY 1982.

**Realignment.** Rae Forker Evans, key legislative aide in CBS Washington headquarters since regime of Richard Jencks as company’s vice president there, will shift to CBS/Broadcast Group post as director of affiliate/Washington relations, reporting to Gene P. Mater, vice president and assistant to president of group. William Lilley III, new vice president in charge of CBS Washington affairs, is revising staff assignments, will announce new legislative aide in near future.

**Again.** FCC has reaffirmed 1977 recommended decision finding Service Electric Cable TV and other cable systems in Pennsylvania owned by John Walson guilty of unjustifiably carrying illegal signals in defiance of FCC cease-and-desist order, expanding cable service without FCC authorization and failing to accord program exclusivity on one system. Recommended decision was released at conclusion of hearing begun in 1974 when group of broadcasters filed charges that Service Electric was operating in violation of FCC rules. In addition to reaffirming decision, FCC gave Service Electric and Penn Service Microwave Co., both of which service number of cable systems owned by or affiliated with Walson, 30 days to file statements in support of their renewal applications.

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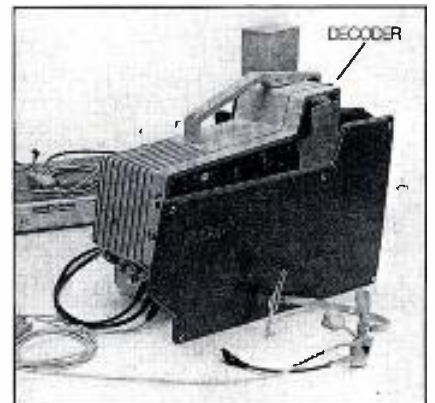
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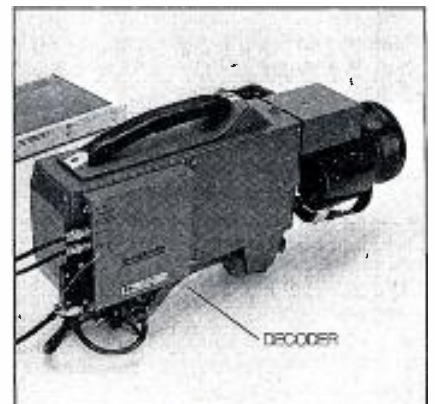


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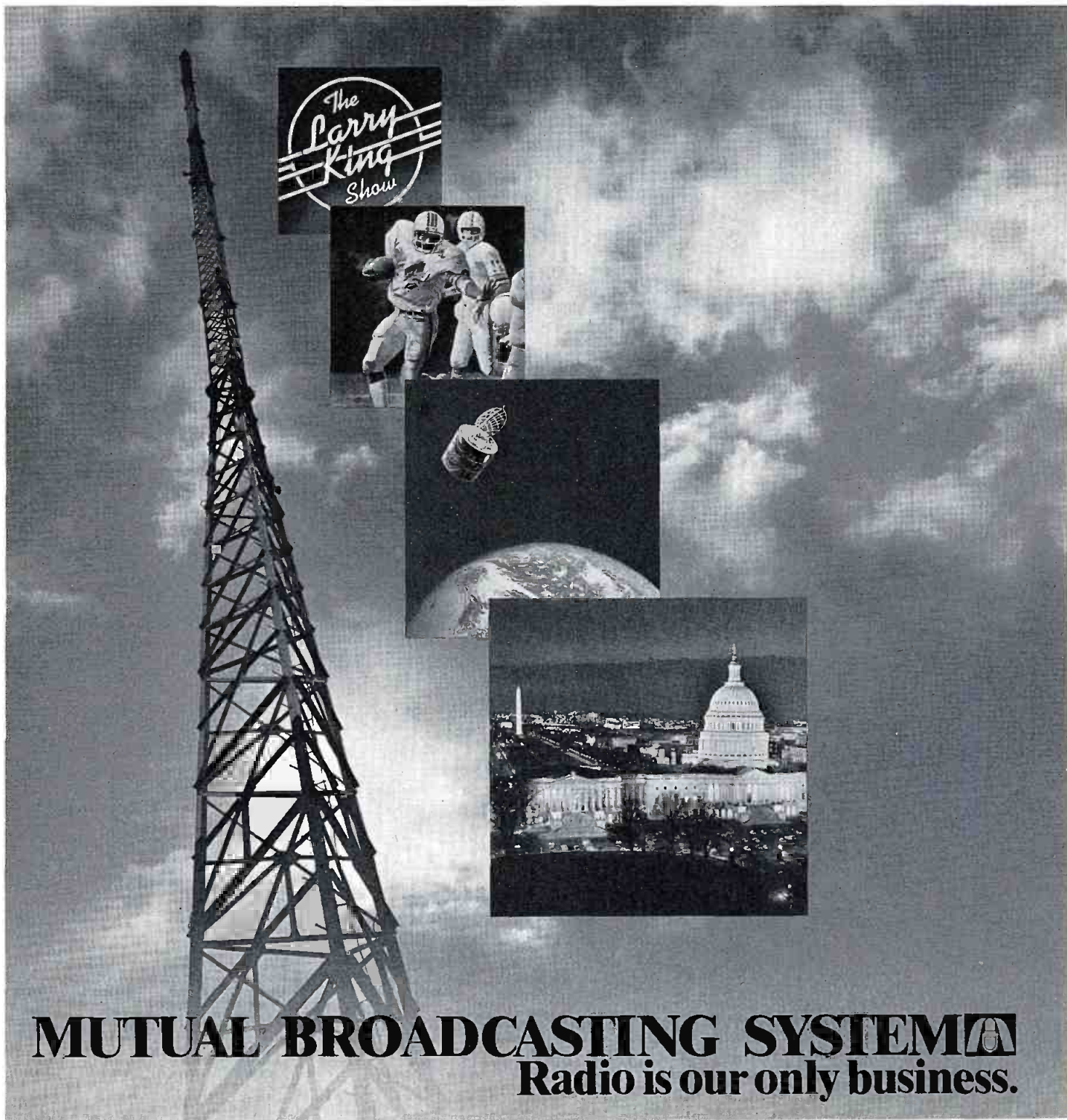
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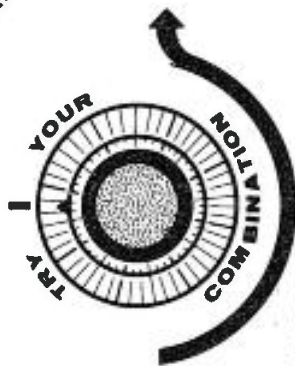
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ceedings, the bureaucratic machinery which would be necessary to monitor a reimbursement effort by the commission would create an unwarranted and counterproductive administrative burden."

The NAB noted at length the Federal Trade Commission's public participation program, and said "not only have the FTC's reimbursement funds been subjected to questionable use, but an evaluation by the Administrative Conference of the United States indicates that the FTC's program also is fast becoming an administrative nightmare."

NAB warns that "if the commission is to cite the success of programs conducted by other agencies to justify its own reimbursement program, the commission also must consider the abuses which have been uncovered by Congress." NAB advises that "rather than providing 'new' and broader public participation, reimbursement has merely provided a free ride for those individuals and groups that had paid their own way in the past."

CBS is opposed to the program, saying the correspondence the FCC receives from the public, as well as public seminars and contacts with public interest groups "should enable the FCC and its staff to be aware of viewpoints that for some reason are not brought to the commission's attention in its inquiries and rulemaking proceedings." CBS also believes the program would be susceptible to "misuse and abuse."

ABC also opposed the program, citing the FCC's mounting processing backlog, escalating inflationary pressures and administration directives to curb expenditures as reason that a program should not be adopted. "The commission should avoid resorting to such a circuitous approach in areas as consequential as those here involved," it said.

NBC did not file comments in the proceedings.

The Media Access project, filing on behalf of the National Citizens Committee for Broadcasting, said it is an "important but long overdue step." However, NCCB fears that the program is "too little, too late and may never take effect if the commission insists on premising its proposed pilot program on a future congressional appropriation."

The filing also said that the program should not be limited to one year. "The program must take some time to demonstrate its success . . . and funding at the conclusion of the first year should not be curtailed while the pilot is being studied retrospectively."

NCCB also thought that the proposal should not be limited in scope and should permit reimbursements in petition to deny proceedings if a group raised "sufficient evidence in a petition to deny to convince the commission to designate a hearing." That group should be eligible for reimbursement of costs incurred in the hearing process, it said.

Citizens Communications Center, along with the National Association for the Advancement of Colored People and the

Communications Law Program of the Law School of the University of California, Los Angeles, believes the FCC has the authority to establish such a program even in the absence of a congressional appropriation. "The public, having been granted the right to participate in commission proceedings, must be afforded viable means to enforce that right," Citizens said. "Without reimbursement, the public cannot hope to compete with industry or government, either in the number of participants present in commission proceedings, or in the quality of argument and the development of factual materials for presentation."

Citizens thought it ironic that the FCC "seeks to deregulate radio without the benefit of a trial record, yet seeks to limit the reimbursement program to an experimental one-year trial." Citizens stressed that the program should not be limited and should allow for maximum flexibility in handling applications for compensation."

The National Radio Broadcasters Association thought that any reimbursement program would, in the end, "amount merely to an inefficient shuffling of public dollars." NRBA called the proposal an "ill-conceived and ill-timed effort which will serve no purpose not already achievable under the existing system." NRBA advocated a stay in any action until some action is taken on the appropriations request in Congress.

Storer Broadcasting agreed with NRBA's characterization of the proposal as "ill-advised and ill-timed." Storer warned the commission would be vulnerable to bias charges when choosing applicants, as well as seriously delaying many proceedings. Storer also said that "because reimbursement, eligibility criteria make a virtue of previous experience with the commission processes, the commission has built-in a tendency to repeatedly award grants to the same persons or organizations which until now have been able to find other sources of funding."

The Broadcast Financial Management Association opposed the program saying "... in view of the important social programs which face certain budget cuts or elimination, it is simply unconscionable for the commission to request a substantial sum of money, to request additional staff, and to divert existing staff from essential ongoing duties in order to implement an illegal, unnecessary, wasteful, unwieldy, and unfair reimbursement program."

Other public interest groups supporting the proposal were Washington Association for Television and Children, Action for Children's Television, the Institute for Public Representations and the Council for Public Interest Law, which operates out of Georgetown University's Law Center. The last cautioned that although the FCC has implicit authority under the Communications Act to establish a reimbursement program, "by conditioning the establishment of the program on a congressional appropriation, the FCC dilutes its own determination of its authority."



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## NLRB enters where FCC fears to tread

**It orders KBJR-TV Duluth to restore news show and rehire employees fired in dispute over unionization attempt**

The National Labor Relations Board has issued an order to a television station that is of a kind even the FCC has indicated is beyond its constitutional authority. It directed KBJR-TV Duluth, Minn., to restore to its schedule a 6 p.m. local news program it had canceled. The board said it was acting to correct an "unlawful discrimination."

The order was part of a remedy the board imposed in affirming an administrative law judge's decision that the station, which is licensed to RJR Communications Inc., violated the National Labor Relations Act in an effort—eventually unsuccessful—to block efforts of the Teamsters Union in 1978 to organize the newsroom.

Judge William F. Jacobs found it "abundantly clear" that the station unlawfully attempted to influence the outcome of the union election and that during the campaign, it made contingency plans to eliminate its 6 o'clock local news program and to discharge anchorman James Malmberg, sportscaster Roger Berry and photographers Lee Wall and Barbara Hill. After the union won the election, the program

was canceled and the four were discharged.

The judge's order, which the board accepted, directed the station to rehire the four without prejudice to their seniority or other rights and "make them whole" for any loss of pay, and to "resume broadcasting the 6 p.m. local news."

The station, which had cut its early evening news to five minutes, now broadcasts an hour of local news beginning at 5 p.m. That program—*Weekday*—was introduced last September.

The station had maintained that it dropped the program and terminated the four as the result of a bona fide business decision made after review of the July Nielsen ratings—which placed the program last in the market—and the results of a survey of area viewers aimed at identifying "recommended" and "highly recommended" newscasters. The survey, by Selection Research Inc., indicated that Malmberg had "superstar" potential but was not familiar to a substantial portion of the area's viewers.

Furthermore, KBJR-TV maintained that the board lacks the authority to order the reinstatement of the program; such an order, it said, would violate its First Amendment rights. The FCC thus far has shied away from such an order on that ground.

The administrative law judge said the program should be restored so that those who were discharged would have jobs on their return. And the NLRB said the First

Amendment was not involved. It said the station discontinued the program and terminated the four employees for "bona fide business reasons." Furthermore, "since this is a case of unlawful discrimination, and since the media 'has no special privilege to invade the rights and liberties of others,'" the board said, quoting the Supreme Court, "we do not believe that, by merely restoring the status quo ante to remedy [KBJR-TV's] unlawful discrimination, we infringe its First Amendment rights."

The board held that the station's illegal activities in attempting to influence the election involved a kind of carrot and stick technique. And Malmberg, who was known to have favored the union, was subjected to both the carrot and the stick. Along with several other employees, he was given a substantial pay increase—\$400 per month in his case—at about the same time he was removed from the co-anchor spot on the 6 p.m. program and moved into a co-anchor job on the 10 p.m. news show.

The station said that change was made to free Malmberg to attend business meetings and thus improve his recognition factor—an explanation the board would not accept. Nor would it accept a claim that poor ratings were the cause: "An employee whose work justifies demotion ordinarily is not granted an unprecedentedly large pay increase."

The board said the timing of the pay increases and Malmberg's demotion "signaled a warning to employees that not even a 'superstar' was indispensable and that loyalty would be rewarded."

And it said the administrative hearing had developed evidence refuting the station's argument that Nielsen ratings for July were a factor in the decision to drop the 6 p.m. news program. The board said station officials, including the station's chief owner, Robert Rich, had indicated weeks before the Nielsen reports were received, on Aug. 21, that the station had decided to drop the program as a result of the union election, which was held on July 27. The survey, the board said served merely as a "pretext." Once the election was held, the station "implemented its strategy to combat the union by eliminating the 6 o'clock newscast and discharging four employees," the board said.

The case may not be over. Rich last week issued a statement saying that "RJR disagrees with the NLRB position and is presently considering an appeal to the courts." On the other hand, the station's Washington communications counsel, Benito Gaguine, who owns 20% of the station, indicated a reluctance to proceed with further litigation. He noted that the station, in carrying a local news program at 5 p.m., is in "substantial compliance" with the board's order and "may try to settle" the matter in some manner other than through an appeal. The matter of rehiring the four employees and "making them whole" may not pose a problem. They received two months severance, all are working in new jobs, and all but Malmberg found employment less than two months after leaving the station.

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## To DBS or not to DBS

**Washington conference examines the pros and cons of direct-to-home satellite broadcasting**

Some 450 lawyers, engineers, programmers and government officials—their interest whetted last August by Comsat's announcement of plans to institute a satellite-to-home subscription television service—gathered in Washington last week under the roof of the National Academy of Sciences and the aegis of the National Research Council to air the many economic, regulatory and technical issues surrounding direct broadcast satellite (DBS) communications.

Although the day-long symposium produced some disagreement as to just what a DBS system is, Elizabeth Young, president of the Public Service Satellite Consortium, set forth the commonly accepted definition and the one that best describes the proposed Comsat service. She said that it's any system that includes "a communications satellite of sufficient power and sophistication" to relay signals to "small-aperture earth stations, perhaps no more than two feet in diameter, which can be mounted and used for direct reception in the home."

A consensus of the registrants and speakers was that the future of DBS services will be determined in large part by the nature of governmental regulation—both international and domestic—that could potentially hinder or foster their growth. Henry Geller, director of the National Telecommunications and Information Administration, said the DBS service serves the First Amendment purpose of creating more diversity of programming and thus is in accord with NTIA's guiding principle of creating "a marketplace of ideas."

Geller said DBS would probably be best

regulated by the least regulation and that entry into the DBS marketplace should be left open to all. He said the decision to open the doors to domestic fixed satellite business has proved successful. "The flourishing of cable and pay TV have come about from that policy of 'open skies'... A single monopolistic service would not have done as good a job," he said.

Geller warned, however, that there are still issues to be resolved in the realm of DBS and that Congress should act promptly to establish DBS policy and set guidelines.

On the international side of the regulatory question, the big event is three years away when delegates to a meeting of western hemisphere nations are to set DBS parameters and specifications and allocate orbital slots and frequencies for North and South America. (DBS specifications for Region 3 were set during the 1977 and 1979 WARC's.) Richard Shrum, a representative from the State Department, said that one of the key issues to be decided is how wide a bandwidth will be dedicated to DBS.

According to Shrum, the spectrum from 11.7 ghz to 12.1 ghz (400 mhz) was assigned to fixed satellite service at the 1979 WARC conference and the 12.3 ghz to 12.7 ghz (400 mhz) band was assigned to DBS. What will become of the center 200 mhz will be a matter for the 1983 meeting. He said that it's expected that the center band will be split so that each service will come away with 500 mhz, but a final decision on the center band will be based on "the requirements we take into the conference." In other words, if the need is there, DBS could end up with a band segment 600 mhz wide, he said.

Shrum urged those assembled to prepare for the 1983 WARC by participating in a forthcoming FCC notice of inquiry that will form the basis for the United States' position at the conference.

If purveyors of DBS services do eventually operate in an open marketplace, as Henry Geller would prefer, then the most

important considerations to the satellite broadcaster are the marketing opportunities and economic viability of DBS. Of the three who delivered papers touching directly or indirectly on these issues, none was enthusiastic about the prospects for DBS services.

Elizabeth Young, who was asked to speak on the public service programming aspects of DBS, said that "it is likely that the other distribution media can be more efficient than DBS in delivering public service programming because they can by their very nature reach special interest populations and segmented audiences."

Winston Himsworth, a stock analyst with Salomon Bros., said if DBS service evolves no further than what is envisioned in the Comsat proposal—a few channels of pay television beamed directly to homes—the impact of DBS on other video media "would be minimal." Himsworth said that the most it could hope for is to provide some competition to other pay television distributors, particularly STV and MDS, which are also channel-limited. "Its competitive success would lie primarily in its ability, as a latecomer to pay TV, to develop a proprietary and desirable program offering," he said.

The prospects for a DBS service would improve dramatically "if we assume DBS systems offering many more channels," Himsworth said. The availability of a large number of DBS channels could make home earth stations a viable alternative to cable subscription and put MDS and over-the-air pay television at "an increasing disadvantage."

N.J. Nicholas, chairman of Home Box Office, the leading pay cable programmer, couldn't find the advantage of DBS. In comparing DBS with satellite-to-cable interconnection, Nicholas said that it is hard to conceive "that the broadband cable would not be a more cost-efficient" means of delivering pay television.

Nicholas pointed out that it would cost \$25 billion to equip all the television homes in the United States with the rooftop antennas necessary for reception of the DBS signal and suggested that consumers, who would ultimately have to foot the bill, might not be willing to make the expenditure.

Probably the only settled issue about DBS is that it is, indeed, technically feasible. There are, however, many limitations and many trade-off situations that will have to be dealt with by both engineers and the marketing experts.

Lloyd Ludwig, project manager, direct broadcast systems, Hughes Aircraft, said that the trade-offs must be carefully analyzed to insure the development of a system that provides "the most broadcast channels to the widest service area for the longest period of time."

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is how powerful to make each channel. Ludwig said "this key parameter" is a function of the size of the service area and the desired signal strength. And the channel power and the number of channels, in turn, determine the amount of solar power the satellite has to generate and, by extension, the size of the satellite.

Despite the importance of the satellite, Ludwig said that the most critical element of a DBS system is the earth station. He said that work with experimental high-powered satellites has proved that low-cost, small aperture earth stations are practical and that prototypes are in various stages of development in Japan, Europe and the United States. Ludwig said that mass production using improved semiconductors and the integrated circuitry will drive down the cost of the earth stations.

The symposium had another speaker who is perhaps better able to speak to the subject of the earth station that will be needed for DBS service. Peter Pifer, president of Microwave Associates Communications, a manufacturer of microwave antennas and fixed satellite earth stations, said that small and sensitive are not enough for the DBS earth stations. Since a scrambling system would probably be a part of a DBS service, the earth station would also have to be equipped with decoding equipment. Also, he said the earth station would have to be fitted for remote control so that the system could be turned off if the subscriber doesn't pay the bill.

## InSync

**Winging it.** Those who stop by booth 515 at National Association of Broadcasters convention this week will get low-down on new satellite program delivery service that is being offered by Robert Wold Co. and its subsidiary, Satellink of America. Dubbed Satellite Express, service will provide syndicators and distributors with another means of sending out their product. According to Wayne Baruch, Wold's vice president, customers will be able to lease videotape facilities and send their programming from three television operating center-earth station facilities Wold is building in New York, Washington and Los Angeles. At least 20 or 30 cities will be able to receive programming in September of this year and all top-100 markets should be on-line by end of 1981.

**New medium.** Ampex will unveil computer-enhanced graphics systems at NAB. Ampex Video Art system, created in conjunction with CBS Television, permits artists to create or modify video images. Drawing upon computer store of colors, hues, lines, shapes and intensities, artist is able to "paint" picture electronically on TV monitor. Since artist uses electronic stylus instead of knobs and switches, process is similar to conventional drawing with pen and paper.

**Just in time.** Station Business Systems, leading supplier of computer systems to broadcasters, announced just as it was about to set up shop in Las Vegas number of price reductions, some amounting to 21%. Reductions range from \$2,000 for basic BAT 1500 system to \$16,457 for complete AM/FM traffic-accounting system.

Another question that may become more important is what type of signal to use—digital or analog. DBS service may come, he said, "when digital is the way to go."

Pifer said development of DBS earth stations has been slow because there is no demand. "We are driven by the marketplace," he said.

## Comsat-Sears romance fades

**Companies quit talks of joint venture to offer direct-to-home satellite broadcasting; Comsat will search for new partner**

Talks between Sears, Roebuck and Co. and Comsat General Corp. regarding the creation of a joint venture for the operation of a satellite-to-home broadcasting service have fallen through.

Plans for the service—pay television transmitted by satellite directly to homes equipped with rooftop dish antennas—were announced by Comsat last August and, early this year, it was learned that Comsat had begun negotiating with the giant Chicago-based retailer to form a joint venture to provide the service (BROADCASTING, Jan. 7).

In a terse joint press release, the companies announced last week the joint venture discussions have been terminated. Comsat, however, made clear that it would forge ahead with the development of its plans and seek other partners.

And Sears was by no means foreclosing its involvement in the service. It said that it "regards the service as consumer-attractive and is interested in participating in a sales, installation and service capacity." A spokesman for Sears said the company is simply no longer interested in participating on an "equity basis." In other words, it no longer wants to put its cash on the line.

An FCC proposal containing details of the satellite-to-home service was to have been filed upon completion of the Sears-Comsat pact, but the failure of the venture has indefinitely postponed the filing. Comsat spokeswoman Judith Eliniki said that Comsat "doesn't expect to file until we have an appropriate joint venture arrangement."

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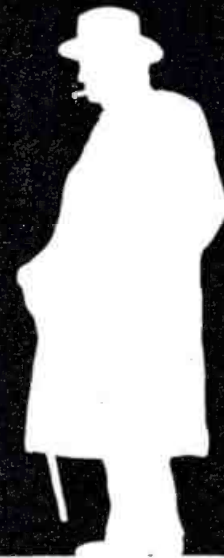
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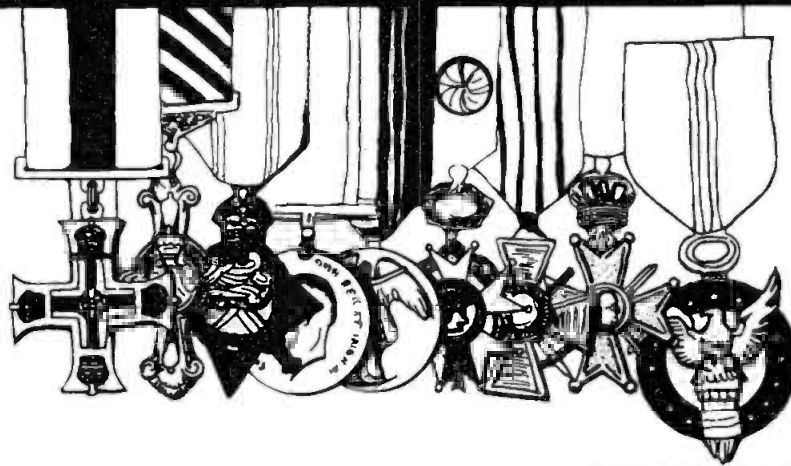
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# Programing

## Ahead by a nose

**In the ratings race for this season, ABC pulls ahead by winning week ended April 6 by tenth of a point**

The tightest ratings race in years is getting even tighter.

From the 29th week of the season, March 31-April 6, it's a safe bet to assume that both ABC-TV and CBS-TV were hoping for decisive prime-time victories to break the ratings tie at 19.5, since the season ends April 20. The deadlock, however, continued.

ABC won the week but the glory came by the narrowest margin, one-tenth of a ratings point. ABC earned a 19.2 rating and 32.4 share to CBS's 19.1/32.1. And while ABC and CBS continue to slug it out, NBC-TV seems to have lost whatever fight it demonstrated earlier in the season. The network could muster only a 14.9/25.2.

During the week, ABC won five nights: Monday, Tuesday, Wednesday, Thursday and Saturday. CBS took Friday and Sunday.

Leading the program list was CBS's *M\*A\*S\*H* (26.2/38); followed by ABC's *Three's Company* (26.0/40) and *World*

*Heavyweight Championship* boxing (25.8/41); CBS's *Dukes of Hazzard* (25.5/44), *Flo* (25.2/37) and *Alice* (24.6/40); ABC's *Barbara Walters Special* (24.4/40); CBS's *60 Minutes* (24.2/46), ABC's *Taxi* (24.1/37), and CBS's *Jeffersons* (24.0/39).

NBC's *Real People* special came in 11th for the week with a 23.6/38 but it could provide only minor relief to an otherwise devastating network performance. Only one other NBC show made it to or above the 30-share mark, *CHiPs* (17.7/30). And only *Real People* and *Little House on the Prairie* (19.1/29) made the top-25 list among the week's 65 programs. NBC had 15 of the bottom-20.

Of the week's special programming, boxing gave ABC a solid Monday win, scoring 25.5/38.9 from 8-11 p.m. and a 25.8/41 for the entire 8 p.m.-midnight telecast. ABC said it was the highest-rated boxing presentation that didn't include Muhammad Ali and the sixth highest-rated ever. About 55 million viewers were said to have watched some or all of the four fights.

At the other end of the ratings spectrum was the NBC cave-in with a repeat of the *Jesus of Nazareth* miniseries. Monday's part 2 brought a 15.2/23; Tuesday's part 3 a 14.4/23 and Sunday's part 4 a 14.0/24,

giving NBC a 14.5/23 for six hours of prime time. The opening episode a week earlier did better but also was no success story with a 16.1/26.

ABC's "The Ten Commandments," repeated Sunday from 7-11:33 p.m., pulled a 16.6/30 and for its 7-11 prime-time portion, a 16.2/28.

NBC's *United States*, presented an hour earlier than its usual Tuesday 10:30 p.m. slot continued to stagger (12.4/19) despite the strong *Real People* lead-in. CBS's *The Contender* earned a 14.5/27 from 10-11:30 p.m. on Thursday and a 14.3/25 from 10-11.

## Madison Square Garden and UA-Columbia merge cable efforts

**New by-satellite venture will be known as USA Network, offer children's and minority programs in addition to sports events**

UA-Columbia Cablevision and Madison Square Garden Corp. have joined hands in the ownership of a new cable venture, "The USA Network."

It is the successor to the former Madison Square Garden Sports Network, a subsidiary of UA-Columbia. The new name reflects the expansion of the USA Network to include programs of wider appeal than sports.

The plans of the new network were outlined at a news conference in New York last week by Kay Koplovitz, who had been executive director of UA-Columbia Satellite Services and has been named president of the USA Network. She said programming will be increased by about 20% by this fall and will include the development of shows geared to children's and women's audiences and an expansion in the number of professional sports telecasts.

Madison Square Garden Sports was launched in 1977, and its schedule consists of events from Madison Square Garden as well as from other locations. It has presented professional sports, including major league baseball, basketball, hockey and soccer, as well as collegiate and amateur sports events.

Koplovitz said that at its inception, the USA Network will reach about five million homes served by more than 1,000 cable systems.

In addition to sports, the USA Network will continue to carry *Calliope*, a children's series produced by UA-Columbia in conjunction with the Learning Corp. of America; *Black Entertainment Television*, a weekly variety series, and C-SPAN's proceedings from the House of Representatives.

Koplovitz estimated that advertising ac-

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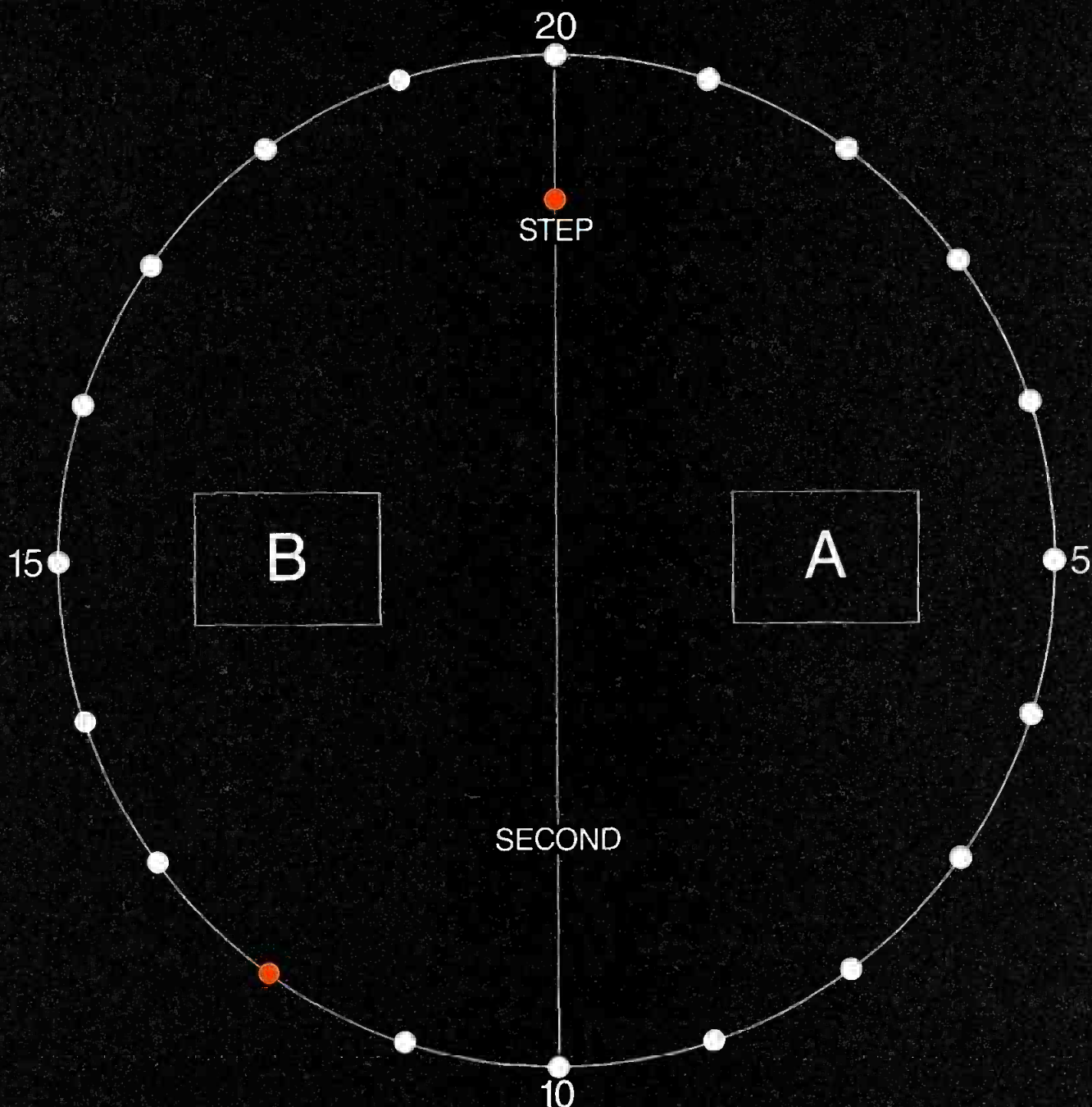
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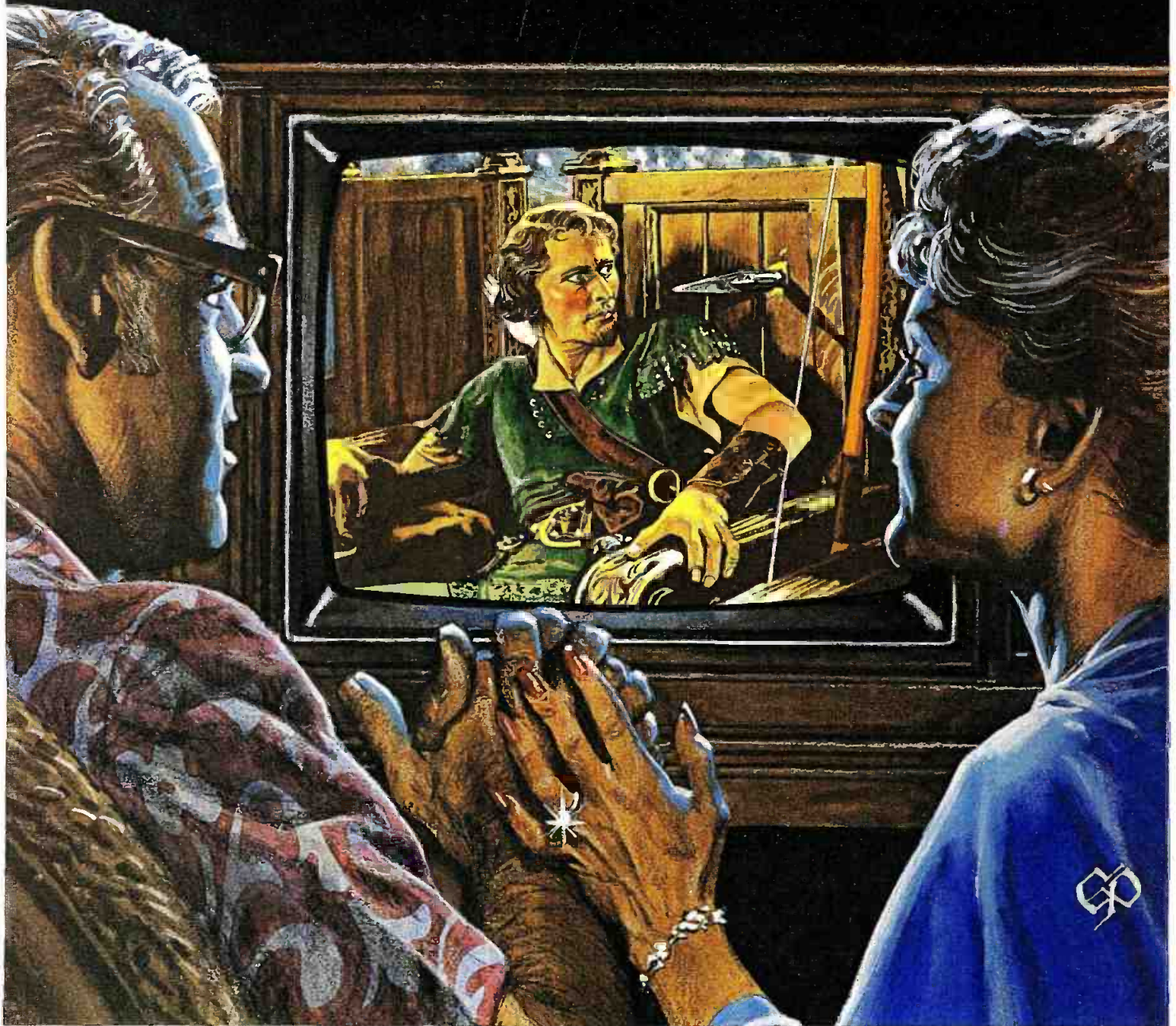
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## Monitor

**Archie's alone.** Edith Bunker, mostly off-screen character since CBS-TV's *All in the Family* was converted to *Archie's Place*, will be written out of show over summer. When *Archie's Place* starts up again in September, viewers will learn of her death. "You can't go on with a leading character who never appears," said series creator Norman Lear. "It's stultifying."

□

**Switched on.** Field Communications' WFLD-TV Chicago has become 87th station to join ranks of *PM Magazine*. With addition of Chicago independent to line-up, access program will be in 47 of top-50 markets and cover 78% of U.S. television households. Field's move puts show in all of top-three markets. Independents WNEW-TV New York and KTTV-TV Los Angeles will begin with show June 2.

□

**Abroad.** ABC-TV reports that 60 countries (plus Puerto Rico) will receive telecast of 52d Academy Awards ceremony airing tonight (April 14, 9 p.m. to conclusion NYT), increase of six nations over last year's total. Sales were handled by ABC Pictures International, subsidiary of ABC Video Enterprises. New to Oscar race are Italy, Sweden and Portugal. Argentina, Australia, Brazil, Canada, Dominican Republic, Mexico, Puerto Rico and Uruguay will receive live feed via satellite or land lines. Other countries, including Great Britain, will receive delayed satellite transmission of specially produced one-hour "international version" of Oscar telecast.

counts for 20% of the network revenues from such clients as Miller Brewing, Pepsi-Cola, RCA, Toyota, Anheuser-Busch, Levi Strauss, American Express, Johnson & Johnson and Eastern Airlines.

## Looking for a cure for ailing college football ratings

**NCAA committee finds growing pro schedules hurting collegiate telecasts; it recommends better promotion, tougher schedules**

The National Collegiate Athletic Association admits its football television suffers from congestion, but it expects a full recovery. The diagnosis also finds that some problems are internal, but others are external. One example of the latter is pressure from the extended seasons of professional football and the baseball major leagues.

The NCAA television committee, of which Cecil N. Coleman of the University of Illinois is chairman, made a study after ratings for the NCAA/ABC-TV series declined from 21.2 in 1977, to 19.9 in 1978, and 19.5 in 1979. Over the same three-year span, NCAA noted, average ratings for National Football League telecasts were also down for ABC-TV and CBS-TV, but up slightly for NBC-TV.

NCAA said that better matching of colleges in recent years had resulted in a more competitive balance that increased in-stadium attendance by 5.7% in the last two years. NCAA expects that factor to translate into better TV ratings.

The committee believes its research supports these conclusions:

- The over-all increase in TV exposure of college and pro football contributed to declining ratings. Insofar as the NCAA series was concerned, more exposures

prompted inclusion of additional games at less desirable dates and times.

- The expansion of the NFL's season from 14 to 16 games at the beginning of 1978 has meant early September pro schedules. Even though those games are not on Saturdays, they still have caused viewers to become more selective.

- The extended baseball play-off pattern of the major leagues has drawn media and viewer attention from football on Saturdays in September and October.

- Better promotion, more timely announcement of schedules and continued competitive excellence on the field are needed to stop the decline in college TV ratings. It was noted that college ratings

slumped 14% from 1971 to 1974, before rallying to an all-time high in 1976.

- There are TV options available to pro football that the NCAA does not have: Pro schedules are drawn up in a central office, matching teams of comparable strength and placing the more attractive games at the most advantageous times for TV purposes; the pros can use virtually any day of the week for games; the NFL season leads to a championship that stimulates late-season ratings, among other benefits.

On the last points, the NCAA committee emphasized it was not suggesting that these options be made part of college football.

The television committee's report followed an NCAA announcement a fortnight earlier that it had been advised by ABC-TV of planned increases in payments to be split by schools participating in TV games. In the first two years of the current four-year agreement, rights fees were \$533,600 for each national telecast and \$401,000 for each regional telecast. Next fall, fees will go up, respectively, to \$600,000 and \$422,929.

NCAA said the increases were made possible by the availability of an additional \$2 million in rights fees under the multi-year pact.

ABC-TV will carry 13 national games and 45 regional games in 1980, according to the NCAA. The NCAA also listed rights payment for other telecasts: Division I-AA football championship, \$750,000; Division II football championship, \$520,000; Division III football championship, \$150,000; Division II and III regular-season telecasts, \$165,000.

After the preceding payments to schools are deducted from the aggregate rights fee of \$31 million, NCAA assessments of 4½% and 3½% are applied.

## PlayBack

**New network?** ABC Radio today (April 14) and tomorrow has scheduled focus-group sessions to discuss talk-network concept and other possibilities. Several hundred general managers from talk/information stations have been invited to ABC Radio meetings at Las Vegas Hilton during National Association of Broadcasters convention.

□

**Air for incumbents.** Today (April 14) marks debut of *The Senators*, daily two-and-a-half-minute commentaries from radio syndicator O'Connor Creative Services. More than 200 stations have signed for programs that will feature senators delivering their views on current national and international issues. Produced in Washington, spots will run as either complete individual programs or as multipart series.

□

**First fives.** The top five records in **contemporary radio** airplay, as reported by BROADCASTING'S *Playlist*: (1) *Call Me* by Blondie on Chrysalis; (2) *Ride Like the Wind* by Christopher Cross on Warner Bros.; (3) *Fire Lake* by Bob Seger on Capitol; (4) *Another Brick In the Wall* by Pink Floyd on Columbia; (5) *Lost In Love* by Air Supply on Arista. The top five in **country radio** airplay: (1) *Beneath Still Waters* by Emmylou Harris on Warner Bros.; (2) *Like We Never Said Goodbye* by Crystal Gayle on Columbia; (3) *Gone Too Far* by Eddie Rabbitt on Elektra; (4) *Lesson in Leavin'* by Dottie West on United Artists; (5) *Honky Tonk Blues* by Charley Pride on RCA.

□

Two weekly "Playlists," charting the top 100 records in contemporary radio airplay and the top 100 records in country radio airplay, are now available to BROADCASTING subscribers, each for \$12 annually to cover handling and first-class postage. Mail orders to "The Contemporary Playlist" or "The Country Playlist" c/o BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036.



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# MIP: the world, literally, of TV programming

**Cannes is the site for the latest global marketplace for television; more than 3,000 buyers and sellers are expected for a week of dealing**

More than 100 countries are expected—veterans such as the U.S., Sweden and Brazil, and newcomers like Gibraltar, Panama and Bangladesh. Not only will East meet West but the interplay will crisscross television systems around the world. Under the same roof, it's a place to screen everything from American series to Japanese cartoons.

This week, the Palais des Festivals in Cannes, France, opens its doors to the 16th annual Marche International des Programmes de Television (MIP), where a major contingent of the world's television program buyers and sellers will gather.

It's probably a conservative estimate that some 3,100 people will join in the Cannes marketplace which begins this Friday, (April 18), and runs through Thursday, April 24.

Representation, not surprisingly, has been strongest from the home country, France, which last year had 154 participating companies. The United Kingdom was next, with 119, then the U.S. at 115. But while not in as many numbers, there have been others from countries ranging in size from Luxembourg to the Soviet Union.

At the close of last year's MIP, organizers estimated that about \$28 million in sales was negotiated during the festival. Evaluating the worth of MIP in dollars, however, is by nature an inexact exercise.

Some distributors, particularly those with sales staffs reaching around the world, describe MIP as a place to continue work on deals or public relations. And while major sales may be closed in Cannes, these distributors point out that the contracts might well have been signed elsewhere.

As John Spires, MGM Television's vice president, international sales, points out,

deals often are worked out in advance, and buyers "put the seal of approval down at Cannes." Spires adds, however, that regarding smaller markets, MIP is the "best place to meet."

Colin Campbell, Worldvision Enterprises' executive vice president, international sales, agrees, saying that the "most evident value" of MIP is to connect with those buyers his agents cannot "visit and see in their own locale."

Increasingly, the festival also has been a place to work out co-production deals. Paramount Television last year, for example, was having discussions about a European partnership for the production of Herman Wouk's "Winds of War." Paramount has gotten offers from Europeans and now is weighing its options whether to take them in or go it alone. Time-Life Television, for the first time this year, will send a representative specifically to look for co-productions: Haidee Granger, vice president and general manager in the company's public broadcasting area.

A major service from the MIP organization itself is a co-production office, a clearinghouse mostly used by smaller producers seeking financial or technical help or entrance to certain countries through co-production.

Programing also changes hands and then returns to the marketplace. As Viacom's Larry Gershman, vice president, international, explains, his company last year picked up the distribution rights to *Spy*, a BBC/Tele-Luxembourg co-production of six one-hour stories about World War II undercover agents. This year, Gershman adds, Viacom will be returning to MIP to sell it.

Columbia Pictures Television, attending MIP for the first time in years, not only will be there to sell but also to "look to acquire" properties. And since certain programs are more attractive in certain parts of the world than in others, Fred Gilson, CPT vice president and general manager, international, says that rights will be

picked up on a "territory by territory" basis.

While the direct contribution of MIP to the pocketbooks of American distributors cannot be judged, business over-all remains healthy. Competition may be rougher as production capabilities increase abroad and as nationalism calls for more home-grown fare. But the doomsday prophecies from some distributors years ago have yet to come true. Dollars, yen, pounds and other currency still are plentiful.

In 1979, it is estimated that some \$300 million-\$325 million was made by selling U.S. programs and films to foreign television markets ("Closed Circuit," April 7). A year before, the figure was put at \$275 million, meaning that the gain is at least 9% and perhaps as high as 18%. In 1977, the estimate was \$235 million-\$245 million.

About 65% of the U.S. sales internationally in 1979 are believed to have come from the following markets, in order of dollar importance: Canada, Japan, Australia, the United Kingdom and Brazil. After the top five come West Germany and France.

While the top five countries account for the lion's share of international business, and have for quite a while, some observers were taking heart that the business was spreading out. In 1978, for example, those five accounted for closer to 70% of the international revenues.

Scouting trends in the international market is not difficult primarily because, as Bruce Gordon, senior vice president, international sales, for Paramount Television, says, "changes come slowly." The generalizations continue year after year. Feature films and action/adventure series stay in demand, and situation comedies remain a hard sell. There are exceptions such as 20th Century-Fox Television's *M\*A\*S\*H*. But Worldvision's Campbell is not alone when he comments that, for the most part, "comedy, unlike fine wine, doesn't travel." It is important nonetheless to remember where the sitcom is traveling and the individual tastes country by country. Viacom's Gershman, for example, says his company sold *United States/ Married* (called *United States* in the U.S.) to the BBC "for the highest price BBC ever paid for a half-hour" series.

Frank Miller, Time-Life's vice president, international, adds that "miniseries have become very much the vogue." To explain a reason for the popularity, Miller points to the problem many foreign buyers have had with U.S. programing since efforts were made here to cut back on violence. Within miniseries, Miller says, the foreign buyer is more likely to find the action/adventure the international audience looks for. Paramount's Gordon adds that buyers also are looking more to the strong movie packages to find that



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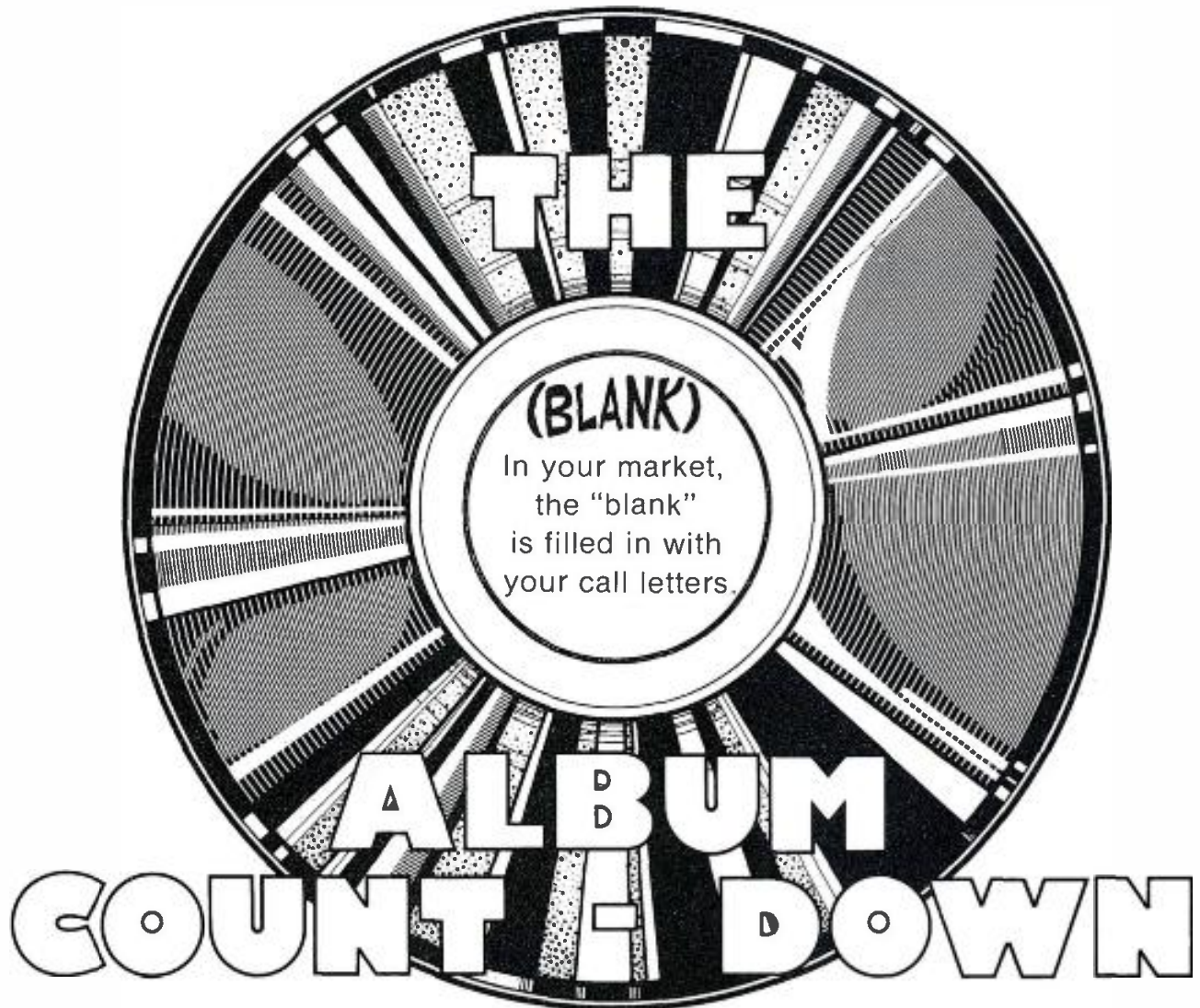
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genre. MCA TV International President Bob Bramson is another who comments that the tempering of hard action in U.S. programming "does not please a lot of our buyers."

In particular demand, however, as Klaus Lehmann, Metromedia Producers Corp.'s vice president, international sales, explains, are those shows requiring big production facilities and big location shots. One type, Lehmann says, is those involving fast car chases because in smaller markets, television systems don't have the technical resources to recreate them.

While the prime concern among U.S. producers and distributors is their home market, that's not to say that international considerations never come up. One show that was developed with the international audience in mind as well is 20th Century-Fox Television's *The Monte Carlo Show*, 24 hours to be produced in Monte Carlo featuring international stars in a variety-show format. Fox's Richard Harper, vice president, worldwide syndication, explains that the European city was chosen to avoid the American "Las Vegas look." He adds that no stand-up comics will be guests, thereby eliminating any problems that might arise with how well humor might travel.

MIP provides a sales forum for shows such as the domestically pre-sold and syndicated *Monte Carlo* although they may not yet be produced. The festival's timing, however, doesn't let the distributors do much more than discuss what might be coming up on the U.S. networks next season. For the most part, the networks' yeas or nays on pilots don't come through until MIP is over or winding down. This causes ire for some but other distributors take it in stride claiming that many major buyers will be in the U.S. for the Los Angeles screenings the following month once decisions are made. According to Charles McGregor, Warner Bros. Television Distribution president, if there are any new sales trends this year, they will begin to show themselves between the MIP and the May screenings.

Even without the pilots, however, there's ample material to be screened throughout the Palais des Festivals. At last year's MIP, there were said to be about 5,000 programs as well as some 1,500 films available in the marketplace.

There are likely to be more this year. Among the major American distributors and their offerings:

Worldvision has series that have established a winning and long-running track record, *Little House on the Prairie*, *Dallas*, *Eight is Enough* and *The Love Boat*. Others in its portfolio range from six dramatic hour specials based on the work of well-known writers to *Olympic Gold*, seven-part series on "events which could lead to the end of the modern games."

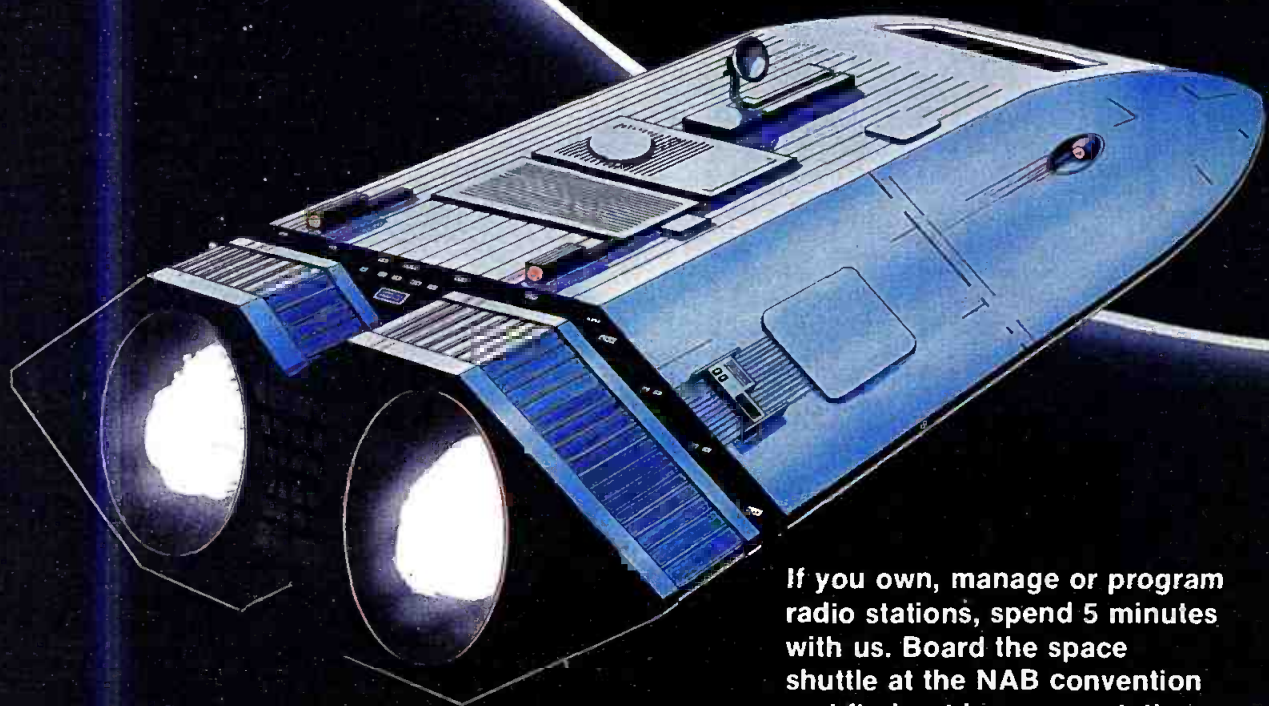
Metromedia Producers Corp. will be returning with its stable of hit U.S. series. *Charlie's Angels*, *Fantasy Island* and *Vega\$*, among other programming, but also will be introducing its own productions



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MGM's Spires



Worldvision's Campbell



Viacom's Gershman



Columbia's Gilson



Paramount's Gordon



Time-Life's Miller



MCA's Bramson



Metromedia's Lehmann



20th Century's Harper



Warner's McGregor

such as the Golden Circle projects, *Wild Times* and *Roughnecks*.

Columbia Pictures Television not only has the films from its own production house but also has acquired the rights to the MTM made-for-television movies such as *First You Cry* and *The Boy Who Drank Too Much*. As for series, the line-up ranges from *Hart-to-Hart* and *Eisched* to *Benson* and *WKRP in Cincinnati*.

MCA TV will have its various Best Sellers (81 hours from novels), Operation Prime Time productions (32 hours), Universal features and made-for-TV movies as well as series such as *House Calls* and the *Incredible Hulk*. New entrants to the international field will include the *Beggarman*, *Thief* miniseries and *Contender*. For international science-fiction appeal, MCA TV has *Buck Rogers* and *Galactica*.

Time-Life, which began foreign dis-

tribution of films last year with its "International Volume I," returns with another package, "Volume II," for debut this year. It's 22 made-for-TV movies, among them *Strangers*, *Sex and the Single Parent*, *When Hell was in Session* and *The Streets of L.A.* Time-Life's *Wild*, *Wild World of Animals* may no longer have new productions but now there are four *Wilderness Alive* hours added.

As action/adventure series go, Viacom has the widely distributed *Hawaii Five-0* but not all of its programming is in that genre. New this year are five one-hour shows under the *Special Selection* umbrella starring Tony Bennett, Engelbert Humperdinck, Charo, Teddy Pendergrass and the illusionist Richiardi. Movie packages include the *Gamma Chronicles* docudramas and the Cinema Center Films (including "Little Big Man" and "Rio Lobo," among others).

MGM Television has its movies and miniseries and, this year, two series, *CHiPs* and *Beyond Westworld*, respectively a hit and a clinker in the U.S. However, as MGM's Spires points out and others in the distribution field agree, U.S. ratings themselves don't necessarily determine the ultimate sales or ratings outcome of a series overseas. MGM's *Westworld*, for example, has been sold to Australia, Japan, England, Ireland and other markets. And on the rating front, CPT's *Eisched* may not have succeeded in its native U.S. but has been enjoying British success on the ITV network. Still, for the obvious reasons of renewals abroad or even enough episodes to make an international deal attractive, U.S. numbers are the bottom line.

Twentieth Century-Fox will be continuing its habit of rolling out not only the cassettes for screening but also a star or two. Again this year, *M\*A\*S\*H's* Loretta Swit will be on-hand. Also making an appearance will be Patrick Wayne, host of *Monte Carlo*. Among other Fox properties in the market are series *Trapper John*, *M.D.* and *Hagen*.

Paramount, which last year brought over producer Garry Marshall, this year will have *Laverne* (Penny Marshall) and *Shirley* (Cindy Williams). The two actresses represent only one of Paramount's wide range of properties which includes prime-time U.S. fare and even exercise shows. Among Paramount's miniseries are *Flesh and Blood*, *Top of the Hill*, *Backstage at the White House*.

Warner Bros. Television has its *Scruples* miniseries among others as well as upcoming ones like *Movieola* and *Hanta Yo*. In

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addition to various movies there are such series as *Alice*, *Flo* and *Dukes of Hazzard*.

Not all the Americans on hand will be dealing only with over-the-air television. Representatives of pay-cable companies and home video ventures can be expected to be exploring MIP's programing territory.

Officially representing the U.S. programing organization, the National Association of Television Program Executives, will be the organization's president, Lucie Salhany of Taft Broadcasting, and NATPE's executive director, George Back.

NATPE next year begins its conversion from a hotel-suite set-up to an exhibition hall concept. And although the American programmer's organization has been maintaining that its exhibition-hall method won't be like MIP's, there are some distribution companies sending domestic representatives to survey the MIP floor.

## International points of view

**MIP is the place for foreign buyers who want American shows; what do they think of the offerings, what would they like?**

In Brazil, viewers watch *Little House on the Prairie*, the French know *Charlie's Angels* and there's a German television network interested in importing *Tenspeed* and *Brown Shoe*. Today in Japan, the American motion picture "Network" is scheduled to run in prime time.

Although television systems around the world become more technologically sophisticated each year and the number of home-grown shows increases, U.S. programing remains in demand. One estimate is that 70% of all American prime-time series show up on Australian TV. Japan goes lighter on series, but buys heavier into U.S. feature films. The following capsules represent a slice of the international market (Brazil, Canada, England, Germany, France, Japan and Sweden) and how some leading buyers view American programs from abroad.

### Australia

Five years ago, recalls Len Mauger, managing director of Australia's Nine Network, U.S. distributors could have expected to sell 100% of the American prime-time schedule in his country. Today, however, "it's not a fait accompli like it used to be."

But even with increasing local programing efforts in Australia, times certainly are not rough for the American sales staffs. Down Under, Mauger estimates that about 70% of U.S. prime-time offerings show up on the Australian airwaves.

On his own Nine Network, Mauger explains, there's *Hawaii Five-0*, *Hart to Hart*, *Happy Days* and *Mork and Mindy* among others. And the competing Ten network has *M\*A\*S\*H* and *Dallas*, and Seven has *CHiPs*. Not all, however, are prime-time imports. Nine Network, big on afternoon soap operas, offers *Days of our Lives*, *General Hospital* and *The Young and the Restless*.

From his vantage point, Mauger claimed that "the American programs have become very bland." And although there are well-watched exceptions, he said there has been a tendency to produce "too many half-hour comedies that don't travel." Some shows, he said, "remind me of *Leave it to Beaver*, 1980-style."

One concept, however, that has traveled particularly well is that of *60 Minutes*. The Australian version—75% domestically produced and the remainder from CBS News (through Viacom)—has been ranking among the country's top-five programs ("Closed Circuit," April 7).

Australian television, with three commercial networks and one noncommercial system, does not vary dramatically from U.S. networking. Yet there are differences. Network ownership of stations is more limited and link-ups for national feeds do not reach U.S. clearance levels.

Mauger, managing director of Nine for the past five years, began his broadcasting career in Australian radio. From 1967 to 1969, he worked with the old ABC Films in the U.S. setting up its operations for Australia and Southeast Asia.

### Brazil

TV Globo, the Brazilian network that earns a 70% share of audience and claims to be the fourth largest network in the world in terms of audience reach, doesn't go to MIP to buy but rather to sell. However, during other times of the year, mostly through U.S. offices in Rio de Janeiro, TV Globo does pick up American product.

Joseph Wallach, the American-born executive director of TV Globo, estimates that his network pays about \$10 million (at the low end) each year for U.S. programing. Last year, he said, it probably was more and he can remember it going as high as \$15 million.

With a highly developed production capability, prime time (5-11 p.m.) on TV Globo is Brazilian, with perhaps an American-made film weekly. Otherwise, Wallach said, U.S. shows run after 11 p.m. or during weekend or daytime slots.

Among the U.S. shows offered by Globo are *Charlie's Angels*, *Happy Days*, *Vega\$*, *Little House on the Prairie*, the *Incredible Hulk* and *Disney's Wonderful World*. The network also goes after animated children's fare, documentaries, specials and miniseries. Two weeks ago, for example, *Roots II* came to Brazil. But the mainstay import remains feature films.

Why the need for American programing? Wallach flatters the U.S. industry saying, "U.S. television is a laboratory for the rest of the world; the majority of the new ideas come out of the U.S." Wallach explained that the model may first be imported and then, if successful, countries will develop their own versions.

Wallach, a former employee of Time-Life, has been with Globo for 15 years. He started going to Rio de Janeiro when Time-Life owned a minority interest in a station there. Time-Life eventually sold out, but Wallach stayed.

### Canada

With the two countries so geographically and culturally close, it's not surprising when Merv Stone, manager of program purchasing for the Canadian Broadcasting Corp., said he tried "to go for the winners" of the U.S. ratings race.

On the CBC, viewers can find *M\*A\*S\*H* and *WKRP in Cincinnati*, not to mention others ranging from *Sesame Street* to the *White Shadow*. Other networks and independent-station line-ups buy others. U.S. ratings however aren't always the determinant of how well a U.S. show will do north of the border. As Stone pointed out, different scheduling and different competition can turn a floundering U.S. program into a Canadian hit.

Probably no country comes closer to Canada in terms of accessibility to U.S. programing—and it's well beyond just the purchase of shows by Canadian networks. U.S. border stations draw Canadian au-

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diences and there is also the impact of cable. Some 65% of Canada is penetrated by cable television and it isn't unusual to find a cable system far from the border bringing in ABC, CBS, NBC and the Public Broadcasting Service.

So, often, it's not which U.S. programs will be offered, but who will be offering them. Under Canadian regulations, a cable system must black out an American show if it competes simultaneously with the same show on a Canadian station. Therefore, as CBC's Stone said, "where possible you like to simulcast" to gain exclusivity.

Prime time on the CBC, according to Stone, is about 26%-27% U.S. fare. "Being a crown corporation," Stone explained, the CBC tries to concentrate on Canadian productions. There is a quota calling for 60% of the network's prime-time shows to be Canadian; Stone said CBC has been averaging closer to 70%.

### England

Leslie Halliwell, buyer of all imported programs for Britain's commercial television network, ITV, has held the post since 1968. Before that he was program buyer for Granada Television, one of the ITV companies. He is the author of numerous encyclopedia-style books on films and television programs.

Like most of the major program buyers at MIP, Halliwell finds the convention offers a week of constant interruptions from hopeful sellers: "It's a perpetual nightmare, you cannot get away from it unless you go for a swim in the sea."

But they might as well save their time, for Halliwell purchases almost exclusively American programs that provide "glamorous entertainment." He looks for American shows to contrast with the often serious drama or documentary programs the British produce.

Halliwell spends nearly one month each year in Hollywood screening the American offerings, but he finds that MIP still serves a purpose: "About four years ago, I was going to say it's not worth going to MIP, but it changed. That was when miniseries started coming in, and they tend not to be offered at specific times of the year. Dis-

tributors tend to save them up for MIP."

In his searching, however, Halliwell is finding less of what he wants in the U.S. market. He says the technical quality and content of American shows have declined in the past 10 years. He blames the poor quality on the networks, which he accuses of meddling in the development of a series, leading to a bland product in the end. "This has happened time and time again; almost every series you can mention suffers from it," he said.

This, along with the declining number of episodes of each series, has forced Halliwell to compete more fiercely with the BBC for programs. "You have to put more into it than in the days of *I Love Lucy* and *Have Gun Will Travel*."

Among new programs, Halliwell expressed interest in *Toni's Boys* (a *Charlie's Angels* spin-off), *Waikiki* from Aaron Spelling, and *Battles*, to star William Conrad as a football coach. He said the success of *Toni's Boys* will depend on the casting of the three men and the chemistry that this type of show requires.

Halliwell's total buying requirements could be reduced if the controlling authority for ITV cuts back the permitted quota of foreign programs, currently at 14%. Halliwell does not expect any major changes, but he said the authority is often highly critical of the amount of American programming in peak viewing time.

Barring such a move, Halliwell is likely to keep looking keenly at American programs, for he finds no good alternative to their slick look. He is not terribly thrilled with the product however: "I think American television is goddamn awful, but I have to sit and look at it."

□

Gunnar Rugheimer is general manager of program acquisitions for the BBC, a post he has held since 1970. Before that he was deputy news editor with the Swedish Broadcasting Corp., and also worked for a time with MCA.

As program buyer for the BBC, Rugheimer takes a rather romantic view about the hustle and constant badgering he receives at MIP from program sellers: "It is a bit like, I imagine, the bazaar in Damascus, but you get used to it."

Like his competitor from the commer-

cial network, Rugheimer is mainly interested in U.S. programs, and MIP is the place to see the latest. "The big producers," he said, do not wait for a trade show like MIP. They beat a path to the door when they have something to sell.

"I cannot think of a single program that I've discovered at MIP over the years," and he believes this will continue. He said he will "not be looking for anything at all," at this year's MIP.

His main purpose for attending MIP is the chance to meet people in a relaxed atmosphere, without the long hours of screenings involved in his trips to California. These discussions include talks on possible co-production deals, which Rugheimer is also responsible for. These co-productions often mean the BBC makes the program with outside investors putting up the money and then selling the program internationally.

Regarding the American programs he sees, Rugheimer is concerned about the quality of some of the offerings. He terms the U.S. television industry as jittery, with sometimes only four or six episodes of a series being made.

Programs are being cancelled, he said, not because of any flaws in the content but merely because they are in the wrong time slot or are not given enough chance to develop. He said programs like *Love Boat* and *Mork and Mindy* were growing more naïve, which he feels is not a healthy sign.

He doesn't want to paint too bleak a picture, however. Miniseries and made-for-TV movies are much improved from a few years ago, he said. "A few years ago television movies were a sham."

Although there is no mandated quota on the quantity of imported material, Rugheimer said his department exercises an informal limit of 15%. Of these imports, 89% are from the United States. This means that with two television services operating, the BBC will likely remain a major buyer of U.S. programs. But he expects little new at MIP: "I will be very surprised if I find things that I have not yet seen."

Rugheimer says the main opportunity at MIP is for the major producers to sell programs to the numerous small countries, not important enough to see individually throughout the year. Rugheimer meanwhile will be seeing friends and practicing his cardinal rule of never stopping on the sidewalk near the convention hall to talk with friends. If he does that, he says, he will be stuck there for most of the afternoon.

### Germany

Manfred Schutze is deputy head of the program buying department for Germany's second television network, ZDF. He joined the network in 1963, first serving as purchaser of short films before going to the series purchasing department.

In the German market, the U.S. competes with Britain and France for the 20% share of imported programs on ZDF.

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Schutze said the American series his network shows are popular, although their ratings have recently been falling off. He blames this on U.S. imports all looking the same, except for different characters.

"People expect something new," and he would like to see crime shows (the most popular type) that have more humor. He is hopeful that new programs such as *Tenspeed and Brown Shoe* might reverse the current ratings problems.

In addition, the European competition offers programs with which German viewers can more closely identify. He said the viewer can feel closer to a show taking place in London or Paris, instead of Las Vegas, where few Germans have been. But he says the American programs remain an important part of the schedule and one that he would not want to do without.

Schutze feels that MIP is an important place to meet people, but not good for screening programs. The problem is that because of the timing of MIP, little is known about new American programs.

At best a cassette of the pilots will be available, and Schutze says he needs to watch several episodes of a series in order to make a decision, so that final choices are usually not made until the fall. At MIP time, there is also no clear indication of how many episodes of a series will be produced.

In addition he finds viewing programs at MIP a difficult task because of the conditions. He said the Monte Carlo festival offers a much more relaxed setting for viewing programs. He adds that MIP was more pleasant when there were fewer people involved.

This year Schutze is looking for programs good for young people, but he says that as usual he will have to wade through a great deal of "rubbish" to find what he is looking for.

#### France

Paris—in a small office not far away from the Eiffel Tower, Annabel Bighetti sits surrounded by mounds of videotapes in her effort to decide which few foreign-produced television series will be bought for the viewers of the state-operated French station Antenne 2.

Antenne 2, one of the three government-owned stations in France, has only a small broadcast block for foreign series—one hour Sunday afternoon and about two hours Sunday night.

"I find American-produced shows the best because they offer the most variety," the 27-year-old buyer said. "I'd rate English programs second, then Italian and Brazilian programs."

A six-year veteran of the television industry, Bighetti began her career in production with a popular French game show, *Des Chiffres et des Lettres*; and then worked on a TV film series entitled *Dossier d'Ecran* before moving into the purchasing department two years ago.

"When I look for programs for Sunday afternoon I like something that is amusing



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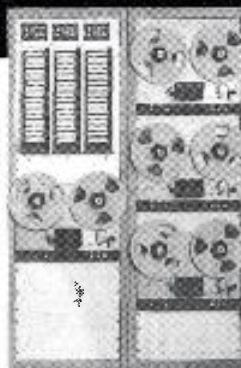
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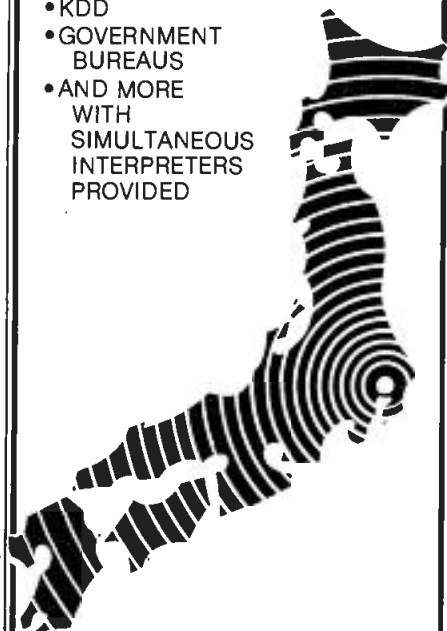
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and light," she said.

Past shows for this slot have included *Charlie's Angels*, which has been run twice in 13-week blocks and was so popular a third running begins this summer along with *Flying High* and *Dukes of Hazzard*.

Other past afternoon shows were *Wonder Woman*, which was not well received, and *Bah, Bah Black Sheep*.

"I try to keep away from shows that are too American," Bighetti said. "Most comedies fall into that category."

For the Sunday night slot, she said "stronger" shows are favored with well-known casts.

"For example, we're considering running *Washington: Behind Closed Doors* during the American elections," she said.

The program *Tinker, Tailor, Soldier, Spy* has already been slotted for Sunday night, she said.

Although Bighetti estimated only about 15% to 20% of the station's foreign series are purchased at the MIP convention, she called the gathering "the most important and the most tiring."

"It's the place where you make contacts and find out what's coming up in the future," she said. "You do a maximum amount of work there in a minimum amount of time."

Programs Bighetti will be watching out for at MIP include *Mad Messiah*, *Playing for Time* and *Beyond Westworld*.

### Japan

As far as U.S. distributors are concerned, Japan predominantly is a feature-film market. Evidence of that is the Tokyo Broadcasting System, which currently runs only one American series: *Delvecchio*, which recently replaced *Starsky and Hutch*.

TBS may offer less U.S. fare than its commercial competitors but U.S. series exposure in Japan remains more the exception than the rule.

As Kazuo Kinumura, vice president of television programming for TBS, explained, Japanese television in its early years relied on U.S. series but it now has the ability to produce its own. The limited run of *Delvecchio* is an exception, Kinumura said, since Japan generally looks for series with many episodes. With U.S. schedules in more of a state of flux than ever, finding a long-running American series becomes more difficult. Kinumura adds that once played, an American series will not be rerun by TBS.

On the TBS network, American movies are scheduled in prime time from 9 to 11 p.m. Mondays and then Saturday from 2:30 to 4 p.m. and Friday from midnight to 1:30 a.m. In prime time, TBS looks for the

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big titles and today (April 14), for example, has scheduled "Network." Other movies generally are action films or westerns. The buying, Kinumura explained, generally is done through intermediary companies that pick up U.S. programming.

In his present post since 1977, Kinumura joined TBS in 1953 and has served as radio programming chief, radio production director and personnel director for the network.

### Sweden

Marie Anne Anderberg is head of television imports for Sverges Radio in Sweden which operates both the country's television channels. She has been with Sverges since 1952, first working in the radio foreign service, then as a television producer and has been with the program purchasing department since 1974.

With 50% of its programming devoted to imported programs, Swedish television offers a big opportunity for program sellers from many countries. According to Anderberg, the two channels regularly purchase material from 45 different countries.

She said they purchase so many programs from outside because of their own limited production facilities, and added that their subtitling system makes foreign language programs easier to screen.

Anderberg said the majority of their imports come from the English-speaking countries of Britain, the U.S. and Canada with large numbers of programs from Western European countries. Sverges tries to diversify the programming as much as possible and she said, "there are not many countries from which we have not bought programs."

She said that rating figures of programs are kept, but without the pressure for the highest possible ratings since the television services are noncommercial.

Anderberg's department does not actually decide what programs are to be purchased. Instead, each of the two television channels sends a delegation to screen programs and draw up lists of those they wish to purchase. Both lists come to Anderberg, who uses a claim system to decide which network will receive which programs.

The central office then handles the negotiations for the price and terms of the purchase. In this way, Anderberg said, the people who screen the programs are removed from the price haggling that takes place later.

She said it is not the easiest system, but works quite well. It means that the Swedes will often have up to 35 people at major television festivals like MIP.

Regarding MIP, Anderberg considers it is very useful, especially in light of the large number of programs her networks purchase. MIP offers her the best chance to make contact with important people, although she says that "if I was screening programs the whole time, I would go mad."



## Buyer's guide

The following is a list of U.S. companies that have registered to attend MIP with booths at the Palais des Festivals. New shows are indicated by an asterisk (\*). Also included is a list of participants, those firms that will be at the Palais but without booths.

### ABC Pictures International A-141

Allica, Marciano, Make Me an Offer, Hot Rod, Superdome, Great Houdinis, Young Joe the Forgotten Kennedy, half hour children's films, Academy Award special. **Staff:** Jack Singer, June Shelley, Arthur Schimmel, Ronni Faust, Rene Silvera.

### ABC Sports A-134

Wide World of Sports international version series 300, Kentucky Derby, Preakness, semi-finals and finals Tournament of Champions tennis, Indianapolis 500 and Monaco Grand Prix. **Staff:** Peter Dimmock, Jack Fitzgerald, Charles Quinolones, Tom Papini, Mike Perez.

### Alan Enterprises Majestic

50 motion pictures, Felix the Cat (260), The Mighty Hercules (130). **Staff:** Alan L. Gleitsman, Cheri Rosche.

### ARP Films B-485

Spider-Man (52), Spider-Woman (16), Marvel Super Heroes (65), The New Fantastic Four (13), Rocket Robin Hood (52), Max, the 2,000 Year Old Mouse (104), Strange Paradise (195). **Staff:** Claude Hill, Bob Marcella, Anne Cody, Richard Blayney.

### Bandera Enterprises A-012

**Staff:** Don Flagg, Helen Mazeika-Flagg.

### CBS Sports A-249

NBA on CBS (35), PGA Tour on CBS (18), CBS Sports Spectacular-International Edition (30), College Football Bowl Games (7), Thoroughbred Racing, Daytona 500, Mr. Universe/Mr. Olympia, Superskates. **Staff:** Art Kane, Jim Landis, David Berman, Madeleine Warburg, Benigno Nosti, Jiro Sugiyama, Bill Wells.

### Columbia Pictures Television 137

Barnaby Jones, Barney Miller, Benson, Eischied, From Here to Eternity, Hart to Hart, Last Resort, The New Stockard Channing Show, Paris, Soap, White Shadow, WKRP in Cincinnati, Beulah Land, F.D.R.: The Last Year, Police Story Specials, Power, Harold Robbins' The Dream Merchants, Hanna-Barbera cartoons. **Staff:** Helios Alvarez, Seymour Berns, George Blaug, Steve Bookstein, Hugh Brown, Jacques Camerlain, Armando Cortez, Octavio Da Silva, Nelson Duarte, Fred Gilson, James Graham, Mary Greenhalgh, Conrado Javier, Mark Kaner, Wally Kaufman, Max Kimental, John MacDonald, Jimmy Manca, David McLaughlin, Alvaro Mutis, Toru Ohnuki, Ken Page, Anne Page, Brian Pike, Jacques Porteret, John Verge, Tim Vignoles.

### Filmways International B-281

Feature films including 432 Filmways/American International titles, adventure series (3), children's series (4), children's specials (4), comedy series (5), musical specials and series (6), variety, documentary and game shows. **Staff:** Edward Cooper, Maxwell Dutch, Ron Hastings, Ray Myles, John O'Brien, Panos Spyropoulos.

### Sandy Frank Film Syndication 132, C-158

Battle of the Planets (85), Face the Music (100). **Staff:** Sandy Frank, Irving Klein, Irene Frydler, Joe Gavin.

### Fremantle International B-377

The Adventures of Black Beauty, Take Kerr, Swiss Family Robinson, The New Candid Camera, Romper Room, Kidsworld, It's Fun to Be Fooled, Family Hour Festival, Magic Circle, Hoffnung Musical Cartoons, Niko, Ivor the Engine, The Clangers, Bagpuss, Ryan's Hope, As the World Turns, Goodson & Todman game shows, animated half hour specials, Joey & Redhawk, Who's Afraid of Opera?, Hopalong Cassidy, The Cisco Kid, The Killiam Collection, National Geographic Specials, Woobinda, Animal Doctor, Greatest Sports Legends, Fame, The Magic of David Copperfield, The Nutcracker, The Life of Erich Von Stroheim, Country & Western, Live at the Agora Ballroom, Rock-It. **Staff:** Paul Talbot, David Champaloup.

### Four Star International

The Deadly Hunt, Della, Madron, Southern Double Cross, Alice Cooper & Friends, America Screams, Big Valley, Ferrante & Teicher, Lohman & Barkley, Magic, Magic, Magic, Portrait, San Francisco Serendipity Singers, Seals & Crofts, 20 Years of Rock & Roll, Voyage of a Yankee Tuna Clipper, Wild Animal Men/This Final Refuge, World Championship of Magic, Can You Top This, Humpty/The Pumpkin Eater (animated specials), Monty Nash, Portrait: The New Breed, Target the Impossible, Thrillseekers, Towards the Year 2000, Amos Burke, Secret Agent, Burke's Law, The Detectives, Dick Powell Theatre, The Rogues, Saints & Sinners, Stagecoach West, Target the Corruptors, Black Saddle, Celebrity Game, Dante, David Niven Show, Ensign O'Toole, Honey West, Johnny Ringo, June Allyson Show, The Law and Mr. Jones, Lloyd Bridges Show, McKeever and the Colonel, Mrs. G. Goes to College, Peter Loves Mary, The Plainsman, Richard Diamond, The Smothers Brothers, Tom Ewell Show, Turn of Fate, Wanted Dead or Alive, The Westerner, Zane Grey Theatre. **Staff:** David LaFollette.

### Gold Key International B-389

The Main Events (15)\*, The Neptune Journals, Galaxy One (6)\*, The Beta Chronicles (15), Rainbow Outdoor Adventures (40), Pink Lady and Jeff\*, Camp Wilderness (78)\*, Bigfoot and Wildboy (12), The Bay City Rollers and the Krofft Superstars (13), Abbott & Costello Cartoons (156 or 39), Superman\*, Pinocchio, Once Upon a Brothers Grimm, Dick Tracy Specials (4). **Staff:** Jerry Kurtz, Ben Barry, Bill Cooke.

### Alfred Haber

**Staff:** Alfred Haber, Martha Strauss, Jane Stefanizzi.

### ITC Entertainment

A-312, 313

**Staff:** Abe Mandell, Armando Nunez.

### Alan Landsburg

152

Horizon I, The Chisholms, That's Incredible, In Search of ... Between the Wars. **Staff:** Howard Lipstone, Frank McKeivitt, Jane Lipstone, Stan Golden.

### Lorimar International

C-065

Skag\*, Young Love First Love, Marriage is Alive and Well, Knots Landing, Big Shamus Little Shamus. **Staff:** Robert B. Morin, Ray Lewis.

### MCA TV International

B-273

When the Whistle Blows, Stone, Semi-Tough, Nobody's Perfect, Battletar Galactica, The Contender, Phyl & Mikhy, The Incredible Hulk, House Calls, Good Time Harry, BJ and the Bear, Buck Rogers in the 25th Century, The Misadventures of Sheriff Lobo, Kate Loves a Mystery, Quincy, The Rockford Files, Shirley, Best Sellers, Operation Primetime, feature films, specials. **Staff:** Bob Bramson, Colin Davis, Don Gale, Karl de Vogt, Issam Hamaoui, Mrs. Claude Perrier, Roger Cordjonn.

### Metromedia Producers

A-435

Family (86), VegaS (45), Charlie's Angels (98), Starsky & Hutch (93), Fantasy Island (63), The Undersea World of Jacques Cousteau (36), S.W.A.T. (37), Movin' On (44), Angel Death, made-for-TV movies (70+), specials (22). **Staff:** Klaus Lehmann, Susan Bender.

### MGM-TV/Cinema International

B-267

ChiPs, How the West Was Won, French Atlantic Affair, Beyond Westworld. **Staff:** John B. Spires, Jean Perrenier.

### NTA

A-010

Dean Martin (26)\*, Flip Wilson (26)\*, Music Country U.S.A. (20)\*, Future Flipper (26)\*, Stranger Than Fiction (26)\*, Search and Rescue—The Alpha Team (26), Bonanza (430), Get Smart (112), The Best of NTA (134), John Wayne Classic Westerns (15), Betty Boop (100), High Chaparral (98), Laredo (56), Laramie (64), Car 54, Where Are You? (60), Loretta Young (192), T.H.E. Cat (26), Roy Rogers' The Great Movie Cowboys (26), Storybook Theatre (9), Science Fiction (36), Horror Features (48), Mystery-Suspense/Great Detectives (393), Nostalgic Musicals (47), Nostalgic Westerns (455), George Pal Puppets (42), Max Fleischer Color Classics (35), Noveltoons (26), Republic Serials (45), Paramount Short Subjects (500+), Victory At Sea (26), Uncommon Valor (26), Q.T. Hush (100), Animal Secrets (24), Little Lulu (26), Accidental Family (16), The New Adventures of Huck Finn (20), Hot Dog with Woody Allen & Jonathan Winters (46). **Staff:** Bud Groskopf, Arthur S. Gross, Dee Hopkins.

### Osmond International

A-014

First-run movies, concerts, music variety, children's programs, animation, video albums. **Staff:** Phillip Catherall, Michael Wuerigler.



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**Paramount****A-426**

Taxi, Tenspeed and Brown Shoe, Mork & Mindy, Patrol Boat, The Associates, Angie, Bad News Bears, Here's Boomer, Solid Gold, Archer, Barbary Coast, Barefoot in the Park, Happy Days, Laverne & Shirley, Brady Kids (animated), Cop and the Kid, Coronet Blue, Desilu Playhouse, Fair Exchange, Funny Face, Glynis, Good Time Girls, Guestward Ho, The Immortals, Longstreet, Love Story, The Lucy Show, Kate McShane, Me and the Chimp, The Odd Ball Couple (animated), Out of the Blue, Paper Moon, Petrocelli, Shane, Spy Force, Star Trek (animated), Struck By Lightning, Sweepstakes, The Texan, The Untouchables, Makin' It, Backstairs At the White House, Tinker, Tailor, Soldier, Spy, Brothers and Sisters, Kum Kum, Julie Farr, M.D., Chopper Squad, Lost Island, Mulligan's Stew, Serpico, Dog and Cat, Ted Knight Show, Szyszyk, Westside Medical, Future Cop, Mission: Impossible, Mannix, Love, American Style, Busting Loose, The Magician, Blansky's Beauties, Brady Bunch, Odd Couple, Grandpa Goes to Washington, When Things Were Rotten, Who's Watching the Kids?, Working Stiffs, Young Lawyers, The John Denver Specials, Bee Gees Special, Pat Boone Specials, Premier Party Specials, A Gift of Song, Superstunts I & II, The Jacksons, Brady Bunch Musical Specials, The Top of the Hill, Flesh and Blood, Washington: Behind Closed Doors, The Moneychangers, Make Me Laugh, The New Ed Allen Show. **Staff:** Rich Frank, Bruce Gordon, Patrick Stambaugh, Peter Cary, Malcolm Vaughn, George Mooratoff, Malcolm Orme, Ramon Perez.

**John Pearson International****A-436****Staff:** John Pearson, Arnie Frank, Dana Escalante.**Tandem/TAT****B-041**

Palmerstown\*, Archie Bunker's Place, The Jeffersons, One Day at a Time, Sanford and Son, Sanford, Hello Larry, Different Strokes, Abraham Lincoln/Gore Vidal project, Ishi: The Last of His Tribe, Who Are the DeBolts and Where Did They Get 19 Kids?, Mahalia Jackson special, Chicago special, Fall Line (sports special). **Staff:** Ron Brown, Christopher Egolf.

**Telepictures****A-002, C-055**

Golden Moment, Mad Messiah, Detective School, Pepero, The Sacketts, Death of a Princess, Before and

After, Suicide's Wife, American Film Theater (14.) Hey Abbott. **Staff:** Michael Jay Solomon, Michael Garin, Franz Elmendorff.

**Time-Life Television****A-119**

International Volume I (16), International Volume II (22), Wilderness Alive! (4), Blind Ambitions (8), World War II: Soldier's Diary (25), Harold Lloyd (12), Wild, Wild World of Animals, The Africans (6), A Third Testament (6), 850 hours of BBC programs for Latin America. **Staff:** Thomas Giocco, Robert Peyton, Frank Miller, Wynn Nathan, Harvey Chertok, William Peck, Maria Daniolos, Haidee Granger.

**Tomwill****B-031****Staff:** James Rokos, Andrzej Krakowski.**Transworld International****A-239****Staff:** Jan Steinmann, Jim Bukata, Maura Schwartz.**20th Century-Fox Television****A-427**

The Day Christ Died, Swan Song, The Tourist, The Diary of Anne Frank, Jacqueline Susann's Valley of the Dolls, Chuck Connors Great Western Theatre, Monte Carlo Show, The Paper Chase, Trapper John, M.D., W.E.B., Dance Fever, M\*A\*S\*H, That's Hollywood, West Wind to Hawaii. **Staff:** Russ Barry, Richard Harper, William Saunders, Elie Wamba, Lawrence Keller, Peter Broome, Gerald Ross, Loretta Swit.

**United Artists Television International****B-260**

Series, features, Pink Panther, Studs Lonigan, Popeye. **Staff:** Barton Farber, Raul Lefkovich, Peter Pawsey.

**Viacom****326**

Viacom Feature Films (425+), United States/Married (13), Miss Universe/Miss U.S.A., Spy (6), The Gamma Chronicles (15), Hawaii Five-O (238), Lou Grant (68), Greatest Heroes of the Bible (15½), A Man Called Sloane (12), Grizzly Adams (37), 60 Minutes, public affairs programming, Animated Holiday Specials (5), Terrytoons (700), Mighty Mouse/Heckle & Jeckle (32), Filmmation Cartoons and Live Action (53), Tony Bennett Sings, Teddy Pendergrass, Engelbert Humperdinck, Charo, Richiardi's Chamber of Horror and Illusion. **Staff:** Willard Block, Larry Gershman, Brian McGrath, Regina Dantas, Wolner Camargo, John James.

Howard Karshan, Benigno Nosti, Jiro Sugiyama, William Wells, William Andrews, Brian McGrath, Joseph Zaleski.

**WGBH-WNET-WQED****B-176**

**Staff:** WGBH: Doug Auerbach, Louise Rosen, Charles Schuerhoff, Lisa Gregorian, Joan Wilson, David Fanning. WNET: Nelsa Gidney, Martha Burke-Hennessy, Tom Ross Johnston. WQED: Calvin Thomas II, David Menair.

**Warner Bros. Television****Majestic**

Dukes of Hazzard, The Waltons, The Yeagers, New Adventures of Wonder Woman, Life On Earth, Alice, Flo, Me and Maxx, Six O'Clock Follies, Welcome Back, Kotter, Scruples, Moviola, Hanta Yo, The Night The Bridge Fell Down, Haywire, Salem's Lot, Pearl, Pirate, Hanging By A Thread, Roots, Roots: The Next Generations, The Phenomenon of Roots, The Awakening Land, David L. Wolper Specials, California Fever, Young Maverick, Time Express, The FBI, The Streets of San Francisco, Harry O, Kung Fu, Code R, The Fitzpatricks, Rafferty, Search, Tarzan, Chico and the Man, Superman, Legends of the Superheroes, Super Friends, Challenge of the Super Friends, New Adventures of Batman, Tarzan: Lord of the Jungle, Shazam!, Batman/Superman/Aquaman, Lassie's Rescue Rangers, Marine Boy, Mission: Magic!, TV Funnies, cartoons and animated specials, 29 International Features Volumes. **Staff:** Charles D. McGregor, John Whitesell, Jack Cook, Bryan Hambleton, Michel Lecourt, Christian Livorick.

**Westchester Films****B-465**

Star Blazers (52). **Staff:** Bob Marcella, Claud Hill, Anne Cody, Richard Blayney.

**Worldvision****A-105, A-008**

Little House on the Prairie, The Love Boat, Eight is Enough, Dallas, Worldvision Dramatic Specials (6), Olympic Gold (7), A.F.I. Life Achievement Award (8), Kaz, Holocaust, The Trial of Lee Harvey Oswald, The Next Step Beyond (24), AFI 10th Anniversary Salute to the Greatest Films, Amahl and the Night Visitors. **Staff:** Colin Campbell, Bert Cohen, Eugene Moss, Michael Alexander, Michael Kiwe, Rolande Cousin, Brian Rhys-Jones, Mex Hartmann.

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**Being there.** The following is a list of U.S. "participating" companies—i.e. companies present, but not taking booths.

AEF Television ■ American Subscription Television ■ Annetomex-Addison Communications International ■ Bill Burrud Productions ■ Cash Plus ■ Catalena Productions ■ Children's Television Workshop ■ Cinevision ■ Cineworld ■ Coe Film Associates ■ Fred Cohen & Associates ■ Colbert TV Sales ■ Coronet Instructional Media ■ Jerry Dexter Program Syndication ■ W.P. Donnelly & Associates ■ Encyclopedia Britannica ■ Films Inc. ■ Filmmaker's Library ■ Firestone Program Syndication ■ Sy Fischer ■ Scott Goldstein ■ Marvin Goodman Associates ■ Home Box Office ■ Ivey Communications ■ King Features Syndicate ■ K-Pay Entertainment ■ Learning Corp. of America ■ Lexington Broadcast Services ■ Marvel Comics Group ■ William Morris Agency ■ National Subscription Television ■ National TV Log ■ NBC International ■ New World Pictures ■ New York Times Syndicate ■ Overseas Tele-Video ■ Pacific Video ■ Pyramid Enterprises ■ Satori Productions ■ SFM Media Corp. ■ Sugarman Program Syndication ■ D.L. Taffner ■ Telease ■ Telecinema ■ Union Television Film ■ Varitel Communications ■ Visualscope Television ■ Vitt Media ■ Jeff Wald TV ■ Warner Amex Satellite Entertainment ■ Robert Wold ■ ZIV International.



# Changing Hands

## PROPOSED

■ **WKBO(AM)** Harrisburg-WRHY(FM) Star-view, both Pennsylvania: Sold by Michael M. Rea to J. Albert Dame for \$1,706,250. Rea is president, treasurer and 75% owner of stations. He has less than 1% interest in Springfield Television Corp., licensee of WWLP(TV) Springfield, Mass. Dame is general manager and 25% owner of WKBO(AM)-WRHY(FM). He has no other broadcast interests. WKBO is on 1230 khz with 1 kw day and 250 w night. WRHY is on 92.7 mhz with 3 kw and antenna 700 feet above average terrain.

■ **WRDO(AM)** Augusta, Me.: Sold by H&R Corp. to Sterling Broadcasting Corp. for \$260,000. Seller is owned by Paul F. McClay and Wallace Haselton, neither of whom has other broadcast interests. Buyer is owned by Sterling C. Livingston, former owner of WPVA-AM-FM Petersburg-Colonial Heights, Va. He is associated with Washington firm that develops teaching systems for businesses. Livingston has no other broadcast interests. WRDO is on 1400 khz with 1 kw day and 250 w night. Broker: The Keith W. Horton Co.

■ Other proposed station sales include: **KNCR(AM)** Fortuna, Calif., and **WZYX(AM)** Cowan, Tenn. (see "For the Record," page 154).

## APPROVED

■ **WICS(TV)** Springfield, Ill.: Sold by Plains Television Corp. to WICS Inc. for \$10.7 million. Seller is controlled by Harry and Elmer Balaban, brothers. It also owns **WICD(TV)** Champaign and 47% of **WTVO(TV)** Rockford, both Illinois, and **CP** for **WEEG(TV)** Cleveland. Buyer is principally owned by Larry Israel and Steven Kumble, New York attorney. Israel is president and 34% owner of **WIXT(TV)** Syracuse, N.Y., and head of communications division of Coca-Cola Bottling Co. of New York, which owns 51% of **WIXT**. Kumble owns 10% of that station. Israel and Kumble have also purchased, subject to FCC approval, **WBFF(TV)** Baltimore. Wics is NBC affiliate on channel 20 with 676 kw visual, 6.76 aural and antenna 1,430 feet above average terrain.

■ **KBRT(AM)** Avalon, Calif. (Los Angeles): Sold by Bonneville International to Keirtron Inc. for \$4.1 million in cash or \$4.5 million payable on terms. Seller is group owner of four other AM's, seven FM's and two TV's. It is owned by Corporation of the President of the Church of Jesus Christ of the Latter Day Saints. Arch L. Madsen is president of Bonneville. Buyer is owned by Donald Crawford, who also owns **KPBC(AM)** Dallas; **WYCA(FM)** Hammond, Ind.; **WDJC(FM)** Birmingham, Ala.; **WDCX(FM)** Buffalo, N.Y., and **WMUZ(FM)** Detroit. KBRT is 10 kw daytimer on 740 khz.

■ **WITH-AM-FM** Baltimore: Sold by Reeves Telecom Corp. to Scripps-Howard Broad-

casting Co. for \$3.9 million. Reeves is publicly owned company in process of liquidating assets. J. Drayton Hastie is president and chief executive officer. Buyer is publicly traded group of six TV's, one FM and two AM's, owned principally by E.W. Scripps Co., publisher of Scripps-Howard newspapers. It has spun off **WITH(AM)** to **BENI** of Baltimore (see below). Jack R. Howard is chairman of Scripps-Howard Broadcasting; Donald L. Pettis is president. **WITH-FM** is on 104.3 mhz with 20 kw and antenna 130 feet above average terrain.

■ **WVOL(AM)** Berry Hill, Tenn.: Sold by Rounsaville of Nashville Inc. to Phoenix of Nashville Inc. for \$1.3 million. Seller is owned by Robert W. Rounsaville, who also owns **WSNY(AM)**-**WAIV(FM)** Jacksonville, **WLOF(AM)**-**WBJW(FM)** Orlando and **WJYW(AM)** Tampa, all Florida. Buyer is minority group based in Nashville: Samuel H. Howard, vice president, planning, Hospital Affiliates International Inc., and principal owner of **KTPK(FM)** Topeka, Kan.; Robert C. Grant, executive director of alumni affairs of Meharry Medical College; Richard A. Lewis, president of Citizens Savings Bank and Trust, and Karen A. Howard of Third National Bank. **WVOL** is on 1470 khz with 5 kw daytime and 1 kw night.

■ **WLTV(FM)** Fairfield, Ohio: Sold by Broadcast Management of Ohio Inc. to HBC Inc. for \$1.3 million. Seller, based in Fairfield, is group owner of five AM's and three FM's. Principal owners are Tom Greene and Joel Thrope. Buyer is owned by Representative Cecil Heftel (D-Hawaii) and family, group owners of three AM's, four FM's and two TV's. **WLTV** is on 94.9 mhz with 50 kw and antenna 500 feet above average terrain.

■ **KIKI(AM)**-**KPIG(FM)** Honolulu: Sold by Pacific FM Inc. to John Parker and his wife, Kathleen, for \$1.2 million. Seller is owned by Jim Gabbert, who has bought, subject to FCC approval, **KEMO-TV** San Francisco (BROADCASTING, Aug. 20, 1979) and has sold remaining radio interests, pending FCC approval, to various buyers, most notably **KIOI(FM)** San Francisco to Karl Eller for record \$12 million (BROADCASTING, March 10). Buyers are also principal owners of **KOWL(AM)** South Lake Tahoe, Calif. **KIKI** is on 830 khz with 10 kw full time. **KPIG** is on 93.9 mhz with 72 kw and antenna 420 feet below average terrain.

■ **KTFB(AM)** Texarkana, Texas: Sold by KTFB Radio Inc. to Crow Interests for \$900,000. Seller is owned by Hugh Frizzell and Robert Williams (33.3% each), James Stewart, James McAlphin and Steve Cropper (11% each). They also own **KBYG(AM)** Big Spring, Tex. Buyers are David Crow and son, John (35% each); Randy Alewyne and Jim Nicholas (15%). Crows are Shreveport, La., investors; Alewyne is

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Shreveport petroleum geologist, and Nicholas owns Shreveport advertising agency. They have no other broadcast interests. KTFS is on 1400 khz with 1 kw day, 250 w night.

■ **KMZK(AM)** Fort Worth: Sold by Radio Fifteen Inc. to SGM Broadcasting Co. for \$900,000. Seller is principally owned by Taft Broadcasting (41%) and James M. Stewart (22%). Taft Broadcasting is owned by Paul E. Taft and family. They also own 85% of WNE-TV Hanover, N.H. Buyer is group of local minority businessmen: Johnny Gonzales, Ramon Medrano and Gabriel Salinas (one-third interest each). None has other broadcast interests.

■ **WITH(AM)** Baltimore: Sold by Scripps-Howard Broadcasting Inc. to BENI of Baltimore Inc. for \$750,000. Sale is spin-off of prior transaction in which Scripps-Howard bought WITH-AM-FM from Reeves Telecom (see above). Buyer is wholly owned subsidiary of Broadcast Enterprises National Inc., principally owned by Ragan A. Henry. It also owns WAK(AM) Atlanta; WGIV(AM) Charlotte, N.C.; WHEC-TV Rochester, N.Y.; WOKV(FM) Hamilton and WCIN(AM) Cincinnati, both Ohio, and WPDQ(AM) Jacksonville, WFTV(FM) Atlantic Beach and WTAN(AM)-WOKF(FM) Clearwater, all Florida. It has also purchased, subject to FCC approval, WSB-FM Atlanta (BROADCASTING, April 23, 1979). WITH is on 1230 khz with 1 kw day and 250 w night.

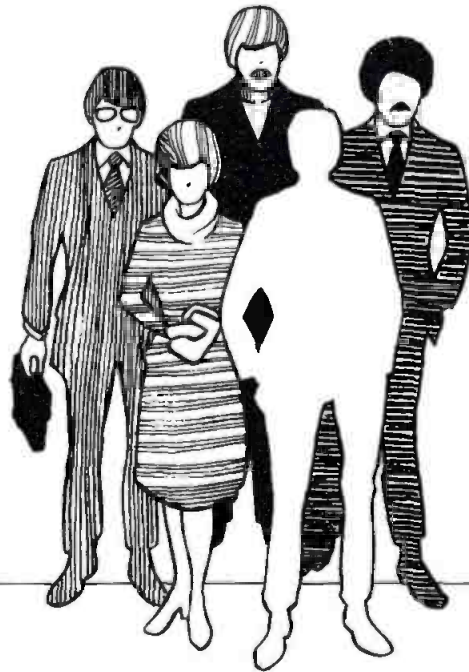
■ **KDOM-AM-FM** Windom, Minn.: Sold by Cottonwood Broadcasting Inc. to Windom Radio Corp. for \$636,000. Seller is owned by Barbara Schneider and husband, Larry (50% each), who have no other broadcast interests. Buyer is owned by Glenn Olson (90%) and Richard Bieuer (10%). Olson owns KQWC-AM-FM Webster City and 50% of KQWI-FM Clarinda, both Iowa. He also has 20% interest in new FM application in Montevideo, Minn., and 20% interest in Webster City Cablevision. Bieuer is general manager of KQWC-AM-FM with no other broadcast interests. KDOM(AM) is daytimer on 1580 khz with 250 w. KDOM(FM) is on 94.3 mhz with 3 kw and antenna 310 feet above average terrain.

■ **WDBM(AM)-W000(FM)** Statesville, N.C.: Sold by Radio Statesville Inc. to Metrolina Communications Corp. for \$600,000. Seller is principally owned by Helen Zachry, who also owns WRLD(AM) Lanett and WJHO(AM) Opelika, both Alabama. Buyer is owned by Bernard Kaplan (60%); his wife, Norma (20%), and James J. Shipley (20%). Group also owns WMJK(AM) Kissimmee, Fla., and has sold WHLY(FM) Leesburg, Fla. (BROADCASTING, Nov. 26, 1979). WDBM is 500 w daytimer on 550 khz. W000 is on 96.9 mhz with 92 kw and antenna 340 feet above average terrain.

■ Other approved station sales include: KZRK-AM-FM Ozark, Ark.; WCLS(AM) Columbus, Ga.; KTGA(FM) Fort Dodge, Iowa; KGCS(FM) Derby, Kan.; WMVQ(FM) Amsterdam, N.Y., and WIST(AM) Charlotte, N.C. (see page 154).



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# For the Record<sup>SM</sup>

As compiled by BROADCASTING March 31 through Apr. 4 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New Stations

### TV applications

■ Albany, N.Y.—Great Albany County Telecasting Corp. seeks ch. 45; ERP: 5000 kw vis., 500 kw aur. HAAT: 875 ft.; ant. height above ground 27 ft. Address: 5773 Wilshire Blvd., Los Angeles 90036. Estimated construction cost \$2,009,000 first-quarter operating cost \$133,000; revenue \$2,782,835. Legal counsel Benito Gaguine, Wash. consulting engineer: Silliman, Moffet & Kowalski, Arlington, Va. Principals: George Fritzing (20%) and Superscription Television Corp. (80%). Fritzing is chairman of both proposed licensee and Superscription which is wholly owned by National Health Enterprises Inc., Santa Monica, Calif.-based health care and ancillary services corp. Robert Paliafito is chairman and 10.3% owner. Fritzing is president and 15% owner of KFAC-AM-FM Los Angeles, president and 6% owner of WQTV(TV) Boston and 20% owner of applicants for new TV's in Vallejo, Calif., Hartford, Conn., Buffalo and Syracuse, both New York. National Health is 80% owner (through Superscription) of Conn., and N.Y. applicants.

■ Dayton, Ohio—Ch. 45 Co. seeks ch. 45; ERP: 1390 kw vis., 275 kw aur. HAAT: 1049 ft.; ant. height above ground: 1189 ft. Address: Box 666 Riverhead, N.Y. 11901. Estimated construction cost \$305,000 first-quarter operating cost \$423,000; revenue \$900,000. Legal counsel: M. Finkelstein, Wash. consulting engineer: Smith & Powstenko, Wash. Principals: Oppenheimer & Co. (40%), Richard I. Adrian, David B. Harper and Michael Finkelstein (20% each). Adrian owns WRCN-AM-FM Riverhead, N.Y. Harper is St. Louis banker. Finkelstein is Washington attorney. Oppenheimer is privately held Wall Street investment co.

It has 50% interest in Frostburg, Md., cable TV system. Filed Jan. 23.

### FM actions

■ Goleta, Calif.—Goleta Communications Corp. granted 106.3 mhz, 360 w. HAAT 885 ft. P.O. address: 523 W. Sixth St., Suite 625, Los Angeles 90014. Estimated construction cost \$76,183; first-year operating cost \$70,700; revenue \$50,000. Format: MOR. Principals: Stephen D. Gavin, John H. Michel, and Emmett W. Shipman (22.2% each); and Stephen W. Shipman, Donald E. Burke and Phillip M. Hawley (11.1% each). Michel has interests in farm products and in vehicle and equipment leasing company. Emmett Shipman has interests in restaurants. Ann. Apr. 4.

■ Goleta, Calif.—Denied Guy S. Erway application for 106.3 mhz, 3 kw, HAAT—635 ft. P.O. address: 5530 Camino Corralvo, Goleta 93111. Estimated construction cost \$74,161; first-year operating cost \$36,000; revenue \$40,000. Format: MOR, C&W. Principal: Erway owns KKIO(AM) Santa Barbara, Calif. Ann. Apr. 4.

■ Hot Springs, S.D.—Sorenson Broadcasting Corp. granted 96.7 mhz, 1.4 kw, HAAT: 440 ft. Address: 106 West Capitol, Pierre, S.C. Estimated construction cost \$18,125; first year operating cost \$13,418; revenue \$48,000. Format: variety. Principal: Dean P. Sorenson and Thomas J. Simmons (50% each). Sorenson and Simmons also own 50% each of four other South Dakota stations. Action Mar. 26.

### TV actions

■ Los Angeles—Dismissed Quality Public Broadcasting application for UHF ch. 68; ERP 2265 kw vis., 118.9 kw aur. HAAT 2284 ft. PO address: P.O. Box 1, Whittier, Calif. 90608. Estimated construction cost: \$689,205; first-year operating cost \$86,000. Principal: Corporation is educational, non-profit. President is Eugene R. Bertermann who is also executive director of Far East Broadcasting Co. which is applying for non-commercial FM in Mariana, Fla. Action Feb. 27.

■ Hartford, Conn.—Dismissed Golden West Broadcasters application for ch. 61; ERP 2090 kw vis., 209 kw aur., HAAT 1490 ft.; ant. height above ground 1149 ft. Address: 5858 Sunset Blvd., Los Angeles, Calif. 90028. Estimated construction cost \$5,077,408; first-year operating cost \$2,784,000; revenue \$831,000. Legal counsel Thomas McCoy, Los Angeles; consulting engineer Jules Cohen, Wash., D.C. Principals: Gene Autry and wife Ina own 50.1% jointly. The Signal Companies 49.9%. Group owner of 5 AM's, 3 FM's and 1 TV. Action Feb. 15.

■ Mt. Vernon, Ill.—Southern Illinois Broadcasting Corp.—Dismissed application for ch. 13; ERP: 316 kw vis., 31.6 kw aur.; HAAT: 986 ft.; ant. height above ground: 1,000 ft. Address: 300 Park Ave., New York, 10022. Estimated construction cost: \$478,825; first year operating cost: \$60,200; revenue: \$250,000. Legal counsel: Martin Firstone, Wash., D.C. Principals: Thomas Evans, son Edward and B. Loomis (30% each)

and Jack Petrik 10%. They have no other broadcast interests. Action Feb. 27.

■ Columbia, S.C.—Carolina Christian Broadcasting Inc. granted ch. 57; ERP: 167.3 kw vis., 16.73 kw aur. HAAT: 573 ft.; ant. height above ground: 623 ft. Address: 3409 Rutherford Rd., Taylor, S.C. 29687. Estimated construction cost: \$393,725; first year operating cost: \$88,320; revenue: \$176,000. Legal counsel: Fisher, Wayland, Southmayd and Cooper, Washington; consulting engineer: Edward F. Lorentz & Associates, Washington. Principals: James H. Thompson (98.6%) and Fred E. Crain (1.4%). Thompson is book publisher in Taylors, S.C., where Crain works as preparation supervisor. Carolina Christian also owns WGGG-TV Greenville, S.C. Action Mar. 26.

■ Houston—Dismissed CPI Subscription TV application for ch. 20; ERP 166 kw vis., 25 kw aur. HAAT 735.2 ft.; ant. height above ground 735.5 ft. P.O. address: c/o Gregory Liptak, 910 City Nat'l. Bank Bldg., Austin, Tex. 78701. Estimated construction cost \$1,061,800; first-year operating cost: \$5,622,300; revenue: \$2,085,500. Legal counsel: Hogan and Hartson, Washington; consulting engineer: Williams Associates. Corporation was originally formed to own and operate subscription television service; has more than 1,500 common-stock holders, ten preferred. Action Feb. 29.

### FM license grants

- \*WDJW Somers, Conn.
- KNOD Harlan, Iowa.
- KBLL-FM Helena, Mont.
- WMSS Middletown, Pa.
- \*WJDZ Levittown, Pa.
- WJSQ Athens, Tenn.

### AM license grant

- WZBR Amory, Miss.

## Ownership Changes

### Applications

■ KNCR(AM) Fortuna, Calif. (AM: 1090 khz, 10 kw-D)—Seeks assignment of license from C&M Broadcasting to The Woodruff Organization for \$150,000. Seller: Roger Locke who also owns KFMI(FM) Eureka, Calif. Buyers: Norman Woodruff (25%), Raymond C. Rask (24%), William J. Kapla (50%). Woodruff and Rask operate The Woodruff Organization, San Francisco broadcast consulting firm which operates own network. Kapla is San Francisco physician. They have no other broadcast interests. Broker: W. John Grandy.

■ KRVB(AM) Medford, Ore. (AM: 1300 khz, 5kw-D)—Seeks transfer of control of Rouge Valley Broadcasting from J. P. Jones, R. L. Vickers, R. K. Mead, J. W. Sanders and M. F. Ravan (77% before; none after) to M. M. Lochrie, R. M. Brown and T. C. Hower (23% before; 100% after). Consideration: \$175,000. Principals: Transferors have no other broadcast interests. Transferees Lochrie and Brown each had 11.5% interest in station with option to buy controlling interest which they have executed. Two will now own 45.75% each with new shareholder Hower owning 8.5%. Lochrie is operations manager of KRVB. Brown is sales manager of KRVB. Hower is Ashland, Ore., attorney. They have no other broadcast interests. Filed Mar. 13.

■ WKBO(AM) Harrisburg-WRHY(FM) Starview, both Pennsylvania (AM: 1230 khz, 1 kw-D 250 w-N; FM: 92.7 mhz, 3 kw)—Seeks transfer of control of Harrea Broadcasters from Michael M. Rea (75% before; none after) to J. Albert Dame (25% before; 100% after). Consideration: \$1,706,250. Principals: Rea has been president, treasurer and 75% owner of stations. He has less than 1% interest in Springfield Television Corp. licensee of WWLP(TV) Springfield, Mass. Dame is general manager of stations. He has no other broadcast interests. Ann. Mar. 26.

■ WZYX(AM) Cowan, Tenn. (AM: 1440 khz, 1kw-

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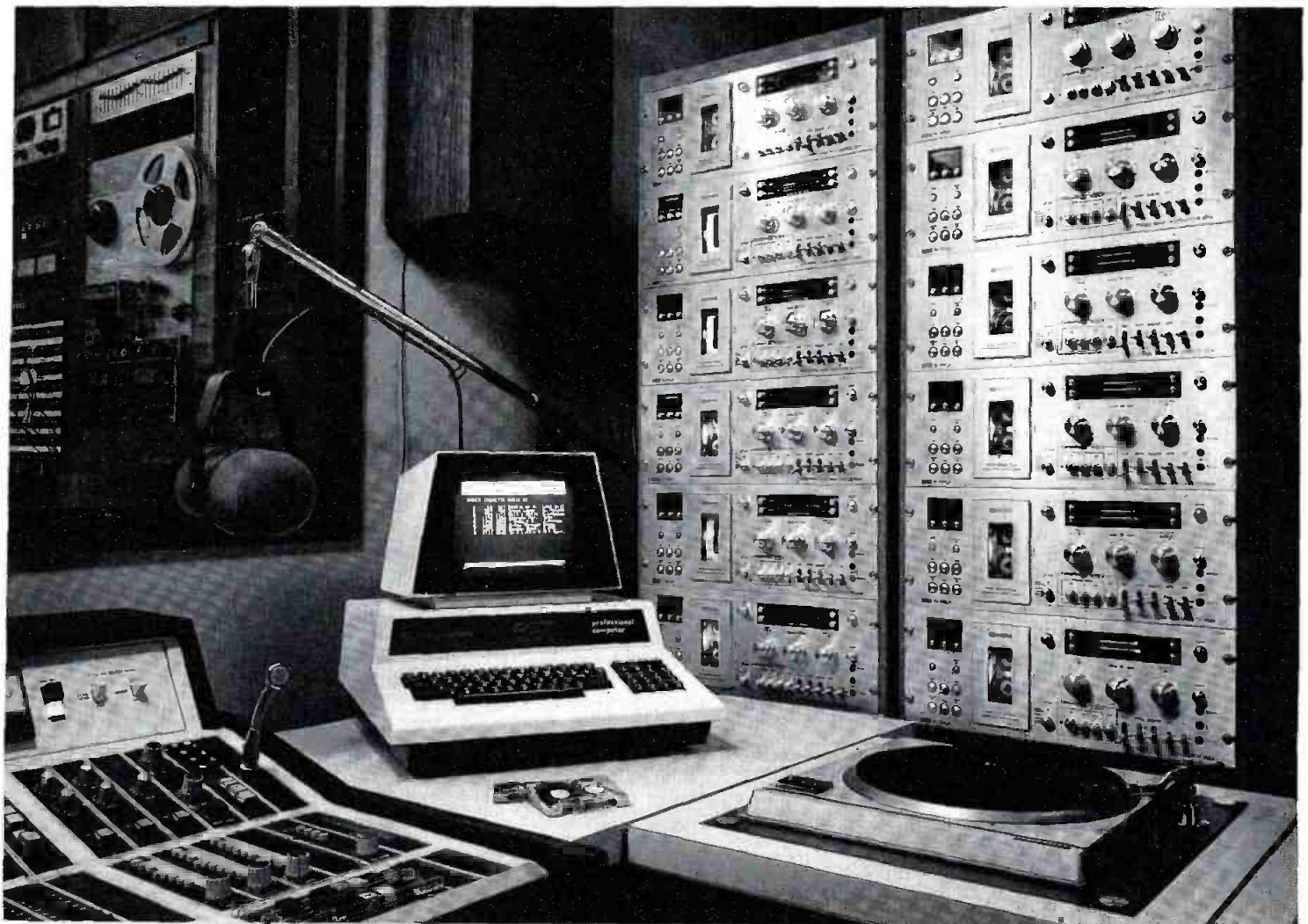
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D)—Seeks assignment of license from Watson Broadcasting Co. to Tims Ford Broadcasting Co. for \$200,000. Sellers: Roy B. Watson and son Ben, who have no other broadcast interests. Buyer: R. Neil Bracken and Hughes H. Brewer (50% each). Bracken is general manager of WCDT(AM) Winchester, Tenn. Brewer, former owner of WZYX, is sales representative and advertising consultant for Winchester car dealership. Neither has other broadcast interests at present time. Ann. Mar. 26.

## Actions

■ **KZRK-AM-FM** Ozark, Ark. (AM: 1540 khz, 500 w-D; FM: 96.7 mhz, 3 kw)—Granted transfer of control of Valley Communications Inc. from Dewey Johnson (100% before; none after) to Western Communications Inc. (none before; 100% after). Consideration: \$115,000 and assumption of liability. Johnson also owns **KSPR(AM)-KCIZ(FM)** Springdale, Ark., and **KRMO(AM)-KKBL(FM)** Monett, Mo. Buyer is owned by Richard B. Shaw (99%) and his wife, Mitzi (1%). Shaw is Fort Smith, Ark., banker and attorney. Action Mar. 17.

■ **WCLS(AM)** Columbus, Ga. (1580 khz, 1 kw-U)—Granted assignment of license from Muscogee Broadcasting Co. to George H. Buck Jr. for \$175,000. Seller is owned by Charles H. Parish Jr. and family trusts. Parish has no other broadcast interests. Buck is owner of **WCOS-AM-FM** Columbia, S.C.; **WHYN(AM)** Charlotte, N.C.; **WMGY(AM)** Montgomery, Ala., and **WYZE(AM)** Atlanta, and is half owner of **WTHI(FM)** Lobelville, Tenn. Action Mar. 21.

■ **KIKI(AM)-KPIG(FM)** Honolulu (AM: 830 khz, 10 kw; FM: 93.9 mhz, 72 kw)—Granted assignment of license from Pacific FM Inc. to John Parker and his wife, Kathleen, for \$1.2 million. Seller is owned by Jim Gabbert, who is buying **KEMO-TV** San Francisco and selling off radio interests. Buyers are also principal owners of **KOWL(AM)** South Lake Tahoe, Calif. Action Mar. 17.

■ **KTGA(FM)** Fort Dodge, Iowa (FM: 92.1 mhz)—Granted assignment of license from Rainbow Broadcasting Co. to Smithway Communications Corp. for \$50,000 plus assumption of liabilities. Seller: James E. Boardman who has no other broadcast interests. Buyer: Harold Smith, son William, Russell Hilken (22.2% each); Shannon Reed (33.4%). Smiths and Hilken own Smithway Motor Express (one-third each), Fort Dodge truck line and Smithway, Inc. (one-third each) a vehicle leasing company. Reed is veteran broadcaster. They have no other broadcast interests. Action Mar. 18.

■ **KGCS(FM)** Derby, Kan. (95.9 mhz, 3 kw)—Granted transfer of control of Tri-City Broadcasting Co. from stockholders (100% before; none after) to Swanson Broadcasting Inc. (none before; 100% after). Consideration: \$400,000. Sellers are Arden Booth, Howard E. Burnett, William D. Devore and Wallace B. Foster. None of sellers has other broadcast interests. Buyer, principally owned by Gerock H. Swanson, is group owner of 5 AM's and 4 FM's as well as The Texas State Networks. Action Mar. 17.

■ **WITH(AM)** Baltimore, Md. (AM: 1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Scripps-Howard Broadcasting Inc. to BENI of Baltimore Inc. for \$750,000. Seller is publicly traded group of six TV's one FM and two AM's owned principally by E. W. Scripps Co., publisher of Scripps-Howard newspapers. Jack R. Howard is Chairman of Scripps-Howard Broadcasting. Donald L. Perris is president. Buyer is wholly owned subsidiary of Broadcast Enterprises National Inc., which is principally owned by Ragan A. Henry. Henry is a partner in the firm of Wolf, Block, Schorr and Solis-Cohen. Broadcast Enterprises also owns **WAOK(AM)** Atlanta, Ga., **WGIV(AM)** Charlotte, N.C., **WTAN(AM)**/WOKF(FM) Clearwater, Fla., **WCIN(AM)** Cincinnati, Ohio, **WHEC-TV** Rochester, N.Y., **WOKV(FM)** Hamilton, Ohio, **WPDQ(AM)** Jacksonville, Fla., **WFYV(FM)** Atlantic Beach, Fla. and has application pending to purchase **WSB-FM** Atlanta, Ga. Henry is president of both BENI Inc. and BENI of Baltimore. This sale is a "spin-off" of a prior transaction in which Scripps-Howard bought **WITH-AM-FM** from Reeves Telecom (see "Changing Hands," June 18, 1979). Action March 25.

■ **KDOM-AM-FM** Windom, Minn. (AM: 1580 khz; FM: 94.3 mhz)—Granted assignment of license from Cottonwood Broadcasting Inc. to Windom Radio Corp. for \$636,000. Seller: Barbara Schneider and husband Larry (50% each). They have no other broadcast interests. Buyer: Glenn Olson (90%); Richard Bieuer (10%). Olson is veteran broadcaster who owns **KQWC-**

**AM-FM** Webster City, and 50% of **KQWI-FM** Clarinda, both Iowa. He also has 20% interest in new FM application in Montevideo, Minn., and 20% interest in Webster City Cablevision. Bieuer is general manager of **KQWC-AM-FM** with no other broadcast interests. Action Mar. 17.

■ **WMVQ(FM)** Amsterdam, N.Y. (FM: 97.7 mhz)—Granted assignment of license from Community Service Bcstg to WMVQ Corp. for \$63,000. Seller: Philip Spencer who has 32% share of **WCSS-AM-FM** Amsterdam, N.Y. Buyer: Joseph M. Isabel who is president and director of Gateway Cablevision Corp. Amsterdam, licensee of **WTRY(AM)** Troy, N.Y., and **WHLO(AM)** Akron, Ohio. He has no other broadcast interests. Action Mar. 18.

■ **WIST(AM)** Charlotte, N.C. (AM: 1240 khz, 1 kw-D)—Granted transfer of control of Metrolina Bdcg. Corp. from Albert R. Munn (51.3% before; 13.3% after); to Consolidated Theatres (4.4% before; 50.1% after). Consideration: \$185,260. Principals: Majority owner and president of seller is Albert Munn, a veteran broadcaster who will stay on as general manager. He has no other broadcast interests. Consolidated is owned by 27 stockholders with only two having more than 10%. Sam Graver Jr., president, owns 5% outright and as executor of Sam Craver Estate controls 17% more. Others are all local investors. They have no other broadcast interests. Action Mar. 17.

■ **WDBM(AM)-WOOO(FM)** Statesville, N.C. (AM: 550 khz, 500-D; FM: 96.9 mhz, 9 kw)—Seeks assignment of license from Radio Statesville Inc. to Metrolina Communications Corp. for \$600,000. Seller is principally owned by Helen Zachry, who also owns **WRDL(AM)** Lanett and **WJHO(AM)** Opelika, both Alabama. Buyer is owned by Bernard Kaplan (60%), his wife, Norma (20%), and James J. Shipley (20%), who also own **WMJK(AM)** Kissimmee, Fla. They sold **WHLY(FM)** Leesburg, Fla. (BROADCASTING, Nov. 26, 1979). Action Mar. 21.

■ **WLTV(FM)** Fairfield, Ohio (94.9 mhz, 50 kw)—Granted assignment of license from Broadcast Management of Ohio Inc. to HBC Inc. for \$1.3 million. Seller is owned by Tom Greene and Joel Thrope, who also own **WCNW(AM)** Fairfield and, along with Sam Frankel, **WABY(AM)** Albany, N.Y.; **WINF(AM)** Manchester, Conn.; **WRKR-AM-FM** Racine, Wis., and **WNDB(AM)-WWLV(FM)** Daytona Beach, Fla. Buyer is owned by Representative Cecil Hefel (D-Hawaii) and family, who also owns **KOZN-FM** San Diego; **WXXS-AM-FM** Medford, Mass.; **WIKS(FM)** Greenfield, Ind. **WLUP(FM)** Chicago and **KGMD-TV** Hilo, **KGMY-TV** Maui and **KGMB(AM)** Honolulu, all Hawaii. Action Mar. 26.

■ **KMZK(AM)** Fort Worth, Tex. (1540 khz, 50 kw-D, 1 kw-N)—Granted transfer of control from Radio Fifteen Inc. to SGM Broadcasting Co. for \$900,000. Seller is principally owned by Taft Broadcasting (41%) and James M. Stewart (22%). Taft Broadcasting is owned by Paul E. Taft and family. They also own 85% of **WNNE-TV** Hanover, N.H., and have sold **KODA(AM)** Houston and **KODA-FM** Houston. Buyer is group of local minority businessmen: Johnny Gonzales, Ramon Medrano and Gabriel Salinas (one-third interest each). None has other broadcast interests. Action Mar. 21.

■ **KTFS(AM)** Texarkana, Tex. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KTFS Inc. to Crow Interests for \$850,000. Seller: Hugh Frizzell and Robert Williams 33-1/3% each; James Stewart, James McAlphin, Steve Cropper, 11% each. Buyer: David and John David Crow (35% each); Randy Alewyne and Jim Nicholas (15% each). Crows are involved in petroleum and investments. Alewyne is petroleum geologist and Nicholas owns Shreveport, La., advertising agency. They have no other broadcast interests. Action Mar. 26.

## Facilities Changes

### AM applications

■ **KIFN(AM)** Phoenix, Ariz.—seeks CP to change hours of operation to U by adding N service with 1kw. DA-N, make changes in ant. sys. Ann. Mar. 31.

■ **KCBN(AM)** Reno, Nev.—Seeks CP to change TL to: 2620 E. N. St., Reno; share ant. structure with **KBET-AM**. Ann. Apr. 2.

■ **WAGY(AM)** Forest City, N.C.—Seeks CP to change hours of operation to U by adding N service

with 500 w. DA-N, change trans TL: N. of intersection of Woodburn and Church Sts., Forest City; make changes in ant. sys. Ann. Mar. 31.

■ **WARO(AM)** Canonsburg, Pa.—Seeks CP to increase power to 1kw Ann. Mar. 31.

■ **WILK(AM)** Wilkes-Barre, Pa.—Seeks CP to increase N power to 5 kw, and make changes in ant. sys. Ann. Mar. 31.

■ **KSKS(AM)** Conroe, Tex.—Seeks mod. of CP to increase power to 1kw and make changes in ant. sys. Ann. Mar. 31.

■ **KVEL(AM)** Vernal, Utah—Seeks CP to change hours of operation to U by adding service with 1kw. DA-N; make changes in ant. sys. Ann. Mar. 31.

### AM actions

■ **KHAR(AM)** Anchorage, Alaska—Granted CP to change TL and remote control; condition (BP-781113AT). Action Mar. 24.

■ **KFRN(AM)** Long Beach, Calif.—Granted CP to change TL to N. end of Blinn St., Los Angeles, Calif.; change SL remote control location to 447 E. First St., Long Beach; install former alternate main trans. as aux.; make changes in ant. sys. (decrease height); conditions (BP-780925AV). Action Mar. 5.

■ **KGER(AM)** Long Beach, Calif.—Granted CP to change TL to 6417 E. Alondra Blvd., Long Beach, Calif. conditions (BPH-800822AN). Action Mar. 25.

■ **WAZE(AM)** Dunedin, Fla.—Granted authority to change city of license from Clearwater, Fla., to Dunedin; granted authority to provide N radio service to Dunedin (waiver in part, of clear channel rules; conditions: FCC 80-130). Action Mar. 12.

■ **KIKI(AM)** Honolulu, Hawaii—Granted CP to make changes to ant. sys. (increase height); conditions (BP-780802AO). Action Mar. 10.

■ **WBT(AM)** Charlotte, N.C.—Granted CP to make changes in N MEOW's in direction of KFAB conditions (BP-20,943). Action Mar. 25.

■ **WOIC(AM)** Columbia, S.C.—Granted CP to increase N power to 2.5 kw; install new trans.; conditions (BP-20,770). Action Mar. 25.

■ **WMC(AM)** Memphis, Tenn.—Granted CP to make changes in N MEOW's; conditions (BP-20,907). Action Mar. 25.

■ **KLFB(AM)** Lubbock, Tex.—Granted mod. of CP to change TL to near VFW hy. and 82nd St., Lubbock; conditions (BMP-7901119AU). Action Mar. 25.

■ **KOQT(AM)** Ferndale, Wash.—Granted CP to change SL to Ferndale, Wash.; increase D power: 10 kw; add N power with 10 kw; change hours of operation to U; change TL to 0.1 mile S. of Douglas Rd. on E. side of 1mhof Rd., Ferndale; install new trans.; conditions (BP-780804AF). Action Mar. 25.

### FM actions

■ **KUBO(FM)** Chualar, Calif.—Granted mod. of CP to change TL to 1 mile SE of corner of Jacks Rd. S. Chualar Canyon Rd., Chualar; change SL to 1770 Old Stage Rd., Salinas, Calif.; increase ant. height to 195 ft. (BMPED-791227BF). Action Mar. 12.

■ **KBOS(FM)** Tulare, Calif.—Granted CP to make changes in ant. sys.; change type ant.; increase ERP 1.05 kw and ant. height 2690 ft.; and change TPO; conditions (BPH-791108AJ). Action Mar. 25.

■ **\*WDNA(FM)** Miami, Fla.—Granted mod. of CP to change type trans. and ant.; change ant. sys. and transmission line; ERP 95 kw; ant. height 710 feet (BMPED-1613). Action Mar. 14.

■ **\*WVGS(FM)** Statesboro, Ga.—Granted CP to change frequency to 107.7 mhz; change TL; ERP .009 kw (H&V); ant. height 150 feet (BPED-790717AC). Action Mar. 14.

■ **WDEK(FM)** Dekalb, Ill.—Granted CP to change TL; install new ant.; make changes in ant. sys.; operate by remote control; ERP 20 kw; ant. height 490 ft. (BPY-790424AB). Action Mar. 24.

■ **WKMO(FM)** Hodgenville, Ky.—Granted mod. of CP to change SL to RFD No. 2, off Leitchfield Rd. Elizabethtown, Ky. (BPH-781013AB). Action Mar. 25.

■ **WHUH(FM)** Houghton, Mich.—Granted mod. of CP to make changes in ant. sys.; ERP 880 w; ant. height 510 ft.; remote control permitted (BMPH-791228BS). Action Mar. 12.

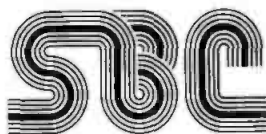
■ **WTMC-FM** Traverse City, Mich.—Granted CP to change TL; install new ant.; make changes in ant. sys.; ERP 100 kw ant. height 680 ft.; condition



**We Are Moving On  
to**



**WAMO**  
**FM 106**



**Sheridan Broadcasting Corporation**  
1811 Boulevard of the Allies  
Pittsburgh, Pennsylvania 15219

(BPH-790322AD). Action Mar. 24.

■ **WKYY(FM)** Moss Point, Miss.—Granted CP to change ant. sys.; ERP 1.3 kw; ant. height 205 ft; condition (BPH-800114AR). Action Mar. 21.

■ **KEZH(FM)** Hastings, Neb.—Granted CP to increase ant. height; install new ant.; make changes in ant. sys.; ERP 3 kw; ant. height 260 ft.; condition (BPH-790511AA). Action Mar. 7.

■ **\*WCDB(FM)** Albany, N.Y.—Granted CP to change TL; change SL remote control; change ant. sys. (BPED-791228BR). Action Mar. 12.

■ **WBAG-FM** Burlington-Graham, N.C.—Granted CP to increase ERP to 50 kw; ant. height 230 ft. (BPH-790723AD). Action Mar. 20.

■ **WLXN(FM)** Lexington, N.C.—Granted CP to increase ERP to 50 kw; ant. height 195 ft. (BPH-790723AC). Action Mar. 20.

■ **WOKV(FM)** Hamilton, Ohio—Granted request for waiver of Section 72.1201 of rules to identify as Hamilton-Cincinnati. Action Mar. 12.

■ **WRWR-FM** Port Clinton, Ohio—Granted CP to redescribe TL to 2104 State Rd., Port Clinton; ERP 30 kw; ant. height 170 ft. and make changes in ant. sys.; condition (BPH-79086AY). Action Mar. 25.

■ **KOKF(FM)** Edmond, Okla.—Granted mod. of CP to change ERP to 3 kw (BMPED-791227BG). Action Mar. 7.

■ **KLOO-FM** Corvallis, Ore.—Granted CP to increase ERP 100 kw; ant. height 1250 ft.; change TL to North Summit of Vineyard Hill, Corvallis, and make changes in ant. sys. (BPH-790613AA). Action Mar. 25.

■ **WLAN-FM** Lancaster, Pa.—Granted CP to change TL; make changes in ant. sys.; ERP 50 kw; ant. height 500 ft. (BPH-790716AD). Action Mar. 20.

■ **\*WCSD(FM)** Warminster, Pa.—Granted CP to change TL & SL; make changes in ant.; ERP .2 kw; ant. height 88 ft. condition (BPED-791009AN). Action Mar. 14.

■ **WNFM(FM)** Dayton, Tenn.—Granted CP to change TL to 1 mile S. of intersection of Old Highway 30 and Ogden Rd., NW Dayton; ERP 0.650 kw; ant. height 660 ft., and make changes in ant. sys. (BPH-790612AD). Action Mar. 26.

■ **WBQ(FM)** Hendersonville, Tenn.—Granted CP to make changes in ant. sys.; change type ant.; ERP 1.5 kw; ant. height 430 ft. (BPH-791016AI). Action Feb. 29.

■ **KOOV(FM)** Copperas Cove, Tex.—Granted CP to decrease ERP to 1.45 kw; increase ant. height to 420 ft. (BPH-800103AF). Action Mar. 19.

■ **KNUS(FM)** Dallas, Tex.—Granted mod. of CP to change ERP 98 kw; 100 kw; ant. height 1590 ft. (BMPH-800102AZ). Action Mar. 13.

■ **KUHF(FM)** Houston, Tex.—Granted mod. of CP to make changes; ERP 100 kw; ant. height 970 ft. (BMPED-1433). Action Mar. 7.

■ **WFFV(FM)** Front Royal, Va.—Granted CP to change SL remote control (BPH-800109AK). Action Mar. 12.

■ **WJMA-FM** Orange, Va.—Granted CP for changes; ERP 2.7 kw; ant. height 320 feet (BPH-791231CL). Action Mar. 12.

■ **WSPL(FM)** La Crosse, Wis.—Granted CP to change TL to County Road 18, 1.5 miles SE of Hokah; reduce ant. height to 410 ft.; increase ERP to 1.7 kw (BPH-791231CM). Action Mar. 19.

## TV actions

■ **WRHT(TV)** Ann Arbor, Mich.—Granted request to install STV equipment; condition (BSTCT-790920KF). Action Feb. 27.

■ **WRBV(TV)** Vineland, N.J.—Granted mod. of CP to change ERP 1320 kW; maxerp 3800 kw; ant. height 920 ft.; TL Church Ave., N. of Chew Rd., Waterford Works, N.J.; SL Brown Road & Delsea Dr., Vineland.; change type ant. (BMPCT-800110KF). Action Mar. 21.

## In Contest

### Procedural rulings

■ **Caulksville and Paris both Arkansas—FM Proceeding** Designated for hearing in consolidated proceeding the mutually exclusive applications of Broadcast Enterprises, Inc. for CP for new FM station on 95.3 mhz at Caulksville, Ark., and Logan County Broadcasting for same frequency at Paris, Ark., respectively to determine areas and populations which would receive primary service (1.0 mV/m or greater in case of FM) from proposals and availability of other primary service to such areas and populations; Logan's ascertainment efforts; which proposal would provide fair, efficient, and equitable distribution of radio service; which, on comparative basis, best serves public interest; and which should be granted (BC Doc. 80-140-41; BPH-10922, BPH-780831AL). Action Mar. 28.

■ **Willows, Calif. FM Proceeding**—Designated for hearing in consolidated proceeding mutually exclusive applications of OMPC Wireless Broadcast Co. and Willows Broadcasting Co. for a new FM station on 105.5 mhz at Willows, to determine whether good cause exists for Willows to locate its main studio outside proposed community of license, whether Willows is financially qualified to construct and operate proposed station, which proposal, on comparative basis, better serves public interest, and which application should be granted. Granted petition by OMPC for leave to amend and accepted for filing corresponding amendment (BC Doc. 80-138-39; BPH-10.563, BPH-10.995). Action Mar. 28.

## Allocations

### Applications

■ **Sacramento, Calif.**—Shamrock Broadcasting Co. re-

quests amendment TV Table of Assignments to assign ch. 29 and delete ch. 15 at Sacramento (RM 3626). Ann. Mar. 31.

■ **Visalia, Calif.**—Russell Schwamb requests amendment FM Table of Assignments to assign ch. 246 to Visalia (RM 3620). Ann. Mar. 31.

■ **Indianapolis, Ind.**—Twin Forks, Inc. requests amendment FM Table of Assignments to reassign ch. 276A from Versailles, Ind. to Brookville, Ind. (RM 3619) Ann. Mar. 31.

■ **WOC-TV** Davenport, Iowa—Palmer Communications requests amendment TV Table of Assignments to assign ch. 15 to Orlando, Fla. and substitute ch. \*46 for ch. \*15 at New Smyrna Beach, Fla. (RM 3622) Ann. Mar. 31.

■ **Hayes Center, Neb.**—Jerrell E. Kautz requests amendment FM Table of Assignments to assign ch. 295 to McCook, Neb. (RM 3621) Ann. Mar. 31.

■ **KRVN-AM-FM** Lexington, Neb.—Requests amendment FM Table of Assignments to assign ch. 271 to Alliance, Neb., and substitute ch. 290 for ch. 221A at Alliance (RM 3623). Ann. Mar. 31.

■ **KNEN(AM)** Norfolk, Neb.—Requests amendment FM Table of Assignments to assign ch. 253 to Hays, Kans. (RM 3627). Ann. Mar. 31.

■ **Herford, N.C.**—Perquimans County Broadcasters requests amendment FM Table of assignments to assign ch. 272A to Herford (RM 3614). Ann. Mar. 31.

■ **Madill, Okla.**—Grayson Collegiate Communications requests amendment FM Table of Assignments to assign ch. 272A in lieu of 285A at Madill, and assign 285A to Denison, Tex. (RM 3612). Ann. Mar. 31.

■ **Redmond, Ore.**—Peregrine Broadcasting Co.—requests amendment FM Table of Assignments to assign ch. 243 to Madras, Ore. (RM 3611). Ann. Mar. 31.

■ **Blairsville, Pa.**—Ada L. Orie, et. al. request amendment FM Table of Assignments to assign ch. 292A to Blairsville (RM 3615). Ann. Mar. 31.

■ **Andrews, S.C.**—Andrews Broadcasting Co. requests amendment FM Table of Assignments to assign ch. 265A to Andrews (RM 3616). Ann. Mar. 31.

■ **Winnboro Mills, S.C.**—Ridge Broadcasting Co. requests amendment FM Table of Assignments by assigning Ch. 221A to Winnboro Mills, and substituting ch. 237A for ch. 221A at Batesburg, S.C. (RM 3613). Ann. Mar. 31.

■ **Salt Lake City, Utah**—Kathy Wamsley requests amendment FM Table of Assignments to assign ch. 300 to Roy/Clearfield, Utah (RM 3617). Ann. Mar. 31.

### Actions

■ **Fayette and Port Gibson, Miss.**—In response to two separate petitions, one by Donald G. Manuel proposing assignment of 97.7 mhz to Port Gibson, and one by Fayette Broadcasters proposing same ch. for Fayette, Miss., assigned 97.7 mhz to Fayette as its first FM assignment, effective May 12 (BC Doc. 79-326). Action Mar. 25.

■ **Bernalillo, N.M.**—In response to petition by RFC Partners, assigned 101.7 mhz to Bernalillo, as its first FM assignment, effective May 12 (BC Doc. 79-325). Action Mar. 25.

## Summary of Broadcasting

### FCC tabulations as of Feb. 29, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,536	3	28	4,567	93	4,651
Commercial FM	3,143	2	23	3,168	175	3,343
Educational FM	1,016	0	19	1,035	94	1,129
Total Radio	8,695	5	70	8,770	362	9,132
Commercial TV						
VHF	514	1	2	517	9	526
UHF	223	0	6	229	64	293
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	991	4	18	1,013	83	1,096
FM Translators	292	0	0	292	152	444
TV Translators						
UHF	1,259	0	0	1,259	390	1,649
UHF	2,511	0	0	2,511	165	2,676
Total TV						

\*Special temporary authorization

\*\*Includes off-air licenses

## Cable

■ The following cable service registrations have been filed:

■ **Suffolk Cable Corp.** for North Braddock and Swissvale, both Pennsylvania (PA0511.12) add signal.

■ **Televue Cable Service** for Fort Eustis AFB, Va. (VA0216) add signal.

■ **Jackson County Cable Systems Corp.** for Independence, Mo. (MO0108) add signal.

■ **Eufaula Cable TV** for Eufaula, Ala. (AL0074) add signal.

■ **Delta Video Inc.** for Risco and Parma, both Missouri (MO0142.3) add signal.

■ **San Augustine Cable TV Inc.** for San Augustine, Tex. (TX0117) add signal.

■ **Sammons Communications Inc.** for Live Oak, Fla. (FL0066) add signal.

■ **Siorer Cable TV of Florida Inc.** for Miramar,



# HOW GM "PROJECT CENTERS" CREATE CARS

FROM CONCEPT TO CUSTOMER IN THREE YEARS AND THREE BILLION DOLLARS

Throughout the history of the automobile industry, product change was almost always evolutionary. But in 1973, GM determined that the times required revolutionary changes. It started its first Project Center—which by itself heralded a revolution in the use of science and technology to meet the changing demands of the marketplace. A few months later, the Arab countries launched the oil embargo. Fortunately, machinery was already in motion in GM to create and develop new cars and components in a new way and faster than ever before.

**GM's first Project Center brought out totally new full-size cars:** smaller, yet roomier, and far more efficient than their predecessors. The advertisements said they were "designed and engineered for a changing world"—and they were. Another Project Center, begun in 1975, developed the immensely popular GM X-cars.

Led by the five car divisions, Project Centers gather people, ideas, and knowledge from all 30 divisions and staffs of General Motors. In the first stage, which we call "concepting," experimental engineers, environmental scientists, forward planners, and marketing experts pool their thinking. Their objective: what the marketplace will require. This is the most important stage. Here we must determine not only what

kind of car, but how many we might be able to build and sell years later. Economics, customer tastes, availability of various kinds of fuels must be compared with state-of-the-art technology—and what steps must be taken to advance that technology quickly yet surely.

In the "concepting" stage, a new car is conceived. If the car is to be sold to customers three years later, construction of new plants must begin and basic tooling must be ordered.

The second phase of the Project Center takes 24 to 30 months. It encompasses development, design, structural analysis, handling analysis, emissions, noise and vibration, safety, reliability, serviceability and repairability, manufacturing, assembly, marketing, financing.

Advanced product engineers and research scientists work with the one hundred fifty to two hundred people at the Project Center and thousands more in the staffs and divisions to transfer new science and technology to the new car. Components are hand-built and "cobbled" into existing models for road testing.

**Prototype cars are hand-built at a cost of more than \$250,000 each.** These enable the Project Center team to determine how newly developed, pretested components operate as a unit. Then, pilot models will be built from production tooling and tested some more. New technology, such as structural analysis by computer, saves

time. Lead time has been reduced by 25% from ten years ago, when cars were far less complex.

After almost four million miles, nearly three billion dollars, and nearly three years of work, the new cars—quite unlike anything before them—start coming off the production line at a rate of better than one a minute.

**There are now eight Project Centers in General Motors.** Four are developing new cars using hydrocarbon fuels, one is creating an electric car, and others are working on computerized engines and emission controls, a new kind of automatic transmission, and the inflatable restraint system.

New and revolutionary cars can't be mass produced for the road overnight. But by putting all the parts of General Motors to work together, we found a way to speed up the process. We have integrated the creativity of thousands of human minds to make invention into reality when it's needed.

*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

Pembroke Pines, Broward and Dade, all Florida (FL0418,19,70,36) add signal.

■ Morehead State Univ. Campus for Morehead Univ., Ky. (KY0339) add signal.

■ TCI Community Tele-Communications Inc. for Miles City, Mont. (MT0008,59) add signal.

■ Houlton Cable TV for Rochester, N.H., and Houlton, Me. (NH0069,ME0008) add signal.

■ Armstrong Utilities Inc. for Orrville, Ohio (OH0142) add signal.

■ Cablevision for Round Rock and Williamson, both Texas (TX0454,598) add signal.

■ Satellite Television for Dallas, Tex. (TX0596) add signal.

■ Southwest Cablevision Inc. for Hunt, Tex. (TX0075) new system.

■ Sylvan Valley CATV Co. for Brevard and Transylvania County, both North Carolina (NC0149,50) add signal.

■ H-C-G Cablevision Inc. for Healdsburg, Cloverdale, and Sonoma, all California (CA0111,10,12) add signal.

■ Eastern Connecticut Cable Television Inc. for Griswold, Conn. (CT0084) add signal.

■ Wacco Inc. for Wayne, W. Va. (WV0352) add signal.

■ Florida TV Co. for Indian Harbor Beach, Indiantropic, Melbourne Village, Melbourne Beach, Melbourne, Brevard, Palm Bay, Patrick AFB, Satellite Beach, West Melbourne and Palm Shores, all Florida (FL0009-18,20,21,45) add signal.

■ Cocoa TV Cable for Merritt Island, Cocoa, Brevard and Rockledge, all Florida (FL0005,4,6,7) add signal).

■ Lamars Cablevision et al for Lemars, Iowa (IA0102) add signal.

■ Warner Amex Cable Communications Inc. for Youngstown, Ohio (OH0632) add signal.

■ Hazard Television Cable Co. Inc. for Hazard, Ky. (KY0048) add signal.

■ Tele-Media Co. of Addil Inc. for Deerfield, Pleasant, and Brokenstraw, all Pennsylvania (PA1733-35) add signal.

■ Cable TV of Minot Inc. for Minot, N.D. (ND0009,38) add signal.

■ Northeast Cablevision et al for Eastport, Me. (ME0100) add signal.

■ Community Television of Raytown Inc. for Raytown, Mo. (MO0056) add signal.

■ Tele-Media Co. of Addil Inc. for Jamestown, South Shenango, Tionesta, Althom and Watson, all Pennsylvania and Dillionvale, Adena, Smithfield, Bethesda and Wheeling, all Ohio (PA1617, 402, 400, 506, OH0005, 4, 581, 369, 437) add signal.

■ Telecable of Greenville Inc. for Greenville, City View and Easley, all South Carolina (SC0038,118,19) add signal.

■ Cleveland Area TV Inc. for Fairview Park and Olmstead Falls, both Ohio (OH0744,45) new system.

■ Sangamon Cablevision One et al for Sherman and Petersburg, both Illinois (IL0367,8) new system.

■ Nettleton Cable TV for Nettleton, Miss. (MS0152) new system.

■ Cable TV of Sedan for Sedan, Kan. (KS0216,17) new system.

■ Southwest Cablevision Inc. for Uvalde, Tex. (TX0326) new system.

■ Delta Video Cable Inc. for Gideon and Clarkton, both Missouri (MO0134,23) add signal.

■ Rainbow Kabi TV for Columbia and Smithville, both Mississippi (MS0018,138) add signal.

■ TM Cablevision of San Diego County Corp. for Whispering Palms, Calif. (CA0214) add signal.

■ TCI Community Tele-Communications Inc. for Glendive, Mont. (MT0005,58) add signal.

■ Delta Video Inc. for Bernie, Mo. (MO0144) add signal.

■ Tele-Media Co. of Addil Inc. for Hickory, Pa. (PA1403) add signal.

■ Tele-Media Co of Addil Inc. for Belmont, Ohio (OH0370) add signal.

■ Cablevision for St. Albans, Nitro and Cross Lanes, all West Virginia (WV0137,36,83) add signal.

■ TCI Community Tele-Communications Inc. for Fort Morgan, Colo. (CO0018).

■ Hartsell TV Cable Co. for Hartselle, Ala. (AL0028) add signal.

■ BI Cities Cable Co. for Marysville, Linda, Sutter, Yuba City, Colusa, Olivehurst, Beal AFB and Tierra Buena, all California (CA0010, 11, 12, 383, 84, 516, 85, 663) add signal.

■ Multiview Cable Co. Inc. for Aberdeen, Bel Air, Havre De Grace and Harford, all Maryland (MD0049-52) add signal.

■ Liberty TV Cable Inc. for Winchester, Ind. (IN0025) add signal.

■ Liberty TV Cable Inc. for South Haven, Mich. (MI0042) add signal.

■ TV Selection System for Meridian, Miss. (MS0061) add signal.

■ Clay County Communication Co. Corp. for Smithville, Mo. (MO0197) new system.

■ Salando Cablevision Inc. for Altamonte Springs, Fla. (FL0462) new system.

■ United Cable Television for Barksdale AFB, (LA0179) new system.

■ United Cable Television for Tyler, Tex. (TX0606) new system.

■ United Cable Television of Michigan Corp. for Lincoln Park, Mich. (MI0432) new system.

■ Salina Cable TV System Inc. for Kingman, Kan. (KS0218) new system.

■ Westlake Cable TV for Westlake, Ohio (OH0746) new system.

■ State Cable TV Corp. for Holderness, N.H. (NH0083) new system.

## Satellites

■ There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive-only earth stations total 3,553 with 1,293 pending applications and 2,260 operational.

### Earth station applications

■ The following earth station applications have been filed:

■ Gem Communications Inc.—Madison, Ga. (4.6m; S-A; E2023).

■ Hi-Net Communications Inc.—Cambridge, Ohio (4.6m; S-A; E2024).

■ Clear-vu Cable Inc.—Dayton, Tenn. (5m; S-A; E2025).

■ West Virginia Educational Broadcasting Authority—Charleston, W. Va. (4.5m; Andrew; E2026).

■ City of Covington, Ga.—Covington, Ga. (4.6m; S-A; E2027).

■ Transponder Pennsylvania Inc.—Philadelphia, Pa. (10m; FCC; E2028).

■ Community Cable TV Inc.—Delta, Ohio (5m; AFC; E2029).

■ Community Cable TV Inc.—Swanton, Ohio (4.3m; AFC; E2030).

■ Bragg's Furniture, TV, Appliances Inc.—McConnelsville, Ohio (5m; AFC; E2031).

■ Jones Intercable TV Fund VI—Pinckneyville, Ill. (4.6m; S-A; E2032).

■ Jones Intercable, Inc.—Jerseyville, Ill. (4.6m; S-A; E2033).

■ Hi-Net Communications Inc.—Tucson, Ariz. (5m; Microdyne; KZ92).

■ Northwest Iowa Cable TV Inc.—Sheldon, Iowa (5m; S-A; KZ93).

■ Northwest Iowa Cable TV Inc.—Sibley, Iowa (5m; S-A; KZ94).

■ Yankton Cable TV Ltd.—Yankton, S.D. (5m; S-A; KZ95).

■ Hi-Net Communications Inc.—Corbin, Ky. (5m; Microdyne; KZ96).

### Earth station actions

■ The following earth station applications have been granted:

■ Claremore Cable Television Co.—Claremore, Okla. (KY92).

■ Hi-Net Communications Inc.—Denver, Colo. (KZ42).

■ Hi-Net Communications Inc.—Kansas City, Kan. (KZ43).

■ Skybird Satellite TV—Granger, Utah (KZ54).

■ OVC Telecommunications Inc.—Paris, Ky. (WV40).

■ Auburn Telecable Corp.—Auburn, Ala. (WZ73).

■ Telecable of Radcliff Inc.—Radcliff, Ky. (WZ74).

■ Roane Cable TV Inc.—Kingston, Tenn. (WZ75).

■ Liberty TV Cable Inc.—Morae, Ga. (WZ76).

■ Metrovision Inc.—Palos Hills, Ill. (WZ77).

■ Thompson Cablevision Co.—Pocahontas, W. Va. (WZ78).

■ Valley Antenna Systems Inc.—St. Paris, Ohio (WZ79).

## Services

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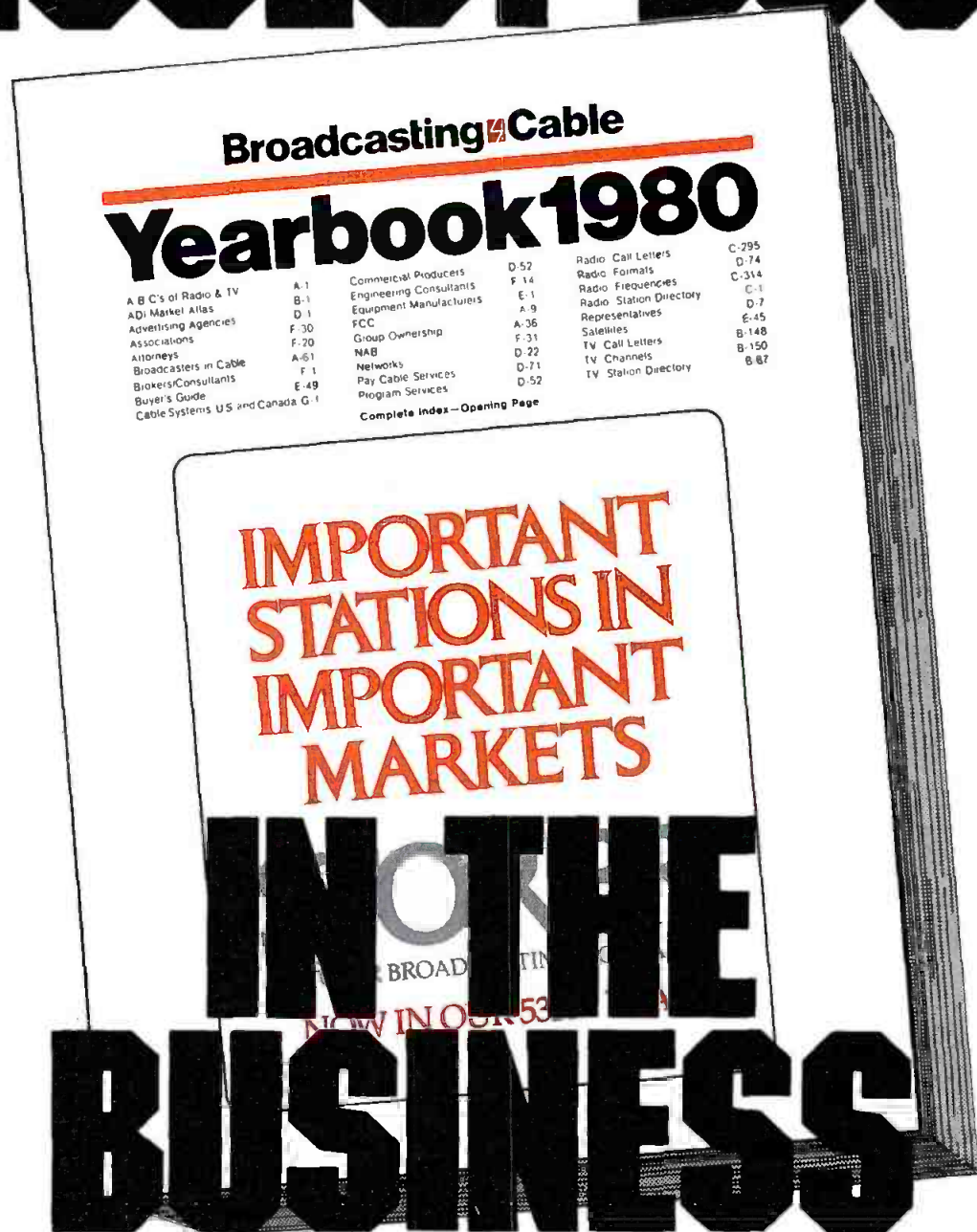
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## RADIO

### HELP WANTED MANAGEMENT

**Sales Manager** for full-time station in growing Central Oregon market where the living is great. Successful applicant must have ambition, drive, intelligence and successful radio sales background. Attractive compensation package for right person. Send resume to John Stenkamp, General Manager, KBND, PO Box 5037, Bend, OR 97701 or call 503-382-5263. E.O.E.

**Sconnix Group Broadcasting** has an opening for a motivated sales manager. Continued expansion means opportunity with other stations in Rochester, N.Y., Charleston, S.C. and New England, there is plenty of room for future and advancement. We use the Jennings-type approach with good success. Good pay, great incentive. We are not looking for someone to push papers or sell numbers. Send resume to Scott McQueen, President, Sconnix Group Broadcasting, Parade Road, Laconia, NH 03246.

**Experienced general manager** for single station market, Great Lakes area. Must be sales oriented. Station has excellent advertiser and listener acceptance and needs live wire manager. Excellent opportunity for right individual. Box D-1.

**Station Manager.** Indiana small market FM offers great opportunity for take-charge manager who wants to grow. Must be strong on sales, follow-through, promotion, and community involvement. Work closely with non-resident owners. Salary, fringes and incentives will start you at \$20,000-\$25,000. EOE. Send resume and details to M. McDermott, 225 East 6th Street, Cincinnati, OH 45202.

**General Manager** for FM in Midwest, experienced in Local and Regional Sales. Send resume and references to Box D-55.

**Wanted:** Sales Manager for major market facility. The leader we seek must be able to train and motivate a local sales team and build a personal list. Excellent base and fringes. EEO. Box D-63.

**Lucrative and rewarding career** opportunity for the top billing, fast thinking closer and strong leader that is the successful candidate to be General Sales Manager. This young and growing company which operates powerhouses in three markets seeks an additional key person to join the team that's going to make it happen in the fourth. It's the Northland's new AOR. KDQS, 1017 E. First St., Duluth, MN 55806.

**General Manager.** Rocky Mountain AM/FM combination. Live and work in America's most beautiful environment. Salary negotiable in \$20,000 range plus incentives. Only experienced General Managers need apply. All replies are confidential. Send resume to Box D-68.

**General Manager** wanted for KATL-AM in Miles City, Montana. Strong all-around background preferred, sales direction and programing supervision a must. Friendly city of 12,000 in heart of Montana cattle country, single-station town. Send inquiries, resume to John Sullivan, Box 665, Livingston, MT 59046. Tel. 406-222-2000.

**General Manager** for northerly southern states radio station. Must be aggressive and have a strong background in local and national sales. Equal opportunity employer. Send resume and references to Box D-89.

### HELP WANTED SALES

**Sconnix Group Broadcasting** is looking for several professional career minded salespersons for stations in Charleston, SC, Rochester, NY, and New England. If you are the best, or near best at your current station, and want a good future with our growing company, we want to talk to you. We use a Jennings-type approach with great success. Good pay, great incentive, great people. Send resume and track record to Scott McQueen, President, Sconnix Group Broadcasting, Parade Road, Laconia, NH 03246.

**Account Executives,** new 100,000 watt FM contemporary rocker that will lead this part of country's young adults! Top money for top salespeople. Strong draw, commission, bonuses, benefits. Must understand goals of FM radio and it's audience. Company owns many stations. Opportunity abounds! Resume, data to Manager, KAOH, Box 6167, Duluth, MN 55806.

**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 outgrown your job or market we offer unlimited growth potential in Western Pennsylvania. Send resume to Box D-13.

**WLDM, Westfield, Massachusetts,** seeks account executives. Single station community of 40,000 plus populated service area. Radio sales experience required. Contact Curt Hahn, 413-568-8643.

**Two sales people needed.** One with experience in broadcasting preferred, one entry level position. Both to sell AM-FM separate programed. Send resume to Bob Connelly, WWNH, Rochester, NH 03867.

**Number one list** to be open May 23rd at 100,000 watt, FM, AOR station in Des Moines, Iowa. List was No. 1 biller in our 9 station chain. Great opportunity for an aggressive person who gets along well with clients. Broadcast company has exceptional record for promoting from within. Experience & track record necessary. Send resume to Bill Wells, Sales Manager, KGGO Radio, 3900 N.E. Broadway, Des Moines, IA 50317.

**Wanted:** Sales Manager for major market facility. The leader we seek must be able to train and motivate a local sales team and build a personal list. Excellent base and fringes. EEO. Box D-63.

**Going fulltime!** Need additional salesperson for established list in beautiful Upstate New York single station market. Call Barry Rimler, 716-637-3930. EOE.

**Powerhouse West Coast** regional AM station searching for strong experienced sales persons, and sales manager to direct sales team. If you can sell, we have a place for you. You must be experienced, aggressive and energetic. Rush complete resume with cover letter now to Box D-86.

**Sales Account Executive** for NE Oklahoma's fastest growing radio stations 30 miles from Tulsa. Powerful 100,000 watt stereo FM with sister station 1,000 watt AM. New owners offer ground floor opportunity for advancement to management. Sales area includes Tulsa. Your account list, the Tulsa phone book plus some billing accounts. Station near beautiful Grand Lake recreational area. Top salary plus some air time for top talent for extra bonus. Call Don only 918-825-0070. E.O.E.

**Sales Manager.** Major FM station in Top 20 NE market with strong track record. Salary incentives, car. Group owned. EOE. Reply in confidence to Box D-94.

### HELP WANTED ANNOUNCERS

**Announcer-Producer** for evening slot at 100KW NPR station w/all-new facilities. Must be knowledgeable in all aspects of classical music including pronunciation. Must be familiar with production and assume responsibility for specific modular and other programing. Salary range \$8,500-9,500. No calls please. Tape and resume by April 18 to PB. Greedy, Western Iowa Tech Community College, Box 265, Sioux City, IA 51102. EOE.

**Immediate opening** for top personality jock for our Stereo Rock format and creative adult contemporary announcer for our AM. No beginners, please. Send tapes and resumes to Jack Hansen, KCLD AM and FM, Box 1458, St. Cloud, MN 56301.

**Ninety miles from New York.** Commercial experience essential. Salary open. E.O.E. M/F 914-292-5533 or 794-6543.

**Your Opportunity!** Staff announcer, production, news. Full time ABC. Resume, cassette, KFRO, Longview, TX 75606. E.O.E.

**Openings** for talented AM drive announcer for AC format who can help with production and a young dedicated news director-reporter. Send tape and resume to Aaron Durham, WAKI, Box 409, McMinnville, TN 37110. 615-473-6535. EOE.

**Talent wanted—Heftel Broadcasting** now searching nationwide for dynamic air aces from all formats. This is for all positions at our newly acquired Cincinnati facility. Send T & R's, in confidence, to Employment Director, Heftel Broadcasting, John Hancock Center, Suite 3750, 875 N. Michigan, Chicago, IL 60611. We're an equal opportunity employer—minorities encouraged to apply.

**Midday personality** wanted by top-rated Midwest adult contemporary AM. Excellent opportunity for experienced, creative person who is looking for opportunity for advancement. Send resume and tape with references to Neal Hunter, WMBD, 3131 N. University, Peoria, IL 61604. (No calls please).

**WGLD, 100KW in 46th Market** needs communicator with good production skills. Great opportunity to join young, dynamic chain. Send tape and resume to Ed Owens, Box 2808, High Point, NC 27261. EOE/MF.

**Perfect job** for creative person. Production, promotion, and some news. Beautiful four season vacationland. Tape and resume to WOXO, Norway, ME 04268.

**No. 1-rated Eastern station** wants bright, enthusiastic personality with proven experience. Excellent opportunity with leading broadcaster EOE. Rush tapes and resume to Box 1350, Princeton, NJ 08540.

**WSVS is looking** for an announcer who wants to grow with us. News, production skills and experience helpful. Good salary, benefits, send tape and resume to Jay Linn, WSVS, 800 Melody Lane, Crewe, VA 23930, 804-645-7734. EEO. Minorities and females encouraged to apply.

**Growing broadcast group** located in the Sunbelt seeking experienced announcer. Excellent benefits. EOE. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

**Northeast Ohio Beautiful music** station seeks experienced, personable announcer who can handle production and news with professionalism. We are an Equal Opportunity Employer. Send resume and salary requirements to Box D-77.

**Entertaining? Human?** AM Drive jock for central CA. A/C. Great opportunity for experienced professional. EOE. Send T&R to Tim Higgins, PO Box 1320, Hanford, CA 93232.

**Strong Signal Bangor** station in need of contemporary announcers. New PD in need of witty morning personality and afternoon announcer (MD experienced helpful). Other positions also available. Box D-79.

### HELP WANTED TECHNICAL

**Chief Engineer.** WQBS (DA-2) and WIOB (FM) Stereo, San Juan, Puerto Rico. Originating stations for island-wide networks. We need professional take charge engineer to maintain modern plant in perfect condition. Spanish helpful, but not necessary. Position open immediately. Resume, salary history to: Guillermo Bonet, Box 43, Mayaguez, Puerto Rico 00708.

**Sharp? Capable?** Want to get ahead and do things? Come grow with us. Head our engineering department. Midwest group, three stations, with outstanding record and reputation. Small town living expenses. All replies in strictest confidence. E.O.E. Box D-26.

**King Broadcasting Company** has several openings for radio broadcast engineers in various locations, including Portland, Seattle, and San Francisco. Positions range from chief engineer to maintenance specialist. Relevant experience required. Interviews may be arranged at NAB Convention. Send resumes to: Kevin Mostyn, King Broadcasting Company, 300 Broadway, San Francisco, CA 94133. EEO/M-F.

## HELP WANTED TECHNICAL CONTINUED

**Staff Engineer** for Midwest consulting firm. Entry level position. Experience as absolute must. BSEE desired. 50% travel. AM-FM-TV-microwave. Call 309-673-7511.

**Maintenance Engineer** needed at private Midwest College's Ed-FM/Cablecasting TV facilities. Abilities in both audio and video maintenance required. Salary competitive. EEO. Send resume to: Personnel Coordinator, St. Ambrose College, Davenport, IA, 52803.

**Florida, AM/FM** needs Chief Engineer. Atlantic Beach Area. EOE. Send resume Don Clark, Box 2029, Cocoa, FL 32922.

**Engineering Supervisor** for Midwest AM/FM/TV. Must have experience in state of the art audio systems, directional antennas and UHF. Box D-73.

**Chief Engineer**—full time FM—daytime AM in Northeastern major market. Must have experience and expertise in equipment and transmitter maintenance and repair. Send resume and salary requirements to Mike Gallagher, WEZG/WSOQ, PO Box 20, North Syracuse, NY 13212. EEO.

**Washington, D.C.** AM radio station seeks first class engineer. Experience preferred. Resumes only, no calls. M/F EOE. WYCB AM, 529 14 St. N.W., Suite 30, Washington, DC 20045.

**Chief Engineer** to supervise all aspects of a California based group owner committed to state of the art. Experience required in all areas of radio engineering including construction of new AM and FM facilities. Administrative ability, benefits, growth and opportunity abound. E.O.E. Send resume, references and salary history to Box D-98.

## HELP WANTED NEWS

**Charleston, S.C.** Sconnix Group Broadcasting, Inc. needs experienced News Director. Strong air work for AM Drive shift, administrative ability for managing and motivating three other fulltime and many parttime. Strong desire to make and keep number one news image. Starting 16-18,000. Send resume to John Trenton, General Manager, WTMA-WPXI, Box 31089, Charleston, SC 29411.

**Immediate opening** for experienced News Director to head four person news department in one of Minnesota's richest and fast growing communities. Send tape and resumes to Jack Hansen, KCLD, Box 1458, St. Cloud, MN 56301.

**Midwest Contemporary Station** looking for morning drive news assistant to gather & write news, who is also a reporter with interest in sports. Authoritative on-air delivery, ambitious, strong writing ability. Send tapes and resumes to News Director, WZUU Radio, 520 West Capitol, Milwaukee, WI 53212. (EOE).

**Need a challenge?** Immediate opening for News Director to put together news department. Live AM-Auto FM. New facilities soon. EOE M-F. University journalism grads encouraged. R.S. Tucker, Media West, Inc., Box 2128, Rock Springs, WY 82901.

**Newsperson:** Small market station has immediate opening for energetic reporter. Experience preferred. Contact Lee Jones, News Director, WTSL, Box 1400, Lebanon, NH 03766. 603-448-1400.

**Newsperson:** KLIX Radio, Southern Idaho's largest radio news team, is looking for an experienced morning anchor. Contact Charlie Tuma, Manager for details. Twin Falls, ID 1-208-733-1310.

**Immediate Opening** for a newperson, some production required. Females and minorities encouraged to apply. Contact Don Tiegiser, WNAT/WQNZ, PO Box 768, Natchez, MS 39120. 601-442-4895.

**Morning drive news anchor** needed for highly rated contemporary station. Must have strong delivery and prior commercial experience. Rush resume and tape to Don Fields, WTRY, WTRY Rd., Schenectady, NY 12309.

**Wanted:** Fulltime reporter for news department at KTBB Radio-Tyler, TX. Duties include street reporting, four hour news airshift and producing and recording public affairs programs. Send tape and resume to Mike Edwards, KTBB, PO Box 929, Tyler, TX 75710.

**Northern California** group owned powerhouse AM station searching for the best News Director/Anchor to head intensive local news effort. EOE. If you are good, rush resume, including salary history and references to Box D-62.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director** to \$20,000 for right person! New 100,000 watt FM contemporary rock station in nation wide search. Excellent on air natural delivery, excellent production, excellent administrator and supervisor. Knowledge of new and old music, various rock formats, FCC regulations. Top benefits with our young aggressive company who owns many stations and looking for more. Cassette and resume to Manager, KAOH, Box 6167, Duluth, MN 55806.

**Progressive Black Radio**—Major FL market interested in quality PD, MD, Prod. Dir., Announcers, and News Investigator. Send resume to: Box D-25.

**Production Manager** to write, produce and voice exciting commercials and promos for top adult station. Will supervise excellent studio facility. Tape, resume and letter to Operations Manager, KAKE, Box 1240, Wichita, KS 67201. An Equal Opportunity Employer.

**Program Director** for suburban Washington, D.C. Adult Contemporary. Experienced, take charge individual who wants to grow. EOE. Tape, resume to R. McKee, WPRW, Manassas, VA 22110.

**Promotions/Development Coordinator, News Director.** Radio station WBST is expanding its staff. New positions are: Promotions/Development Coordinator: Responsible for all station related promotions. BS Degree in Public Relations or related field plus 1-2 years experience required. News Director: Responsible for the content of all the newscasts aired by WBST. BS Degree in Journalism or related field plus 1-2 years experience required. Send resume to: Personnel Services Office, Ball State University, Muncie, IN 47306. Application deadline: 4/30/80. An Equal Opportunity/Affirmative Action Employer.

**Superstars WRCN/Long Island** has immediate opening for creative production person. Great opportunity with Billboard Magazine's Rock Station of the Year. Tape and resume to: Paul Harris, PO Box 666, Riverhead, NY 11901. No calls please.

**Major Southern Market** population 400,000 plus needs program director to also perform 6 to 10 heavy personality morning show. Must have former PD. experience in small or medium market, and one day want to be America's funniest, nastiest, wonderful, horrible, personality. Rush tape and resume to: 106 Redhill Circle, Tiburon, CA 94920.

**Program Director**—minimum 3 years experience as Program Director of contemporary, M.O.R., or Top 40 medium to large market station. Creativity in promotion, public service, and community involvement desirable. Must be able to motivate, manage, and develop highly talented and top rated air staff. Send resumes to Norm Schruft, Vice President and General Manager, WKBW-Radio, 695 Delaware Ave., Buffalo, NY 14209. An EOE.

## SITUATIONS WANTED MANAGEMENT

**General Manager** with MBA, experience, and capital available looking for opportunity at station or corporate level—will relocate. Contact Box D-40.

**General Manager**, best references, available for absentee-owner, medium-small, single-market station, Mississippi, Louisiana, Arkansas, Texas, Oklahoma, phone Fred, 405-567-4249.

**General Manager**—Solid professional with 21 years broadcasting experience—offering heavy sales, programming, leadership and organizational skills. Take charge individual. Small/Med. Market. Will consider 30+. Box D-57.

**Country Programmer, promotions, sales.** 15 years: copy, formats, "D.J.", music and program director, supervision, production, currently: sales. Will settle in small/medium market. Box D-51.

**General Manager.** Experienced, dedicated, creative. Seeks challenge with growth. Have done—and know—programming, operations, sales, promotion, training, automation. Familiar with Jennings system. Box D-74.

**Broadcast Executive** with outstanding track record is seeking management position Dallas or other Southwest market in TV-Radio or related field. 14 years in management and acquisitions with group. Phone Ambassador Inn, 733-7777 in Las Vegas during NAB convention—ask for Broadcast Executive. Age 42, health excellent. Ready to grow with you. Write Box D-34.

**Put a Boone** in your business! 15 years first phone. MD. PD. Ops Mgr Country, A/C. Dave Boone, 703-476-8767.

**Radio-Television-Agency** 20 years experience ownership, management, sales, production, programming. Desire management position with investment potential. Excellent professional and financial credentials. West or Southwest. Box 520, Grand Junction, CO 81501. 303-945-2053.

## SITUATIONS WANTED SALES

**Sportscaster-sales**, major college PBP experience, young, aggressive, audience grabber. Super PBP talk, seven years total experience. Seeks college-pro opportunity. Can double sales, 513-773-2355.

**Veteran Announcer, News**, ready to learn sales. Prefer Midwest, small to medium, permanent. Box D-67.

**Credentials? \$200,000 personal billing**, last year at small AM/FM. Seeking small/medium sales management, partial ownership opportunity, midwest. Several agency contacts. 10 years here with established track record. Please include base, bonus incentives and stock options in initial inquiry. Box D-71.

## SITUATIONS WANTED ANNOUNCERS

**News/Sports director** looking for sports position in larger market. Some sales experience. Play-by-play a must. PBP experience with major college football, basketball, baseball, hockey, also high school football, basketball. 419-675-5201. After 1:00.

**Quality Sportscaster**—knowledgeable, accurate, creative, dedicated, enthusiastic—seeks medium market sportstalk/PBP. R-TV (50kw) experience. Available immediately. Degree (Journalism). Top references. Credentials. Box C-295.

**Dependable, creative, experienced** top 40 jock with 3rd phone seeking position in medium to large market. For tape, resume call Brian Moriarty 512-773-0846 after 2 PM.

**Looking for first job.** Reliable, cooperative, hard working. Second class license. Will relocate. Call before 3 PM. Paul Kaishian, 510 N. 106 Street, Wauwatosa, WI 53226. 414-453-4548.

**Afternoon Jock**, 25, seeks to relocate. Possesses excellent voice, production skills, news delivery, copy writing. Tight Board. Two years experience. Pay commensurate with talent. Contact Jeff 609-522-1417.

**High School science teacher** seeks summer DJ job anywhere. Ph.D. candidate. member AMS. male, 27, single, 3rd endorsed, experience, sexy. Box D-54.

**DJ, experienced**, good board work, news and commercials, can follow directions any format. Box D-66.

**Jock, good news**, good commercials, impressions and dialects, will travel, ready now! Box D-52.

**Announcer/Engineer/Computer Programmer.** Experienced. BSEE with computer minor. Young, energetic, hard-working. Will go anywhere, do anything. Resume and tapes waiting. Box D-101.

**Sportscaster of the Year**, Hawaii. Desires more active football, basketball play-by-play area, college or pro (less experienced, baseball). 8½ years radio, TV experience. Radio versatility. Single, 28, college degree. Chris Allen, 400 Hobron Lane No. 2204, Honolulu, 96815 808-947-9638.

**Available now.** Mature, capable, talented (exceptional announcer—top clients), reliable, innovative... seeking medium or major market management/air leadership position radio or TV or AV firm or industry; excellent background, references; midwest or west. 216-792-3478.

**Dependable, ambitious**, will relocate. Third. AOR, Top 40, Adult contemporary. Tape and resume available. Lou Allen 312-689-1627.



## SITUATIONS WANTED ANNOUNCERS CONTINUED

**First phone** with on-air and PD experience seeks great small market contemporary. All replies welcome, but prefer midwest, especially Ohio, Indiana, Michigan, and Illinois. Looking for stable situation and good training ground for larger markets. Box D-72.

**Experienced D.J., production, sales, hard worker,** will relocate fast! Call by boss for the story 205-682-4677 ask about Scott.

**Do you need**—9 yrs. radio experience, award winner—No. 1 FM in country—programming & music? I need—a challenge in the Mid-West mountain states. AOR, soft rock or country. We need—to talk. Steve Moore, 1-519-633-2760.

**25 year old D.J.,** 1½ years experience, looking for top 40 or M.O.R. music station. Steve 314-432-8988.

## SITUATIONS WANTED TECHNICAL

**Experienced Chief**—25 years AM-DA, FM, stereo. Prefer southwest, will consider other southern locations. Box D-83.

**Television Technician:** Responsible person seeking employment as an Assistant Chief Engineer of a small to medium sized radio station. Will relocate. Holds 4-yr. college degree in Broadcast Elec. Tech. First Class FCC license. Has experience in color television repair, stereos and turntables. Knowledgeable about AM/FM transmitters and related equipment. Can learn in reasonably short time. Willing to work extra hard to learn and get ahead. Still employed but available almost immediately. Resume, references on request. Call 313-563-2895, or write: Harold Leese, 22341 Morley St., Dearborn, MI 48124.

## SITUATIONS WANTED NEWS

**Major Market News Director-Operations Manager.** Highly experienced, take charge professional. Prefer Southern metro, will consider others. Box C-211.

**Sportscaster,** two years sports and news experience, degree, 3rd endorsed, 1-914-229-9855.

**AP award winning Sports Director** with excellent PBP in baseball, basketball and football looking for better opportunity. Will relocate anywhere. Box D-82.

**Fourth year pro** currently in small market seeks move up for sportscasting, play by play position in radio or television. PBP experience in football, basketball, baseball and hockey, weekly sports talk show. Loves the work. Top references, including present employer. Box D-84.

**Aggressive former newsmen** with Miami news/talk seeks position with strong news-oriented medium-major market radio or small market TV. Experience in street reporting, producing, editing, anchoring and talk-shows. 305-235-1130.

**Ohio, Experienced**—news, sports and jock. Third class license. MOR or Christian station. Interested in doing sportscasting. Looking for station with advancement possibilities (i.e. sports director, etc.) 614-474-6443.

**Look no further.** Newsmen and Sports Director of award-winning news department ready to advance. Excellent delivery, writing, editing and PBP; plus all-news experience. 5 year pro. As sharp as they come. Box D-53.

**Young, highly-talented** morning anchor at top-rated southwest 50kw giant seeks first news director/ass't news director position in medium-major market. Box D-65.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director**—Detailed critiques, music, promotions, news. Adult formats only. Box C-265.

**California veteran** with past big market experience seeks medium market FM PD position, rock or country. Have learned from some of the best. No cold weather states. Andy Tyler, 209-625-3218.

**I'm a highly-experienced** program and operations director, looking for a better future. Very strong on administration; work well with others. Prefer off-air position. Reply, Box D-75.

## TELEVISION

### HELP WANTED MANAGEMENT

**Station Manager**—Group broadcaster looking for an experienced TV executive to manage a UHF station located in a top 50 Eastern market. Background and experience in general station management or sales preferred. In addition successful candidate should have the enthusiasm to take on the challenge of a highly competitive situation. Salary-negotiable. Equal Opportunity. Affirmation Action Employer. Write Box D-9.

**Station Manager:** Ten years progressive experience in the broadcasting industry, three of which should be in an executive capacity with a public television station. B.A. degree required. Degree in Radio-TV-Film, Communications or related area preferred. Graduate level courses also preferred. Salary \$35,000-\$45,000 D.O.E. Send resumes to Mr. William Jackson, General Manager KLRN/KLRU-TV, PO Box 7158, Austin, TX 78712 before May 15, 1980. EO/AA Employer.

**Director of Development:** Bachelor's degree and five years experience in underwriting and fund raising for non profit organizations required. B.A. in Marketing, Advertising or related plus two years public broadcasting fund raising experience preferred. Salary negotiable. Send resume before May 15, 1980 to Andrew Gullo, Director of Personnel Services, KLRU/KLRN-TV, PO Box 7158, Austin, TX 78712. EO/AA Employer.

**Development Director** for new VHF public stations. Resumes to: John Scheartz; KBDI-TV; Box 6060; Boulder, CO 80306. No calls. Minority and female applicants encouraged.

**President and General Manager.** WYES-TV a public broadcasting station located in New Orleans, Louisiana is seeking a President and General Manager. Job description includes all station operation, allocation and utilization of resources, budget development, development of programming goals and objectives, and the direction, employment and supervision of all the station personnel. Applicants should be experienced in station management, community relations, and the development of public and private funding. Salary is negotiable and commensurate with experience and ability of the applicant. Application deadline is May 1, 1980. Contact: Mr. William R. Bell, Chairman, WYES-TV Search Committee, 2025 Octavia Street, New Orleans, LA 70115. WYES-TV is an equal opportunity employer.

### HELP WANTED SALES

**Conscientious, aggressive** account executive to take over existing list. Must have previous television sales background. Send resume to Larry Scott, WHME-TV, 61300 S. Ironwood Rd., South Bend, IN 46614. An Equal Opportunity Employer.

**Regional Sales:** Great opportunity with group owned NBC affiliate in the 6th fastest growing market in the country. Must have previous TV sales experience to call on major agencies and regional clients. Send resume to John D. Livoti, General Sales Manager, WIS-TV, PO Box 367, Columbia, SC 29202. An Equal Opportunity Employer.

**Television Production/Announcer** (Lansing/Jackson, MI) Minimum of six (6) months general television production, EFP and announcing experience. Write, Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909. Equal Opportunity Employer.

**Television Sales Service Director:** Six months copy-writing and television production background necessary. Send resume plus three 30 second commercial copy samples. Virginia. E.O.E. Box D-59.

**Television Local Sales:** Must have two years exp. in working clients direct. Some agency accounts. Take over top existing list. Great commission. Great future in Virginia. E.O.E. Send Box D-70.

### HELP WANTED TECHNICAL

**Come west** to high Sierras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395. An EOE.

**Chief Engineer Remote Operation** for major mid Atlantic Production House. Top salary for hands on chief with experience on RCA 1" tape and cameras, GVG switching and terminal gear. Resume to Box C-213.

**Transmitter technician** and studio maintenance engineer needed for well-equipped small market TV station in Idaho. Get away from the crowds and to the good life. Excellent pay, fringe benefits, an equal opportunity employer. Resume to Box C-242.

**Chief Engineer** with strong administrative and technical skills in TV studio, transmitter, microwave and translators. Excellent facility and staff. Send resume, salary requirements to Cliff Ewing, KRTV, Box 1331, Great Falls, MT 59403. EOE.

**Maintenance Engineer** for major mid Atlantic Production House building a new facility. Experience with RCA 1" and 2" tape and cameras. GVG terminal gear. Resume to Box C-217.

**Tulsa new UHF independent** needs studio and, transmitter supervisors. Send resume to 507 S. Main, Suite 612, Tulsa, OK 74103, or call Bob Hardie 918-583-3344, M-F 9-5 CST. No collect calls please. EOE.

**Wanted**—Experienced combination lighting and cameraman for expanding Mid-West production facility. Top salary and benefits. First Phone required. Send resume to Bob Aaron, Engineering Operations Manager, KPLR-TV, 4935 Lindell Boulevard, St. Louis, MO 63108.

**Chief Engineer** for VHF Network, group owned station in New York State. Experienced in administration, heavy technical background. Excellent opportunity for right person. Submit resume and salary requirement to: Tom Sheally, Ziff-Davis Broadcasting Company, PO Box 17000, Jacksonville, FL 32216. An Equal Opportunity Employer.

**Maintenance Engineer.** Minimum requirements—FCC 1st phone, 3-5 years TV maintenance experience, preferably with some R-F, for group owned VHF independent. Send resume to Bill Strube, KPHO TV, Box 20100, Phoenix, AZ 85036.

**Excellent opportunity** for a highly skilled TV maintenance person to move up to the Assistant Chief Engineer's position. Must have hands-on experience with both studio and transmitter equipment. Station has 2 inch, 1 inch, & 3/4 inch tape systems, plus other systems required by a southeast network affiliate. Salary open. E.O.E. Reply to Box D-45.

**A sunny Florida TV station** has an opening for a 3/4 inch ENG maintenance person. Prefer person with Sony schooling. Salary open. E.O.E. Reply to Box D-37.

**Staff Engineer** for Midwest consulting firm. Entry level position. Experience an absolute must. BSEE desired. 50% travel. AM-FM-TV microwave. Call 309-673-7511.

**TV Transmitter Technician**—Immediate opening for TV Transmitter Technician at Channel 7 operation. Technical education, FCC 1st Class license and experience necessary. Please send resume to Personnel Department, WNAAC-TV Boston, a CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer MF/H/Vets.

**Wanted:** TV control board operator. Experience preferred, but not necessary. Call or send resume to Dan Mulally, Chief Engineer, KUMV-TV, Box 1287, Williston, ND 58801. Phone 701-875-4311. An Equal Opportunity Employer.

**Staff Engineer.** Operation of multi-channel CCTV distribution system; VTR operation and videotape editing. Requires proven, practical TV experience; technical school training or equivalent. Salary \$14,000-\$16,000 plus benefits. Letter, resume, references to: John Glade, Telecommunication Center, Stewart Center B-14, Purdue University, West Lafayette, IN 47907. Purdue University is an EO/AA Employer.

**Immediate opening** for TV studio maintenance engineer with two years of technical training, including digital and two years experience. First class FCC license required. Resume to: Gene Rader, Director of Engineering, KBIM-TV, PO Box 910, Roswell, NM 88201. An equal opportunity employer.

## HELP WANTED TECHNICAL CONTINUED

**Wanted ... Chief Engineer** for large major market television station/production company. Must have strong background in all areas of broadcasting including maintenance. Excellent fringe benefits, salary mid 20's. EOE M/F. Send resumes to Box D-91.

**Director of Engineering** needs Chief Engineer who will be able to manage busy in-house production company/television station. Must have good all-around background in Broadcasting. Salary starts \$24,000. EOE, M/F. Send resumes to Box D-100.

## HELP WANTED NEWS

**Immediate opening** for television photographer with editing and ENG experience. Send resumes to Gary Long, PO Box 748, Little Rock, AR 72203. An Equal Opportunity Employer.

**News Director**—Looking for person with strong experience in managing a large major-market news staff. This person will work with excellent professional staff of reporters, photographers, etc. at a station equipped with the very latest state of the arts, from radar to ENG. Should have strong background in news production and writing techniques, and be able to direct overall operations to achieve the most competitive newscast possible. Send resume to Robert C. Fransen, Vice President and General Manager, WTCN-TV, 441 Boone Avenue N., Minneapolis, MN 55427.

**Weathercaster**, for network station in top 25 California market. We need an experienced professional who can interpret radar and NMS materials to present an accurate, easily understandable forecast. Environmental reporting a plus. Equal Opportunity Employer. Write Box D-30.

**Sports Director**, for top 25 California market. We need an experienced professional to anchor, report and manage a 3-person staff. This position is for someone who does more than read the scores. Heavy interest in college, high school and participatory sports a must. Write to Box D-35.

**The most experienced**, creative, competitive news producer needed for innovative, top-rated newscast. No calls, please. Send letter and resume to Jack Gallivan, Jr., KUTV, 2185 South 3600 West, Salt Lake City, UT 84119. EOE.

**Executive Public Affairs Producer** to coordinate/produce nightly programs for innovative Florida PTV station. Substantial experience and imaginative approach necessary; expertise in VTR, film, studio and field production. Proven editorial judgement; able to motivate others and perform well under pressure. Send tape samples and resume to Richard Brown, WJCT-TV, 2037 Main Street, Jacksonville, FL, 32206. An Equal Opportunity Employer. M/F/H.

**Looking for topnotch producer.** Strong writer who puts together fast and visual newscast. Send tape and resume to Jim Holtzman, News Director, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. EOE.

**Assignment Editor** needed for dominant NBC affiliate in Central Pennsylvania. Individual should be creative, management-oriented. Must have journalistic background. Station is preparing for total ENG. Send resume to Ed Wickenheiser, News Director, WGAL-TV (A Pulitzer Group Station), PO Box 7127, Lancaster, PA 17604. An EEO employer.

**Sports Assistant.** Applicant should have three years full time sports reporting experience, including one year regularly scheduled on-air sports anchoring; be able to report all sports, and ability to edit and script film and tape. Ability to shoot film and tape a plus! Resume and audition tape to Andy Hardy, Sports Director, WTVT, Box 22013, Tampa, FL 33622. No phone calls.

**News Reporter:** Seeking professional News Reporter with experience in researching, collecting, analyzing, producing and writing broadcast copy for newsworthy events; must be familiar with ENG and other technical equipment; willing to relocate; salary \$13,500-\$14,500; submit resume and audition tape to Linda Imboden, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer—Male/Female.

**Weekday Evening Anchor** sought for an aggressive small-market news department. Co-anchor at six, anchor at eleven, coordinate coverage in between. Broad responsibilities. Not entry level. Send resume and videocassette to Dave Cupp, News Director, WVIR-TV, PO Box 751, Charlottesville, VA 22902.

**Professional, dynamic, and creative** on-air newperson to assume news director position in Southern California. Send resume to Box D-92.

**News Producer** for the 6 and 11 PM reports. Dominant station in Central Pennsylvania is expanding its news operation. Must have a strong commitment to leadership and be well organized, creative, and have street reporting background. One who knows news and can keep in tune with the Central Pennsylvania market. Send resume to Ed Wickenheiser, News Director, WGAL-TV (a Pulitzer Group station), PO Box 7127, Lancaster, PA 17604. An EEO Employer.

**Meteorologist**—Experience necessary, AMS preferred, will direct weather department and deliver 6 & 10 PM M-F. Will train other station weathercasters. Forecasting tools include color radar. Tape and resume to Mike Beecher, News Director, KTIV-TV, Signal Hill, PO Box 87, Sioux City, IA 51102. EOE/M-F.

**Midday Anchor/Reporter**—must be strong on interviewing and feature news stories. We are a group owned CBS affiliate in Southeast. EEO. Send resume to Box D-56.

**Reporter/Anchor.** Looking for experience but will consider good journalism grad. Will join excellent news staff with ENG. Send tape, resume and writing samples to John Froyd, News Director, KCMT-TV, 720 Hawthorne, Alexandria, MN 56308.

**Meteorologist.** Fast-growing seacoast market where weather is often the most important news of the day. We need a dedicated person to help the station fulfill its solid commitment to weather. Reply to Box D-93.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Are you a No. 2** promotion person ready to move up? Exciting Sun-belt Independent requires sharp, creative and energetic promotion director to plan and execute comprehensive ongoing promotion activity. Experience with Independent preferred, but not mandatory. An Equal Opportunity Employer. Send resume and salary requirements to Box C-285.

**PM Magazine**, the No. 1 syndicated program, is coming to the No. 1 news station in the 37th television market. If you're experienced and eager for excitement, join us as executive producer, talent/producer, or camera person. Apply before April 25, 1980, to PM Magazine, WZZM-TV, Box Z, Grand Rapids, MI 49501. All inquiries in confidence. EOE.

**Producer needed PM Magazine.** Field production and 3/4 tape experience needed. Must be able to work with people, establish and keep time deadlines, do research, writing, and general coordination with other departments and the public. Start June 1, 1980 with Fall program start. EEO employer. Send resume and tape to William H. Jackson, WHO-TV, Des Moines, IA 50308.

**Director of Program Development.** Responsible for local/national program production including project selection, production staff supervision, project fiscal management and funding. Requires 7 years broadcast exp., several years in national production. Good management and communication skills essential. Salary: Min. \$24,000. Contact: Jo Trainor, WTVS, 7441 Second Blvd., Detroit, MI 48202. EEO/AA.

**Production and volunteer production training** personnel for new VHF public station. Resumes to: John Schwartz; KBDI-TV; Box 6060; Boulder, CO 80306. No calls. Minority and female applicants encouraged.

**Account Executive:** Experienced TV salesperson with good performance record desired. Knowledge of video and graphics important. Call or send resume to B. Todd, American Broadcasting Productions, 2499 East Bay Drive, Largo, FL 33541.

**Co-Host/Producer**—Lost our Nancy to NBC, need replacement. Excellent opportunity in top 30 market on top rated live morning magazine show. Experience necessary. Send cassette and resume to Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. an EOE.

**Operation-production manager** for top-70 mid-west VHF. Can you effectively manage people and accept responsibility for all on-air quality? Your confidential letter and resume should detail that administrative experience, as well as salary needs. An EOE employer. Box D-69.

**Producer-Director** for Public TV with heavy emphasis on directing. Person must have a BS/BA degree with a minimum of 2 years of full-time directing experience. Salary is \$19,400-\$24,646, plus fully paid fringe benefits. Send resume to: Milwaukee Area Technical College, Office of Employee Services, 1015 North 6th Street, Milwaukee, WI 53203.

**Executive Producer.** Large midwest network affiliate seeking experienced producer and news administrator to assume number 2 spot in all ENG newsroom. Must demonstrate sound news judgement, good track record, creative production techniques and ability to manage large staff. Smaller market news director considered. Not for beginners. EOE. Box D-102.

## SITUATIONS WANTED TECHNICAL

**TV-FM-AM-Field Engineering Service.** Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

## SITUATIONS WANTED NEWS

**Anchorman**, top 30 market desires to re-locate north west or California. Broadcasting degree. Fourteen years experience anchor, live shots, reports, Box D-88.

**I know Charlie** is looking for another angel but is that the only job open? Investigator, degree'd, radio news director desires TV reporting position. Will relocate. Box D-95.

**AMS weathercaster**, Experienced radar/chroma-key 8 years present station, from No. 3 to No. 1. Box D-76.

**Personable Broadcast Meteorologist**-M.S.-Cable t.v. experience. Looking for Northeast or Middle Atlantic market. Box D-87.

**Cartooning weathercaster** seeking position. Bron Smith, 213-961-5132/796-7441.

**Weather Personality.** Pro with knowledge & 5 years experience. Seeks position in top 50 market. Familiar with radar & satellite imagery. Currently employed. Ready for move up. Tape & resume available. Box D-61.

**Number two man** in 50s news department seeking an operation that wants to move up, not just talk about it. You won't see a better resume. Box D-50.

**Top ten anchor/reporter**—I have tripled my rating-share on our evening newscast. Let me do the same for you. Male. Box D-60.

**Sports Director/Sportscaster.** Talented professional seeks new challenge in productive operation. Currently holds similar position in medium Mid-western market but willing to relocate. Creative, personable, experienced, and energetic. Impressive track record. Tape shows versatility. Box D-58.

**Launch this MS Degree** Meteorologist's broadcast career. I have the know-how to make your weather department tops. Jim Duncan, 377 Morris St. Albany, NY 12208. 518-465-8163.

**Intelligent, attractive and articulate** Black woman with four years newspaper reporting experience seeks challenging TV news spot. Aggressive, reporter. Creative writer. Quick study. Eager to learn all phases of ENG. Willing to relocate. Box D-64.

**Professional Broadcast Journalist** now hosting popular magazine program in number 2 market. Refined research and aggressive reportorial skills. Strong delivery and camera presence. Creative writer, incisive interviewer, indefatigable worker. Background includes M.A.; university teaching; gubernatorial and presidential campaigns; 4 years major market R/TV news. I am looking for a station-commercial or PBS-supportive of my total commitment to quality news and public affairs. 714-673-7086.



## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**First rate documentary producer** seeking re-location to major East Coast market. I have an exceptionally outstanding, network quality sixty minute documentary to show. Box D-6.

**Energetic, bright dedicated** female, 6 years T.V. News experience seeks producer's/associate producer's position in non-news programming. Prefers documentary, issue oriented talk show. Can relocate immediately. Box D-22.

**Photographer, 32, workaholic.** Knows 16 & 35mm, eager to learn all facets of ENG. Relocation or travel O.K. A.B. Brown 802-362-1379.

**Hard-working, dedicated female** seeks entry level position in TV production. Experience includes studio camera operator and ENG photographer. B.S. in Communications. Call Karen at 615-525-0914 or 615-896-1255.

## CABLE

### HELP WANTED MANAGEMENT

**New York State** commission on cable television announces N.Y.S. civil service exams will be given May 17, 1980 for position of assistant and senior cable television municipal consultant. Entry salaries \$16,420 and \$21,345 respectively. Deadline for filing is April 21, 1980. For information and applications contact: N.Y.S. Commission on Cable Television, Tower Building, Empire State Plaza, Albany, NY 12223. 518-474-4993.

**Seeking communications specialist** with administrative supervisory experience, to be responsible for the administration of the CATV Commission, including preparation of the budget, hiring and direction of a small staff, scheduling matters before the Commission and maintaining records. Bachelor's Degree in Business/Public Administration, communications, or related, plus experience showing thorough knowledge of FCC guidelines and communications law. Salary to \$30,554. Box D-78.

## ALLIED FIELDS

### HELP WANTED SALES

**Broadcast Systems, Inc.** Is looking for professional sales engineers to represent many of the nations top equipment manufacturers. Requirements are heavy TV Station Engineering and TV Equipment sales experience. Our compensation plan includes an attractive base salary and a rewarding commission schedule. Expenses are paid. Send resume to BSI, 8222 Jamestown, A-103, Austin, TX 78758 or call 512-836-6014 or 800-531-5232.

### HELP WANTED TECHNICAL

**Maintenance Engineers needed** to work in the Southwest's largest production facility. Prefer experience with Ampex, one-inch VPR's, Grass Valley 1600 series switchers, RCA cameras and Chyron character generators. Send resume to: Mitch Kenison, CE Productions, 2633 Tennessee NE, Albuquerque, NM 87110.

**Field Engineering Specialist:** Rapidly growing electronics manufacturing firm seeks technically qualified, personable individual to resolve customer equipment matters. Knowledge of digital electronics, micro processors and testing procedures required. Experience in the broadcast industry a plus. Positive attitude, ability to work well with people and willingness to travel a must. Submit resumes to IGM Communications, 4041 Home Road, Bellingham, WA 98225.

**Automation Engineer** for used equipment division of major programing service. Excellent pay. 800-527-3262. Century 21 Programming, 2825 Valleyview, Dallas, TX 75234.

## HELP WANTED INSTRUCTION

**Graduate Assistantships.** Opportunity for students seeking masters degree to serve as laboratory assistants in undergraduate radio-TV labs. Must have undergraduate degree in broadcasting, professional experience helpful, or other degree with professional experience. Persons serious about graduate study encouraged to apply. Send resume, references to: Dr. Rik Whitaker, Graduate Coordinator, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093. An Equal Opportunity Affirmative Action Employer.

**Academic Staff position** for 1980-81. Duties: teach beginning and advanced courses in radio and television production; supervise WLSU-TV, student operated cable TV service; advise students in Mass Communications; teach other courses and perform other services as needed. Requirements: M.A. or M.S. in field and some experience. Salary: open depending on education and experience. Application deadline: postmarked no later than May 1, 1980. Send correspondence and credentials (including letters of reference) to: Joseph Zobin, chairman, Mass Communications Department, University of Wisconsin-La Crosse, La Crosse, WI 54601. An Affirmative Action/Equal Opportunity Employer.

**Cal Poly:** Assistant or associate professor with specialty in public relations able to teach basic journalism offerings. Appointment begins Sept. 1980. Earned doctorate and substantial qualifications. \$17,940-\$22,620/academic year, paid in 12 monthly installments. The CSUC Board of Trustees has recommended a general 11% cost of living increase effective July 1, 1980. Apply not later than May 23, 1980, to Dr. Randall L. Murray, Acting Head, Journalism Department, California Polytechnic State University, San Luis Obispo, CA 93407. Affirmative Action/Equal Opportunity/Title IX employer.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**Paul Schafer** wants to buy late model AM & FM transmitters good condition and Schafer 800T automation systems. Call or write Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037. 714-454-1154.

**Wanted appropriate transmitter.** Antenna, tower, cameras, VTR chain, etc. for new UHF Channel 21 Television station. Furnish full description and price. Chapman, Box 3297, Birmingham, AL 35205.

**Wanted: Used U.H.F. 100 Watt Transistor,** contact Gerald Devine 307-382-4022.

**Need 20KW Collins Transmitter** (831G1/831G2)—Call Larry Holtz, 503-655-9181.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Hellaz Andrews HJ9-50.** Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**1 KW AM Continental 314-D,** all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

**Ikegami HL77A.** Excellent condition. best offer. Ms. Lyon or Ms. Moss 301-986-0512.

**2.5 KW FM CCA 6 mos. old.** Like new. Will guarantee. M. Cooper 215-379-6585.

**Ikegami HL 77A.** Priced under market value for quick sale. Excellent condition. 10-120 servo zoom, powerpack, battery/charger 2 Anton Bauer batteries. 5" studio viewfinder. Case. Call Harry Elstermann at 813-877-9591.

**Spring Clearance Sale!** Many items drastically reduced!

**Color Weather radar**—RCA AVQ 10, colorizer, on air now, \$15,000.

**RCA TT-35CH VHF Transmitter**—All spares, good condition, \$17,000.

**RCA TT-50AH VHF Transmitter**—Excellent, many spares, Ch. 11, \$12,000.

**Ampex TA55B UHF Transmitter**—55kw, good condition, ea. \$120,000.

**CVS 5048 Time Base Corrector**—Recently reconditioned, \$6,000.

**GE PE-400 Color Cameras**—Pedestals, racks, like new, ea. \$10,000.

**GE PE-350 Color Cameras**—All accessories, good condition, ea. \$5,000.

**GE PE-240 Film Camera**—Automatic gain & blanking, \$8,000.

**CDL VSE 741 Switcher**—12 input, chroma key, \$4,000.

**IVC 500 Color Camera**—Lens, cables, encoder, \$4,000.

**RCA TK-27A Film Camera**—Good condition, TP 15 available, \$12,000.

**RCA 1600 Film Projectors**—New, factory cartons, TV shutter, ea. \$900.

**Eastman 250 Projectors**—Recently removed from service, ea. \$2,000.

**Eastman CT-500 Projectors**—Optical and mag sound, ea. \$7,000.

**RCA TP-6 Projectors**—Reverse, good condition, ea. \$1,000.

**RCA TVM-1 Microwave**—7 ghz, audio channel, \$1,000.

**RCA TR-22 VTR**—RCA Hi-band, DOC, one with editor, \$18,000.

**RCA TR-4 VTR**—Hi-Band, velcomp, editor, \$12,000.

**Ampex 1200A VTR's**—Amtec, colortec, West Coast location, each \$24,000.

**IVC 980C VTR's**—Portable model, working good, ea. \$4,000.

**Norelco PC-70 Color Camera**—16x1 200m lens, 2 available, ea. 16,000.

**Norelco PCP-70 Color Camera**—Portable or studio use, \$4,000.

**Norelco PC-60 Color Camera**—Updated to PC-70, new tubes, \$8,000.

**30 Brands of New Equipment**—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation In GA call 404-324-1271.

**Ampex VR 2000** with Amtec, Colortec, Vel Comp, Optimizer, Tuning 3M DOC, Electronic Timer, Manual Editor, and 529. Call Engineering Dept., KSDK 314-421-5055.

**CBS FM Volumax 4110/Audimax 4450A** stereo set (newer slim model) 4 units for \$2000. 2 New Ampex 7237A tubes. Make offer. Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037. Tel 714-454-1154.

**CEI 310 w/Angenieux 15:1 Lens (9.5m-143m F1.8).** \$25,000 firm. Phipps Productions 918-665-1980.

**For Sale** t Kepex AGC S400; 1 Gainbrain S400; 3 Ampex ATR 700 Tape Decks with rack mounts. Never opened \$1,500 per recorder; 1 large laboratory grade shielded copper enclosure. Excellent for shielding sensitive equipment from RF: 1 inovonics audio processor model 230 S400; 1 graphic equalizer UREI model 527-A S400; Contact Lloyd B. Roach, Vice President/General Manager, WCMB/WSFM. 717-763-7020.

**Inflation-fighter:** Complete 3 KW FM stereo set up; 602A Sparta transmitter 2500 watts. SCG-37 Moseley generator. 3-bay, CP-1000 Phelps Dodge; 1 5/8 copper jacketed, 135 foot transmission line. Plus spare, backup, 2 bay Jampro penetrator antenna. Available May 1st. Package price: \$9,000-\$1,000 down, balance on delivery. 209-826-0578. John McAdam.

**STL System**—Transmitters, receivers, antennas. Call Doug Jennings 402-364-2165.

## FOR SALE EQUIPMENT CONTINUED

**For sale: Harris stereo automation** system with KSP-10 programmer with extender for 19 sources, RA 10-sub programmer plus 11 sources. Fully equipped. Five years old and excellent condition. \$27,500. Complete information, write or call Don Gowens, PO Box 660, WESC-FM, Greenville, SC 29602. 803-242-4660.

**2 RCA TK 768** portable color cameras with 14x1 zoom lens. Plumbicons. Excellent condition. 1 TK760 CCU. All carefully used in production house. \$36,500 ea. Both \$69,000. Call J. Hassen 312-337-2040.

**Film Island** (1) IVC-240 Camera chain w/TM encoder, 852 Image enhancer, cable (1) Conrac SNA 14R Monitor, (1) IVC 4000 Multiplexer w/remote, (1) Eastman CT-500 Proj., (1) Laird 4210 Slide proj., (2) Kodak carousel proj. \$15,000 firm. Phipps Productions 918-665-1980.

## COMEDY

**Free sample** of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy. 5804-B Twineing, Dallas, TX 75227.

**Funny Fone Answering Machine** messages. Custom cut. Information 25c. Refundable. Box 258B, Bartlett, IL 60103.

## MISCELLANEOUS

**Artist Bio Information**, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Buying obsolete TV commercials**, promos with or without original box. Karin's, Box 1111, Woodhaven, NY 11421 212-296-7400.

**Need "Isseyouwand"** from show hosted by Sally Rogers or information leading to same. Reply Zieglers, 307 Bawden Street, Ketchikan, AK 99901.

**Do you have a client** who needs a jingle? The Ideacassette makes it easy. Call or write for demo. PMW, Inc., Box 947, Bryn Mawr, PA 19010. 215-525-9873.

## RADIO PROGRAMING

**Religious Programming** could make you a winner this year! Addresses and phone numbers for programs buying time, \$10. SS Productions, Box 98, Aldie, VA 22001.

## INSTRUCTION

**Free booklets** on job assistance. 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**FCC "Tests-Answers"** for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 6 and June 17. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

**San Francisco, FCC License** 6 weeks 4/28/80. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105, 415-392-0194.

# RADIO

## Help Wanted Management

### OPERATIONS MANAGER WSYR AM/FM

Expansion position. Solid opportunity for qualified broadcaster with hands-on experience and strong admin. skills. AM is full service market leader; FM superstars AOR. Send detailed resume, production/air tape if applicable. Hugh Barr, Manager, WSYR, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

### NEWS DIRECTOR, WSYR AM/FM

Prestigious market leader. Expansion position result of sale of TV Station. Professional environment requires solid journalistic and people skills. Must be capable of directing 8-9 fulltime staff. Send complete background, news philosophy, tape, to: Hugh Barr, Mgr., WSYR, 1030 James St., Syracuse, NY 13203. An Equal Opportunity Employer.

### RADIO-STATION MANAGER

Station Manager/Program Director position available July 1st for 3,000 w noncommercial WWFM under construction. Reports to Director of Telecommunications. We need a self-starter able to remain calm in pressure situations. You will be in on the ground floor, developing programming, volunteer committee, staff. You will be expected to assume an on-air shift on this community service format station, the most powerful in Central New Jersey. Studios located at beautiful West Windsor Campus. Modern equipment and full time Chief Engineer. Department also operates state-of-the-art TV facility, cable TV channel and academic program. Requirements include minimum 4 years radio experience and BA. College student radio station experience is not acceptable. Your audition tape should be available on request. Do not include with initial application. Salary range minimum \$13,000. Excellent fringe benefits. Send resume and cover letter to: Mercer County Community College, Personnel Services, Dept GS, PO Box 8, Trenton, NJ 08690.

Equal Opportunity /  
Affirmative Action Employer

## Help Wanted Sales

### A one million dollar plus

billing radio station needs dynamic, creative sales manager capable of building on a solid base to generate continued dramatic increases. Must have extensive retail knowledge, understand the consultancy sell and aspire to career advancement within fast growing group. Send track record and salary goals to Box C-203.

## Help Wanted Sales Continued

### RADIO SALES

50,000 watt San Francisco Bay Area radio station, located in one of the fastest growing markets in the United States, looking for assertive, creative sales person with professional image and leadership qualities. Please send resume to:

### KLOK Radio

P.O. Box 21248  
San Jose, CA 95151  
Attn: Judy Currier

Equal Opportunity Employer

## Help Wanted Announcers

### Relaxed, Friendly Voice For Top Rated Country FM in Top 10 Market

KSCS, strictly formatted country FM in Dallas-Ft. Worth is looking for the right pleasant voice. Minimum 3 years experience. Background in M.O.R. or Beautiful Music helpful. T & R's to Tom Casey, PD, KSCS, 3900 Barnett St. Fort Worth, Texas 76103 An E.O.E.

## Help Wanted Programing, Production. Others

### Program Director

minimum 3 years experience as Program Director of contemporary, M.O.R., or Top 40 medium to large market station. Creativity in promotion, public service, and community involvement desirable. Must be able to motivate, manage, and develop highly talented and top rated air staff. Send resumes to Norm Schult, Vice President and General Manager, WKBW-Radio, 695 Delaware Ave., Buffalo, NY 14209. An EOE.

## Situations Wanted Management

### MANAGEMENT FOR PROFITABILITY

Billings from 300M to 2,100M in 5 years. Ratings from no-show to no. 1 and no. 3 in 30 station top-35 market. 20 years experience in all phases of operations, last 16 in management and ownership. Available in August due to station sale. Particularly interested in turnaround situations with equity incentive. Box D-81.



## Situations Wanted Announcers

### Sports Director

At medium midwest market station seeks position with P-B-P. Experienced at major college hockey, basketball and football level. I challenge you to beat my tape. Former pro athlete. Contact Jim 617-696-1442.

## Situations Wanted Technical

### First Phone.

Looking for position to continue learning engineering. Two years experience with studio, automation, and directional equipment. Available Mid-April. Write Mike Hayward, 725 S. Cable, Apt. 4F, Lima, Ohio 45805.

## Situations Wanted News

### TOP NFL

Play by Play Man available to broadcast your college games in fall. Radio or TV, East, Southeast or Big Ten. Box D-96.

## Situations Wanted Programing, Production, Others

### OPERATIONS/NEWS DIRECTOR

Major National Awards. Superb track record of success. Creative motivator with 16 years experience in all phases of broadcasting. Seeking new challenge. All markets considered. Box D-38.

### PROGRAM DIRECTOR

Successful PD./Operation Manager available. For details, write Box D-90.

## TELEVISION

### Help Wanted Management

#### GENERAL SALES MANAGER

Top 50 Southeast group owned network affiliate. Looking for aggressive, positive, dynamic, goal-setting, productive leader with eye on future. Excellent salary, incentive, benefit package. EEO/AA-Box D-20.

## Help Wanted Management Continued

### Television General Sales Manager

WRCB-TV Chattanooga, Tennessee is looking for an aggressive, experienced TV Sales Manager to take full charge. Must be able to work effectively with Rep and supervise local and regional Sales Managers. Good salary and incentive and outstanding fringe benefits. Contact William G. Evans, Vice President/General Manager (615) 267-5412. WRCB-TV, Ziff-Davis Broadcasting of Tennessee, Inc. is an equal opportunity employer.

## Help Wanted Programing, Production, Others

### JOIN THE TV STATION OF THE 80's

WDIV-TV, the Post-Newsweek flagship station in Detroit, is looking for dynamic, creative people for the following positions.

**STAFF DIRECTOR**—Responsible for live newscasts

**PUBLIC AFFAIRS PRODUCERS**—Both studio & EFP experience required

**ASSOCIATE PRODUCER**—"Go Tell It", nationally syndicated on-location production

**PRODUCTION MANAGER**—Systems and production expert

WDIV-TV 4  
Program Department  
622 Lafayette Blvd.  
Detroit, Michigan 48231

## Help Wanted Programing, Production, Others Continued



### WRCB-TV

Ziff-Davis Broadcasting Company  
Chattanooga

Now accepting applications for full PM staff. Executive Producer, 2 Hosts, Photographers, Production Assistant. Excellent facilities in scenic center of South. Fall '80 start. Reply to PM Magazine, WRCB-TV, 900 Whitehall Road, Chattanooga, Tennessee 37405.



### PM MAGAZINE PRODUCER

We are seeking a highly qualified Producer who has experience with a magazine show. Selected individual must be energetic, creative and able to make a story come alive. We are an ABC affiliate in the top 50 markets. If you meet the above prerequisites, send resume and salary history to: John Stoddard, Office/Personnel Manager, WDTN TV2, P.O. Box 741, Dayton, Ohio 45401.

AN EQUAL OPPORTUNITY EMPLOYER M/F/H



### PROGRAM PRODUCER

We're looking for an experienced, creative, take-charge person to lead our brand new PM Magazine team.

KAKE is part of the dynamic Chronicle Broadcasting Group and an equal opportunity employer.

Send resume, cassette and related materials to Ron Loewen, KAKE-TV, Box 10, Wichita, Kansas, 67201.



No. 1 rated PM in Columbus, OH is seeking co-host to work with female on staff. Ability to produce quality feature stories and up-beat personality a must. Send resume and cassette to Gary Brasher, WCMH-TV, P.O. Box 4, Columbus, Ohio, 43216. EEO.

**Help Wanted Programing,  
Production, Others  
Continued**

**Cinematographer Needed**  
for hottest video and film  
production company in America!

**Louisville Productions**

Must know how to do it all - take over person. Will join a family of talented folks - No. B.S. We just do it and expect the same. Send reel and resume or call It Don't Matter!

**Bob Gordon**  
P.O. Box 1084  
Louisville, KY 40201  
(502) 582-7555



Talent, producing and technical positions are now available for fall premiere of PM Magazine. Prefer previous on air and production experience. Send resume, tape (if available) and salary requirements to: Operations Manager, WIS-TV, PO Box 367, Columbia, SC 29202. An Equal Opportunity Employer.

**GRAPHIC ARTS  
SUPERVISOR**

PTV station is seeking aggressive individual experienced in TV state-of-the-art design. Knowledge of set, publication design and execution; 35 millimeter techniques. University/ professional degree in field or comparable experience. 5 years experience in field, supervisory experience desired. Salary \$13,686-17,097. Deadline April 30. Resume to Tom Howe, Director of Programming KNME-TV, 730 University, NE, Albuquerque, NM 87102.

**Help Wanted Technical**

**TV ENGINEER**

Immediate opening for a closed circuit TV Engineer.

Technical School background required. A minimum of three years experience in operating/repairing broadcast TV equipment and time code editing.

Position is in the Detroit Area. Attractive salary, liberal fringe benefits and excellent growth potential. Send complete resume with educational background, work experience, and salary requirements to:

**ALLAN KURCHE**  
Michigan Bell Telephone Company  
444 Michigan Avenue, Room M-44  
Detroit, Michigan 48226  
Equal Opportunity Employer

**Help Wanted Technical  
Continued**

**TELEVISION BROADCAST ENGINEERING  
EXECUTIVE**

Excellent growth opportunity for experienced broadcaster with advanced technical knowledge. This is a position for someone with broad engineering know-how, who is now ready to add significant management and administrative experience. A prime growth position, in an excellent working environment, with a group owned network affiliate in the midwest. Resume, salary requirements and references to Box D-97.

**Video  
Systems  
Maintenance  
Specialist**

**Xerox.  
Get in the Picture**

Xerox Corporation has an immediate opening at its International Center for Training and Management Development for a Video Systems Maintenance Specialist.

You will have major responsibilities for video systems engineering maintenance and production support within a large scale industrial color TV production facility. A minimum of 5 years recent experience with studio and ENG/EFP production equipment maintenance, SMPTE timecode editing systems and large color production switching and distribution systems is required. Experience with production support activities including camera shading, VTR and film chain operation, audio mix and unsupervised video tape editing is also helpful.

Our training center is part of The General Services Division of the Xerox Corporation and our location can't be beat. Just 5 miles east of Leesburg, Virginia on Route 7.

We offer an excellent salary, profit sharing, and an exceptional benefits package. For immediate consideration, please respond in writing or call: Larry Allen, Personnel Department, (703) 777-8000, XEROX Corporation, P.O. Box 2000, Leesburg, VA 20075. Xerox is an affirmative action employer (male/female).

**Help Wanted Sales**

**ASSISTANT DIRECTOR  
OF RESEARCH AND  
SALES DEVELOPMENT**

Network owned and operated station with midwest location has an immediate opening due to promotion.

We are seeking an individual with minimum of 2-3 years experience in TV advertising, time buying and promotional writing. Prefer individual with an appropriate BA/BS degree and computerized systems experience.

Interested party should send salary history and requirements along with resume, in confidence, to:

Box D-103

equal opportunity employer m/f

**Situations Wanted News**

**ECONOMICS REPORTER**

Ph.D. in economics, anchor, reporter, & ENG experience. VT available. Good voice, good appearance. Mel at (303) 476-3275.

**Situations Wanted Programing,  
Production, Others**

**Top 3 Market Producer/  
Director**

Creative, innovative, hard worker. Over 350 programs under the belt at major market independent. Seeking non-news production position. Experienced from music to drama. M.A. and graduate level teaching experience. More. Box D-80.



## ALLIED FIELDS

Help Wanted Sales



Share The Advantages Of Being  
With The Leader In

# RADIO BROADCAST PRODUCTS

Harris has inviting openings for

- **SALES ENGINEERS**
- **PRODUCT MARKETING MANAGERS**
- **DISTRICT SALES MANAGERS**

In the constantly expanding broadcast equipment and systems industry, Broadcast Products Division of Harris holds a dominant position. You can benefit not only from our impressive Division growth, but also from a virtually unique feature of Harris (now a billion-plus corporation) — our systematic exchange of advanced technology among all divisions. We stay at the forefront, and you can, too.

**Openings in Several Locations** Besides District Sales Manager positions, which carry excellent salaries, we have openings at our Quincy headquarters for Product Marketing Managers.

Knowledge is needed of broadcast products and their Sales and Marketing. Operational background and engineering experience on AM and FM transmitters, program automation, audio equipment, and transmitting antennas and towers is particularly desirable.

Please send resume in confidence to Gary Schell, Personnel, Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301, or call (217) 222-8200.



**HARRIS**  
COMMUNICATION AND  
INFORMATION PROCESSING  
An Equal Opportunity Employer M/F

### REGIONAL SALES MANAGER (NORTHEAST)

Excellent growth opportunity with a leading manufacturer of television switching and terminal equipment. We're looking for an aggressive, self-motivated individual who can produce results for us in the Northeast with high sales volume potential. Experience in broadcast sales or knowledge of the industry is essential. Excellent salary and incentive program with superb benefits package. Send resume and salary history to Marketing Manager:

#### American Data



A North American Philips Company  
Research Park • 401 Wynn Drive  
Huntsville, Alabama 35895  
205-837-5180

An Affirmative Action/Equal Opportunity Employer

### MANAGER, REGIONAL SALES

Nation's largest regional rep is looking for the right person for our Cleveland office. Good broadcast media knowledge and good sales ability are essential. Send resume, salary requirements and references to

Leonard F. Auerbach, President  
Regional Reps Corp.  
P.O. Box 8025  
Madeira Beach, Fla. 33738

### Help Wanted Management

### MANAGER PRODUCT DEVELOPMENT

WANTED—That special person with good working knowledge of: Video systems; High technology engineering; Worldwide marketing. Strong interest in: Customer service; Technical writing; Rapid growth. Minimum 3 to 5 years experience. At NAB/Las Vegas contact R. M. Unrath, Pres. System Concepts, Inc. Booth 1117 Or write same at: 395 Ironwood Drive, Salt Lake City, Utah 84115 Strict confidentiality assured.

### Help Wanted Technical

### ENGINEER FOR RANK CINTEL SERVICE East Coast & Midwest

Electronic Engineer for Installation and Field Service of Rank Cintel Flying Spot Telecine equipment. Must be fully conversant with state of the art analogue and digital circuitry and servo systems. Understanding of optics and precision mechanics desirable. At least 3 years experience in the maintenance of complex electronic equipment. Preferably, but not necessarily presently employed in the Television or Motion Picture industry. Experience and track record are more important than qualifications. Product training will be provided. Willing and able to travel within the USA and occasionally overseas. Company car provided. Salary negotiable. Based in New Jersey. Please contact Mr. William Lento at (201) 791-7000.

### Employment Service

### 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  
R3, Box 84, Lexington, Indiana 47138

### FILM SALES TO TELEVISION

Major Chicago film distribution company now expanding into TV broadcast sales seeks aggressive experienced salesperson. Responsibility for marketing of documentaries, humor, sports films to broadcasters nationally and internationally. Requires knowledge or experience in film and/or TV sales. Degree preferred. Excellent salary and commission arrangements. Send resume to Box D-99.

## Radio Programming

### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
...Included in each series



Program Distributors

410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



### PRODUCTION MUSIC • SOUND EFFECTS

for your radio and TV productions and programming. Send for catalogs from the ONLY gold-record awarded Music & Effects library available today.

**THOMAS J. VALENTINO, INC.**  
151 W. 46th St., New York City, 10036  
(212) 246-4675

## Business Opportunities

### BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-8001 or write to: Franchise Director, 367 Old Commerce Road, Athens, Georgia 30607.

### THE THREE BIGGEST WORDS IN TELEVISION CABLE - CABLE - CABLE

There are more than 4,200 cable television systems in operation throughout the country. Hundreds more being built or in the planning stages.

What does this mean to you? Opportunity. An opportunity to capitalize on localized television guides in your area.

How do you do this? By becoming a local Associate Publisher for your area and producing a localized T.V. magazine. Each locally owned and operated magazine acquired advertising for insertion in his/her local edition. T.V. Tempo supplies all scheduling and information about the happenings in T.V.

You will receive complete training. An investment of \$10,500.00 is required. Call (404) 546-8001 for complete information or write T.V. Tempo, Inc., 387 Old Commerce Road, Athens, Georgia 30607.

## For Sale Stations

### H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

Hospitality Suite  
at the NAB  
MGM Grand

## For Sale Stations Continued



### What's available in AM-FM properties? What's your station worth today?

These and many other questions will be answered by Gordon Sherman, Media Broker-Consultant, during the NAB convention in Las Vegas. Visit the Sherman and Brown hospitality suite Caesar's Palace.

*Sherman and Brown*  
*Associates*

MEDIA BROKER - CONSULTANTS  
TV - RADIO - CATV

GORDON SHERMAN • (305) 371-9335  
1110 Brickell Ave., Suite 430, Miami, FL 33131  
ROBERT BROWN • (904) 734-9355  
P.O. Box 1586, DeLand, FL 32720

### Announcing:

The National Organization of the Pentecostal Church of God is selling commercial holdings. This includes WPCG, Class C FM in Joplin, Missouri. The National board will accept or reject offers in their semi-annual meeting on May 14, 1980. Cash preferred. Please hurry! Contact John Mitchell & Associates, 318-797-8668, P.O. Box 1065, Shreveport, Louisiana 71163. Financially qualified principals only.



### SELECT MEDIA BROKERS

912-883-4917  
PO Box 5, Albany, GA 31702

MO	Daytime AM	375K	Small
NV	Daytime AM	800K	Metro
MS	Daytime AM	325K	Medium
KS	Non-Commercial FM	350K	Metro
GA	Daytime AM	400K	Medium
MO	Daytime AM	375K	Small
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	390K	Medium
SC	Daytime AM	440K	Medium
FL	Daytime AM	165K	Medium
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Fulltime AM	750K	Medium
NV	Daytime AM	800K	Metro
AL	Fulltime AM	175K	Small
IN	Daytime AM	1.25 M	Major
CO	Daytime AM	300K	Small
SC	Daytime AM	155K	Small
CO	Fulltime FM	500K	Metro

- Atlanta area daytimer. \$680,000.
- Louisville area daytimer. \$450,000.
- Fulltimer W. Va. city. \$420,000.
- Florida station under construction. Prefers partner but will sell. \$220,000. Terms
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- Virginia Coastal. Attractive. \$800,000.
- AM 50,000 watts. Southern city. \$3.8 million.
- Full-time AM and 50,000 watt FM in Maryland. \$640,000.
- UHF-TV in Iowa. \$290,000.
- AM/FM in Central Florida. \$580,000. Terms.
- Powerful daytimer in Atlanta area. \$980,000. Terms.
- AM/FM both powerful. N.C. \$800,000. Unusual situation. Lots of leverage.
- Powerful daytimer in Northern Michigan. \$430,000. Terms.
- Fulltimer. Wyoming. \$260,000. Terms.
- Daytimer. NW Alabama. \$220,000. Good population. Terms.
- Educational Station in Akron area. \$30,000.
- Class C in Colorado. \$590,000. Terms.
- \$4,000,000 cash. Powerful AM/FM.
- North Carolina daytimer. Big town \$400,000.
- AM/FM near North Florida resort city. \$340,000. \$35,000 D.P.
- Super "Powerhouse" FM with AM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Two stations in California.
- Powerful Daytimer in Eastern central New Jersey. \$650,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Fulltimer in large North Carolina city. \$1,500,000.
- Ethnic station in large Northern city. \$1,900,000.
- Fulltimer large metro area Georgia. \$925,000. Terms. Will sacrifice.
- Daytimer in East Tennessee small town. \$195,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Indiana. Large metro. \$200,000 down. Good coverage.
- Daytimer. Boston area. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- Daytimer. Ft. Worth/Dallas area. \$1,000,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

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STATIONS				
S	Small	AM	\$160K	\$46K
MW	Small	AM	\$160K	Terms
S	Small	AM	\$185K	Terms
S	Small	Fulltime	\$190K	SOLD
S	Small	AM	\$200K	SOLD
NW	Small	AM	\$215K	29%
W	Small	AM	\$225K	\$73K
W	Small	FM	\$250K	SOLD
W	Small	AM/FM	\$258K	SOLD
W	Small	AM	\$265K	SOLD
S	Small	AM	\$300K	\$87K
Plains	Small	AM	\$300K	SOLD
NW	Small	AM/FM	\$350K	SOLD
S	Small	AM	\$375K	\$109K
W	Small	Fulltime	\$500K	29%
MW	Small	AM	\$540K	Cash
S	Medium	AM	\$190K	SOLD
W	Medium	Fulltime	\$300K	\$87K
W	Medium	Fulltime	\$475K	\$120K
S	Medium	Fulltime	\$560K	\$162K
MW	Medium	FM	\$1000K	SOLD
MW	Medium	AM/FM	\$625K	SOLD
NW	Medium	AM/FM	\$1700K	\$189K
W	Medium	Fulltime	\$2300K	\$2300K
MW	Suburban	FM	\$1050K	Cash
W	Suburban	FM	\$2300K	\$667K
MW	Metro	AM	\$400K	\$116K
S	Metro	AM	\$475K	\$125K
S	Metro	AM	\$550K	Cash
S	Metro	AM	\$700K	\$203K
E	Metro	AM/FM	\$750K	\$750K
W	Metro	AM	\$850K	SOLD
S	Metro	AM/FM	\$3750K	Cash
E	Major	AM	\$1000K	SOLD

### CONTACT

J.T. Malone	(404) 458-9226
Bill Whitley	(214) 387-2303
J.T. Malone	(404) 458-9226
Bill Chapman	(404) 458-9226
Bill Hammond	(214) 387-2303
Larry St. John	(206) 881-1917
Ray Stanfield	(213) 363-5764
Corky Cartwright	(303) 741-1020
Dan Rouse	(214) 387-2303
Dan Rouse	(214) 387-2303
Bill Chapman	(404) 458-9226
Peter Stromquist	(218) 728-3003
Ray Stanfield	(213) 363-5764
Dan Rouse	(214) 387-2303
Larry St. John	(206) 881-1917
Bill Chapman	(404) 458-9226
Bill Chapman	(404) 458-9226
Bill Whitley	(214) 387-2303
Bill Whitley	(214) 387-2303
Bill Chapman	(404) 458-9226
Bill Hammond	(214) 387-2303
Jim Mackin	(312) 323-1545
Larry St. John	(206) 881-1917
Ray Stanfield	(213) 363-5764
Jim Mackin	(312) 323-1545
Ray Stanfield	(213) 363-5764
Peter Stromquist	(218) 728-3008
Bill Hammond	(214) 387-2303
Bill Chapman	(404) 458-9226
Bill Hammond	(214) 387-2303
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Deadline is Monday for the following Monday's  
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Replies to ads with *Blind Box* numbers should be  
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ble, and are returned to the sender.

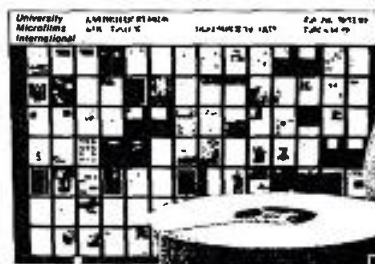
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# Fates & Fortunes

## Media

**Frederic (Ben) Williams**, assistant to president and secretary of management committees, Park Broadcasting and RHP Inc., Ithaca, N.Y., named VP. Park Broadcasting operates seven TV stations, seven AM and seven FM stations.

**Gus Bailey Jr.**, VP-general manager, WCSC-TV Charleston, S.C., named executive VP. **C.J. Jones**, with co-owned WCSC(AM)-WXTG(FM) Charleston, named executive VP-general manager.

**Jay Hoker**, VP and general manager, ABC-owned WRIF(FM) Detroit, named VP and general manager of co-owned KAUM(FM) Houston, replacing **Willard Lochridge**, resigned.

**Clark Davis**, former president of broadcast division of Shamrock Broadcasting Co., Hollywood, joins Great Trails Broadcasting, Dayton, Ohio, as corporate VP. Great Trails is licensee of five AM and four FM stations.

**Gilbert Allard**, president and chief executive officer of Suburban Cablevision of New Jersey, joins Cablevision of Chicago as president and general manager.

**David Hamilton**, VP-regional manager, Warner Cable, joins Summit Communications, Winston-Salem, N.C., as senior VP-cable division.

**George Stein**, acting VP for telecommunications, Corporation for Public Broadcasting, has resigned, effective July 1.

**Paul Brissette**, president and general manager, WECT(TV) Wilmington, N.C., has resigned with future plans unannounced.

**Richard Sheppard**, assistant manager of McClatchy Newspapers and Broadcasting's KOVR(TV) Stockton, Calif., named VP-general manager of co-owned KFBK(AM)-KAER(FM) Sacramento, Calif.

**Bill Ray Lacey**, former general manager of KTLW(AM) Texas City, Tex., joins KBUK(AM) Baytown, Tex., as VP-general manager.

**Steve Smith**, account executive, WTKI(AM) Milwaukee, named station manager.

**John Michaels**, formerly with KNUS(FM) and KVIL-AM-FM both Dallas, joins KYYY(FM) Bismarck, N.D., as station manager.

**Jerry David Melloy**, program director, WHAS(AM)-WAMZ(FM) Louisville, Ky., named operations manager. **Brench Boden**, continuity director, WHAS, named coordination supervisor. He will act as liaison among sales, announcing and programing staffs.

**Sanford Kirkland III**, former general manager of noncommercial WMRA(FM) Harrisonburg, Va., joins noncommercial KIWR(FM) Council Bluffs, Iowa, as director-station manager.

**Barbara L. Schiavone**, assistant tax manager, Metromedia Inc., Secaucus, N.J., elected assistant controller.

**Gene Robinson**, financial analyst, FM radio

division of NBC, New York, named business affairs manager for NBC's WYNY(FM) New York.

**Art Flores**, manager, recruitment and employee relations, Paramount Pictures Corp., Los Angeles, joins Golden West Broadcasters there as director of personnel.

## Advertising



McEwen

**William McEwen**, VP-director of marketing, D'Arcy-MacManus & Masius San Francisco, named president of D'Arcy/San Francisco. **William Valtos**, VP-creative director, DM&M, Chicago, named senior VP. **Gary Waldron**, VP-account supervisor, Lee King & Partners, Chicago, joins DM&M there as account group supervisor. **Gregory Wagner**, from creative department of DM&M, St. Louis, named associate creative director for DM&M, Chicago.

**Richard Ruud**, president of D'Arcy-MacManus & Masius San Francisco office, joins Benton & Bowles as senior VP-general manager of Los Angeles office. **Susan Fireman**, director of television and radio production, B&B, New York, named senior VP.



Vedder

**B. Blair Vedder Jr.**, corporate president of Needham, Harper & Steers Inc., Chicago, named chairman of executive committee and chief operating officer. **Paul Harper** remains board chairman and chief executive officer and, with Vedder, will share in direction of over-all agency affairs, both domestic and in-



Reinhard



Roberts

ternational. **Keith L. Reinhard**, executive VP, director of creative services, Chicago, named president of NH&S/Chicago. **Bradley H. Roberts**, vice chairman of NH&S, Los Angeles, continues in that role but adds duties as president of NH&S/West. **Robert S.**

**Marker**, chairman of executive committee and director of New York Division, plans to retire from company but will continue until president of NH&S/New York is announced.

**Frank Nicolo**, creative director, J. Walter Thompson, New York, named executive creative director, J. Walter Thompson U.S.A., New York office.

**Stephen Arbeit**, executive VP, McDonald & Little, Atlanta, joins Ogilvy & Mather, New York, as senior VP-director of corporate development.

**Spencer Plavoukos**, executive VP-director of account services, Manoff Geers Gross, New York, joins SSC&B there as senior VP-management supervisor. **Donald Grignon**, account supervisor, SSC&B, named VP. **Homer Tsakis**, VP-creative supervisor, Ted Bates & Co., New York, joins SSC&B as VP-associate creative director. **William Overlock**, assistant treasurer, SSC&B, named VP-treasurer.

**John Meskil**, senior VP-media programing and corporate administration, Warwick, Welsh & Miller, New York, assumes additional duties as group senior VP. **Dom Spoto**, director of media, named senior VP. **Ruby Kestenbaum**, media supervisor, named VP.



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**Charles Safran**, former president of Widmer's Wine Cellars, joins Kenyon & Eckhardt Advertising, New York, as VP-management supervisor. **Bryan Weston**, media buyer, K&E, Detroit, named media supervisor.

**Ronald B. Lewis**, VP-associate creative director, Wunderman, Ricotta & Kline, New York, named senior VP-creative director.

**J. Melvin Muse**, public relations director, Reid Advertising and Public Relations, Newport Beach, Calif., named VP, responsible for account supervision and directing agency's public relations activities.

**Bernice Molina**, assistant to director of broadcast news services, Carl Byoir & Associates, New York, joins Cannon Advertising Associates there as assistant to president, Al Kaplan.

**Glennie Eisele**, account manager, Hoefer, Dieterich & Brown, San Francisco, named account supervisor.

**Judi Freeman**, buyer, Eisaman, Johns & Laws Advertising, joins Tatham, Laird & Kudner, Chicago, as broadcast buyer. **Shannon Clements**, graduate, University of Illinois, Urbana, joins TLK as research analyst.

**Bill Rivedal**, regional manager, Bridal Fair, Omaha-based advertising syndication serving broadcasting industry, named sales manager.

**Alexander Dusek** has resigned as VP of creative services for Group W after 15 years with company to form Dusek Communications, which will provide marketing, creative and production services to broadcast advertisers. Address: Box 84, Waccabuc, N.Y., 10597. (914) 763-8686.

**Connie Vance**, former promotion manager of WRDQ-TV Augusta, Ga., and **Ted Tidwell**, president of Tidwell Graphics, Augusta, have opened advertising and public relations agency in Augusta, AdVance. Vance is president, and Tidwell, secretary-treasurer.

**Catherine Winkowski**, from Weitzman, Dym & Associates, Bethesda, Md., joins Henry J. Kaufman & Associates, Washington, as account executive.

**Linda Forem**, who operated Linda Forem Media Services in St. Croix, Virgin Islands, and former promotion manager, WASH(FM) Washington, joins Weitzman, Dym & Associates Advertising, Bethesda, Md., as account executive.

**Margot Bradley**, formerly with BBDO and

Tinker, Campbell-Ewald, both in New York, joins Hume-Smith-Mickelberry, Miami, as account executive.

Named to new posts at MMT Sales Inc., New York: **Elaine Linker**, manager of sales team A, appointed Group A sales manager; **Ted Van Erk**, manager of sales team B, named Group B sales manager; **Alan Brantman**, assistant manager, team A, designated sales manager; **Cathy Goldman**, account executive, team A, appointed sales manager; **Marty Ostrow**, account executive, team B, promoted to sales manager; **Barry Hirsch**, account executive, team B, named sales manager. **Barry VanderBeke**, manager of team A in MMT's Chicago office, advanced to branch manager in Chicago.

**Dick Waller**, senior VP of Air Time International, New York, named sales manager for Chicago Lions sales group of TeleRep Inc., succeeding Steve Goldman, who has become central division manager, Chicago, Paramount Television Domestic Syndication (BROADCASTING, March 31).

**Jane Marie Reino**, assistant program director, WMAL(AM) Washington, joins Blair Radio, New York, as programing projects associate.

**Scott Naren**, account executive, WCBS-TV New York, appointed director of marketing, retail sales, CBS Television Stations division.

**Lawrence Maloney**, VP-local sales manager of Metromedia's WNEW-TV New York, named VP-general sales manager of co-owned WTTG(TV) Washington.

**Robert Miles**, who has been in private advertising consulting business, joins WCGV(TV) Milwaukee as director of sales and marketing.

**Charles Pittman**, sales representative, WBT(TV) Charlotte, N.C., named retail marketing director.

**Derek Moore**, sales representative, KVOS-TV Bellingham, Wash., named sales manager. He succeeds **Fred Elsethagen**, who is semi-retired.

**Elise Topaz**, local sales manager, WNCN(FM) New York, named general sales manager. **Rhonda Phillips**, traffic manager, joins sales department of WNCN.

**John Toomey**, from Detroit office of CBS Radio Spot Sales, joins WWJ-FM there as general sales manager. **Paula Creager**, account executive, WWW(FM) Detroit, joins WWJ(AM) there in same capacity.

**William Phippen**, general manager, KOPA-AM-FM Phoenix, joins WRC(AM) Washington as director of sales.

**Michael Day**, former local sales manager, KIRO(AM) Seattle, joins KJQY(FM) San Diego as general sales manager.

**W. Allen Murphy**, general sales manager, WZZD-FM Philadelphia, joins WCAU(AM) Philadelphia as retail sales manager.

**Julie Natichioni**, account executive, WBCN(FM) Boston, named local sales manager.

**Tom Evans**, from sales position with WHUE-AM-FM Boston, joins retail sales division of WRKO(AM) there.

**Judy Carlough**, news director, WROR(FM) Boston, joins WJIB(FM) there as account executive.

**Sherri Brennen**, promotion manager, WTAR(AM) Norfolk, Va., named account executive.

## Programing

**Jim Mervis**, director of business affairs-East Coast, Viacom Enterprises, New York, joins Showtime there as director of program development-East Coast.

**Audrey Griffin**, director of marketing services, noncommercial WNET(TV) New York, joins RCA there as director of special programs for RCA SelectaVision videodisks.

**Giles Meunier**, with computer and electronics division of U.T.A., French airline in Paris, named television sales manager for French-speaking territories of 20th Century-Fox Television, based in Paris.

**Harvey L. Schein**, executive VP of Warner Communications Corp., New York, named president and chief executive officer of Polygram Corp., New York, record company also involved in television and motion picture production. Schein was president and chief executive officer of Sony Corp. from 1972 to 1978 and earlier was president of CBS/Columbia Group. Another former CBS executive, Robert E. Brockway, who headed old EVR Division, later served as president of Polygram from 1972 to 1974 and is now board chairman of Olympus Camera Corp., Woodbury, N.Y.

**Jerome Wexler**, VP-entertainment services, NBC Entertainment, New York, named VP-finance and administration, NBC Enterprises.

**Carol Strond**, director of research, KGO-TV San Francisco, joins Group W Productions, Los Angeles, as director of research.

**Glenn Morgan**, operations director, WABC(AM) New York, joins Mutual Broadcasting System, Washington, as director of music programming.

**William Baffi**, account executive, cable division, and assistant to executive VP-marketing, Worldvision Enterprises, New York, named account executive, Eastern division.

**Melvyn Smith**, director of programing and operations, WKRC-TV Cincinnati, joins KWGN-TV Denver as program manager.

**Helen Love**, unit producer, *PM Magazine*, WJBK-TV Detroit, named producer. **Marianne Mazer**, secretary to program director, WJBK-TV, named program administrator.

**Lee Armstrong**, former operations and pro-

# ANNOUNCEMENT

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gram director. WNOE-AM-FM New Orleans. joins WVON(AM) Chicago as director of programming.

**Larry Van Nuys**, head of his own TV and radio commercial production company in Los Angeles. named staff announcer for KTLA(TV) Los Angeles.

**Arnold Nelson**, audio systems designer. Sunrise Systems Worldwide. joins production staff of KSTW(TV) Tacoma. Wash.

**Bill Smith**, announcer. WEEI-FM Boston. joins WRKO(AM) there as air personality.

**Jack Regan**, air personality. KOAQ(FM) Denver. named program director. **Nick Sommers**, formerly with KTLK(AM) and KIMN-FM. (now KYGO-FM) both Denver. joins KOAQ as air personality.

**Robert E. Lee Hardwick**, former air personality on KVI(AM) Seattle. joins KAYO(AM) there as morning talk show host.

**J. Michael Kenyon**, baseball writer for *Seattle Post-Intelligencer*. assumed additional duties as member of sports team of KVI(AM) Seattle.

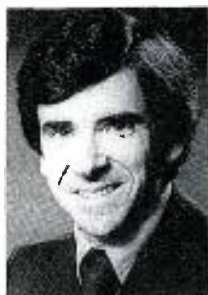
**Bill Nance**, reporter and public affairs director. WING(AM) Dayton. Ohio. assumes additional duties as host of daily interview program.

## News and Public Affairs

**Thomas Corpora**, field producer in Atlanta bureau of NBC News. named director. news. South. NBC News. He will continue to be based in Atlanta. **Emery King**, political reporter. WBBM-TV Chicago. joins NBC News as correspondent. based in Washington. **Nadine Stewart**, anchor and reporter. WJXT(TV) Jacksonville. Fla.. joins NBC News as correspondent. based in New York.

**Mary Fifield**, director of public relations. ABC News. New York. named senior producer of ABC News's 20/20.

CBS News's *Morning* (CBS-TV. Monday-Friday. 7-8 a.m. NYT) is adding meteorologist: **Valerie Voss**, weekend weather reporter on WISN-TV Milwaukee. will join CBS News in couple of weeks. begin on-air work—two appearances per broadcast—next month.



Connelly

**Terrence Connelly**, manager of news. Taft Broadcasting Co.. Cincinnati. named VP of news. Taft Television Group. which includes seven stations.

**Joseph Jay Moore III**, managing editor. WVEC-TV Hampton. Va.. joins WTVR-TV Richmond. Va.. as news director.

**Ned Warwick**, assignment editor for Capital Cities' WPVI-TV Philadelphia. named news director for co-owned WTVB(TV) Durham. N.C. **Ken Plotnik**, assistant editor. WPVI-TV. succeeds Warwick as assignment editor.

**Tony deHaro**, reporter for Metromedia's KMBC-TV Kansas City. Mo.. named news director for co-owned KRLD(AM) Dallas.

**Bill Alford**, former news director and executive producer. KTVV(TV) Austin. Tex.. joins KENR(AM) Houston as news director.

**Ira Miskin**, producer. current affairs programs. noncommercial WTTW(TV) Chicago. named ex-

ecutive producer for news and current affairs.

**James Johnson**, 6 and 11 p.m. news producer. KDKA-TV Pittsburgh. joins WJLA-TV Washington as executive news producer.

**Marsha Kaminsky**, director of public affairs. WOR-TV New York. named VP.

**Harry Wadsworth**, political reporter. KTBS-TV Shreveport. La.. named assignment editor.

**Jack Hodges**, weekend anchor. named 6 p.m. news producer. **Charles Hadlook**, general assignment reporter. succeeds Hodges as weekend anchor. but will continue as reporter three days a week. **Susan Lewis**, assistant news producer and writer. KMGH-TV Denver. joins KTBS-TV as general assignment reporter. **Patti Kasselmann**, with KTBS-TV. named reporter. **Yvonne Mangrum**, general assignment photographer. KTBS-TV. assigned to Baton Rouge bureau. **Drew Markham**, who has been in U.S. Navy. joins KTBS-TV as general assignment photographer.

**Terrie Kerr**, investigative reporter. WDBO-TV Orlando. Fla.. named assignment editor. **Joe Mittiga**, general assignment reporter. named investigative reporter.

**David Walker**, anchor and news editor. KOVR(TV) Stockton-Sacramento. Calif.. and **Lois Hart**, reporter. KCRA-TV Sacramento. join Cable News Network. Atlanta. as anchors and reporters. Walker and Hart are married. **Donna Sykes**, former 6 p.m. news producer. KPXX-TV San Francisco. joins CNN as San Francisco bureau chief. **John Baker**, executive producer. WDIV(TV) Detroit. joins CNN in Atlanta as executive producer. **Jane Maxwell**, former managing editor. Independent Television News Association. New York. joins CNN as deputy assignment editor.

**Kevin Brown**, reporter. WHIO-TV Dayton. Ohio. joins WJZ-TV Baltimore in same capacity.

**Theodore Venetoulis**, owner and publisher of *Towson* (Md.) *Times*. and political columnist for *Sunday News American*. Baltimore. joins WBAL-TV Baltimore as political analyst and commentator. **Richard Gelfman**, in private law practice in Howard county. Md.. joins WBAL-TV as legal reporter.

**Suzy Rigsby**, weekend anchor. WDEF-TV Chattanooga. joins WTVCTV there as reporter.

**Suzanne Wolff**, former news producer and anchor. KETV(TV) Omaha. joins WSOC-TV Charlotte. N.C.. as reporter and weekend anchor.

**Joe Palmer**, news director. WAGM-TV Presque Isle. Me.. joins WITN-TV Washington. N.C.. as producer and anchor of 11 p.m. news. **Larry Blue**, news director. WPET(AM)-WRQK(FM) Greensboro. N.C.. joins WITN-TV as weekday reporter and weekend sports anchor.

**Alan Ray**, anchor. KIRO(AM) Seattle. joins KVI(AM) there as anchor and reporter.

**Janell Teubner**, news director. WKIP(AM) Poughkeepsie. N.Y.. and **Louis Gulino**, news director. WGRC(AM) Spring Valley. N.Y.. join news department of WLNA(AM)-WHUD(FM) Peekskill. N.Y.

**Jack Parker**, chief photographer. WTTV(TV) Bloomington. Ind.. joins WISH-TV Indianapolis as news photographer.

Associated Press Broadcasters announced elections of **Dan Giddens**, WPTF-AM-FM-TV Raleigh. N.C.; **Jerry Danziger**, KOB-TV Albuquerque. N.M.; and **Robert Morse**, WHAS-AM-FM-TV Louisville. Ky.. to APB board of directors. Re-elected were **Hal Kennedy**, KKTU-TV Colorado Springs. and **Daren McGavern**, KAFY(AM) Bakersfield. Calif.

**Andy Nibley**, New Hampshire news editor and Concord bureau manager. UPI. transferred to UPI staff in Washington. **Ron Amadon**, with UPI in Concord. succeeds Nibley. **Pat Lamb**, New Mexico state editor and Albuquerque bureau manager. UPI. reassigned as regional executive for New Mexico. Colorado and Wyoming. **John Gonzales**, formerly in New Orleans and Albuquerque bureaus of UPI. succeeds Lamb.

**Jordanka Lazarevic**, news editor. UPI's national broadcast department in Chicago. named manager of UPI Newstime. New York. Newstime is all-news service for cable systems.

**Kathyn Johnson**, talk show host and in news department. WBAX(AM) Wilkes-Barre. Pa.. named morning news anchor.

New officers. Oregon Associated Press Broadcasters Association: **Marla Rae**, news director. KGRL(AM) and KXIQ(FM) Bend. re-elected president; **Ted Bryant**, news director. KOIN-TV Portland. VP. Other directors: **Dennis Brodigan**, KAST(AM) Astoria; **Peter Spear**, KEZI-TV Eugene; and **Tom Worden**, KRSB(FM) Roseburg and **Bob Chase**, KEX(AM) Portland.

**Susan Weiss**, news director. KTTC(TV) Rochester. Minn.. elected president of newly formed Minnesota chapter of Radio-Television

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News Directors Association. Other officers: **Stan Turner**, KSTP-TV St. Paul, VP; **Jon Janes**, KAAL-TV Austin, treasurer, and **Roy Wallace**, president of Minneapolis public relations firm, Roy Wallace and Associates, executive secretary.

Officers of newly formed Public Broadcasting News Producers Association, Hartford, Conn.: **Renard Maiuri**, Connecticut Public Broadcasting, president; **Robert Ferrante**, noncommercial WGBH-TV Boston, secretary, and **Jeff Clarke**, noncommercial KETC-TV St. Louis, treasurer.

## Promotion and PR

**Iona Lutey**, coordinator of trade publicity, Showtime, New York, named manager of affiliate publicity. **Alan Zapakin**, who has been working for Showtime's public relations department on freelance basis, succeeds Lutey as coordinator of trade publicity.

**Chris Benjamin**, producer-director, WTOL-TV Toledo, Ohio, named creative services director.

**Christopher Carter**, account representative and publications editor, Barkley & Evergreen, Kansas City, Mo., named manager of public relations.

**Dean Kearsh**, president of public relations division of Kelly, Nason Univas, New York, joins Keyes, Martin & Co., Springfield, N.J., as associate director of public relations department.

**Judy Labedoff**, special projects director for Orpheum Theater, Minneapolis, joins Bozell & Jacobs Public Relations there as account executive. **Philip Peterson**, communications direc-

tor of Minneapolis-based Gold Medallion Corp. and president of its subsidiary, Medallion Advertising and Marketing, joins Bozell & Jacobs Public Relations as editorial services manager.

## Technology

**John Bermingham**, staff VP-general attorney, corporate affairs, RCA Corp., New York, elected VP-general attorney for RCA Corp.

**Dick Wheeler**, district sales manager, Southeast territory, Sony Video Products Co., named government sales manager for Southeast region. He will continue to be based in Atlanta.

**W. Mark McKibben**, assistant director of satellite and corporate engineering, Mutual Broadcasting System, Washington, joins Satellink of America, new common carrier formed by Robert Wold and Gary Worth to provide satellite transmission facilities for broadcasters and cable program suppliers.

**James P. Jones**, director of programs management, E-Systems, Dallas, named VP-programs management.

**James Smith**, regional sales manager for West Coast, R.F. Technology, Westport, Conn., named director of marketing. **Joseph Ewansky**, regional manager for Northeast, assumes responsibility for Eastern region.

**William Vanscyoc**, chief engineer, WECA-TV Tallahassee, Fla., joins WTVR-TV Richmond, Va., in same capacity.

## International

**Nick Quinn**, manager for Asia, based in Hong Kong, UPITN, named to new post of VP-sales and marketing, based in London. **Len Richardson**, formerly of Rank Video Service and ITN, London, named manager for Australia and New Zealand for UPITN. Company has begun satellite news service to Australia, and Richardson will supervise service in Sydney.

**B.A. Meade**, former contracts director, Marconi Communication Systems Ltd., Chelmsford, England, named manager, broadcasting division. **W. V. Barbone**, who has been associated with Marconi's development of satellite earth stations, named manager, space and microwave division. **R.K. Robertson**, who has been responsible for product sales in marketing division of Marconi, named manager, radio and line division.

**Brian Quinn**, formerly with Midland Bank International, London, named managing director of London-based syndication service, VisNews, effective in May.

**Michael Cox**, with Britain's Granada Television, London, named head of drama series.

**Robert Barclay**, Canadian director and filmmaker, appointed executive director of Directors Guild of Canada, based in Toronto.

**David Collison**, producer, BBC, London, joins Video Arts Co. there to develop television projects.

**Donald Cullimore**, controller of public relations of Britain's Thames Television, London, named director of public relations. He succeeds **Mike Phillips**, who moves to Thames Television International. **Roy Addison** succeeds Cullimore.

## Allied Fields

**James H. Ewalt**, former acting chief, special relief branch, Cable Television Bureau, FCC, Washington, and most recently with communications law firm of John D. Pellegrin, Washington, and **G. Godwin Oyewole**, graduate, law school of George Washington University, Washington, who also holds a doctorate in communications from University of Massachusetts, Amherst, join legal department of National Cable Television Association, Washington.

Six new members elected to Arbitron Radio Advisory Council: **Bill Clark**, KABL-AM-FM Oakland-San Francisco; **Jerry Duckett**, WKAP(AM) Allentown, Pa.; **Perry S. Ury**, WTIC(AM) Hartford, Conn.; **Thomas Hoyt**, WLUP(FM) Chicago; **Nathan Safir**, KCOR(AM) San Antonio, Tex., and **Arthur W. Carlson**, WKIS(AM) Orlando, Fla.

**George Chernault Jr.**, regional manager for SESAC, based in Roanoke, Va., named VP-director of marketing. He will relocate to SESAC's New York headquarters.

**Robert E. Levine**, who formerly practiced communications law as member of Gordon & Healy, Washington, has become counsel to Washington communications law firm of John D. Pellegrin.

**Walter Roberts**, 62, executive director of Board for International Broadcasting, U.S. government oversight agency for Radio Free Europe/Radio Liberty, has been awarded doctor of philosophy degree from University of Cambridge, England, for significant contribution to scholarship in history.

**Paul Most**, former president, New Jersey Broadcasters Association, and former general manager of WOBN(FM) Toms River, N.J., named executive director, National Broadcasters Hall of Fame, Freehold, N.J.

**Connie Mallick**, on Nielsen Television Index marketing staff, Northbrook, Ill., named account executive.

**Jim Hoyt**, head of broadcast news sequence at University of Wisconsin, Madison, assumes additional duties as associate director of university's school of journalism and mass communication. He is also head of radio-TV journalism division of Association for Education in Journalism.

## Deaths

**Todd Gaulocher**, 50, VP, domestic sales, Viacom Enterprises, New York, died of cancer at his home in Riverside, Conn., April 4. Surviving are his wife, Barbara, and three children.

**Eloy (Buck) Canel**, 74, Spanish-language broadcaster of U.S. baseball games and boxing events, died at his home in Croton-on-Hudson, N.Y., on Monday (April 7) after having suffered from emphysema. He was Spanish announcer of World Series games from late 1930's until his retirement eight years ago. Surviving are his wife, Mary and one daughter.

**Mary McCarty**, 56, who was appearing in current television series, *Trapper John, M.D.*, as Nurse Starch, died April 5 at her home in Westwood, Los Angeles suburb. There are no immediate survivors.

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# Stock Index

Exchange and Company	Closing Wed. April 9	Closing Wed. April 2	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	27 1/2	31 1/2	- 4	-12.69	6	770
N Capital Cities	45 1/2	45	+ 1/2	+ 1.11	12	623
N CBS	44 7/8	46 1/4	- 1 3/8	- 2.97	6	1,260
N Cox	81 1/2	61 1/2			12	414
A Gross Telecasting	20 3/4	20 3/4			7	16
O LIN	39 3/4	39	+ 3/4	+ 1.92	10	109
N Metromedia	59 1/4	58 5/8	+ 5/8	+ 1.06	8	273
O Mooney	7	6 3/4	+ 1/4	+ 3.70		2
O Scripps-Howard	51 1/2	51	+ 1/2	+ .98	9	133
N Storer	23 7/8	24 1/8	- 1/4	- 1.03	13	277
N Taft	28 5/8	28 1/2	- 1 7/8	- 6.57	9	232

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	18	17 1/4	- 1 1/4	- 7.24	13	29
A Affiliated Pubs.	17 3/8	16 7/8	+ 1/2	+ 2.96	6	89
N American Family	8 3/4	8 3/4			4	92
N John Blair	15 1/4	15 3/8	- 1/8	- .81	3	56
N Charter Co.	23	24 1/2	- 1 1/2	- 6.12	20	457
N Chris-Craft	17 1/2	18 1/4	- 3/4	- 4.10	10	48
N Coca-Cola New York	4 7/8	4 5/8	+ 1/4	+ 5.40	6	85
N Cowles	19 1/8	19 3/8	- 1/4	- 1.29	15	75
N Dun & Bradstreet	38 1/8	38	+ 1/8	+ .32	15	1,061
N Fairchild Ind.	50 3/8	49 3/8	+ 1	+ 2.02	10	287
N Fuqua	13 3/4	14	- 1/4	- 1.78	4	174
N Gannett Co.	42	42 1/4	- 1/4	- .59	14	1,129
N General Tire	13 1/4	13 1/4			3	313
O Gray Commun.	33	33 1/2	- 1/2	- 1.49	10	15
N Harte-Hanks	24	22 3/4	+ 1 1/4	+ 5.49	14	223
O Heritage Commun.	9 5/8	10 1/8	- 1/2	- 4.93		28
N Insilco Corp.	11	11 3/8	- 3/8	- 3.29	5	118
N Jefferson-Pilot	24 1/8	25 1/2	- 1 3/8	- 5.39	6	543
O Marvin Josephson	10 1/2	10 1/2			6	27
O Kansas State Net.	26	26 1/4	- 1/4	- .95	22	49
N Knight-Ridder	20 1/2	20	+ 1/2	+ 2.50	9	673
N Lee Enterprises	18 7/8	18 1/2	+ 3/8	+ 2.02	10	136
N Liberty	14 3/8	13 1/2	+ 7/8	+ 6.48	6	194
N McGraw-Hill	28 3/4	27 3/4	+ 1	+ 3.60	11	708
A Media General	22 1/2	23 1/8	- 5/8	- 2.70	9	167
N Meredith	33	33			7	102
O Multimedia	17	17 1/2	- 1/2	- 2.85	7	255
A New York Times Co.	19 1/4	19 3/8	- 1/8	- .64	15	227
N Outlet Co.	13 1/8	13	+ 1/8	+ .96	4	32
A Post Corp.	14	14 3/4	- 3/4	- 5.08	6	25
N Rollins	19 1/4	22 3/4	- 3 1/2	-15.38	9	258
N San Juan Racing	13 3/4	14 1/4	- 1/2	- 3.50	18	34
N Schering-Plough	34 3/8	33 3/4	+ 5/8	+ 1.85	9	1,834
A Sonderling	30 3/8	30 3/8			10	33
O Stauffer Commun.	38	38			9	38
A Tech Operations	8 5/8	9 3/4	- 1 1/8	-11.53	22	11
N Times Mirror Co.	29 5/8	30 1/8	- 1/2	- 1.65	8	1,006
O Turner Broadcasting*	10	10				98
A Washington Post	18 1/8	17 1/8	- 1	- 5.83	5	224
N Wometco	15 3/4	17 1/4	- 1 1/2	- 8.69	7	146

<b>CABLECASTING</b>						
A Acton Corp.	10	10 3/4	- 3/4	- 6.97	7	29
O Ameco+						
N American Express	29 1/8	29 5/8	- 1/2	- 1.68	6	2,076
O Athena Comm.	5 1/8	5 3/8	- 1/4	- 4.65		10
O Burnup & Sims	8 1/8	8 5/8	- 1/2	- 5.79	43	70
O Comcast	21	21 3/4	- 3/4	- 3.44	20	53
O Entron*	5	5			5	4
N General Instrument	43 3/4	43 1/2	+ 1/4	+ .57	12	364
O Geneve Corp.	28 3/8	25 7/8	+ 1/2	+ 1.93	11	29
O Tele-Communications	18 3/4	18 1/4	+ 1/2	+ 2.73	23	199
N Teleprompter	17 1/2	17 1/2			23	297
N Time Inc.	42 7/8	42 5/8	+ 1/4	+ .58	8	1,198
O TOCOM**	9 3/4	17 1/2	- 7 3/4	-44.28	21	29
O UA-Columbia Cable	37	38 1/2	- 1 1/2	- 3.89	17	124
O United Cable TV	28	24 1/4	+ 1 3/4	+ 7.21	18	105
N Viacom	38	36 1/2	- 1/2	- 1.36	18	136

<b>PROGRAMMING</b>						
A Amer. Intl. Pics	8 3/4	8 3/4				21
O Chuck Barris Prods.	3 3/4	3 3/4			2	11
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	29 3/4	31 1/2	- 1 3/4	- 5.55	5	286
N Disney	44 3/4	45	- 1/4	- .55	14	1,451
N Filmways	9 1/2	9	+ 1/2	+ 5.55	5	53
O Four Star*	3/4	3/4				8
N Gulf + Western	17 1/8	16 3/4	+ 3/8	+ 2.23	4	769
N MCA	48	47 1/8	+ 7/8	+ 1.85	9	1,120
O Medcom	3 3/8	2 3/4	+ 5/8	+22.72	14	5
N MGM	17 1/8	17 1/8			8	554
O Reeves Commun.	15 3/4	15 1/4	+ 1/2	+ 3.27	15	37
N Transamerica	15 1/8	15 3/8	- 1/4	- 1.62	5	991
N 20th Century-Fox	44 3/8	42	+ 2 3/8	+ 5.65	6	347
O Video Corp. of Amer.	4 3/4	5 1/8	- 3/8	- 7.31	16	4
N Warner***	39 5/8	49 7/8	-10 1/4	-20.55	9	1,096
A Wrather	15 7/8	14 3/4	+ 1 1/8	+ 7.62	43	36

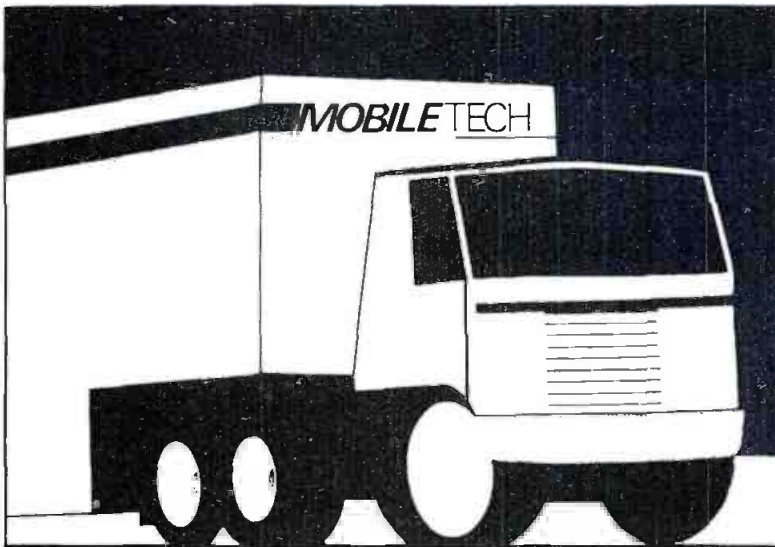
<b>SERVICE</b>						
O BBDO Inc.	29 3/4	30	- 1/4	- .83	7	74
O Compact Video	12 1/4	12 3/8	- 1/8	- 1.01		23
N Comsat	34 1/2	35 7/8	- 1 3/8	- 3.83	8	276
O Doyle Dane Bernbach	22 1/4	22 1/2	- 1/4	- 1.11	8	58
N Foote Cone & Belding	23	22 3/4	+ 1/4	+ 1.09	8	60
O Grey Advertising	42 1/2	42 1/2			5	26
N Interpublic Group	27 1/4	28	- 3/4	- 2.67	6	120
O MCI Communications	6 1/4	6 1/8	+ 1/8	+ 2.04	78	173
A Movielab	4	4 1/8	- 1/8	- 3.03	7	6
A MPO Videotronics	4	4			4	2
O A. C. Nielsen	21 7/8	22 3/8	- 1/2	- 2.23	10	240
O Ogilvy & Mather	21 3/4	21 3/4			7	78
O Telemation	1 1/4	1 1/4			2	1
O TPC Communications	6	5 3/4	+ 1/4	+ 4.34	11	5
N J. Walter Thompson	28 7/8	28 1/2	+ 3/8	+ 1.31	7	87
N Western Union	18 3/4	18 7/8	- 1/8	- .66	8	284

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	8 3/8	6 7/8	- 1/2	- 7.27	5	10
N Ampex	21	23 3/4	- 2 3/4	-11.57	14	240
N Arvin Industries	11 1/2	10 7/8	+ 5/8	+ 5.74	3	89
O CCA Electronics*	1/8	1/8			1	
A Cetec	5 1/8	5 1/4	- 1/8	- 2.38	11	2
A Cohu	4 3/4	5	- 1/4	- 5.00	16	8
N Conrac	18 1/2	16	+ 2 1/2	+15.62	29	37
N Eastman Kodak	49	47 5/8	+ 1 3/8	+ 2.88	9	7,907
B Elec Missile & Comm.	2 5/8	2 1/2	+ 1/8	+ 5.00	24	7
N General Electric	47	47 1/2	- 1/2	- 1.05	9	8,675
N Harris Corp.	31 5/8	31 1/4	+ 3/8	+ 1.20	14	828
O Harvel Ind*	6 1/2	6 1/2			17	3
O Intl. Video*	7/8	7/8				2
O Microdyne	18 1/2	19 1/2	- 1	- 5.12	19	2
N M/A Com, Inc.	34 3/8	33 1/8	+ 1 1/4	+ 3.77	45	194
N 3M	51 1/2	50 3/8	+ 1 1/8	+ 2.23	11	5,998
N Motorola	48 3/4	50 7/8	- 2 1/8	- 4.17	12	1,391
O Nippon Electric	40 1/2	39	+ 1 1/2	+ 3.84	37	1,329
N N. American Phillips	24 7/8	24 7/8			5	299
N Oak Industries	30 3/4	32	- 1 1/4	- 3.90	21	122
O Orrox Corp.	1 7/8	3 1/2	- 1 5/8	-46.42	3	3
N RCA	20 7/8	21 1/4	- 3/8	- 1.76	6	1,564
N Rockwell Intl.	50 5/8	50 3/4	- 1/8	- .24	8	1,782
A RSC Industries	3 3/8	3 1/4	+ 1/8	+ 3.84	19	8
N Scientific-Atlanta	38 1/2	38 5/8	- 1/8	- .32	22	180
N Sony Corp.	7 3/8	7	+ 3/8	+ 5.35	12	1,590
N Tektronix	48 3/4	49 1/2	- 3/4	- 1.51	12	877
O Texscan	8	6 3/4	- 3/4	-11.11	35	4
O Valtec	16 7/8	16 3/4	+ 1/8	+ .74	36	67
N Varian Associates	26 1/4	25 5/8	+ 5/8	+ 2.43	146	179
N Westinghouse	21 3/4	21 1/8	+ 5/8	+ 2.95	6	1,870
N Zenith	9	9 1/8	- 1/8	- 1.36	8	169

Standard & Poor's 400 Industrial Average 115.88 116.26 -38

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown), supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Pooors' or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \*Stock did not trade on given day; price shown is last traded price. \*\* No P/E ratio computed, company registered net loss. \*\*\* TOCOM stock split two for one; Warner Communications stock split four for three. + Stock traded at less than 12.5 cents.



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- NCAA Basketball

## **CBS**

- Christmas Eve Special, "Mass for Cain"; New York City
- NBA All-Star Basketball Game; Landover, MD
- Sports Spectacular Boxing; Portland, ME
- NBA Basketball

## **EUE/Time Life**

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# Profile

## A year in high gear for NAB Chairman Bolger

If Tom Bolger had taken the first job he was offered when he graduated from college, he'd be selling brass for a company in Waterbury, Conn. But, while studying for a history degree at nearby Trinity College, he had worked at the campus radio station—and he thought broadcasting would be more exciting than selling brass. So he enrolled in a journalism program at Syracuse University, and two years later talked himself into a job as promotion director for WSAU(AM) Wausau, Wis., a station owned by Forward Communications. Bolger's been with the company ever since.

But his career has been anything but one-dimensional. Now president of Forward's WMTV(TV) Madison, Wis., he has also been joint board chairman of the National Association of Broadcasters for the past eight months.

Bolger, who spends at least four days a week on association business, says there is no "magic formula" for success, unless that formula is fairness, good ethics, honesty and credibility. "These are particularly important in broadcasting," he says. "If you're going to be successful you must have impeccable credentials." He says he doesn't "begrudge" the time he spends on his voluntary job because "the industry has been awfully good to me and my associates, and I think we kind of owe the industry something."

Perhaps what has marked—and will continue to mark—Tom Bolger's tenure as chairman is change—change in the way the NAB operates internally as well as externally.

He believes the NAB's flaw is that it has "not been disciplined for setting goals and timetables." As part of a move to correct that failing, the board appointed a committee to look into a restructuring of the association staff. The committee came up with some immediate as well as long-range recommendations, which were adopted at the January board meeting.

Bolger notes that the NAB is extremely busy: "There are fires to put out, actions to be taken, money to be spent, considerations that are ongoing all the time." Bolger feels the streamlining of internal operations will leave the association with more time for an aggressive, active role in solving industry problems.

He feels one of the best ways to do this is to make NAB's more than 5,000 members—as well as all broadcasters—"aware of the continual threat" from the government "against their providing of services."

Bolger says that broadcasters should become more politically active. "There's an



Thomas Edward Bolger—joint board chairman, National Association of Broadcasters, and president WMTV(TV) Madison, Wis.; b. Nov. 10, 1933, Milwaukee; BA, Trinity College, Hartford, Conn., 1955; MA, Syracuse University, 1956; promotion director, WSAU(AM) Wausau, Wis., 1956-1963; general manager, WMTV, 1963-1968; president and general manager, WMTV, 1968 to present; m. Shaila Kiley, Aug. 27, 1955; children—Patricia, 24; Thomas, 21; Ann, 19; James, 18.

awful lot of self-appointed groups or people without a constituency that are continually giving us a bad rap that I don't think we deserve," he says. "Now sometimes we do. I don't think we're perfect, but we're not recognized by some people for our accomplishments."

But he wants broadcasters not to "knee-jerk to criticism, not to confront issues belligerently, but to openly and intellectually confront them." One example he gives is NAB's stand on the 9 khz issue. The FCC had taken a position of favoring spacing reduction in the AM band from 10 khz to 9 at the Region 2 conference in Buenos Aires. NAB felt that there had not been enough studies done to support that position, and therefore asked that a neutral position be taken until there was more empirical data.

Bolger says "if we would have opposed 9 khz, based on our assessment of preliminary studies and information, then we would have fallen into the same trap as we accused the FCC of doing—making a decision without enough data." He adds: "We could not condemn the position—we would have lost credibility, so we'll work for a deferral until more information surfaces." Bolger added that should the data support 9 khz spacing, NAB would acquiesce.

One of Bolger's main achievements since being appointed chairman last June has been the formation of an interassociation group of 14 broadcast-related associations. The group meets to develop a dialogue on common concerns and interests, and to avoid duplication of efforts. Bolger discounts the idea of the formation of a single telecommunications federation, but would like to see some of the organizations keep offices at NAB's headquarters in Washington. "In that way," he said, "we could have common meeting and conference rooms, and maybe a convention office where we could all coordinate our activities."

Bolger's chairmanship has been highly visible. He attends all code board meetings, all television conferences—as many NAB activities as possible.

"When the hired gun goes," he says, "it takes something away, but when the volunteer is there, it means more."

Bolger, peering out from a set of wire-rim glasses, admits it's a hard routine, but one he's taken under his own free will. He also hopes he hasn't discouraged anyone else from seeking the job, because of the pace he keeps. "I couldn't do the job any other way than the way I'm doing it. I have chosen to do things that probably aren't necessary, but I feel they're important."

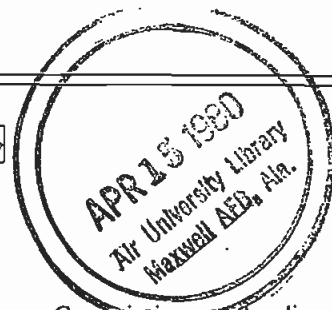
When he talks about the future, Bolger is optimistic. "The forecast says there will be fewer people watching TV, and listening to radio, and instead doing other things with their time," he says. "But although the slice of the pie is getting smaller, the total pie will be bigger, and the net effect probably won't be as disastrous an impact as some people project."

Bolger doesn't see himself as a coach with a winning game plan for the NAB. He sees himself more as a team player, someone who brings a great deal of energy to his job. He sees his role as trying to convince, prod and intellectualize, "instead of fighting, screaming." And he jokes that one of his goals is "not to be one of the worst chairmen NAB has ever had."

When Bolger is not on NAB business, he checks in at his office at WMTV. He says the company is small, but the station is in a growth market and the job has stimulated him. "There are good people there, we're all personal friends and the job is always enjoyable."

But he finds his real peace when he and his wife, Shaila, retreat to their 280-acre farm in Richland Center, Wis. They have horses and ride on the trails he's cut through the property.

When Bolger leaves his post as NAB chairman he plans to stay visible in industry affairs. Maybe not four days a week on the road, but not as much as seven days a week in Madison and Richland Center.



## Head start

One of the advantages of incumbency accruing to a President who seeks re-election is the command performance that he, alone among candidates, can summon from the journalism media. Jimmy Carter, who is yet to prove as masterful at running the Presidency as at running for it, is playing the advantage to the hilt.

As documented elsewhere in this issue, Carter's timing of news announcements has been curiously associated with important primaries. Tom Reston of the State Department may insist, as he does in another story in these pages, that an upbeat appearance by the President before a hastily convened press corps at 7:20 a.m. was merely a swift reaction to events occurring on Iranian time, but its coincidence with the dawn of primary days in Kansas and Wisconsin was striking.

Ted Kennedy has a point, although probably no legal standing, in complaining, as he did to the FCC last week, that he is put to an unfair disadvantage by the President's manipulation of the media. Still there may be nothing much that anyone can do about it. Certainly it is not within the FCC's charter to intrude in the editorial judgments that put the President on the front pages and the evening news. Those who make the editorial judgments are troubled by the persistent feeling of being used, but when a President is talking about American hostages in their sixth month of captivity, who is to ignore him? The best that journalists can do is to take their reporting well beyond the staging of the White House.

Candidates who run against a sitting President must realize that they also run against an institution. Good journalism can ameliorate the advantage that the President has. It cannot, however, promise his opponents a Rose Garden.

## One man, seven votes?

The interview with FCC Chairman Charles D. Ferris appearing in this issue presents a man at peace with his job. According to his testimony, he has achieved what he set out to achieve by this point in his tenure: the installation of a staff of uncompromising excellence. He can now proceed to the policy decisions that would have been more difficult to make in the atmosphere of clashing personalities he found when he moved in.

There are those who would cast matters in a slightly different light. Ferris has indeed installed a staff wholly of his own selection. Whatever its other qualities, it is yet to reveal a philosophical difference with its benefactor. The variances of opinion that emerged in the AM stereo proceeding last week were an exception to the usual harmony. The chairman is right to assume that his decisions will be made easier by deputies with no disinclination to prepare papers his way. The question, however, is whether such a staff is serving the other members of the FCC.

There are members of the FCC who have come away from commission meetings complaining of staff presentations that have seemed more oriented toward support of a predetermined position than toward detached discussion of questions of law or policy that individual commissioners have raised. The criticism is understandable. Ferris picked at least some staffers despite the opposition of some colleagues. Although chairman of the FCC have traditionally been in charge of staff appointments, the acquiescence of the full commission has generally been sought. There is no question that this chairman is in full charge and intends to stay that way.

A chairman with a captive staff is in a position to dominate

commission actions. Commissioners who disagree with him lack the resources to contest the concentration of staff power that the chairman can command. The intended collegiality of FCC deliberations is corrupted if commissioners can be outgunned by the chairman's superior forces.

In this case, one-sidedness takes on extra weight in the frequent support the chairman draws from Commissioners Joseph Fogarty and Tyrone Brown. It takes an unswerving commitment to independence for the other four members to make their own way against the Ferris coalition. If a fourth vote habitually congenial to the chairman were to be emplaced in the seat now occupied by James Quello, whose term expires June 30, Ferris's power would be all but absolute.

No matter what the regulatory philosophy of the chairman, the FCC was not designed for one-man rule. Ferris must be given credit for political and administrative acumen in arranging things as he has and getting away with it. The public will be better served if the arrangement stops short of outright capture of the agency.

## One way out

The FCC is coming under increasing pressure from the House of Representatives to defer action on its proposed deregulation of cable. The latest request for delay came last week from Representative John Dingell (D-Mich.), who is slated to become chairman of the Commerce Committee—which oversees FCC affairs—next year (see page 95). Like colleagues who had written earlier, Dingell asked the FCC to hold off until Congress decides whether to revise the copyright law.

The FCC is considering the repeal of rules limiting cable importation of distant signals and honoring local stations' rights of exclusivity to syndicated programs. It is also considering a proposal, first advanced by the National Telecommunications and Information Administration and supported by major broadcasting interests, to require that cable systems obtain retransmission consent before picking up distant signals.

If a majority of FCC members agree with Chairman Charles D. Ferris, who has said he wants to proceed without delay, the commission could possibly assuage the Hill by adopting retransmission consent. It is the indiscriminate development of superstations that is troubling the legislators. That development could proceed, under conditions of retransmission consent, but with marketplace equities that cannot exist under current law and regulation. If there are four votes to proceed, there ought to be four votes for NTIA's proposal.

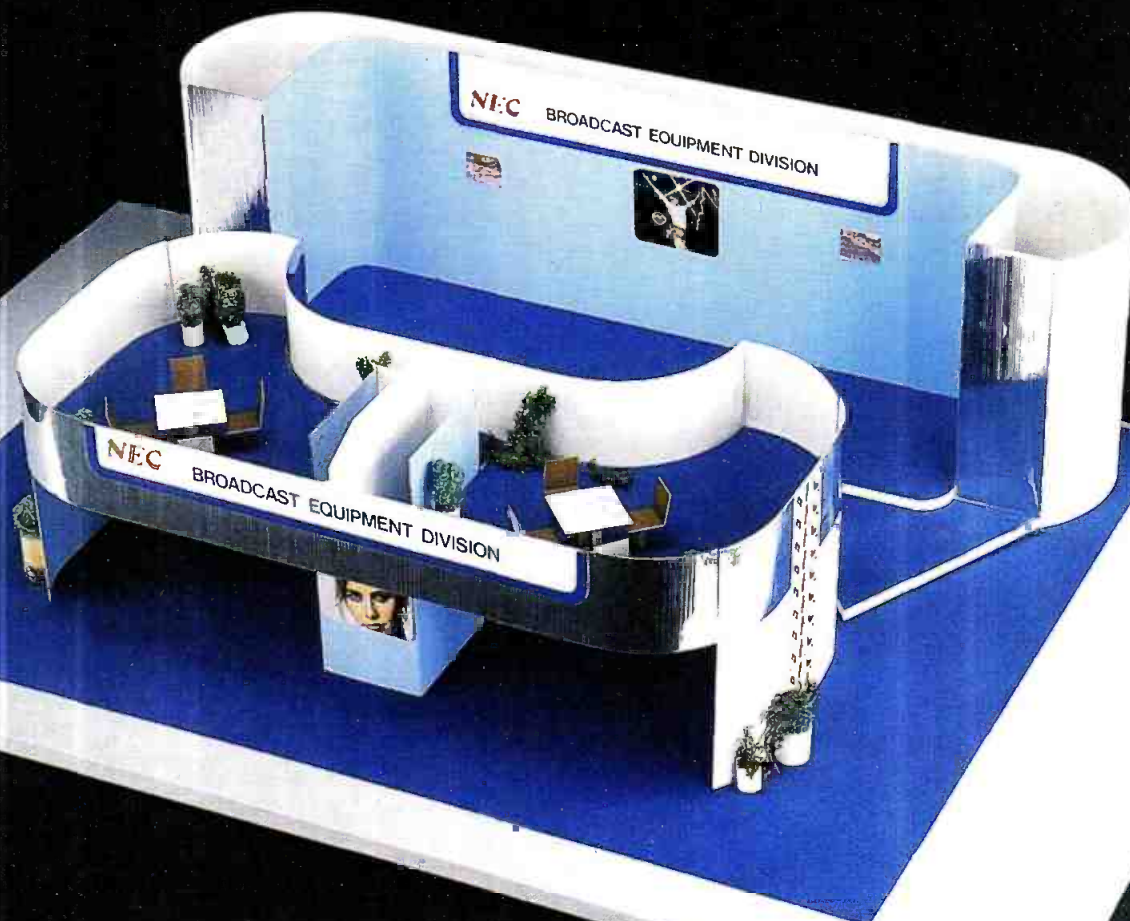


Drawn for BROADCASTING by Jack Schmidt

*"I remember it well. It was April 15th, five years ago, and I took the mike and said: 'Don't send in your taxes, folks. Tell the IRS to go to hell ...'"*



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