Still a way to go for CBS □ ABC's up for the challenge □ NBC's third in line for fall season

Broadcasting May 12
The newsweekly of broadcasting and allied arts

America's #1 rated 10 PM newscast?

It's been #1 in the Twin Cities for years!

KSTP-TV's EYEWITNESS NEWS, with a 51% share, is now recognized as the top-rated 10 PM local newscast in the country! In fact, more people watch KSTP-TV at 10 each evening than ALL THE OTHER STATIONS COMBINED!*

Want to reach more people? Want to reach 18-49's? Want to reach Minneapolis/St. Paul? Then do what MOST people THERE do.

Reach for ABC Affiliate KSTP-TV and their EYEWITNESS NEWS. Now AMERICA'S most watched 10 PM newscast!

*Feb. 1980 NS! Plus ranking of 10-10:30 PM local news telecasts in the top 50 designated market areas. M-F average based on % of Metro share. Subject to normal survey qualifications.

#1 EYEWITNESS NEWS
Down to earth. Up to the minute.

For more information, call KSTP-TV sales at (612) 646-5555 or contact the Petry office nearest you.
PORTFOLIO IX
30 OUTSTANDING FEATURES INCLUDING:
"SATURDAY NIGHT FEVER," "THE BAD NEWS BEARS,"
"BLACK SUNDAY," "MARATHON MAN," "ORCA,"
"THREE DAYS OF THE CONDOR," "MAHOGANY,"
"LOOKING FOR MR. GOODBAR," "HUSTLE,"
"CHARLIE BROWN," "THE SHOOTIST."

MARQUEE II
18 TOP-RATED TWO HOUR MOVIES WITH
PROVEN AUDIENCE APPEAL AND A
LINE-UP OF MAJOR STARS INCLUDING:
LAUREN BACALL, WAYNE ROGERS, RUTH GORDON,
ERNEST BORGnine, LAUREN HUTTON,
RICHARD THOMAS, CAROL LYNLEY, RALPH BELLAMY,
PAULA PRENTISS, JOHN FORSYTHE, ADRIENNE BARBEAU,
KAREN VALENTINE, WARREN OATES.

WASHINGTON: BEHIND CLOSED DOORS
12 EXPLOSIVE HOURS!
HAILED AS THE MOST POWERFUL
POLITICAL DRAMA OF OUR TIME
STARRING:
JASON ROBARDS, CLIFF ROBERTSON,
STEPHANIE POWERS, LOIS NETTLETON, BARRY
NELSON, ANDY GRIFFITH, ROBERT VAUGHN,
JOHN HOUSEMAN.

AVAILABLE FROM PARAMOUNT TELEVISION DOMESTIC SYNDICATION
MOR RADIO

THE FORMAT: Drake-Chenault's Contemporary MOR effectively targets on the 25+ adult audience. Using familiar music, the format is designed to work with very busy, community-involved AM stations and can be used live or automated. Use your announcers or ours.

THE FEATURES: Drake-Chenault's special features are ready to make your weekends totally entertaining. Specials bring new listeners to your station. And new sponsors.

THE JINGLES: Jingles piloted for some of the nation's biggest stations are now available in syndication at popular prices. Hear "Let's Make The Music Together" (originally commissioned for KMPC, Los Angeles) and "We Play Your Songs" (designed for WP, Philadelphia). Available this summer "Come Home" (in production for KLIF, Dallas). Your station can now enjoy this imagery that SELLS created by Clio award winning Otis Conner and distributed by Drake-Chenault.

CUSTOM CONSULTING: Have a special problem or marker challenge? Try us. Chances are we can present a solution.

CALL TOLL-FREE 800-423-5084 (CALIFORNIA AND OUTSIDE THE CONTINENTAL UNITED STATES, PLEASE CALL 213-883-7400).
The Week in Brief

TOP OF THE WEEK

BACK OUT □ CBS Inc.'s president and chief executive resigns in a surprise move. His duties will be taken over by the chairman's office. PAGE 25.

NBC-TV MAKES IT THREE □ The network announces its fall prime-time line-up that includes five new shows. PAGE 28.

CBS ACCEDES □ The network follows NBC's suit by agreeing to Justice Department restrictions designed to help independent TV programmers compete more effectively. ABC becomes only network defendant that still faces antitrust action. PAGE 29.

TV VIOLENCE □ Gerbner's latest study reports that there was a slight decline in such hard action in network-TV prime time. PAGE 30.

AT LARGE

PIERCE'S PERSPECTIVES □ On the eve of the ABC-TV affiliates meeting, Fred Pierce looks fore and aft. He sees no reason to be panicky about the prime-time ratings loss, discusses competition from other networks and new technologies, and comments on future programming and costs. PAGE 32. A rundown of the affiliates' agenda this week in Los Angeles. PAGE 30.

IN THE WINNER'S CIRCLE □ CBS-TV executives and affiliates bask in the glow of their ratings resurgence during the L.A. meeting. For openers, there was a preview of the nearly intact program line-up that will bid for a repeat win in the fall. PAGE 40. Rosenfield expects a tough ratings fight next season and cites escalating program costs. PAGE 44. Jankowski expresses confidence that the networks will withstand the challenge of the new media. PAGE 48. CBS-TV prime-time strategy last season is reviewed. PAGE 48. Ogiens reports on daytime gains. PAGE 45.

LONGER NEWS □ CBS-TV officials head off a Los Angeles showdown on the network's desire for a 45-minute evening news show. But they indicate that they definitely have not given up the idea. PAGE 55.

DOESN'T APPLY HERE □ Ruling in a defamation case that involves WTAE-TV Pittsburgh, a Pennsylvania appeals court affirms shield law protection for journalists. The complainant had relied on Herbert vs Lando in seeking outtakes. PAGE 56.

SUNNY SIDE OF RCA'S STREET □ Chairman Griffiths provides statistical reassurance to shareholders to prove NBC improvement. He also reaffirms his support of Silverman. PAGE 58.

NONCOMMERCIAL INFIGHTING □ KRMA-TV Denver questions the qualifications of new KBDI-TV there. A resulting court ruling on the FCC's grant to the latter is hailed by both parties as a victory. PAGE 60.

HBO UNHAPPY □ The pay programer protests to FCC against RCA's plan for a lottery to determine who will use two transponders on Cable Net 1 satellite. PAGE 62.

FAMILY VIEWING □ Hollywood groups ask the Supreme Court to review the appeals court's ruling in the family-viewing decision, claiming the lower court erred in saying the FCC has primary jurisdiction over matter. PAGE 62.

AM STEREO COUNTERFIRING □ Magnavox goes to Washington to vigorously defend the FCC's choice of its system. PAGE 64. Kahn, however, insists the broadcasters should make the decision. PAGE 65.

TIME TO BE COUNTED □ The FCC on May 31 will tell the International Frequency Radio Board what the U.S. will need as inventory for radio allocations. It means AM applications filed at the commission after next week will face longer odds. PAGE 66.

FAVORABLE VERDICT □ Lenore Ehrig's high school yearbook said she aspired to succeed as a lawyer. She has done that and, en route to becoming the chief administrative law judge of the FCC, she has also succeeded in winning the esteem of her peers inside and outside government. PAGE 71.

Broadcasting (ISSN 0000-2038) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C. and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery. S90 for first-class. Subscriber's occupation required. Weekly/TOUT 512 annualy. Broadcasting Yearbook 555.00. Across the Dial Around the Channels 510. Each microfilm of Broadcasting is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of Broadcasting is available from Belt & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).


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Good Morning America is now the number one early news and information program in the country!
Longer-news countdown

Despite continued opposition of many affiliates, CBS officials continue to talk of eventual expansion of network evening news from half hour to 45 minutes. But when? Nobody was talking for publication, but guess of one senior CBS executive was that expansion might be achieved in fall of 1981. By then, it’s assumed, network will have figured out way to compromise its ambitions and affiliates’ desires to retain local revenues and local programming.

Ethnic alternative

Another Hispanic name has surfaced in White House search for possible replacement for FCC Commissioner James H. Quello, whose term expires June 30. He is Jay Rodriguez, with broadcast background as NBC West Coast vice president for corporate information for past six months, and before that with KNBC-TV Los Angeles as manager for press, publicity and community relations. Word is that he may be consensus candidate. Hispanic community has been seeking as means of improving chances of Hispanic being named. Backers say he has right kind of name and, like Quello, (who very much wants reappointment) comes out of broadcasting ranks. He is said to have backing of National Association of Latino Appointed and Elected Officials, major force in Hispanic community. And he has ties to Esteban Torres, special assistant to President for Hispanic Affairs, and his assistant, Raul Topia.

Partly sunshine

If FCC Commissioner Anne P. Jones has her way, FCC staff won’t be playing games in future on requirement that seven-day advance public sunshine notice be observed to letter. In past, there’s been temptation to smuggle in voluminous reports before all commissioners have had opportunity to study them, with result that some might be ill-prepared to vote.

Last September, after complaints, chairman’s office memoed all bureau and office chiefs on future procedure for distribution of agenda items to commissioners’ offices. No item for either regular or special meetings may be listed on seven-day advance public sunshine notice if it “has not been distributed the previous day to all commissioners’ offices.” Instruction is to eliminate from sunshine notice any items not so distributed. But waiver of rule in emergencies is possible if concurrence “on a pink slip of all commissioners” is obtained to list item with subsequent circulation to commissioners. Test will come when FCC majority returns at month’s end from pilgrimage to mainland China.

Convention conundrum

National Association of Broadcasters’ long-range convention-planning committee meets this week to consider no fewer than seven alternatives to NAB’s present convention system. One alternative is separate radio and television conventions. Other possibilities include having convention open on day other than Sunday or having radio portion for few days, then having TV portion. Cullie Tarleton, general manager of WBT(AM), WBCY(FM) Charlotte, N.C., and chairman of committee, says he hopes to formulate strategic plan for entire convention—exhibitors and workshops. Definitive judgment will then be passed along to full board.

Harris Corp., which has had delegate present at previous committee meetings, along with other exhibitors, has mailed questionnaires to 50% of all radio and television station managers for feedback on suggestions and experiences on conventions. Harris currently has about 25% return on study and hopes to publish results in next few weeks.

Will NCTA close the door?

Hot topic at National Cable Television Association convention that gets under way this Sunday (May 18) will be “Premiere.” That’s name of new pay television venture of Getty Oil and four major movie companies (BROADCASTING, April 28). Cable industry is split on question of whether or not to support Premiere, which some feel is monopolistic and violates antitrust laws.

According to President Tom Wheeler, NCTA’s own position regarding Premiere will be determined at Saturday pre-convention board meeting. To make sure all sides get fair hearing, Premiere, competing pay television programmers and independent antitrust lawyer will each make half-hour presentations. Wheeler said he couldn’t predict outcome of meeting, but one board member sees feeling running against Premiere.

Not giving in

Motorola and Harris, two of four losing AM stereo proponents, are trying to rally broadcasters support to reverse FCC’s selection of Magnavox system as AM stereo standard (also see pages 64-66). Both have sent letters to broadcasters informing them that FCC decision isn’t final and suggesting that if they are unhappy with Magnavox they should write FCC and express displeasure. Believing that majority of broadcasters oppose Magnavox system, Harris has also hired professional research firm to conduct poll of broadcaster’s feelings on subject. Results may be available this week.

Motorola also has joined Kahn (BROADCASTING, April 28) in asking FCC for “oral hearing” on question and ABC has joined Kahn and Harris in asking for release of analysis matrix FCC used in selecting Magnavox system.

Among the unforgettable

Remember that Notice of Inquiry FCC was expected to issue year ago that was to examine wholesale elimination of rules governing intra-industry conduct? It was primarily Chairman Charles D. Ferris’s initiative, and it would have looked into whether commission could get out of business of policing broadcasters’ relations with one another and those with whom they do business. Some 80 rules and policies dealing with fraudulent billing, network clipping and coverage maps which could mislead advertisers, among other matters, were involved (BROADCASTING, May 14, 1979). Well, proposed inquiry has not been buried, as industry observers are saying—and hoping, in some cases.

Commissioner staff insists item was simply pulled back so that it could be put into better shape.

ACT in abeyance

With Federal Trade Commission’s children’s advertising inquiry on hold, Action for Children’s Television is closing down its year-old Washington office. Word is, however, that operation may resume if rulemaking gets going again.

Springtime in capital

New wrinkle in indoctrination of broadcasters and their federal legislators in Washington is emerging among network owned-and-operated stations. Last week, ABC Inc. had general managers of three Los Angeles stations in Washington for dinner with both California senators, along with 15 members of House delegation and their spouses or assistants. In addition to news heads of KABC-AM-TV and KLOS(FM), ABC delegation included several staff vice presidents and government relations personnel.

Following dinner Tuesday, group made White House rounds, including state of nation briefings.
STARSKY & HUTCH:
TWO OF THE MOST SUCCESSFUL HALF-HOURS IN SYNDICATION.
<table>
<thead>
<tr>
<th>Time</th>
<th>City, Station</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30-4:30</td>
<td>Minneapolis, KSTP</td>
<td>#1 in Women and Men 18-49</td>
</tr>
<tr>
<td>4:00-5:00</td>
<td>Cincinnati, WLWT</td>
<td>#1 in rating, share and adults 18-49</td>
</tr>
<tr>
<td>5:00-6:00</td>
<td>Greensboro-Winston Salem, WFMY</td>
<td>#1 against top sitcoms</td>
</tr>
<tr>
<td>6:00-7:00</td>
<td>Los Angeles, KTLA</td>
<td>#1 in Women and Men 18-49</td>
</tr>
<tr>
<td>7:00-8:00</td>
<td>Indianapolis, WITV</td>
<td>#2 in adults 18-49</td>
</tr>
<tr>
<td>8:00-9:00</td>
<td>Washington, D.C., WPTG</td>
<td>#1 independent in the time period</td>
</tr>
<tr>
<td>10:30-11:30</td>
<td>Birmingham, WBRC</td>
<td>#1, with a 54 share</td>
</tr>
<tr>
<td>11:00-12</td>
<td>New Orleans, WVUE</td>
<td>#1, beating Johnny Carson</td>
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</table>

Anytime you slot Starsky & Hutch you have an hour that works like two strong half-hours. It consistently delivers Women and Men 18-49 in high numbers.

What’s more, Starsky & Hutch plays successfully from 3:30 to midnight against every kind of show. In every region. And that’s why 43 markets have bought the two that’ll make them #1.

**Starsky & Hutch. Anytime.**

A Spelling-Goldberg Production distributed by Columbia Pictures Television

Source: Arbitron Feb. 1980
Business Briefly

BRANCHING OUT  "Let us protect your world" is the heading for the Hartford Insurance Group's national $4.8 million advertising and public relations campaign breaking this month on network TV and local radio. Emphasizing Hartford's position as an all-lines insurance company is an eight-week radio campaign featuring actor Jose Ferrer presenting crime protection tips for home owners and car owners. Nearly 1,200 radio stations in 38 states are participating in the program which also offers free consumer booklet, "Take a bite out of crime." TV commercial, also narrated by Ferrer, debuts May 15 on NBC special. "F.D.R. Extensive TV activity is planned for fall schedule. Ad agency for Hartford Insurance group is McCaffrey & McCall, New York.


Mennen  Four-week campaign for Baby Magic lotion begins this week in Phoenix. Spots are placed in morning drive times. Agency: Grey Advertising, New York. Target: women, 18-34.


Clorox  Second-quarter campaign for charcoal begins this week in 16 markets.

**RADIO ONLY**

Hormel  Sixteen-week campaign for canned weiners begins May 19 in Atlanta and Minneapolis. Spots are placed in day times and evenings. Agency: BBDO, Minneapolis. Target: women, 25-54.


Blue Cross of Northern California Six-week campaign for group insurance begins this week in San Jose, San Francisco, Sacramento and Fresno, all Calif. Spots are placed in morning drive, day times and afternoon drive times. Agency: Allen & Dorward, San Francisco. Target: adults, 18 plus.

Kraft  Six-week campaign for marshmallows begins May 19 in six markets including Omaha. Agency: Foote, Cone & Belding, Chicago. Target: women, 18-49.

Kroy Industries  Five-week campaign for business machines begins this week in 25 markets including New York; Philadelphia; Boston; Providence, R.I.; Toledo, Ohio; Tucson, Ariz., and Sacramento, Calif. Agency: Grey Advertising, Minneapolis. Target: adults, 18-54.

Aamco Transmissions  Six-week campaign for transmissions begins June 1 in Boise, Idaho, and Washington state markets. Spots are placed in both drive times and day times. Agency: Heims & Turtledove, Portland, Ore. Target: adults, 18 plus.


Carlton Sales  Four-week campaign for St. Paul Girl beer begins May 26 in New York.

**FREE AMERICAN ENTERPRISE**

**IS:** Business and Labor Risks and Rewards Quality and Quantity Wages and Profits Freedom and Control

No economic system can equal it when American Free Enterprise is allowed to work.

**the gilmore group**

WEHT-TV Evansville (Ind.) WREX-TV Rockford (Ill.) KODE-TV Joplin (Mo.) KODE Joplin (Pro) WQOD Harrisonburg (Va.) WSWA Harrisonburg (Va.)

WESTERN OHIO CABLEVISION CUMBERLAND VALLEY CABLEVISION
RCA cameras survive. They survived under fire in war zones. Survived mob attacks in Iran. Earthquakes in Central America. Every day, some 2000 RCA field cameras on duty around the world survive all sorts of cruel and unusual punishment. These are a very special breed of rugged, sharpshooting cameras that let you master any ENG or EFP situation, anywhere.

We’ve improved the breed even more. Our newest TK-76, for example, is lighter in weight and heavier in performance than any other camera we’ve ever fielded. Our renowned TK-760 is better than ever, too, with new features for sharper, brighter pictures under extremely low light. With all RCA cameras, of course, comes famous RCA TechAlert service to insure their survival, to protect your investment 24 hours a day. And to keep you shooting, no matter what.

Ask your RCA Representative about our survivors. Now.

RCA Broadcast Systems, Building 2-2, Camden, N.J. 08102.
In the eighties, we face unprecedented problems. The survival of society, even mankind, depends on our willingness to seek new solutions. Only by trying can we hope to solve the perplexing problems of our time.

In a complicated world, complex issues can’t be answered with trite and tired solutions. The conflicts between collective security and individual freedom, progress and tradition, the governed and those who govern; these and other issues demand innovative thinking.

The need to try applies to broadcasting, too. As the shape, form and variety of entertainment and news media change, the challenges to television and radio are obvious. Only by trying can broadcasters make the future of the electronic media greater than the past.

Old solutions won’t work in new times. Dare we try, then, new ideas? Indeed, dare we not try?
There is no failure except in no longer trying

Elbert Hubbard


California & Hawaiian Sugar □ Fifteen-week campaign for sugar begins June 2 in 18 radio markets and 45 TV markets. Radio spots will run in all day parts. Agency: Foote, Cone & Belding/Honig, San Francisco. Target: women, 18-49.

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the most experienced firm in broadcast executive recruitment.

Corporate executives, general managers, managers in all departments—we’re the industry professionals at recruiting these key people for stations in all size markets throughout the U.S. We take pride in the quality of our personal service—it has earned us many close, long-term relationships. Our in-depth studies (of people AND positions) are backed by more than 15 years experience as broadcast management consultants specializing in executive recruitment.

For a confidential discussion, call 312-394-9330.

Youngs, Walker & Company
ONE CROSSROADS OF COMMERCE, ROLLING MEADOWS, ILLINOIS 60008

Advantage

Double exposure. For some time Sarah Tucker has been the spokesperson for General Foods’ Cool Whip and Bill Cosby for company’s JELL-O Instant Pudding. When GF decided to introduce a new dessert idea, “Pudding in a Cloud,” made with Cool Whip and JELL-O, what better spokespersons than Tucker and Cosby appearing in the same 30-second spot? The commercial has just started to run on daytime network TV and in selected spot TV markets. The spot was created by Grey Advertising, New York, with Bill Banchi of Ansel Productions, New York, serving as director.

Changes at number two. Avis Rent A Car System Inc., New York, has named BBDO International, New York, for its car-rentals (now handled by Doyle Dane Bernbach, New York) and used-car sales (now at David, Okseon & Milchnek Inc., New York). Avis worldwide billings at BBDO will total estimated $20 million, with $13 million in U.S., of which about $8 million is in broadcast.

TV spots for radio. Harold Friedman Consortium, New York, TV commercial production firm, has created new division to produce and syndicate TV commercials for radio stations. Company is now preparing middle-of-the-road, country and western, easy listening and all-news commercials that will be exclusive to stations in their areas.

Rept Report


WEEPAM-AM/WDYS-FM Pittsburgh: To Major Market Radio from RKO Radio.

WSKX-FM/WRCP-AM Philadelphia: To RKO Radio Sales from Selcom.

WJZ-AM/WAMC-FM Pittsburgh: To H-R Stone from Bernard Howard.

WKBZ-AM Buffalo, N.Y.: To Walton Broadcasting Sales (no previous rep).

WPLK-FM Tampa, Fla.: To RKO Radio Sales from Major Market Radio.

Brand new. David G. Brydson has incorporated Brydson Spot Sales, station rep firm. Company represents Canada’s Global Television Network, Toronto, CHUM-FM Winnipeg, & TV St. Maarten, West Indies, and its U.S. rep for Canada News From Home, half-hour cable TV news show, Brydson is former general sales manager at Adam Young Inc. New firm is located at 330 West 56th Street, New York 10019; (212) 586-7773.
In its triumphant return to the airwaves March 31 on WNEW-TV, New York, WELCOME BACK, KOTTER ranked No. 1 in its time period (M-F, 6:30 to 7 pm) with an average 11 rating and 22% share over the first four weeks.

<table>
<thead>
<tr>
<th>Station</th>
<th>Program</th>
<th>Rating/Share</th>
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<tbody>
<tr>
<td>Station A</td>
<td>Local News</td>
<td>10/21%</td>
</tr>
<tr>
<td>Station B</td>
<td>Local News</td>
<td>9/18%</td>
</tr>
<tr>
<td>Station C</td>
<td>Local News</td>
<td>8/15%</td>
</tr>
<tr>
<td>Station D</td>
<td>Tic Tac Dough</td>
<td>8/15%</td>
</tr>
<tr>
<td>Station E</td>
<td>Odd Couple</td>
<td>5/10%</td>
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</table>

Source: NSI, March 31 thru April 25, 1980. Data are estimates and subject to qualifications in reports used.

FOR ADDITIONAL RATING DETAILS, ASK YOUR WARNER BROS. REPRESENTATIVE

Warner Bros. Television Distribution A Warner Communications Company
May 12-13 — NAACP testimonial dinner honoring former FCC Chairman, Brian Ross. Representative Lionel Van Deeren (D-Calif.) is honorary chair for $1000-a-plate affair. Proceeds go to NAACP youth program. Sheraton Washington hotel, Washington.


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


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, R.O.C.H., 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 Services Communications conference on libration media. Opryland hotel, Nashville. Information: JSCS, 1922 South Sherman, Chicago.


May 16 — Southern Broadcast Representatives annual Texas Showdown. Ranchland, Tex. Information: Carol Cagle or Bonnie Brooks. (214) 980-1680.

May 15-18 — Fifth Upper Midwest Communications Convention. Radisson Plymouth hotel, Minneapolis. Information: UMCC, Box 6113, Minneapolis, Minn. 55406; (612) 929-6727 or (612) 721-2481.


Also in May

May 18-20 — NBC-7 affiliates annual meeting. Century Plaza hotel, Los Angeles.

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


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


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


May 29-30 — Annual meeting of Southern Educational Communications Association. Sheraton Atlanta hotel.


May 29 — UPI Indiana Broadcasters meeting. Otter Creek Country Club, Columbus, Ind.


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 2-6 — National Association of Broadcasters Joint Board meeting. Washington.

June 3 — International Radio and Television Society annual meeting and presentation of Broadcasters of the
The new Harris MW-10 with Pulse Duration Modulation (PDM) offers far reaching benefits to both you and your listeners. PDM, a DC coupled circuit that faithfully reproduces complex audio, provides an increased loudness that can expand your coverage area while maintaining a high quality sound.

The advanced solid state design of the MW-10 offers you the following features as standard: automatic AC restart, audio processing, status and overload indicators, single control adjustment for any power level from 1 to 10 kW, and instantaneous power cutback with no interruptions.

Ease of operation, maintenance, and tuning are money saving features that the MW-10 provides as part of its basic design. In addition, the lower initial tube cost and extended tube life of the MW-10 mean significant cost savings over the life of the transmitter.

Learn more about increasing listener coverage and maximizing station profit with the new Harris MW-10. Write: Harris Corporation, Broadcast Products Division, P. O. Box 4290, Quincy, IL 62301.
June 3 -- Broadcast Pioneers annual Mike Award dinner honoring WISAM Columbus, S.C. Pierre hotel, New York.

June 3-4 -- American Association of Advertising Agencies advanced media seminar: Wishbone Hyatt House, Los Angeles.


June 4-5 -- Advertising Research Foundation's sixth annual midyear convention. 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 -- Kansas Association of Broadcasters annual convention. Holiday Inn, Hays.

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

June 8 -- 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 11-15 -- Broadcasters Promotion Association 25th annual seminar and Broadcast Designers Association annual seminar. Keynote speaker: James Duffy, president, ABC Television Network, Queen Elizabeth hotel, Montreal.

June 12-14 -- Annual convention of Iowa Broadcasters Association, Holiday Inn, Ottumwa.


June 12-14 -- Hawaiian Association of Broadcasters annual convention, Kahala Hilton hotel, Honolulu.

June 13-15 -- Mississippi Broadcasters Association annual convention. Royal d'iverville hotel, Biloxi.


June 14 -- Radio-Television News Directors Association region 11 (New England) meeting. Dunton's Saratoga Springs, N.Y.

June 15-17 -- Montana Cable Television Association annual convention Outlaw Inn, Casper, Mont.

June 15-18 -- Virginia Association of Broadcasters summer meeting. Cavalier hotel, Virginia Beach.


June 18-22 -- National Salesmen Services Corporation 5th annual seminar on "Communications in Religious Life." Loyola University, Chicago.

June 18-20 -- Maryland, District of Columbia, Delaware Broadcasters Association annual meeting. Sheraton-Fontainebleau Inn, Ocean City, Md.


June 19-21 -- Montana Association of Broadcasters annual meeting. Heritage Inn, Great Falls.


June 20 -- UPI Broadcast Awards banquet. Gideon-Putnam hotel, Saratoga Springs, N.Y.

June 20-21 -- North Dakota Broadcasters Association spring meeting. Ar Clair motel, Devils Lake.


June 20-27 -- Wisconsin Association of Broadcasters meeting. Holiday Inn, Madison.

June 20-22 -- Radio-Television News Directors Association of the Carolinas annual meeting. Appalachian State University Boone, N.C.


June 23 -- Television Critics Association meeting. Speakers include Charles Ferris, chairman, FCC; Kathleen Nolan, Corporation for Public Broadcasting, and Nicholas Johnson, president, National Citizens Committee for Broadcasting, Century Plaza hotel, Los Angeles.


June 24-27 -- Corporation for Public Broadcasting Radio Development Workshops. Crown Center, Kansas City Mo.


June 25-28 -- Florida Association of Broadcasters annual convention. Disney World Contemporary hotel, Orlando.


June 27-29 -- Third annual National Federation of Local Cable Programers convention, Michigan State University Kellogg Center, East Lansing, Mich.


July 13-16 -- New England Cable Television Association annual convention. Wentworth by the Sea, Portsmouth, N.H. Information: NECVA, 301 North State Street, Concord, N.H. 03301; (603) 224-3373.

July 14 -- Beginning of Republican national convention, Cobo Hall, Detroit.

July 14-15 -- Society of Cable Television Engineers technical meeting and workshop on "Cablecast or Fiber Optics," Wichita Hilton, Wichita, Kan.


July 18-19 -- Summer convention, Colorado Association of Broadcasters, Keystone Resort, near Dillon.


July 18-22 -- South Carolina Broadcasters Association meeting. Myrtle beach, Myrtle.


July 24-26 -- Louisiana Association of Broadcasters summer convention. Regency hotel, Shreveport.

July 27-29 -- California Association of Broadcasters meeting. Dei Monte Hyatt House, Monterey.


July 30-Aug. 3 -- National Federation of Community Broadcasters annual conference, Clark University, Worcester, Mass.

July 31-Aug. 1 -- Arkanasas Association of Broadcasters meeting. The Arlington, Hot Springs.


Aug. 21-23 -- Idaho Association of Broadcasters meeting. Sun Valley Lodge, Sun Valley.

September

Sept. 1 — Deadline for entries for 15th Annual Gabriel Awards, presented by USA-USA for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schisla, (317) 638-3856.


Sept. 21-24 — Texas Association of Broadcasters annual meeting, San Antonio Marriott hotel.


Sept. 30-Oct. 3 — Public Radio in Mid-America annual meeting. Lodge of the Four Seasons, Lake Ozark, Mo. Information: Tom Hunt, WCUM-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

October


Oct. 2-5 — Women in Communications Inc. 48th annual meeting, San Diego.


Oct. 9-12 — Missouri Association of Broadcasters meeting, Holiday Inn, Joplin.

Oct. 9-12 — National Black Media Coalition annual meeting, Mayflower hotel, Washington.

Oct. 11 — Florida Association of Broadcasters meeting. South Seas Plantation, Captiva Island, Fort Myers, Fla.


Oct. 15-16 — Society of Cable Television Engineers annual fall meeting on “Emerging Technologies.” Playboy Club Resort and Conference Center, Great Gorge, N.J.


Oct. 28-29 — Ohio Association of Broadcasters fall convention. Columbus, Ohio.


November

Nov. 9-14 — Society of Motion Picture and Television Engineers, 129th technical conference and equipment exhibit, Hilton hotel, New York.

Another target for AIM

EDITOR: Reporters like to find a “man-bites-dog” angle for their stories, but I thought it was odd that in reporting on the irony of CBS barring TV coverage of its annual meeting, BROADCASTING chose to lead with the claim that the proponents of free access had found an unlikely ally in Reed Irvine of Accuracy in Media. I don’t know what it is that I have done or said that would make anyone think it odd that I should protest the action of CBS in barring TV cameras from a meeting open to the print media. The news was certainly not that I protested this action, but, as The New York Times said in its lead, that CBS after leading the fight against this type of discrimination on the part of others barred cameras from its own meeting.

Even more surprising was the explanation given by [CBS Chairman William S. Paley] at the meeting. Mr. Paley explained to the shareholders that at some previous meeting when the TV cameras were admitted, “It did something very strange to the audience itself.” He added: “It was very disruptive that particular time, and the people who attended the meeting, many of our stockholders, complained very clearly about that and hoped we wouldn’t do it again.” That, of course, flies in the face of the CBS claim reported in BROADCASTING that the stockholder meetings had “traditionally” been open to bona fide broadcast news organizations.

I would like to make it clear that AIM has never disrupted any shareholder meeting, and CBS certainly had no reason to believe that we would have done so in New Orleans. The incident the CBS spokesman evidently referred to is said to have occurred at a meeting in San Francisco in 1970, long before AIM began attending the CBS meetings.—Reed Irvine, chairman, Accuracy in Media, Washington.
Three distinguished reasons to come to the Associated Press Broadcasters Convention.

AP Broadcasters extends an invitation to all members to come to the annual convention June 5-7th in Denver, Colorado.

We are honored to announce that three of America's most distinguished executives will speak at our convention, which will examine the broadcast industry and the economy in general as the 1980's begin.

William S. Paley, Chairman of CBS, Inc., has been selected to receive the Robert Eunson award in recognition of significant career contributions to broadcasting and broadcast journalism. Mr. Paley's acceptance is scheduled as one of the principal addresses of the meeting on Friday, June 6th.

Dr. Armand Hammer, Chairman and Chief Executive Officer
of Occidental Petroleum will also address the convention on June 6th. Dr. Hammer is a physician who became a corporate and international trade legend.

Richard C. Wald, Senior Vice-President for News, ABC News, will serve as keynote speaker and will open the meeting. Mr. Wald has been in charge of all ABC News since 1978. Prior to that, he was assistant to the Chairman of the Board of the Times-Mirror Company and had served as President of NBC News.

In addition to Paley, Hammer, and Wald, there will be a comprehensive program of seminars and meetings to help your station maximize its news reporting and programming. Further, workshops will help you more effectively sell your station's product.

The AP Broadcasters Convention promises to be the best, most enlightening, and most rewarding ever. Be sure you're adequately represented.

Send the attached coupon to Roy Steinfort, Vice-President, Director, AP Broadcast Services to reserve space for your people.

The convention will be centered at the Fairmont Hotel in Denver (303) 571-1200. Please make your reservations as early as possible, and take advantage of the special APB Convention rate.

If you only go to one convention this year, this is the one.
An old dog learns new tricks with TV

Advertising on TV news can reach a specifically targeted demographic market—with success well beyond stated objectives—for an old-line investment banking and brokerage firm with the desire to tell its story to a younger audience. We know it; we did it.

Robinson-Humphrey hadn't advertised much during the first seven years of the 1970's. Oh, its 85-year reputation was rock-solid, so business continued to be good despite the company's low visibility. But those same years were the ones that brought a great influx of new businesses and new people into the Southeastern United States, and Robinson-Humphrey was sensitive to the significant demographic shifts that went along with such moves—primarily, the increased number of younger adults climbing into higher income brackets in the area.

These potential new users of the company's services had never been made aware of Robinson-Humphrey's ability to work for them. Added to this lack was heavy competition: Most leading national brokerage firms also have branch offices in Robinson-Humphrey cities, and they were extremely aggressive, supporting their affiliates via network and spot television, magazine and newspaper advertising.

Bowes/Hanlon was charged with raising the Robinson-Humphrey profile by reaching newcomers as well as the established older population with a clear message: "Here is one of the Southeast’s leading brokerage firms." We started by establishing two two-year marketing objectives: to increase the number of new accounts by Robinson-Humphrey brokers by one-third and to increase the company's total revenue by 30%, both at 1979 year-end.

The advertising objective of our campaign was to gain a 50% increase in top-of-mind awareness through a 1978-79 television campaign directed toward emphasizing knowledge of Robinson-Humphrey's professional expertise and its long-time excellent reputation in the Southeast. The company offers investment plans specifically tailored to its individual clients, and has always executed them through a wide range of investment vehicles that it regularly employs. Our campaign would be designed to emphasize and reinforce the excellence of this full and personal service.

In formulating our creative strategy, Bowes/Hanlon decided that total believability was the key. For this reason, an actual key officer of Robinson-Humphrey, rather than professional talent, was chosen to be the company's spokesperson in each of 31 30-second TV spots. All were produced as a series, each designed to answer just one of the many questions that people have about the process of making investments through a broker. Although all the spots were created to make a single, nonrepetitive series, each was fully capable of standing on its own. The unifying element, which pre-sented the company's main outreach message, was this tagline: "For answers to questions about making money, call someone who knows...Robinson-Humphrey."

Content of the spots clearly communicated both the background and the operational method of Robinson-Humphrey—that it is an established leader among Southeastern brokerage firms and that it offers a wide range of investment vehicles to fit the needs of all. Here is a company that can provide a financial plan specifically tailored to each person's individual investment objectives and goals as well as pocketbook. The tone of each spot was completely conversational, and "layman's language" was used throughout—everyday terminology that would make all viewers feel at ease while assuring they grasped the total message. The words of each spot conveyed, without actually announcing, this important information: "You will feel comfortable in talking with Robinson-Humphrey."

There was immediate agreement that television was the best vehicle for accelerating dissemination of the company's messages, so TV was selected as the prime medium. We then used Arbitron's AID analysis to determine which station programming would be most effective in reaching the Robinson-Humphrey target market—upper-income heads of households in the 25-54 range.

Media research indicated that news and information programming on selected stations would do the most efficient job for us. Research also determined that frequent exposures over a period of time would be required to create the major reversal from low profile to high awareness.

We purchased 52-week schedules that began by using one different spot per day, Monday through Friday, on early news, for a four to five week flight. Our buy then called for shifts to late news and morning news on a revolving basis, running for the same four to five weeks. In this way, already loyal news audiences were exposed to numerous Robinson-Humphrey announcements within each flight within an extended period in order to build cumulative effect.

A limited budget called for a creative media buy. Actual buys were made with a combination of cash and barter to extend the budget as far as possible. The weekly average was 90 metro gross rating points, with cash paying for 65 GRP's, barter for 25 GRP's.

In order to measure results, both pre-advertising and post-advertising tests were conducted to compare awareness changes. The results here are positive evidence of real success: Top-of-mind awareness increased by 300% over the campaign period, while total unaided awareness increased by 50%.

Research also indicated that comparable positive shifts had occurred in terms of viewer image of Robinson-Humphrey and attitudes toward the company. Evidence of significant attitudinal improvement was presented in three distinct areas. Viewers now see Robinson-Humphrey as a company that is good for the small investor, as one that offers a variety of financial investments and as one that excels in financial planning. The company's post-advertising score in each of these areas was more than three times greater than had been achieved in the pre-advertising study.

Don't ever try to tell Robinson-Humphrey that the proper use of TV can't make major changes both in company image and in volume of company business. Advertising on television with the right message can definitely do it.
THE WAY THEY WORK BURNS OUT MOST MEN BY 30.
THE WAY THEY PLAY BURNS OUT MOST WOMEN BY MIDNIGHT.

Available now!
The World Premiere of
ROUGHNECKS

Cathy Lee Crosby · Steve Forrest · Stephen McHattie
Sam Melville · Vera Miles · Harry Morgan

Executive producer: Douglas Netter · Producer: Richard E. Lyons · Director: Bernard McEveety
Teleplay by Michael Michaelian based on the story by Michael Michaelian and Charles Pieper
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Where there is no vision, the people perish.

Old Testament

Expressing facts, ideas and emotions is a human right—springing, no doubt, from human vision. When one is not permitted to write, speak or perform freely, the entire world suffers.

Improving the two-way flow of significant information between us and the rest of the world is our big hope for effective world understanding.

Bonneville International Corporation continues to be strongly committed and involved in such groups as World Press Freedom Committee, Miami, Florida; Inter-American Association of Broadcasters, Montevideo, Uruguay; International Advertising Association, New York; International Press Institute, Zurich/London; International Committee, National Association of Broadcasters, Washington, D.C.; Asia-Pacific Broadcasting Union, Kuala Lumpur, Malaysia; and U.S.-Japan Conference and Educational Interchange, New York/Tokyo.

Communication is the first step towards understanding.

Bonneville International Corporation

Our Strength is Our Service
History repeats at CBS; Backe out as president

Stunning resignation comes on heels of successful prime time season; four-man operating committee headed by Bill Paley will run company until successor is chosen; reasons behind decision are being "stonewalled".

John D. Backe resigned as president, chief executive and member of the board of CBS Inc. last Thursday in a departure that was sudden, stunning and unexplained.

In various the "Wall Street Journal" announced the resignation at 9:30 a.m. — some six hours after Backe had returned to New York from a seemingly successful visit with CBS-TV affiliates at their annual meeting in Los Angeles (page 40).

The move came with such swiftness that the CBS board did not have a successor to name. Until one is chosen, the board's executive committee decreed that the function of chief executive would be handled by a specially created "Office of the Chairman," consisting of Chairman William S. Paley; John R. Purcell, executive vice president; Gene F. Jankowski, president of the CBS/Broadcast Group, and Walter R. Yetnikoff, president of the CBS/Records Group.

First speculation centered on Purcell and Jankowski as potential heirs. Others suggested that the board might go outside the company for a successor, on the theory that if an insider were to be named, he might have been designated immediately — as was the case when Backe was named president at the dismissal of his predecessor, Arthur R. Taylor, in October 1976.

Paley refused to comment on the resignation beyond the prepared statement. "I'm not going to answer anything that bears on this question," he said, describing his call to a Broadcasting reporter as a "courtesy." He declined comments repeatedly to a variety of questions, saying in various ways, "I am determined in my mind not to reply." He added, however, that "I don't know" when a new president will be named.

Reached at his New Jersey home Friday afternoon, Backe told Broadcasting: "I'd really rather not talk about it. It wouldn't be good for the corporation. I resigned, and let's leave it at that."

(Both Paley and Backe apparently were honoring an agreement — in the words of another CBS executive — to "stonewall it ... John's a cool guy, and buttoned up," he said. "I don't think it will leak out around the edges.")

Backe suggested that he had no definite plans for the future. He did stick to his previously announced plans for CBS's entrance into the cable television field, however. "As far as I can tell, it's still valid," he said of the plans he announced for the corporation at the CBS-TV affiliates meeting in Los Angeles last week. "That's still the plan." (See story page 27.)

According to CBS sources, Backe's final day as president began at the Bel-Air hotel in Los Angeles, where he stayed during the affiliates meeting. At 7:30 a.m. Pacific time he boarded a CBS-owned plane for the trip to New York. Sometimes during the day, there was a meeting of CBS directors. It was not clear, however, whether Backe attended. Backe arrived at CBS headquarters in New York at about 3:30 p.m. local time. Backe handed in his official letter of resignation at 6.

In the absence of official word, speculation became so rampant that it was hard to sort out. The one theory on which there was almost universal agreement — although there was no official confirmation or denial of this, either — was that Backe's going had been engineered by Paley, the 78-year-old founder-chairman who was CBS's driving force for almost half a century before turning over the chief executive role to Backe in 1977.

One theory, in fact, was that Paley — who with over 7% of CBS outstanding common stock is the company's largest individual stockholder — had tired of seeing Backe get so much prominence as the company's chief executive. But it was generally agreed that the rift had to go deeper.

Another theory linked the resignation with CBS's tentative settlement last week of a federal antitrust suit (see page 29) — although none could say for sure who might have opposed the settlement and who supported it, and most seemed to agree that differences of such magnitude would probably have erupted before the settlement rather than after it.

One line of speculation led to the "cable
network** plans that Backe sketched to the television affiliates last week suggesting that hard-nosed and presumably highly placed cable critics among the affiliates had carried their displeasure to Paley, triggering Backe's undoing. But affiliate leaders gave little support to this speculation, noting that many of CBS's most influential affiliates are in cable themselves—and doubting that Paley would yield to that kind of pressure in any case.

Another scenario had Paley dissatisfied with Backe and the performance of CBS stock on Wall Street under Backe. But the overriding impression among broadcast specialists on Wall Street last Friday was that Backe did a good job for CBS. There were some who said he had his weak points—that he had not handled finances properly throughout his tenure, for example—but the more generally expressed view was summed up by John Reidy of Drexel Burnham Lambert, who said that “Backe's personal stock on Wall Street was probably at its peak.”

At day's end Friday, the most solid outline of the Backe downfall seemed to be (a) that his and Paley's disagreements had been escalating (and, indeed, that there had been a major disagreement between the two on Friday, May 21; (b) that the outside directors shared the chairman's growing disenchantment with Backe and Paley's feeling that the president "had not grown in the job." One report held that a successor was in sight, from outside the company, but that there had not been enough time to nail down that candidacy before Backe was to be notified.

Prominent among the outsiders being mentioned was Peter Derow, chairman and president of Newsweek, who had spent a brief tour as CBS executive vice president under Backe. He was avoiding his own reporters' questions last Friday, but told Broadcasting: "I am not a candidate."

CBS stock closed Friday at 43 1/2, 3/4 off for the day, and Wall Street specialists did not expect Backe's departure to have a catastrophic effect on the other's stock's price or the company's future. Ironically, they tended to base this belief on the work Backe is credited with having done in selecting and nurturing a good management team and setting the company on a course positioning it for participation in developing technologies.

The suddenness of his departure paralleled that of Taylor before him (Broadcasting, Oct. 18, 1976). But in that case the board was ready with a successor—Backe, president of the CBS/Publishing Group and a fellow board member. And CBS officials were willing then to at least hint at reasons—"bad chemistry," "diversity of opinion." In a memo notifying CBS officers of Backe's resignation, Paley said that "Mr. Backe has brought dedication and hard work to his post at CBS. As chief executive officer he made an important contribution to the company's progress and earned our appreciation and respect. We understand his decision to pursue another course in looking toward his future, and we wish him every success and satisfaction."

Backe's performance for three years as head of the CBS publishing group was cited as a key factor in his selection for the presidency. Before joining CBS in 1973 he had been president of General Learning Corp., a joint venture of General Electric and Time Inc.

Last year, according to the CBS proxy statement, Backe received $773,939 from the company in various forms of compensation.

The contract under which he was serving as CBS president started last June 1, and ran through May 31, 1981. An annual base salary of $300,000 would have been in effect until the end of this month. Also noted in the proxy is that "at the beginning of each contract year" Backe would have been credited with an incentive bonus of between $100,000 and $200,000. However, that bonus would be forfeited if Backe's employment were to "terminate by reason of his voluntary action or by CBS for cause." If CBS terminates his services without cause, the proxy says, a separate contract would give him three times his base salary as termination and separation pay.

What category Backe's resignation falls into was not immediately clear. Moreover, it's widely assumed that whatever the contract might say, the termination agreement can be negotiated when the departure actually happens.

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**Ins Brief**

Conflicting reports were coming from Capitol Hill late last week on whether Senator Ernest Hollings (D-S.C.), who will take over at helm of Budget Committee for Edmund Muskie, new Secretary of State, will retain chairmanship of Communications Subcommittee. Word from Hollings's office is that he has not yet made up his mind whether to stay as chairman of Communications or Appropriations subcommittee, and will not make decision until he takes over at Budget, expected to be sometime this week. But Senator Daniel Inouye (D-Hawaii), who was in house state, told spokesman in Washington that he had already been offered chairmanship of Communications Subcommittee and would make decision on assignment this week. That came as news to Hollings's office, as well as to Aubrey Sarvis, chief counsel and staff director of full Commerce Committee. Only person who could offer chairmanship to Inouye is Senator Howard Cannon (D-Nev), chairman of Commerce, and Sarvis said Cannon had not made such offer, and to best of his knowledge, Cannon and Hollings had not even discussed situation. Word from Appropriations Committee, however, is that Hollings will be keeping that subcommittee chairmanship, which means that, under Senate rules, he will have to relinquish Communications post. To further complicate matters, Inouye, who is next in line for Communications chairmanship if Hollings leaves, would have to give up chairmanship of Subcommittee on Merchant Marine & Tourism, position he is reportedly happy with. If Inouye turns down offer, next up is Senator Wendell Ford (D-Ky), who is said to be interested in assignment.

General Electric officials and their counsel met separately in Washington last week with three of four parties that have petitioned to deny GE-Cox merger. Meetings—with friends of the Earth, National Citizens Committee for Broadcasting and Virginia Beach Telecommunications Corp.—were part of GE effort to keep alive $500 million-plus merger that Cox has pronounced dead (Broadcasting, May 31). However, talks, apparently, were inconclusive; some parties, at least, did not put forward solid proposals for discussions. But further talks are likely. Petitioner yet to meet with GE in new round is Marcus Garvey Wilcher, San Francisco Bay area media activist. Big question, however, is whether GE and Cox will resume negotiations for new agreement.

National Cable Television Association met last week with National League of Cities regarding their mutual concern about cable franchising (Broadcasting, March 31). Members of board of directors and staff representing NCTA President Thomas E. Wheeler said after five-hour meeting he was "extremely optimistic about the project." He said they agreed "to work at staff level to develop a code of good franchising practices . . . and to continue the dialogue and education." He said code might be ready by November. To foster information exchange, Wheeler said NCTA would be represented at annual Conference of Mayors in Seattle in June and at NLC's convention in Atlanta this November. They also agreed to publish list of examples of local programming and NCTA promised to develop series of informational seminars to be held around country.

National Telecommunications and Information Administration last week received draft study indicating that pay cable, pay television and MDS are booming businesses that are hooking subscribers. Report, by Technology and Economics, of Cambridge, Mass., indicates little elasticity of demand; subscribers stick with service rather than drop off even after increase in rates. Among other things, report is said to indicate that pay services, particularly with tiering (provision of basic, mini and other levels and kinds of service) is offering growing market for programming. Report, running to 400 pages, is expected to be issued in June. T&A's next study for NTIA, due in late summer, will be on local cable franchising.

Legal counsel's office of Public Broadcasting Service has done assessment of pros and cons regarding possibility of allowing cigarette and

**TOP OF THE WEEK**

Broadcasting May 12 1980

26
CBS: taking the plunge into cable?

Final words from Backe are that company could be into networking for that medium by next year; assurances are that conventional television is still priority.

Among John Backe's last declarations as president of CBS Inc. was that the corporation intends to establish "one or two cable television networks," perhaps as early as January 1981.

Backe also let it be known last week during the CBS-TV affiliates meeting in Los Angeles that CBS is contemplating reentering the field of cable ownership. Under current law, CBS is barred from the field, but Backe said that he feels the networks should be allowed to enter if they so desire.

In public comments made last Wednesday to the affiliates and in an interview with Broadcasting Backe said he envisions CBS supplying "very selective demographic groups" with programing via cable. Furthermore, he stressed that CBS's interest in the new video technologies was not a "major threat" to commercial network TV or broadcasting.

The company, nevertheless, has chosen to rely on the resources of its nonbroadcast divisions to carry it into the new video fields. Chief among those will be the CBS recording and publishing divisions, but Backe suggested that a fifth corporate-level entity might emerge from CBS's new interests in cable, videodisks, cassettes and other multiplex technologies.

The corporation was established as a "small office of planning for the cable business" in New York, Backe said.

Backe's announcement last week surprised many attending the affiliates conference and fueled concerns that despite countless reassurances in the past CBS may well be preparing for the end of commercial television networking and broadcasting. Both Backe and Gene F. Jankowski, president of the CBS/Broadcasting Group, devoted considerable energy last week to assuring the affiliates that this was not the case.

"The only plans we have in place right now are that we will probably have one or two cable networks," Backe said. "There is no decision made at the present time for us to be supplying software [such as we offer the network] to the competing technologies."

"I can't tell you what kind of software it's going to be at this point," he added.

He did say, however, that CBS will be relying on its publishing division to produce much of it. He suggested, for example, that its publishing concerns such as Women's Day magazine, Field and Stream or Family Weekly can become "resources for programing on cable or disks."

"We have a raft of publications which, in fact, have been positioned so that we can have this software base in the corporation. The kinds of programing we're talking about are quite different from what we're talking about for the mass medium of the network," he said.

Both Backe and Jankowski stressed the independence of the new media from the broadcast group, which will remain with its primary radio and television businesses.

"Cable is not going to be part of my operations," said Jankowski. "Anything other than putting the very best television programing on the air really detracts from our efforts."

"We look at cable more as narrowcasting than broadcasting," added Backe. He said he did not want to "divert" the broadcast group from its conventional network business.

That, of course, suggests that the company will not be taking full advantage of the television expertise developed in the broadcast group's news or entertainment divisions. Although insisting that the group is "still the engine that drives this corporation," Backe admitted to the possibility, for example, that the entertainment department could get "much larger" and even become an independent division of CBS. That is not in his immediate plans, however.

Backe said, too, that CBS is not committed to the concept of cable ownership: "We have no plans at the present time," he said. "I do think we should have the right--whether we want to do it or not." CBS plans no petition to the FCC asking for that right, however.

liquor companies to help underwrite PBS programs. Issue was discussed at recent PBS round robins, and will be further explored at annual meeting in June.

With acquisition of Bizarre series, Showtime Entertainment is claiming "largest program commitment in the history of the pay TV industry." Twenty-four comedy half-hours come from veteran TV producers Allan Blye and Bob Einstein, in association with Canada's TV network which will be running series as well. On another pay TV front, Warner Amex Cable Communications last week said it would be offering Cube system subscribers in Columbus, Ohio, first pay-per-view world championship boxing match June 20 when Sugar Ray Leonard and Roberto Duran fight it out in that city. Price hadn't been determined. Two-way Cube technology will allow viewers to rate each round.

FCC has conditionally approved distress sale of wxls-FM Willimantic, Conn., from XLS. Broadcasting Corp. to Delta Communications Corp., 83% black-owned company and renewed station's license. Wxls-FM's license had been set for renewal hearing May 21, 1979, on charges that its principals (also principals of wknmd/WM) Windsor, Conn.) had engaged in fraudulent billing, misrepresented facts to FCC, transferred control of stations without FCC approval (same person running both stations) and inadequately supervised and controlled wknmd operations. Under terms of contract, Delta would pay total of $209,500 for wxls-FM assets. FCC action is conditioned on Delta being found fully qualified to be FCC licensee.

In first live interview for TV network since he resigned presidency in 1974, Richard Nixon told Barbara Walters on ABC's 20/20 last Thursday that Jimmy Carter although "very intelligent and decent" was ineffective President—which is "both a tragedy to Carter and to the American people." Nixon made television issue when Walters asked him to compare Senator Ted Kennedy with his brother, John F. Kennedy. Of Ted, he said that while Senator is effective in personal appearances, he "comes through very hot and rasping on television," unlike John F, who was "very cool." (Nixon's not-very-cool appearance in 1960 televised candidate debate with late President is often credited with contributing to his loss in that election.) 20/20's host, Hugh Downs, said before show that there were no ground rules, and questions centered on foreign affairs as well as Watergate. This is contrary to unacceptable conditions CBS says were placed on 60 Minutes when it was offered interview.

Spanish-language broadcast executive Rene Anselmo started hunger strike in van in front of New York's World Trade Center last Friday to protest refusal of New York and New Jersey Port Authority to permit wxr-twV Paterson, N.J., to begin transmission from top of center. Port Authority has held up transmission from center because of radiation hazards (Broadcasting, March 3). But Anselmo said he had been given clearance to start transmitting yesterday (May 11) at 40% of maximum power. Last Wednesday, according to Anselmo, Port Authority announced delay for another 30 days. Port Authority spokesman said there was no signed agreement permitting wxr-twV to start broadcast from center.

Arthur Ginsburg, chief of FCC's Complaints and Compliance Division, will take early retirement from commission June 30 to become visiting professor of journalism at University of Texas, in Austin. Ginsburg, who has been with commission for 19 years, all of that time in Complaints and Compliance, will teach courses in broadcast regulation. Ginsburg may not be replaced as chief of division; most of division's functions are expected to be folded into Renewal and Transfer Division.

Lou Frey, former ranking Republican on House Communications Subcommittee, who has been working as communications lawyer since leaving Congress after 1978 elections, announced last week he was entering race for U.S. Senate seat, on Republican ticket, now held by Senator Richard Stone (D-Fla.).

Broadcasting May 12 1980 27
And NBC makes it three for the fall

Network unveils its new lineup; all five new shows are hour-long, two are magazine format

A sharp-edged police show set in an urban slum. A soap opera about people with the "hustling secrets to hide." A comedy based on a movie that was based on a song. A forum for the "mad-as-hell generation" to speak its mind. And a celebration of the common man's participation in sports.

NBC-TV last week introduced advertisers to its new prime-time entries for the fall, respectively Hill Street Blues, Flamingo Road, Harper Valley PTA, Speak Up America and Thursday Games.

Conspicuously absent from the list of newcomers were half-hour situation comedies. All-five hopefuls are in hour form. Across NBC's schedule this fall, only four half-hour slots have been created, for the returning Diff'rent Strokes, Sanford, Boomer and Facts of Life.

Like CBS's Dallas, Knots Landing and the new Secrets of Midland Heights, NBC also will be venturing into the prime-time soap opera business, Lorimar Production-style, with Flamingo Road.

The dominant new form for NBC, however, is the magazine-information format, with Thursday Games and Speak Up America joining Real People and Tom Snyder's newsmagazine—which now becomes Prime Time Friday after previous incarnations as Prime Time Sunday and Prime Time Saturday. It's a trend ABC also has picked up on, adding Those Amazing Animals to That's Incredible and 20/20.

Harper Valley PTA returns Barbara Eden (I Dream of Jeannie) to series television, recreating her movie role as the "recently widowed mother battling hypocrisy and double standards in a small town." The comedy film, "Harper Valley PTA," last February, was top-rated in its week and the fourth-highest theatrical movie of the season.

Hill Street Blues, from MTM, was the show presented in full to advertisers attending last Thursday's preview session in a theater across from NBC's headquarters. While characterized as a comedy-drama, audience reaction demonstrated that it didn't easily fit into a category. The realistic bite, reminding some of George C. Scott's old East Side, West Side cop show, seemed to stun advertisers out of the routine applause following pilots and clips; instead there was only murmuring.

Of the night-by-night competition (see chart), the dog fight of the airwaves looks as if it could get bloodiest on Sunday from 8-9 p.m., when each network has hits in opposition: NBC's CHiPs vs. CBS's Archie Bunker's Place and One Day at a Time vs. ABC's Charlie's Angels.

Probably the two NBC entries facing the most uphill battle will be Speak Up America and Prime Time Friday, an informational block from 9-11 p.m. on Friday,

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CBS settles with Justice

It follows NBC's 1976 lead and agrees to limits on program production to end antitrust litigation; ABC will fight on

ABC is now the only one of the three commercial television networks that appears determined to force the Justice Department's antitrust division to go to court to prove the antitrust charges it originally filed against all three networks eight years ago. CBS last week followed the example of NBC and agreed to settle its litigation with Justice. But ABC is said to feel it unwise, at a time when the demand for programming is increasing, to agree to a proposed limit on in-house production.

Thus, ABC is left with a pivotal role of determining the power the networks will have in dealing with program suppliers. For the proposed consent decree Justice negotiated with CBS contains essentially the same provisions as those to which NBC agreed, in November 1976, and many of the key provisions aimed at curbing the networks' power in such dealings will not go into effect unless and until a similar relief is obtained from ABC.

An irony of last week's developments is that while ABC is said to feel the department is demanding too much, the community the suits were aimed at assisting contends it is not enough. Jack Valenti, president of the Motion Picture Association of America, said, when word of the CBS settlement reached him, that, "If it's like the NBC agreement, we're not pleased." The NBC decree "doesn't clear any ills." The department, in filing its suits, charged that ABC, CBS and NBC used their control over access to their networks to restrain and monopolize prime time television entertainment programming. (News, public affairs and sports programs are not involved in the suits.) And antitrust chief Sanford M. Litvack said last week the suits are designed to eliminate restrictive and anticompetitive network practices.

The provision that NBC and CBS have accepted but at which ABC is balking limits for 10 years the amount of entertainment programming the networks may produce for their own use — two and a half hours per week of prime time material, eight hours of daytime and 11 hours of fringe time. Justice says the provision is needed to assure independent producers a market for their product.

But ABC is said to feel that whatever validity the provision might have had has been lost in the technological revolution that has overtaken the television industry. The network is understood to believe that with the growing demand for product from an increasing variety and number of pay cable and pay television sources, it must be prepared to provide its own programming. "It is," said a source familiar with ABC's thinking, "a different world" from that which existed when the suits were filed, let alone prepared.

But for CBS, the fight had become too expensive. Gene Jankowski, president of the CBS/Broadcast Group, said that while CBS continues to believe the suit lacks merit, the defense has already cost "millions of dollars in legal and other expenses." And looking ahead, he said, "we have the prospect of further large costs, as well as a substantial drain on the time of our people."

As is true of the NBC decree, Justice's proposed agreement with CBS would limit the contractual rights, including exclusivity, that CBS could obtain in connection with network exhibition of a television program. And two of the provisions — enjoining the network from obtaining any interest in independently produced programs other than the right to exhibit them and barring the network from domestic syndication duplicate FCC rules.

But the proposed CBS agreement departs in two particulars from the decree to which NBC consented. And in one, involving options, it is more generous to CBS. It would permit the network to negotiate additional yearly options on a series so long as a maximum of four years was not exceeded. (For instance, it could seek two years of additional options if it waited until the end of the second broadcast year in which it was showing the series to negotiate.) The NBC decree permits only a one-year option after an initial four-year contract.

The other difference involves talent contracts and is designed to prevent CBS from prohibiting talent it has under contract from moving with a show that shifts from CBS to another network. The NBC decree does not contain a similar provision.

The proposed decree, which was filed with U.S. District Judge Robert J. Kelleher in Los Angeles, will not become final until he approves it. And before he acts, interested parties will have 60 days in which to comment.

In the meantime, the ABC case will go forward. A pretrial conference is scheduled for June 3. At that time, Kelleher may set a date for trial of a suit that was initiated in 1972, during the Nixon administration. The three suits were dismissed two years later during the Ford administration, after the networks alleged political motivation, but were promptly refiled under Ford's attorney general.
State, Hill and Mobil put heat on PBS over 'Death of a Princess'

Program will air tonight, however, insists network; show will be followed by reports on news surrounding its broadcast

The controversy surrounding Death of a Princess, scheduled to air on Public Broadcasting Service stations tonight (May 12), intensified last week, with Congress, the State Department and Mobil Oil adding fuel to the fire.

In a letter to PBS President Lawrence Grossman, Acting Secretary of State Warren Christopher said the film "deeply offended" the Kingdom of Saudi Arabia, and he asked that PBS give "appropriate consideration" to Saudi Arabia's concerns. Christopher did not, however, ask that the show be canceled. "I want to assure you that the government of the United States cannot and will not attempt to exercise any power of censorship over the Public Broadcasting Service," he added.

The show, which depicts the story of a 19-year-old Saudi princess and her lover, who were executed for adultery, enraged Saudi Arabia's government when it was aired in England last month, and they subsequently expelled the British ambassador from their country.

On Capitol Hill, floor speeches by Clement Zablocki (D-Wis.), chairman of the Foreign Affairs Committee, and William Broomfield (R-Mich.), ranking minority member of that committee, were highly critical of PBS, and urged that the film not be shown. "It is regrettable that the decision was made by an organization funded in part by the U.S. government," Zablocki said.

But House liberals countered with a defense of the show. "In a country with a First Amendment and freedom of the press, it's not appropriate for leading members of the House to appeal in this way to a medium that has the right to broadcast whatever it sees fit," said Andrew Maguire (D-N.J.).

Senator Barry Goldwater (R-Ariz.), a member of the Communications Subcommittee, wrote Grossman that the airing of the program was "in bad taste, uncalled-for and risky to our relations with a friendly country."

Mobil Oil, one of public television's biggest supporters, also sharply criticized PBS. In an ad in Thursday's New York Times, which ran Friday in Boston, Chicago, Los Angeles and Washington newspapers, Mobil said that airing the two-hour documentary "raises some very serious issues."

Mobil is one of the four U.S. owners of Arabian American Oil Co., which produces nearly 75% of Saudi Arabia's oil output.

"We hope that the management of the Public Broadcasting Service will review its decision to run the film, and exercise responsible judgment in the light of what is in the best interest of the United States," the ad concluded.

As of late Friday, PBS was sticking firm to its decision to air the show (see page 54), although 10 stations, including eight in South Carolina, had canceled it.

PBS did, however, schedule a six-minute segment, to be aired immediately following the film, on the events surrounding the controversy. Following that, a 30-minute discussion is planned, with a further look at the controversy and an examination of various aspects of the Saudi culture.

Gerbner study shows violence down slightly on network programs

Dr. George Gerbner's annual survey of television programing violence, released last week, reports that the amount of violent programing on the networks between the hours of 8 and 9 p.m. rose last year. After 9, however, it declined, resulting in an over-all drop in the amount of violence in prime-time television programing.

The report, conducted by researchers at the University of Pennsylvania's Annenberg School of Communication, is the 11th in a series done under grants from the American Medical Association and the National Institute of Mental Health. Heading the study was Gerbner.

According to the findings, there was a slight decline in the over-all amount of violence on network TV, with the biggest increases in the 1979 simple found in the 8 p.m. time slot. "Last year's surprising upswing was the level of violence in weekend-daytime programing, although the prevalence of violence in children's programing was still significantly higher than in prime time. Over-all, only ABC considerably reduced violence during the year, according to the report. The CBS index was up slightly, while NBC's level remained steady.

Violence in CBS programs showed its biggest jump during the early-evening prime time period, registering their highest levels ever during this time slot. NBC, meanwhile, also showed a significant increase in the early evening index, but unlike CBS, which registered a slight increase during the late evening time period, NBC registered a substantial decrease. ABC showed a reduction in violence during both these time periods.

In children's programing, all three networks showed a decline in the over-all amount of violence, with NBC scoring the greatest decrease.

New programs aired in prime time during the year showed a large jump over the previous year's new entries, but weekend-daytime programs showed a decrease. Also down was the amount of movie and cartoon violence, as well as violence in comic-tone shows directed at children.

It also concludes that factors in one's environment will be accentuated by television's messages. "For example, we have found that those who live in relatively high crime areas are even more susceptible to television's message of a mean and a dangerous world than are other viewers in the same demographic categories," the study says. "And, the elderly, although generally less susceptible to the effects of television, may be more influenced by images concerning their own personal safety and vulnerability. The more television they watch the more they feel, contrary to fact, that older people are most likely to be victims."

In addition, results show that TV heightens apprehension in adolescents.
It's what we've been doing better than anyone for the last twelve years.
And here's how it pays off for you.

THE HOTTEST NEWS. We've got the biggest news organization in radio, with more than 100 reporters and researchers in New York and Washington alone. And we specially tailor the news to fit your format.

THE HOTTEST SPORTS. Prestige events like the Olympics, The Kentucky Derby, The Sugar Bowl. A grand total of 88 sportscasts every week—nobody else in radio can match a score like that. Covered by pros like Howard Cosell, Dan Lovett, Eli Zaref, John O'Reilly, who give every program a hard news focus. And always, the live action coverage and interviews you expect from ABC.

THE HOTTEST ENTERTAINMENT. The kind of high-voltage specials that make people take notice. We've slated 34 of them for 1980. That's far more than any other radio network. With a constellation of superstars like Fleetwood Mac, Blondie, The Beach Boys, The Eagles, Tammy Wynette, Styx, Waylon Jennings, Dionne Warwick. ABC means entertainment that's geared to every format, every audience. Entertainment that's geared to make you a winner in the ratings game.

It's no accident that ABC has been the leader in network radio since 1969. Or that we have the deepest and strongest station lineup. It's simply because we've taken the time to find out what you need and what you want. People listen to us because we listen to you.
For ABC, it's been a joyous four years atop television's ratings mountain. It looked for awhile as if that supremacy would last forever. Then, CBS—the network ABC had evicted so unceremoniously from first place—came roaring back to challenge ABC's lead and, by its figures, to end the official prime time season: 1/10th of a rating point in front. Fred Pierce, the president of ABC Television who engineered ABC's charge to the top and remains responsible for keeping it there, welcomes the challenge. That's what he'll tell his network's affiliates at the Century Plaza hotel in Los Angeles this week, and that, among other things, is what he told BROADCASTING editors in this exclusive "At Large" interview on convention eve.

Determined to be still the one

In light of the rather surprising change in ratings fortunes of the leading two networks at the end of the season, we'd like to start by asking: "What happened?"

I assume you're talking about prime time, which is one segment of the broadcast day, and there's always a lot of focus on that because it makes good press and tends to stand out. Frankly, I don't think anything happened.

You've got 22 hours a week, and if you have four to six hours a week that fall in the theatrical or movies made for television area, there can be significant swings, and the influence is on the averaging. If you look at the overall levels for this season, we and CBS came in at a dead heat on households for the entire broadcast season. We're off about 8% in share points for that period from a year ago. CBS is up about 4% and NBC is up about 1% in the over-all levels, which is virtually no change.

One of the things that may have happened is that we may have lost some audience to independent stations. Our loss was not picked up totally by CBS and it didn't go to NBC, so it looks like one or two share points have gone either to independent or cable or what have you. The three network shares in prime time added up to something like 91% a year ago, and this year it's about 90%.

Frankly, I think we're in a very good competitive position. We still maintain a sizable margin of leadership among adults under 55. In effect, what's come out this season is that we lead CBS and NBC in prime time by 10% and 15%, respectively, in adults under 55, and CBS is the leader in adults over 55. So when you put those elements together and you come up with a household rating, it equates to parity.

So I look forward to a very healthy, competitive environment. We had a lean year last year in terms of over-all theatrical feature product and movies made for television, and I feel very confident that will be rectified this year, as we look into the 1980-81 season. Because a lot of the features that we had commissioned or committed to are now available for playing in the '80-'81 season.

I don't think you'll ever see a period where any one network will really pull away significantly. I think you're generally going to have a more competitive environment.

CBS was in first place for something like 20 years before you took it over. And now you've been in first place for four. Is that a longer run than you thought you would have, or did they turn it around faster than you thought they would?

I don't think the run was longer or shorter than it should be. You're going to have an ebb and flow continuously now among the networks.

As I said, there are a lot of things that affect over-all averages at a given point in time. If your movies for television fall short and some movies for television for your competition do extraordinarily well, then that can have a major swing. Very candidly, we wouldn't have made—and it was very well done. By the way—we wouldn't have made the four-hour movie on Guyana, because we were concerned about the subject matter. CBS was able to pull it off, and they got tremendous numbers with that on two nights. It's a matter of individual taste. We know going into next year that we have the
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AS WE SEE IT, II
Peabody Award 1979
"Little Rock Central High School" — Episode

FOREST SPIRITS
Red Eagle Award, Native American Film Festival —
San Francisco, 1979
"Ancestors of those unborn" — Episode
"Living with tradition" — Episode

PEOPLE OF THE FIRST LIGHT
Ohio State Award, 1980
Silver Award — 22nd International Film and TV Festival of
New York, 1980
"The Mashpee Wampanoags" — Episode

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theatrical features that we normally have. I think CBS had a terrific season, as we’ve had a terrific season. I think it’s all relative. If we hadn’t come out with any hits this season, I’d really be concerned. But we’ve had very good success with four new series that were introduced this year—‘Benson, Hart to Hart, 2020’ and ‘That’s Incredible’. CBS’s success has been basically with returning series, particularly on Sunday night.

When you go before your affiliates in Los Angeles, what will be the most positive news that you can give them or situation that you can describe to them?

Obviously the affiliates are in a very, very positive state of mind. Our performance throughout the last day is better than our competitors’. Many of our affiliates in the top 100 markets are No. 1 in their markets throughout the broadcast day, and many of them are No. 1 in prime time, despite the national numbers that show us and CBS in a flat-footed tie. We’ve got a very good February book. True, in some cases the markets were helped by the winter Olympic games. In other cases they weren’t because the winter Olympics aren’t that popular in those parts of the country. Our news is moving in an upward direction.

In the February sweeps, we made gains as many markets as CBS did with the early evening news—78 versus their 74 in the top 100 markets. Outward appearances indicate that nationally we have moved up to just below NBC in early evening news, and in most of the top 100 markets we’re ahead of NBC. Not all of them, but we’re ahead of NBC in February in terms of total homes—8,663,000 to NBC’s 8,535,000.

Prime time performance is extremely healthy. It depends on where you’re coming from, your point of view—whether you’re down and you make a 10% gain or you’re up and you lose 8%. The important thing is where you’re at and where you’re coming from.

The other day parts are really part of a long-range building program, really unrelated to prime time. We started with ‘Good Morning America’. We’re in our fourth year now, and we’ve reached the point where we’re the clearcut leader in morning programming.

We did the same thing with Monday through Friday daytime. It’s probably at least two years, maybe longer, since we’ve been leading in that area. We have as many women, marketable women, being scheduled in our daytime schedule as the other two networks combined.

We’re into our third active year of our heavy refurbishing and investment programing in the news area. And we’ve done that very methodically in terms of building our news organization, supporting our news franchises, expanding our news franchises, in very reasonable steps.

As far as the evening news goes, there’s the weekend news being added. We went to a magazine show in prime time. And now we’ve just entered a whole new arena, which I think is going to be a long-term franchise to the future, and that’s our ABC News Nightline at 11:30. And from the initial indications, there’s a significant audience appetite for that type of news. And it’s complementary to our early evening news. And I think it has already proven itself to be a viable franchise. It’s had good acceptance by our affiliates.

What were you looking for in terms of numbers out of that?

We really didn’t go into it with a number in mind. But the fact that we are getting higher ratings than the competition, the entertainers, competition, obviously is a valid indication of the audience appetite.

Do you think that will hold up after the Iran crisis?

Absolutely. I think the evidence we see right now is that when something occurs that’s significant, in addition, but if there’s nothing extraordinary going on, which has been the case in several weeks, the performance is very consistent. We felt there was an appetite for some in-depth coverage of a particular story or stories that occur at a given point in time during the day or an evening. I think it’s one of the more significant steps in national broadcast journalism that has occurred since the evening news expanded.

Are you thinking about expanding the evening news?

Well, we always leaned toward having a longer period of time for the evening news. We backed away from it several years ago because of the reaction of our affiliates, and we felt that we would devote our efforts towards building the current franchise.

Naturally, as far as the news departments are concerned, the more news time they have the better they like it, so they’re all in favor of an expanded early evening news.

As you probably know, the subject of an expanded evening news was hardly brought up at CBS’s affiliates meeting, although I understand some groups were ready to fight it. Even so, they seem to think they can get it going by September 1981. How does all this affect what ABC might do?

Actually, we had no plan to talk about early evening news expansion with our affiliates, and what happened at the CBS meeting really made it academic. Long term, we’re going to do whatever we have to do to remain competitive in the early evening news. At this stage of the game, there’s no reason to even think beyond the present form we’re in.

Don’t you think that ABC might make a move even before CBS—or NBC?

No, I don’t think there’s any reason for us to do this stage of the game.

Are you disappointed about 1979-80?

No, I wouldn’t say that. We expected this to be a more competitive season, and we said that to our affiliates at the beginning of the year. Unfortunately, I think a lot of people hyped us at the front of the year. Compared to that attitude it may now appear that we should be deflated.

But I think all this is very healthy, because it gives the competitive juices flowing again. You know, we have a tremendous development program from which we selected some of the better shows, and we have a lot of good shows in the wings this year—several dramatic hours as well as comedies that can be utilized during the season. We have two hours of NFL football, 10 hours of NFL without. I feel very confident this time around—because of the nature of the show we’ve come up with, which appeals to both young people and adults [Those Amazing Animals]—that we might be able to make some inroads this year again.

I have had a problem with the 7 to 8 p.m. hour this past year, particularly with the NFL overruns. You know, we’d like to see the NFL games ending when they’re supposed to. Suddenly the NFL games are either running longer than three hours or aren’t on until after 4 o’clock. It’s some kind of miracle that’s beginning to happen—they all end about 7:08 or 7:10, in the Eastern time zone, which creates somewhat of a competitive problem.

I think the real story, though, if you’re doing an advertising story, is that CBS leads in older adults and we lead in younger adults.

Isn’t the real story that NBC is so far back?

NBC has made very little progress this year. They have developed two new series—Real People and Diff’rent Strokes. But beyond that, Little House on the Prairie and CHiPs and Quincy were the three productive series they had on their schedule.

What facet of the real story is an expected full-year earnings downturn for ABC, with a lot of that tied to heavy program costs?

That relates to the American Broadcasting Co., not necessarily to ABC’s network, and then there are a lot of factors that go into that. Actually, the extraordinary costs relating to the first quarter that affected the earnings—and I might add, the earnings for the television operation in the first quarter were virtually even with the year before—had to do with the extraordinary money we put into the franchise in late night, and the Persian Gulf coverage itself, which is an extraordinary news cost that we weren’t able to recover.

How expensive has this extra news coverage been?

It’s been significant. I won’t set a dollar figure to it, but it’s a significant amount of money. I think a lot of that is going to be offset eventually by the establishment of a new news franchise at 11:30, which in effect will return revenues.

Are you encouraged by the results, then?

Absolutely. You see, we weren’t able to sell the Iranian specials because we didn’t know how long it would continue, and no advertiser could plan on it. So we were doing all these programs with the major deal year investments and we had virtually no advertiser revenue coming in. But when we went with the regular news franchise that they knew was going to be there, it now provides a very attractive franchise opportunity for advertisers. And I think long term for ABC, as we get out of this particular election year, that’s going to begin to really produce some revenue return that will offset a lot of the news costs in that area.

What do you look forward to in the near term future for ABC Television?

Well, I see a very, very healthy environment over all. It appears to me that general viewing levels are up for television over all. They’re up in the morning significantly. They’re relatively stable during the day. There appears to be more of an appetite for viewing of news programs in the early evening. I see a stability of viewing in prime time. The thing we have to watch there is the viability of the network programs. And I think as long as we maintain the vitality of the programing, that we’re in very good shape in terms of people watching network versus independents or other sources.

You mean all three networks?

Yes, I mean collectively. There’s an appetite for television. The late night viewing is up. I think doing news in late night has brought people into
Radio is our only business.
That's why we're better at radio entertainment than anyone else.

Ever since the Lone Ranger rode our radio waves and The Shadow lurked on every Mutual Radio station, we have been the inventive leaders in radio entertainment.

The Larry King Show lights up the night with celebrity interviews from the screen, stage, book and political worlds. The famous gravitate to Larry, and so do millions of people listening to him on over 200 radio stations nationwide. Listeners hear things on Larry's show they've never heard before.

Mutual takes center stage for drama with Mutual Radio Theater. It's a living stage of westerns, comedies, mysteries, love and adventure, hosted by Lorne Greene, Cicely Tyson, Vincent Price, Leonard Nimoy and Andy Griffith.

Musically, Mutual entertains with toe-tapping Jamboree USA. Recorded live, this is the only show of its kind on network radio. It stars the biggest names in country music who have made country music everybody's music.

The entertainment is boundless. On New Year's Eve we received rave reviews from listeners for welcoming the new year with a 40-year Frank Sinatra retrospective, with Frank himself. This July 4th we're having a Johnny Cash Silver Anniversary Special; and, Labor Day, Jamboree in the Hills. Whatever is new in radio entertainment begins on Mutual.

That's entertainment. And no one does it better, because no one understands radio entertainment like Mutual.

MUTUAL BROADCASTING SYSTEM
Radio is our only business.
the medium that haven't watched it late at
night. So I see a very healthy collective
environment.

I think the intramurals that go on constantly,
while they will always be with us, will have less
of an important role in terms of the long term
marketability of television. I see new
advertisers using television on a consistent and
growing basis. Despite all the economic signs on
the outside we seem to be weathering the storm
relatively well, both on the network basis and
on the individual station basis.

We had looked for a 15% potential growth in
network billings collectively for 1980. I think
now it might be closer to 13% or maybe as low
as 12%. I don't know what's going to happen to
the Olympics money, whether it's going to be
resent on networks or whether there will be an
overflow into other parts of television. I see an
environment with less growth but still healthy
growth for national spot and local for 1980. I
think we're dealing in ranges of anywhere from
8% to 12% in those particular areas.

We've seen projections for your cost in-
creases, estimates by analysts, in the 19% to 20% range. Do you think those are
reasonable estimates of cost increases?

Those percentages may be a little high in terms of
cost increments for 1980 over 1979. But even
if they were accurate, they include such
extraordinary expenditures as a winter
Olympics games, as well as the cost of the
conventions and elections.

You've also mentioned the acquisition of
some blockbuster-type feature films. Is that
also a factor?

Those are films that were acquired over a period
of years—we started on this two and a half to
three years ago. And the costs are in line with
what our plans were. And the over-all cost of
programming, which combines many different
elements—prime time, all parts of the prime
time day, as well as the other parts of the
broadcast day—is a lesser percentage increment
than we talked about.

One of the things we've been looking at in
our cost structure in designing our schedule is
that five of the six big shows we put on the air
will be on tape in the '80-'81 season. All four
comedies are on tape, and the informational
show that we're putting on Sunday is on tape.
Tape tends to cost less than film. I don't have a
specific percentage; it depends on the filmed
shows. But it's a potential offset.

CBS seems to be emphasizing their com-
mmitment to regular series programming. You
seem to be emphasizing feature films and
specials more heavily for this coming
season.

I think that's misleading. Actually, we have had
fewer features than CBS, and more series. We
have two movie franchises, Friday and Sunday,
which is a mix of theatricals and movies made
for television. We have also as many series as CBS.

Basically, as a matter of fact, they use movies on
three nights when they have to. We use it
Tuesday, Wednesday and Saturday night as an
escape hatch if they have a program failure.

Our feeling is that series are the backbone of
the schedule, have always been and will
continue to be the backbone of the schedule.
The only thing we're talking about is that we
happen to have better theatrical product than
we had in this past year.

Granted that series are the backbone, but in
light of the current competitive situation
between ABC and CBS, is it such that
more than ever it is the movies and the
specials that will make or break a winning
season?

Well, I think the definition of make or break is
where we run into trouble. And as long as we're
going to emphasize a 10 point a day in
determining who won and who lost, we run into
that trap. There's a focus on the competitive
situation that tends to create a wrong
impression. There really haven't been any more
movies than in the past, and there won't be any
more movies on in the future, at least on
ABC.

But in terms of how much you will invest in a
blockbuster . . .

That's a little historical. I mean, we have in
effect bought all our movies and we're well set
to go in 1985. Now, you're always going to have
a movie that comes along that somebody's going
to buy. We didn't put up the amount of money
that CBS did to buy "Rocky." We bought
"Jaws II" for five runs—three years ago. We
bought "Jaws II" for five runs—it will run over
eight years. "Saturday Night Fever" was
purchased before it was released as a movie, so
we got it at a relatively reasonable price—as
opposed to what they would have asked for it if
we had bought it afterwards. The same is true of
"Grease." The Bond Films? We bought those
many years ago.

You have a mix on your network. Not
everything makes money, but the whole makes
money, and you build it into your overall plan.

But yet you are making some major in-
vestments for some—well, what comes to
mind first is the Masada.

Well, Masada really has nothing to do with
the competitive situation. We felt it was an
extraordinary project, it was worthwhile—the
same way we did Roots, the same way we did
Rich Man, Poor Man, or the same way we're
going to do East of Eden or Winds of War.
Those are viable series, and I might add, by
the way, on Masada, all the hype on money is
that Universal says they're spending on it—and
they are spending on it, but it's not what we're
paying for it.

But doesn't one connect with the other to a
certain degree?

Not necessarily in this particular case. They may
feel they have a tremendous market for this
overseas.

What are you paying for it?

It wouldn't be fair for me to say, but
significantly less than Universal. I think they
had a $20 million cost on it.

Let me go back to what's the matter with
NBC and what has happened to that network.
Is it possible that we're either returning to a
two-and-a-half network economy for that so?
That just for awhile, when you came out of being
the half network and came up to full parity
with the other two, that it just looked as
though we had a three-network economy?
Is it going back the other way?

I don't think so. I think a two-and-a-half
network economy related to the amount of
advertising revenue around, to effect sell out or
almost sell out all three networks, so that the
third network wasn't a losing proposition. I
don't think NBC is in that position, and I think
the over-all marketplace is strong enough.

You're talking about performance. I don't think
it's back to two-and-a-half networks
necessarily.

Although, to project a bit, if you were to
get increased competition from other
technologies—for example, cable—and
cable became an increasingly competitive
advertising situation, and if the independ-
ents become increasingly competitive, might
that put increasing pressures on the third
television and make it very difficult for that entity?

I think it might create a more competitive
environment. I don't see it going back to the
two-and-a-half network situation.

There are indications of audience attitudes,
audience tastes, that are changing and not changing.
You know, there are several things going on at
the same time out there in the audience
community. There's an appetite for
informational type programming. There's a
growing interest in news. There's also a
continuing appetite for people laughing or
being happy, at the same time. You have many
different things going on at once. And I think
that's probably the strength and attractiveness
of network television broadcasting. You have
to continue the diversity and the dimension and
the interest and I think it's a very attractive
medium—a medium for the viewer and a
medium for the advertising community.

What are the new technologies going to
do for television?

Well, apparently, whether it's related to new
technologies yet or it's related to the cost of
gasoline, or the high cost of seeking
entertainment outside, there appears to be

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more and more time being spent in the home. The television set is being used as an entertainment/information complex, and apparently from some of the limited studies that have been done so far, people that are buying the videocassette machines thus far are actually using television more in terms of viewing patterns.

In those homes that have cable and have a pay channel, they generally view more television than normally. Now, the shares might drop down of how much time they spend viewing a station or a network, but we really don’t know yet whether the rating is going to be significantly affected for that type of viewing. I tend to think you’re going to find viewing levels going up. You have to remember that in prime time, even during the peak years, 40% of the households in this country really aren’t viewing television. They’re doing something else or are out of the house. They’re reading. They’re involved in other activities. That percentage could go up.

You know, there are some indications that sets in use in households with cable are 10 points higher than noncable. Now, how that breaks down in terms of the share of the viewing got is still a question mark. Right now the number of cable channels has been—unedited movies and R movies play a good part of that, unedited. But the volume isn’t there to supply the day in, day out type of programming that comes from networks.

So at this point it’s a little premature. Pay cable right now has about five million households connected. And in those households the rating levels for our theatrical features that have already played on pay cable logically are getting lower in those households than in those homes that haven’t seen it yet. But on a national basis the impact right now is miniscule. At some point down the road, if the number of pay homes grows, it’s going to begin to affect the amount of money we’re going to be paying for feature films. So you’re going to be getting less audiences at a point in time. We’ll just start paying less for those films, or going to a different form of program.

John Backe [president of CBS Inc.] has said that CBS intends to create two or more cable networks. Do you have any plans along those lines?

We’ll be looking at other avenues of providing services to other forms that augment or complement what we do now on commercial television. We had envisioned, at some point in time—and we’re not really prepared to discuss specific timetables at this stage—programming or providing programming to the other new developing technological forms that are more directed toward specialized audiences that we feel are not being serviced by the network commercial broadcasting system.

What is your charge to the troops for the next season?

Well, that has already been reflected in our development. I think our development this year is as good as it’s been. It’s been diverse. It’s different. I think Breaking Away is a totally new content form than has been on television—a story about high school students who are going into the work force in a small town, middlewest community where they’re competing with college students; the natural conflict; the influence of a blue collar family. Or take American Dream, which is set in an inner city, which deals with a family structure and the reuniting of the family. The father not

“I don’t think you maintain a vitality by playing it safe.”

and saying, “well, we should spread some of the strength around and boost up our own weak areas?” Was that a tactic that backfired because you weren’t looking at the other networks?

No. I don’t think you can program defensively in this business. I think you have to program the evening as you see the evening, in terms of program flow and how you would watch it as a viewer. I think what we did last year was to aggressively try to build for the future by moving some known shows and opening up time periods behind those known shows. We’d do it all over again. I don’t think you maintain a vitality by playing it safe. We got to be the leader by doing what we thought was right, and if you have a blep on the horizon at one given point in time it shouldn’t change your philosophy. I think you should program as you see it, and as you would view it as a viewer, night by night.

After you see the other two schedules might you make some changes?

No. We have no thoughts of making any changes, unless something incredible happens, which would present an opportunity for us that drastically changes the situation. That doesn’t mean that when you see all your product as it comes off the line you may not see a new show that has explosive potential that you might be able to take more advantage of. We did that with Mork and Mindy the first year—it was originally scheduled on a Sunday night at 8 o’clock. Until we saw the show, then we moved it to Thursday at 8 o’clock, before the season started.

Do you anticipate there will be less of a tendency in the future, or as much of a tendency, to yank programs as quickly as they’ve been yanked this past season?

Well, I would like to see us get away from that, if at all possible. If we see a situation where the program, creatively, doesn’t have any potential and the audience is rejecting that program, where there’s no reason to leave it in the time period, it’s going nowhere, then we should pull it.

Like The Associates?

Well, that was a tough call. We all felt that program, qualitatively, had some potential, but we felt it was in the wrong time period. That it was too adult and we were feeding into it with too young an audience, and we pulled it off the

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schedule because we didn’t want to tarnish it. We felt we’d bring it back at a time period where it was in an adult situation, and we did. We brought it back behind *Barney Miller*. Unfortunately we were too sophisticated for the viewing public, because the same thing happened behind *Barney Miller*. So I guess we were wrong. But we weren’t wrong for trying.

But do you think that among the three networks there will be a tendency to try to cool it in terms of that fast in, fast out, high investment situation in the next season?

No, I don’t think so. But I do know that we’re trying in some cases to order fewer episodes than the normal complement. In other words, if a show runs for six or seven weeks, in some cases that’s by design, because that’s all we’re ordering.

Are you satisfied with your team?

Absolutely. As a matter of fact, you had a “Closed Circuit” in Broadcasting [April 28] which had rumors of changes and things like that. There absolutely is no truth in it. That doesn’t mean we wouldn’t build for the future at a point down the road, promoting personnel. But there are no immediate changes planned.

What’s the most fun in what’s now going on at ABC? What do you anticipate with the greatest joy?

The most fun, I think, is the constant change and accomplishments of various executives and individuals charged with responsibilities, and seeing it come together and work despite a lot of questions and criticism at a point in time, which you always have in this business. Whether it was [Roone] Arledge being appointed as the head of news and sports, and all the questions that were conjured up at that time, and to see our tremendous development in that whole arena. And the fact that we’ve had a tremendous over-all success in four years, and then you have one season where it’s absolutely sensational and then you have one very good year, but relatively speaking it looks like a disappointment. And then to see the team under Tony Thomopoulos, which we’ll play out, get the recognition that they really deserve, in terms of being a very fine creative group. I think that provides a lot of satisfaction.

I think a lot of the things we do that we take chances on, and that work, are really the most rewarding.

What’s your next big chance-taking? Where are you going to break through again?

Well, I think what we’ve done in the late night news area is very gratifying, and what we’ve accomplished with 20/20, you know, by hanging in there, was very gratifying. I think some of the novels that we’re doing could be very fulfilling. But the fun part of the business is all the things that you think are traditional that have to work don’t always work, and the things that you don’t think stand a heck of a chance come up and hit you in the face and surprise you, and become roaring successes. I think that’s what makes this business so exciting—it’s not always predictable. That’s fun for me.

What do you want to win next, and might it be early evening news, and do you see an opportunity with Cronkite coming off and with Rather going in?

Obviously, we’d like to win in every area. Because I think winning really has its own definition. I think if you have the most professional and responsible news organization, and at the same time you can have the highest ratings, I guess that’s optimum. I look at the news performance as a long range venture. I think habis has a lot to do with it. We’ve made a lot of progress in the last two or a half or three years, in the news area. I think we’ve got a shot in the next few years of achieving those goals. I think it’s going to be a long range venture, though. Without pinpointing it to Cronkite, I think it’s an overall impact that you make throughout the broadcast day.

You know, I think the news and information area is going to become a more and more important area in network, and to go into the ‘80s, I see that increasing in percentages. And I see some of the entertainment decreasing, relatively speaking, in percentages of the overall broadcast schedule. And you’re seeing the initial indication of that right now with the magazine shows. 60 Minutes, 20/20, and new types of information shows coming on the air, like Amazing Animals. I assume NBC is going to stay with *Prime Time Saturday* in one form or another, in prime time.

I think the late night situation is a classic case where we were running off-network programs which were doing well for us audience-wise and economically, and we were able to extend the broadcast day for the network by adding news in there, slipping the entertainment back. I think, overall, that will have beneficial economic ramifications for ABC, particularly as you get out of 1980.

What’s going to happen to your rates in the ‘80-81 season?

My guess is that the cost-per-thousands for prime time will be going up in the area of 10% to 12% for us. What that means in actual unit prices we don’t know yet. My guess is it could be anywhere from 8% to 10%. Last year prime time was about in the $4.80’s for us. We’re over the other two networks. And I would venture to say this year it will be between $5.25 and $5.50.

Do you have a 25-word statement for the affiliates?

I would just reiterate our attitudes and our points of view and our philosophy of how we got where we are. And attitude. It’s an aggressive, fighting attitude. It’s one where you have to put your time and energy back into what you do and into the medium—(a) to maintain the respect and the vitality and appeal with the viewers, and (b) to maintain your respect with your competitors. You know, we’ve got to be cognizant of all the years of responsibilities that we have, and at the same time get that across to the viewing public. That means being enthusiastic and aggressive in terms of emotional support: that’s one avenue to the public.

But I really haven’t thought about what statement I’ll make at the affiliates meeting. It’s going to be a very spontaneous one after the meetings are over. We’ve got a lot to be proud of and a lot to be optimistic about. I said to them in the early part of January, when we had our regional meeting, I think the ‘80s are going to be very challenging for broadcasters, and for the networks in particular. And if we want to maintain our vitality, we’ve got to make sure that we’re on top of the game.

Next in line at the Century Plaza

ABC-TV affiliates take their turn in Los Angeles this week, to see and hear their network’s plans for re-establishing prime-time dominance in the 1980-81 season.

Some 600 to 700 station people are expected at the Century Plaza hotel, where CBS-TV affiliates held their annual meeting last week and where NBC-TV affiliates will hold forth next week.

After a welcoming reception tonight (May 12), the affiliates will settle down to two days of business sessions starting Tuesday morning.

They will hear from Frederick S. Pierce, executive vice president of ABC Inc. and president of ABC Television, at the Wednesday morning opener, and from ABC Inc. Chairman Leonard H. Goldenson and President Elton H. Rule later Wednesday morning.

ABC-TV President James E. Duffy will help get the Tuesday morning session under way, followed by presentations on early-morning, children’s, daytime and sports programming. Presenters will include Squire Rushnell, ABC Entertainment vice president for children’s and early-morning programming; David Hartman, host of *Good Morning America*; Vice President Seymour Amlen and Jackie Smith, Daytime programs vice president; Roone Arledge, president of ABC News and Sports; James Spence, senior vice president of ABC Sports, and sportscasters Howard Cosell, Jim McKay, Keith Jackson, Frank Gifford and Al Michaels.

The Tuesday afternoon agenda calls for presentations on late-night programming by Lew Erlicht, vice president and assistant to the president of ABC Entertainment, and on news by Arledge, news correspondent Ted Koppel and Marvin Mord, vice president for research services, ABC TV.

Mord will be back Wednesday morning with a prime-time research report after Pierce’s speech. Then, following one of several new pilot screenings scattered through the two days, the main presentation on the new fall schedule will get under way, led by Anthony D. Thomopoulos, president of ABC Entertainment; Brandon Stoddard, president of ABC Motion Pictures and senior vice president of ABC Entertainment; and Marcia Carsey, senior vice president for prime-time series.

Symon B. Cowles, ABC-TV vice president for creative services, will report on plans for advertising and promoting the 1980-81 schedule, and Thomopoulos and Stoddard will complete the prime-time presentation with word on plans for specials and movie series.

Goldenson and Rule will wrap up the morning, and after lunch the affiliates will meet with the ABC leaders in closed session.

A studio lot party is scheduled to wrap it all up Wednesday evening.
CBS-TV was looking good in L.A.

Basking in the glow of winning the 1979-80 season, network chiefs lay plans for a repeat next year

CBS-TV unveiled a little-changed fall 1980-81 prime-time schedule last week. Coming off its best prime-time performance in years, the network's changes to its line-up amount to little more than fine-tuning of its series schedule. With only four and one-half hours of new series, CBS's new prime-time package is the smallest the network has offered in four years.

"Our schedule for next season is based on the same strategy that worked so well for us this past season—strength and stability," said B. Donald (Bud) Grant, vice president, programs, CBS Entertainment. "Strength represented by 20 returning shows—seventeen and one-half hours of programming—and stability with only two of the 20 shows changing time periods."

Grant took the stage of Century City's Plitt theater Monday morning after the affiliates watched a film presentation of CBS's winning 1979-80 season hosted by his boss, Robert A. Daly, who operates as president of the entertainment division.

In comments made by other CBS executives that morning, Daly and his team of programmers were hailed as the network's heroes, delivering a win few expected when the season began. James Rosenfield, president of the network, called Daly "the real star of the occasion" and "the man who guided us through the most remarkable season on record."

Other division executives on hand Monday and Tuesday were Bernie Sofronski, vice president, special programs; Bill Self, vice president, motion pictures for television and miniseries, and Herman Keld, vice president, program planning, feature films and off-net programs.

Mike Ogiens, vice president, daytime and children's programs, and Faith Heckman, vice president, children's programs, made separate presentations (see page 49).

In his presentation of the prime-time series line-up, Grant went through the week night-by-night. He said ABC-TV had a strong Monday, primarily due to its new hit, That's Incredible, as well as the traditionally strong football telecasts. "However, our Monday is equally strong," Grant said. CBS's Tuesday returns intact, he noted, while ABC remains "virtually the same" with only the addition of the new Too Close for Comfort.

Wednesday will see the introduction of a new CBS show, Enos, in a time period that has proved difficult for the network. The night has been generally poor for CBS, but Grant suggested that ABC may be making a move that will help CBS: "It is my feeling that ABC's moves of Taxi and Soap..." The network will be introducing two new programs on Saturday. It will also move WKRP in Cincinnati into the 8 p.m. NYT lead-off spot and follow it by a new half-hour version of The Tim Conway Show. Of his new show, Freebie and the Bean, Grant said, "It is my feeling that ABC's Saturday night lineup, Love Boat, can be taken and that Freebie is the show to do it."

"Sunday remains strong and very stable," Grant said. ABC, he noted, is making a new bid for the night by moving Charlie's Angels into the 8-9 slot, opposite CHiPs on NBC and Archie Bunker's Place and One Day at a Time on CBS. The ABC show "has been a strong show...but has been slipping lately and will probably appeal more to the CHiPs audience than to ours," Grant said.

Grant went through the schedule show-by-show, pointing out changes to existing series and introducing the affiliates to the new crop.

Programs new to the line-up include: Ladies' Man (Monday, 8:30-9 p.m. NYT) —Cradled between this spring's hit, Flo, and the consistently highly rated M*A*S*H, this half-hour situation comedy from Herbert B. Leonard Productions and 20th Century-Fox Television follows writer Alan Thackeray (played by Lawrence Pressman) as the only male columnist on the staff of Women's Life magazine. Divorced, he is the father of a precocious eight-year-old, Natasha Ryan. He also has an assertive female editor, Louise Sorel, with whom he must contend. The cast includes a bevy of office types and a slightly wacky neighbor.

Enos (Wednesday, 8-9)—Occupying a time period in which CBS has consistently failed to mount any serious competition for ABC's Eight is Enough or NBC's Real People, this spin-off of the highly rated Dukes of Hazzard moves Sonny Shroyer to Los Angeles where he teams with a street-wise black policeman, played by Samuel E. Wright, on a special metro squad. The cast also includes a tough, frustrated superior officer (John Dehner). The youth-oriented show is long on corn and comedy and high-speed auto chases. Grant de-
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scribed Shroyer's character as 'very likeable' and "largely reminiscent of Gomer Pyle." Gy Waldron, executive producer of Dukes, holds the same position with this new Warner Bros. Television entry.

Magnum, P.I. (Thursday, 9-10) — Its time slot was long held by Hawaii Five-0, and this new Universal Television hour also relies on the islands for its locale. Tom Magnum (Tom Selleck) is a freelance investigator living on the estate of a fabulously wealthy but chronically absent author. Magnum's world includes the estate, a guest house, pool, red Ferrari, a pot of gold, and a best-selling character, Higgins (John Hillerman) — 'major-domo of the estate and a kill-joy intent on disrupting Magnum's lifestyle.' Donald Bellissaro and Glen A. Larson are executive producers.

Freebie and the Bean (Saturday, 9-10) — Warner Bros. Television translates its theatrical feature to the home screen in this new show, the first of two that night on CBS. Freebie (Tom Mason) and Bean (Hector Elizondo) are two mismatched policemen working on special intelligence assignments for the San Francisco district attorney. Unorthodox Freebie is described as a "sharp dresser and ladies' man" while Bean "sticks closer to the straight and narrow." It is an Averback-Foib production, in association with Warner Bros. Hy Averback is executive producer-director, and Jay Folb is the writer.

The Secrets of Midland Heights (Saturday, 10-11) — This hour from Lorimar Productions becomes the third of that studio's serials on the network. The story revolves around the Millington family, the founders and leading family in Midland Heights, "a calm, serene, traditional college town in America's heartland." Teenagers play prominent roles in the stories, and the convoluted, snaking plots deal with "their hopes and fears, dreams and passions, loyalties and betrayals." The show is "also about their parents and the collision of two generations that see things in vastly different ways." Executive producers are Michael Fillerman and David Jacobs.

Grant also revealed a number of changes to some of the network's existing shows:

The White Shadow (Tuesday, 8-9) — This critically acclaimed program from MTM Enterprises will be presented with a lighter tone beginning in the fall, and a number of the younger student members of the cast will graduate and be replaced with fresh faces. The current principal, Mr. Willis, will be promoted and replaced by the current vice principal, Sybil Buchanan (Joan Pringle). A new vice principal will be introduced. Although a "quality" show, according to Grant, Shadow has not performed as well in the ratings race.

The Waltons (Thursday, 8-9) — Grant said that he was attempting to get across Michael Learned to return to the series "to do guest appearances on an as-available basis.

Knots Landing (Thursday, 10-11) — The successful Dallas spin-off will see the introduction of a new character, 32-year-old widow Abby Culver. No actress has been named for the part of this new an-tagonist, said Grant, but the character will function in much the same way that J.R. Ewing (Larry Hagman) "drives the story forward and makes things happen" on the parent show.

The Tim Conway Show (Saturday, 8:30-9) — An hour when introduced in the spring, the program has been cut to 30 minutes in an effort to make it "tighter, more fast-paced," said Grant. Grant also stressed that the program is "really not a variety show, but a comedy show.

Archie Bunker's Place (Sunday, 8-8:30) — As previously announced, the season will begin several months after the death of Edith, and widowed Archie will begin to develop love interests. "Needless to say," said Grant, "Archie will not actively socialize with women, but we will see him taking his first, tentative steps toward rebuilding his life." Sets for the program, which largely have been limited to Archie's bar, will become more varied.

One Day at a Time (Sunday, 8:30-9) — Actress Mackenzie Phillips will not be returning to the show, which otherwise will feature all of the other principals. Two new cast members will be introduced — a man and his 14-year-old son. The man will become a love interest for Ann (Bonnie Franklin).

Sofronski on Monday and Self on Tuesday discussed complementary packages of specials, made-for-television films, miniseries and theatrical films that will be presented by the network in the new season.

Sofronski announced that Diana Ross has been signed to do an entertainment special, joining a list of stars that includes Carol Burnett, Johnny Cash, Shirley MacLaine, David Copperfield, Kenny Rogers, Crystal Gayle, Linda Lavin, Bob Newhart, John Schneider and Lily Tomlin. Self said that the network has a goal of 45-50 made-for-television movies and 20 hours of miniseries for the new season.


Three four-hour miniseries programs include: "Rumor of War," "Valley of the Dolls" and "The Acts of Peter and Paul."

The network's Body Human series of informational specials will continue with "The Sexes, Part II."


Kelp announced a new September
Introducing the Pop-Up TV Camera

This is one of the few TV camera innovations that hasn't come from Hitachi...yet. But if there's any demand, we're ready. Because besides the longest line of cameras in television, Hitachi also makes toasters. In fact, depending on where you live in the world, you might leave work in a Hitachi elevator, ride home on a Hitachi train, get a cold beer out of a Hitachi refrigerator, look through the bills sent to you by a Hitachi computer, watch Hitachi-transmitted-and-received TV shows, and get the power to make it all happen from a Hitachi power plant.

So what has all this got to do with our Hitachi TV cameras? It's just to let you know that the company behind those cameras is a major force in world business. In fact, you'll find Hitachi in the Fortune top 50. It also helps explain how we manage to come up with all those revolutions in video technology. Hitachi is a company with impressive credentials and resources.

The results speak for themselves.
late-night entry, the network's first attempt at original production for the day part. No Holds Barred, from Alan Landsburg Productions, was described as "the late-night equivalent to That's Incredible." The magazine-format hour once weekly will present four to five film segments "appealing to the sense of the unusual and unique, with a light approach," Keld said. He also said that the network was examining more late-night pilots.

Repeat programs have dominated the CBS late-night line-up, and Keld announced that Quincy would be added to the schedule. He also noted that The Jeffersons had just been added to late-night, putting the half-hour situation comedy in three day parts—daytime, late-night and prime time.

Opening remarks

CBS's Rosenfield welcomes affiliates in L.A.; predicts tough ratings race next season, says higher programing costs have been worth the expense

CBS Television Network President James H. Rosenfield served as master of ceremonies at the three-day affiliates meeting last week in Los Angeles. In his opening remarks last Monday, Rosenfield introduced the theme of the 25th annual conference, "Looking Good Together," and praised all of the members of the network's "team" for their efforts in helping to bring off the 1979-80 prime-time win.

"It is self-evident that the bedrock element of our team work is clearances," he said. "This season was decided by one-tenth of a rating point. I think we can assume that the season ahead will be just as tough. That means it will be a season in which every time period on every night will be examined individually and then positioned, promoted and programed for maximum effectiveness. I hope you will bear in mind that there is no time period and no place in which we can afford not to compete."

In an interview with Broadcasting, Rosenfield defended the network's all-out programing effort, despite serious questions that have been raised concerning the financial risks of the intense competition among the networks. "Unquestionably it was worth it," Rosenfield said. "We'd take a down quarter for the long term, and we'd take a down year if we had to."

The network projects a 12% annual growth in revenues—down from 14% in recent years—and the pressures of declining profit growth with increasing costs are becoming a concern, he acknowledged.

"It's not a matter of cutting costs," Rosenfield said. "It's a matter of managing your cost structure." As a result of the successful 1979-80 season, he noted, "We don't need nearly as much insurance," and, consequently, pilot development will be on the wane. But there will be new constraints on the capital budget with new construction at the network's broadcast centers in New York and Washington.

If that sounds as if the executives of
What a way to start the day!

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They have more adult listeners* than any other Southern California radio station. That means more than each of the following: KABC, KACE, KALI, KBIG, KDIA, KEZY AM & FM, KFAC AM & FM, KFWE, KGFJ, KGIL AM & FM, KGIB, KHTZ, KIEV, KIIS AM & FM, KIOQ, KLH, KIJO, KKGQ, KLAC, KLOS, KLV, KMET, KMPC, KNOB, KNX AM & FM, KOST, KRLA, KROQ, KTNQ, KUTE, KWZ, KWKW, KWST, KZLA AM & FM, KBRT, KGER.* Southern California's favorite music with the next Number One Morning Team—London and Engelman.

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"IF YOU WANT TO COVER THE USE A CAMERA THAT'S ONLY GOOD..."
"There are news-gathering and documentary situations where the use of artificial light is just too intrusive or difficult to achieve," says Henry Sheppard, Chief Engineer of WCCO-TV, the CBS affiliate in Minneapolis.

"That's why our Sony portable BVP-300 cameras are such a big plus. With them, we can shoot in low-light conditions and get a lot of detail other cameras might not pick up. We even get good pictures with as little as two footcandles of light."

WCCO-TV owns seven Sony BVP-300's, which the station's photographers use together with Sony BVU-50 recorders. The cameras are used to shoot public-affairs programs and segments of PM Magazine, as well as for ENG and documentaries.

"We're very particular about picture quality," says Sheppard. "And before we committed ourselves to Sony, we evaluated just about every portable color camera available. Sony's colorimetry is excellent, its signal-to-noise ratio is high, and it always turns out pictures that meet our standards. Many of our engineers find its quality comparable to studio cameras. And our photographers like the way Sony handles. For example, in a helicopter, they can cradle the camera on one shoulder to reduce vibrations and get a very steady picture."

"And with the Sony system, each photographer can operate independently, without a second person along to monitor sound."

When asked about Sony durability, Sheppard replied: "We don't coddle our cameras here. Each one gets handled by about 15 or 20 different photographers. They come in in the morning, grab their equipment, throw it into the back of the car, and they're off. Sony takes that kind of treatment remarkably well, and it's a good thing, because we can't afford to have our cameras down."

Of course, Sony makes a full line of one-inch broadcast equipment, including cameras, recorders, editors and the BVT-2000 digital time base corrector.

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CBS are going to be juggling budgets for a while: "That's just what we do every day," Rosenfield said.

On other subjects of interest, Rosenfield said that the controversy surrounding the possible expansion of the evening news arose out of a network decision "to study" lengthening the half-hour broadcast to 45 minutes. "We think expansion is appropriate for leadership," he said, noting that exploration began only after CBS decided against moving into late-night news or an expanded morning program.

Rosenfield, knocking on wood, said he felt the problem of affiliate switches is largely nonexistent now. "We've gone from a defensive to an offensive posture," he said. He said affiliates were "euphoric" last week. "They just love being number one."

Not to worry
Jankowski predicts networks will remain dominant delivery form in spite of new media

The message that Gene F. Jankowski took to the CBS-TV affiliates annual conference in Los Angeles last week was that television network broadcasting is here to stay.

"I'm not worried about our future," he said in a luncheon speech last Monday. "You shouldn't have any concerns either."

"As we celebrate our 25th affiliate conference anniversary in a position of leadership," Jankowski said, "we should reflect on the thought that, all things considered, this is not a bad way to begin a new decade."

There may be talk of "new electronic wizardry and predictions of revolutionary change," he said, but it is the content of communications, not the method of delivery, that counts. The message, he said, "determines success or failure, not how it gets there."

In the eighties, he said, "all the new technologies combined will probably reduce our audience only by about 10%.

That decline in audience share, however, will be offset by at least a 10% increase in total television homes, he said. "Therefore, the network-affiliate partnership should be at least as strong and as viable as it is today."

CBS is not, however, oblivious to change, he said. "That's why we are exploring other activities," which he listed as theatrical motion pictures and "programs for videodisk and for cable." These he called "ancillary services." He also said field tests of teletext had proved "extremely encouraging."

Reasons for victory
CBS research says network won season with strong movies, strong new shows and failing series of former leader, ABC

CBS-TV affiliates were told last week that the network won the 1979-80 prime-time season for three reasons: movies played defensively against other networks' series, "wear-out" of some ABC-TV series and the popularity of CBS-TV series that have been introduced in the last season or two.

The appraisal was presented by Arnold Becker, vice president, national television research, CBS/Broadcast Group.

Movies, especially those made for television, "had an outstanding record," Becker said. Scheduled opposite such established series as ABC-TV's Three's Company, Charlie's Angels, Love Boat and NBC-TV's Diff'rent Strokes, CBS's movies "held their own and held the other guys down," Becker said.

At the same time, some of ABC-TV's hit series began showing signs of age, according to the CBS researcher. "This wear-out helped us in 1979-80," he said, "and since many of these programs will return in 1980-81, it will help us again next year. And that's what momentum is all about."

Conversely, said Becker, about a third of CBS-TV's schedule next season will contain successful series that are "new or relatively new": Dallas, Dukes of Hazzard, The Incredible Hulk, WKRP in Cincinnati, House Calls, Archie Bunker's Place.
Animated line-up. CBS-TV is coming out of the 1979-80 television season with a claimed rating lead of 29% ahead of ABC and 50% ahead of NBC in Saturday children’s programming.

Next season there will be extensive overhauls in the Saturday fare, almost entirely cartoons, by all three networks, according to Faith Frenz-Heckman, vice president, CBS Entertainment. The ABC schedule, she told CBS-TV affiliates, will consist of The New Adventures of Mighty Mouse/Heckle & Jeckle; a new Tom & Jerry Comedy Show; The Bugs Bunny/Road Runner Show, which has led Saturday-morning ratings; The All New Popeye Hour; Drak Pack, another new entry; The New Pat Albert Show; The Lone Ranger/Thurzan Adventure Hour; also new, and 30 Minutes, a CBS News production.

Frenz-Heckman also announced several specials of interest to children, among them: Invitation to the Dance, starring Julie Andrews; two half-hour specials from Tomorrow Entertainment/ Medcom, The Body Human: Facts for Girls and The Body Human: Facts for Boys, and six hour broadcasts of the CBS Afternoon Playhouse.

Trapper John, M.D., Knots Landing and Flo. "When one combines the relatively new with the classics—M*A*S*H, One Day at a Time, Alice, The Jeffersons, Lou Grant and, for a change of pace, 60 Minutes—you get yourself a winner," Becker said.

"What a difference a year makes—8,760 little hours," said Becker. "Last season we trailed ABC by 2.3 rating points. This season we won by 0.1. So while our lead is hardly commanding, the swing to CBS was 2.4 rating points—an improvement that was beyond the imagination of the pundits when the season began last fall.

"And we did it without the World Series ... without the Olympics" (both on ABC). Becker did not add that CBS-TV did it with the Super Bowl, which, according to his figures, drew 98 million viewers. (The bowl audience grew overnight because the next day, in his presentation to affiliates, Frank Smith, president of CBS Sports, said the Super Bowl drew 105 million.)

Getting stronger

Ogiens charts CBS's growth in daytime programming; 'Alice' reruns start on June 2

A CBS-TV daytime schedule that was changed last Feb. 4 is beginning to show audience gains against the front-running ABC-TV and is holding a steady lead over third-place NBC-TV, Michael Ogiens, vice president, daytime and children's programming, CBS Entertainment, reported last week.

Ogiens told CBS-TV affiliates that the full CBS daytime schedule was 18% behind ABC’s in the first eight weeks of the 1979-80 season. The gap has been reduced to 12%. CBS-TV claims a 20% daytime lead ahead of NBC-TV throughout the season, according to Ogiens. Five of the top 10 daytime programs are CBS-TV's. The Young and the Restless, Guiding Light, As the World Turns, Search for Tomorrow and The Price is Right.

Ogiens announced that on June 2 reruns of the prime-time hit, Alice, would begin in the 10:30-11 a.m. period, replacing Celebrity Phew, a game show that will be canceled. Alice will follow reruns of The Jeffersons which was introduced at 10 a.m. last Feb. 4 and was said by Ogiens to be "consistently winning its time period."

CBS concentrates on 25-54 age group

The American population is aging into the demographics that CBS-TV programing, more than that of rival ABC-TV, has traditionally attracted, a trend that the CBS-TV sales department intends to exploit. The strategy was outlined to CBS-TV affiliates last week by Paul Isacsson, the network's vice president, sales.

"During the seventies," Isacsson said, "marketing emphasized youth. and advertisers used the 18-49, 18-34 and even the low-income 18-24 demographics to evalu-
ate media. Because CBS has traditionally gotten a more mature adult audience, we were at a disadvantage against ABC, which dominated the young adult category.

All that is changing, Isacsson said. Adults 25-54 now constitute "the leading measure for evaluating television." CBS-TV has completed a study documenting "the superior spending power of the 25-54 age group, the expected growth of this group in the 1980's and their dominance in consumption of 77 out of 95 heavily advertised products and services," Isacsson reported.

**Three more years: NBC keeps Carson**

'Tonight' star agrees to new contract, reportedly in excess of $5 million per year; he'll do four nights a week in new hour-long version of late-night

Johnny Carson is staying put for at least another three years. But it will be costing NBC a half hour of the highly lucrative 'Tonight' show and an annual salary estimated at considerably more than $5 million.

Under a new contract, effective last Monday (May 5), Carson will be continue-

ing as host of the Tonight show this September but in a new 60-minute format, 11:30 p.m.-12:30 a.m. (NYT). He'll be working Tuesday through Friday, leaving Monday for guest hosts or best-of reruns. Carson's salary and vacation time and other details were not revealed. The network was also waiting for this week's affili-
ates meeting to give word regarding the 12:30-1 a.m. half hour being snipped off Tonight.

But just the word that Carson would re-
main on Tonight was enough to relieve network and affiliate anxiety felt since April of last year when news first leaked that Carson wanted out.

NBC would have had much to lose. Carson has been the network's biggest pro-
lific maker as well as its highest-paid employee, believed to account for about 20% of the network's pre-tax profits. His nightly audience draw is said to average about 15.5 million.

The first announcement of Carson's signing came directly from the top—good news to last week's RCA stockholders meeting from Chairman Edgar H. Griffiths. "As shareholders," Griffiths said, "you should indeed be happy."

Griffiths told the group gathered at NBC's Studio 8H in New York that "one of the most important properties, one of the brightest stars of television, is going to be with NBC for at least three additional years," mentioning as well that "he will develop a number of new projects exclusively for NBC-TV.

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Carson's still in the seat

To a question from the audience as to whether a newly tailored version of Tonight would be as successful as the current version, Griffiths said the network is expecting even higher ratings.

While a shortened Tonight is better for NBC than none at all, the network proba-

bly is expecting revenues from the pro-
gram to drop from current levels. With the 90-minute vehicle, 30-second commercial slots average about $25,000 each. There will be fewer availabilities come September. Whether the newly created scarcity will drive up the price and help NBC make up some of the revenue difference remains to be seen.

Carson told his TV audience of his new contract but, as might be expected, in a style quite different from Griffiths'. At the opening of Tuesday's show, Carson said: "You can applaud all you want. Take your time; I'm stuck for three years. I signed with NBC again."

Carson then went on to explain "a little secret. I didn't mean to. I was tricked. Fred Silverman told me I was signing a petition to get Sheriff Lobo off the air."

Carson was critical of all the attention that has been paid to his contract negotiations and career over the past months, claiming that "I'm sure there are a lot of things happening around the world that have a much higher priority than what the hell Johnny Carson is going to do or not going to do."

He denied reports that he was interested in doing specials and movies-of-the-week, adding that "I like doing this kind of show; this is what I started out doing, and this is kind of pure television."

How much Carson now is earning to continue his brand of "pure television" has been an off-limits question to both NBC and Carson.

But safe bets were that the ante for Car-

son was up considerably. His previous con-

tract, also never revealed publicly, was generally believed to have given him $3 million a year; recent speculation, how-

ever, is that it might have gone as high as $5 million.

Neither NBC President Fred Silver-

man nor Carson was said to have had in-person involvement in the contract negotiating sessions. NBC's counsel was Mickey Rudin; Carson was represented by Henry Bruskin.

NBC was paying the price, however, not
WIN A SENNHEISER MD421U-5 MICROPHONE OR OTHER VALUABLE PRIZES IN OUR DRAWING

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All cabinets in this series are 12-5/8" deep x 84" high.

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7" RECORD CABINETS

All cabinets in this series are 7-5/8" deep x 84" high.

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5" - 7" - 10-1/2" TAPE CABINETS

All cabinets in this series are 84" high x 5-5/8" deep - 7-5/8" deep and 11-5/8" deep.

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only to keep Carson in the fold but also to increase the number of appearances he makes each week. With the new season, he'll show up four out of five weeknights. His old contract gave him more days off for almost half the year. 25 three-day weeks with 12 four-day weeks and the rest vacation.

**NBC says 'nyet' to Moscow games**

Network officially bows out of coverage in respect to government's wishes; insurance will recoup 90% of costs

It's official: NBC-TV will not cover the Moscow Olympics this summer.

Edgar H. Griffiths, chairman and chief executive of RCA, NBC's parent company, gave the official word at the annual meeting of RCA shareholders last week (see page 58).

"Based on current [U.S. government] policy," he said, "which certainly seems as though it will be the policy in effect when the games are scheduled to begin, NBC will not be televising the Olympics back to the U.S."

"We will not be doing so because the U.S. team is not scheduled to participate and because the president of the U.S. has so desired this to be the stance that we take."

Griffiths's statement made it official but added little new to the chronicle of what had seemed an almost inevitable result since the Carter administration called for a boycott of the Moscow games to protest the Soviet move into Afghanistan (Broadcasting, Jan. 7, et seq.). NBC had said from the outset it would be guided by the government's policies.

Griffiths noted that NBC has insurance protection for 90% of the money payable to the Russians—he said about $70 million has been paid—and estimated that other, uncovered losses, mainly for out-of-pocket expenses, will not exceed $15 million after tax.

Griffiths didn't say what the insurance cost, except that it wasn't "a lot of money," and he said that though it happened four years ago "when really no one thought in terms of the difficulties that would plague the world today," RCA and NBC "protected ourselves" with the first insurance policy ever taken out on such an event.

The policy would have been for more than 90%, he said, except that it wasn't possible to get more, "and I have to tell you it wasn't easy to get what we did."

Griffiths also noted that NBC is in the process of developing alternative programming and soliciting advertisers. "We are very hopeful that we will sell this time at a very good price because the other networks are sold out and it is a [political] convention year and there is advertising money to be spent that had been earmarked for the Olympics."

NBC had sold more than $150 million in Olympics billings by its own public estimate, and some observers estimated the total was closer to $170 million. The network had scheduled 1521/2 hours of Olympics coverage spread over the 19 days from July 18 through Aug. 5, an average of eight hours a day, with 113 of the hours in prime time.

**ABC takes another**

Network wins second week of post-season ratings

Less than half a rating point separated ABC-TV and CBS-TV for the week ended May 4. But it was ABC that was able to claim prime-time victory.

For the second week of post-season activity, the averages gave ABC a 16.7 rating and 29.5 share to CBS's 16.3/28.6 and NBC-TV's 14.5/25.3.

Although unable to pull out the week, CBS dominated the top-10 program list, with five positions including the top four. Leading the list were CBS's *Dukes of Hazzard* (24.8/45), *M*A*S*H* (24.5/38), *60 Minutes* (24.2/49) and *Flo* (23.3/36); then ABC's *That's Incredible* (22.3/36); NBC's 15th Annual Academy of Country Music Awards (21.9/36).

![Image of Mississippian for Educational Television Award](https://example.com/misissippiawards.png)

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Broadcasting May 12 1980 52
Music Awards (21.6/36); ABC's Three's Company (21.6/34); CBS's Dallas (21.3/39), and ABC's Vegas and NBC's Real People (tied at 19.8/33).

During the week, ABC won Tuesday, Wednesday and Saturday; CBS Monday, Friday and Sunday, and NBC's nightly victory came on Thursday.

Among the week's specials, NBC found the most success with the Country Music Awards (21.6/36) while CBS bombed out with Jimmy McNichol (10.3/37).

Given the general performance of documentaries, ABC could claim a triumph with the Closeup: The Investigators, which brought an 16.3/29, said to be the best rated commercially sponsored Closeup so far during the 1979/80 television year.


The big loser of the week was NBC with its two-part "Towering Inferno" movie, which on Friday and Saturday earned only a 9.0/16 and 9.8/19 respectively.

The week also was the opening of the Arbitron and Nielsen May sweeps. For the first five days of local Arbitron measurement, beginning April 30, the scores were ABC: 16.4, CBS: 16.2, and NBC: 14.4.

Nielsen, starting a day later gave CBS: 16.3; ABC: 15.7 and NBC: 13.8.

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Conference explores transition of books for children into television programs

ACT and Library of Congress get together to explore possibilities; networks say that more and more, it's a technique they're using.

Action for Children's Television last week joined with the Library of Congress as host of a day-long conference to explore ways of turning children's literature into TV shows.

Representatives of commercial and public broadcasting joined authors, educators and producers at the symposium, which focused on the potential problems and benefits of adapting books for TV.

The idea of using books as a basis for children's programming is not new, but its use, until recently, has been limited. Mary Alice Dwyer, of NBC, said the network began two years ago to base a lot of shows on books, and she expected that trend would continue in the future. Next January, she said, NBC would begin Project Peacock, a biweekly show that parents and children watch together. In addition, she said, NBC would begin a Saturday morning commercial-type feature next season, The Book Reporters, to encourage reading by children.

Squire Rushnell, vice president for daytime programming at ABC, said that the overwhelming majority of the network's After School Specials and Weekend Specials were also based on books, and he defended the way decisions are sometimes made to adapt books for television.

John Cole, a representative of the Library of Congress's Center for the Book, said that current research runs contrary to one popularly held belief in the country: television is not in conflict with reading, and in fact may be the greatest stimulator for reading.

Cole said a study was about to be commissioned that would test this theory with children. In some European countries, he said, they believe TV stimulates other activities, such as reading, and a study in this country with adults had similar findings.

Others at the meeting shared the view that TV could encourage reading, particularly with network cooperation. The networks have tried to promote reading by offering reading lists, parent participation workshops and spots following children's shows that tell what book a particular show was based on.

The concern expressed by writers at the conference was that producers are often insensitive in their adaptations of published works. Another problem mentioned was money—the daytime TV rates aren't high enough to insure that there will be a lot of good programming for children. With the lower rates, it was said, it isn't often possible to acquire the rights to first-rate material, nor is it possible to pay top writers to adapt the material for television.

Today's the day. Death of a Princess, which has been subject of controversy in Europe, airs tonight (May 12) on Public Broadcasting Service stations. WGBH-TV Boston, co-producer of film with ATV England, sent message to PBS stations urging that program be shown, as it was journalistic sound. "Every salient fact has been checked and double checked," message said. Barry Chase, director of current affairs programming at PBS, said PBS would stand by decision to air show, as it had "every confidence in the integrity of the producer" as well as program. In addition, Chase said show would help Americans understand workings of Islamic world. PBS cancelled national TV Guide ad for show, but increased reimbursements for local newspaper ads.

Back in the saddle. Oscar-winning veteran animator Fritz Freleng will be returning when he started—heading new Warner Bros. Cartoons Inc. As senior executive producer, Freleng, creator of Bugs Bunny and other Warner Bros. cartoon characters, left Warner's in 1963 when studio closed original animation department. He formed DePatie-Freleng Enterprises with David H. DePatie and made, among others, Pink Panther cartoons. Initial project of new division will be feature Bugs Bunny film, designed for home video market as well as theaters and television. According to Edward Bleier, Warner executive vice president, cost of animation has skyrocketed since 1950's when six-and-half-minute cartoon short could be made for $27,000. Now "full animation" cartoons run at $25,000 per minute. Warner's animation operations have been headed by Hal Geer, who was named vice president of new unit.

More basketball. TVS Television Network: New York, has obtained exclusive two-year right to produce prime-time Southeastern Conference basketball games for 1980-81 and 1981-82, including all regular-season and nine post-season championship contests. TVS said independent network covering 10-state area will be set up, and national cable distribution is anticipated. TVS, division of Corinthian Broadcasting Corp., part of Dun & Bradstreet Corp., holds TV rights for weekend basketball coverage for seven major athletic conferences, and produces more than 90 games per season for telecast over NBC-TV.

Full speed ahead. With "Your Future Isn't What It Used To Be," first episode of Public Broadcasting Service's new Cover Story series debuting May 26, Newsweek Broadcasting Service expands from short features to full-length program production. Producing station is noncommercial WQED-TV Pittsburgh, in association with Newsweek, 3M's providing giant, Cover Story, however, is only one step in Newsweek's plans "to become aggressive force" in marketplace—and for various electronic media. By September this year major reorganization is planned for more growth in broadcasting sector. And by next winter, Newsweek expects to be supplying pay-TV specials, "informational series" for broadcasting, and more co-productions like Cover Story.

And another diversifying. Taft Broadcasting's OM Productions has formed pay-TV division, tapping Harlan Kleiman as its chief, Kleiman, veteran of Home Box Office, Warner Cable and his own Leslie/Kleiman International, expects to be involved not only in original productions, but in relaunching of Broadway shows as well.

Second generation. His father's variety show may have been on NBC-TV but Dean Paul Martin now is in ABC-TV fold, with contract for movies, variety specials and development of prime-time series projects. Martin earlier this month appeared in ABC's special Ann Margret—Hollywood Movie Girls.

Silver anniversary. CBS Sports will mark 25th year of National Football League telecasts this fall with broadcasts of 109 regularly scheduled games (including two preseason entries) and four post-season games. Preseason games will air Aug. 17 and 30 with regular season beginning Sept. 7. National games will air Sept. 14, 21, Oct. 5, 19, 26, Nov. 23 and Dec. 7, 21 (fall Sundays). On Thanksgiving, Nov. 27, and Saturdays Dec. 13 and 20, network will also air national games.

And the winner is . . . NBC-TV will air seventh annual daytime Emmy awards Wednesday, June 4 (2:30-4 p.m. EDT). Program will originate in network's Studio 8H in Rockefeller Center, New York.

Longer news for CBS-TV goes back into dormancy

But the network, despite protests by affiliates, indicates it's still not willing to give up the idea completely: 45-minute show is most likely idea to be pushed

CBS officials last week headed off a showdown on proposals to lengthen the evening news on CBS-TV, but indications were that they had only postponed it.

Network executives made little effort to conceal their ultimate aim to stretch what is now the Walter Cronkite half hour to at least 45 minutes, probably after Cronkite has been succeeded by Dan Rather. Influential affiliates made even less effort to conceal their opposition to the change.

The tone that CBS wanted to maintain at last week's annual conference of CBS-TV affiliates in Los Angeles was set at the opening session by James H. Rosenfield, president of the television network. Rosenfield referred to the news expansion as a "planning exercise."

"We are not going to make any formal announcements here because no action is imminent," he said. He then recounted the discussions between network officials and members of the affiliates advisory board last month (BROADCASTING, April 21) that led to a scrubbing of all thoughts of a late-evening network news program and expansion of the Monday-Friday morning news but left the expansion of the evening news at least open to further discussion.

Longer evening news, Rosenfield said last week, presents "complex editorial, operational and scheduling problems" that require further study.

Rosenfield may have wanted to defuse affiliate reaction last week, but Bill Leonard, president of CBS News, stopped short of dropping it in a bucket of water. In his presentation to the affiliates two days later Leonard said: "Obviously we at CBS News are committed to this project and nothing would please me more during my remaining year as president of CBS News" than to see the evening news stretched to 45 minutes. "I like to think that we are closer to a longer evening news than we have ever been, and my dream is that it will happen on my watch." Leonard reaches the CBS retirement age of 65 in 1981.

As if the affiliates were to miss the message of the network's abiding interest in expanded news, Gene F. Jankowski, president of the CBS/Broadcast Group,
WHCA's Might. CBS News’ Bob Pierpoint, who has covered the White House for 22 years, is the first broadcast journalist to become president of the White House Correspondents Association in its 66 years. Pierpoint is shown in the top photo seated between Secretary of Education Shirley Hufstedler and Secretary of Treasury William G. Miller at the association’s annual dinner in the Washington Hilton on May 3. What was believed to be another first in the history of the association was recorded that night when Clifford Evans, who heads RKO General Broadcasting's Washington bureau, received (bottom left photo) an award “for excellence in broadcast journalism” for his March 12 reports from Jerusalem on positive changes in the stalled Middle East peace talks. He won the $250 Barnet Novar Award. Evans also moved up the association ladder from secretary to vice president. Former CBS News correspondent Eric Sevareid (bottom right) was presented with a special Novar Award for his “long and distinguished service” to broadcast journalism. The awards were presented by the association’s outgoing president, Ralph Harris, of Reuters.

position known through a statement issued by William F. Baker, president of its television group (“In Brief,” May 5). Such other major groups as Cox, Corinthian and McGraw-Hill have joined in the resistance movement.

The common attitude among them, as it was put last week by Phil Lombardo, president of the Corinthian group, is that the lengthening of network news would force a condensation of local news that precedes or follows it—to the net degradation of local service. It was also emphasized that if the change resulted in an extension of news into what is now the prime-time access period of 7:30-8 p.m., such locally produced information shows as the PM Magazine format syndicated by Westinghouse, would suffer. There was also a common concern about the loss of revenue to stations in the conversion of what is now station advertising time to network time.

The last concern is shared even by affiliates that favor longer network news. They are reluctant to let the network intrude on their time without appropriate adjustments in network compensation.

Not all groups align with those in opposition to the news expansion. Bonneville’s Arch Madsen said last week that on principle he was for more news “although my station managers may not like it.”

Jack Harris, who heads the Houston Post’s broadcast properties, including the CBS affiliate, WTVF (TV) Nashville, said he has always advocated longer news.

A. James Ebel, of KOLN-TV Lincoln, Neb., represented another block of thought, however, in remarking: “If they want longer news, let them pay for it in network time.”

But the affiliate rejections were not enough to turn CBS officials away from their ultimate aim. Rosenfield was asked by a reporter: Would it be fair to say that CBS believed that the stretching of the news was inevitable, just a matter of time? Rosenfield’s answer: “Yes.”

Supreme Court’s Herbert decision doesn’t carry over into WTAE-TV case

In defamation suit, Pa. appeals court rules that state shield law offers protection of sources

The U.S. Court of Appeals for the Third Circuit, in Philadelphia, has issued a decision indicating that the damage journalists felt had been done them by the Supreme Court in Herbert vs. Lando last year (Broadcasting, April 23, 1979) can be limited. The court held that a state shield law can in fact protect journalists from unrestricted examination of their materials by plaintiffs in a libel suit.

Specifically, the court held, in a $4.5 million libel suit that had been filed against Hearst Corporation’s WTAE-TV Pittsburgh, that the state’s shield law protected the station against the plaintiff’s demand that it surrender outtakes.

A retail meat company, Steaks Unlimited, had sued after a consumer affairs reporter, Donna Deane (who is now with KPIX-TV San Francisco), broadcast a report in August 1976 that was critical of the company’s product. Steaks Unlimited had advertised heavily in connection with a four-day sale in several Pittsburgh department stores, and Deane had looked into whether deceptive advertising was involved after receiving a number of calls complaining about the steaks.

The district court had granted the station’s motion for summary judgment after finding in the station’s favor on two principal issues.

On one, it held that, in view of the intensive advertising campaign, Steaks Unlimited had become a public figure and that, as a result, it had to prove that WTAE-TV had been guilty of actual malice—that it had broadcast the report with conscious disregard for the truth.

And on the other, the court held that the shield law protected the station from the plaintiff’s request for the outtakes. The shield law says that reporters cannot be compelled to disclose their sources of information.

Steaks Unlimited had relied on Herbert vs. Lando in seeking the outtakes. In that case, involving a segment on CBS’s 60 Minutes, the Supreme Court held that the First Amendment did not protect producer Barry Lando and correspondent Mike Wallace from answering questions regarding their “state of mind” at the time they were preparing the report that a Vietnam war hero claimed defamed him.

The appeals court upheld the district court’s decision. And in discussing the request for outtakes, it said Herbert vs. Lando decision did not mean that all federal and state courts must afford plaintiffs in libel suits who seek to establish a defendant’s “state of mind” an absolute discovery privilege.
Settled. After New York state supreme court had dismissed part of $30 million libel suit against CBS's 60 Minutes (Broadcasting, April 28), plaintiff, Dr. Joseph Greenberg, and CBS reached settlement on part of suit alleging that Greenberg had suffered humiliation and emotional harm because of segment dealing with diet-pill abuse. Parties agreed to statement read in court in which CBS regretted any embarrassment Greenberg may have suffered; Greenberg withdrew allegations against CBS and there was agreement that Greenberg would not receive any financial payment from CBS.

Russian reaction. Soviet newspaper has claimed that replacement of Walter Cronkite by Dan Rather on CBS Evening News with Walter Cronkite is indicative of new "adventuristic" foreign policy of United States government. Literaturnaya gazeta said switch, scheduled for April 28, 1981, reflects government's change of mood from calmness to "quick reaction." Paper had been critical of Rather earlier, claiming he repeated "standard lies" fabricated in Washington during his 60 Minutes report from Afghanistan (Broadcasting, April 14).

Giving it a try. New Mexico state supreme court has approved one-year experiment, effective July 1, of television, radio and still-camera coverage of appellate and district courts. In both cases, trial authority for permitting coverage rests with judges. But in district court, consent of accused is required, and witnesses and jurors can object to coverage of their participation. Pictures of victims of sex crimes and their families, police informants, undercover agents, relocated witnesses and juveniles are banned. In supreme court and court of appeals, coverage is banned only if judges rule it to be inconsistent with administration of justice. Thus, simple objection by any of parties involved would not be sufficient to block cameras and microphones. According to Radio-Television News Directors Association's count, there are now 28 states permitting some form of broad coverage of courtrooms.

Court reports. Radio-Television News Directors Association will file friend-of-court brief in Supreme Court in support of state of Florida, whose policy permitting radio and television coverage of courtrooms is being challenged. RTNDA counsel: Laurant Scharff has invited other press groups - print and broadcast - to join RTNDA brief. Supreme Court test of Florida's policy grows out of burglary conviction of two Miami policemen who claim television coverage of their trial violated their constitutional rights (Broadcasting, April 28). Argument against cameras in courtroom has been made by Dr. George Gerber, professor at University of Pennsylvania Annenberg School of Communications. Gerber, who has done number of studies on relationship of television and violence, calls for moratorium on televised trials, in article in April issue of American Judicature Society. "Before we allow TV in even one more courtroom, we must know more about its effects on trials and on our image of justice," he says.

Cable connections. Washington bureau of Cable News Network hired Jane Wheeler to handle its public relations. Although Wheeler's last job was in public relations department of American Textile Manufacturers Institute, Wheeler is surely familiar with cable industry, her husband, Thomas E. Wheeler, is president of National Cable Television Association. Meanwhile, George Watson, head of Washington bureau, has confirmed that White House is interested in receiving CNN and is now discussing how to do it. There are two options: install a permanent station atop Old Executive Office Building, next door to White House, or run cable from suburban Virginia cable system to White House through subway tunnel.

Recognition for independents. New $20,000 prize for best independently produced news and public-affairs broadcast between July 1, 1979, and June 30, 1980, has been established as part of Alfred du Pont-Columbia University awards in broadcast journalism. Prize, largest in field of journalism, will be divided equally between winning independent producer and station or network responsible for original airing of program. Osborn Elliott, dean of Columbia's Graduate School of Journalism, said award is to emphasize importance of independent producers to quality and creative growth of broadcast journalism.

Another medium gets in. Cable television company in Naples, Fla., has joined ranks of print and broadcast news organizations that have fought for and won access to court proceedings. Palmer Cablevision, owned by Palmer Communications, won ruling from circuit court permitting coverage of pretrial proceeding in which Miami-based ambulance service is attempting to block county from executing service contract with local ambulance firm. Miami-based company says its lower bid should have been accepted.

Court's ruling, which rejected motion by county attorney to close deposition-taking of two county commissioners and permitted videotaping of session, was based on rules issued by state supreme court permitting such coverage. Miami Herald joined Palmer in its action opposing closing of proceeding.
**Business**

RCA looks on the bright side

During shareholders meeting, Griffiths reaffirms support for NBC's Silverman, quotes variety of figures showing network's improvement

"Now I'm going to spend some time—more than I would normally spend—on the subject of NBC."

With that preface, RCA Chairman Edgar H. Griffiths embarked on a discussion of the operations of his company's broadcast unit that comprised fully half of the formal remarks he had for shareholders attending RCA's annual meeting last Tuesday.

Despite NBC's third-place finish in the prime-time ratings race (for the fifth year running), Griffiths branded statistics to show that NBC was really making substantial improvements, both in and outside prime time. He also voiced virtually unqualified support for NBC president Fred Silverman. And (see stories pages 50 and 52) he broke the news of Johnny Carson's new contract and made official NBC's decision not to broadcast the Moscow Olympics.

"It took ABC 23 years to go from last place to first place, and it took CBS four years to recover its first-place position last season," Griffiths said, providing his perspective on the length of time (two years) since Silverman was lured away from ABC to help the flailing NBC. But looking toward the future "Mr. Silverman is confident. He has my support, and he has the support of the board of directors," Griffiths told the shareholders. In fact, he allowed as how he had even seen a "confidential report from an advertising agency" that indicates NBC might have a good shot at the first-place slot this year.

Silverman didn't address the meeting himself, although he heard his boss's praise firsthand, sitting in the section of the audience reserved for NBC officers (also there was former CBS forced-retiree Richard Salant, now NBC vice chairman). NBC Chairman Jane Cahill Pfeiffer was on the dais along with Griffiths and RCA's other directors.

The numerical weight the RCA chairman lent to his claims of progress under the Silverman banner included a comparison of the difference in ratings between the first and third ranked networks this season and the year before. It was 3.9 points in the '78-'79 season, but is now 2.2, he said, adding "you can see that we have closed the gap." Griffiths claimed that a 2.2 rating-points spread equaled "approximately two reasonably successful shows," putting NBC "within striking distance."

Griffiths also provided the shareholders his analysis of the top and bottom shows for both seasons, calling it "another very powerful set of statistics." NBC had no programs in the top 10 either season, he noted, though its list of top 20 shows had grown from one to three. But the most important part of the analysis, according to Griffiths, was a look from the other end.

NBC had gone from having nine of the bottom 10 series in '78-'79 to only two in the just completed season; from having 14 of the poorest rated shows, to having only six. "We have moved out of the basement," was his conclusion.

Griffiths drew similar comfort from the February sweeps, which he said showed NBC with its best performance in five years (the full ratings were NBC 18.9, CBS 19.4, ABC 21.5). A total of 146 NBC affiliates had improved ratings during February, against 127 CBS affiliates logging improvement with only 58 ABC stations gaining, and 108 ABC affiliates posting drops in audience. "The beginning of a trend," Griffiths called it.

"Advertising agencies pay a great deal of attention to demographics," the chairman told the audience, moving on to say NBC was now second in the 18-34 age bracket, "in a virtual tie for second" in the 18-49 group and first in children's. The season before, NBC had been third in all three categories.

As proof of NBC's "developing successful regular series" Griffiths said the network's series performance improved 9% this season, against 5% for CBS and a 7% decline for ABC. Over-all he claimed NBC gained 0.4 of a point in the season, CBS 0.9 with ABC dropping 1.4. But factoring out the World Series, his figures show NBC gaining 0.7, CBS the same 0.9 and ABC losing 1.8.

Putting the NBC performance on a business footing for the shareholders, Griffiths linked the $16 million drop in NBC's profits last year to $106 million with "the tremendous amount of money necessary to spend on programming," something he said affects the other two networks as well.

NBC, he reminded the audience, experienced its "best in history" sales and earnings performance in the last quarter of 1979, and had profits that were "slightly up" in this year's first quarter. Griffiths contrasted those figures with a 27% corporate profit decline at CBS and a 4.7% corporate profit drop at ABC. (Putting the first quarter comparison on a corporate basis for CBS and ABC might not be totally fair: CBS, for example, said two-thirds of its profits drop resulted from foreign exchange losses and start-up costs for new divisions, factors separate from its broadcast operations).

Looking at what NBC performance does to RCA's stock price, Griffiths voiced his opinion that "the effect on our stock is probably unwarranted to the extent that it occurs." But adopting something of an eat-

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the-cake-too attitude, Griffiths said that considering the “upside potential of NBC” he’s now “grateful” for the effect.

He stacked RCA’s stock price performance from Dec. 31 of last year through April 25 up against the Dow Jones and other companies. RCA was down 3.4%, the Dow down 4.2%, ABC down 31%, CBS 15%, General Electric 7% and Zenith unchanged.

Griffiths also took up his statistical cudgel to beat back charges that NBC’s programs, Today The Tonight Show or The Nightly News are “fading.” In the particular case of Today, Griffiths said the program has the same rating as last year, while the total market for morning viewing has gained. He used Saturday Night Live as an example that “points out that you have to have courage in your own belief, and courage in your ability to develop a program,” saying that in the five years it’s been broadcast its ratings have progressed from 5.9 to 7.6, 9.5, 13.1 and 13.8.

Responding to one shareholder’s question, Griffiths reported that “the satellite business (RCA’s Americom division) is absolutely wonderful to be in,” with its good cash flow and seven to eight year write-offs on launch and construction costs.

Another wanted to know if NBC News would hire Roger Mudd, and the chairman simply said “I can’t say yes or no — you’ll just have to wait until you see what happens.” Mudd’s name surfaced earlier in the meeting when a frequent attender of annual meetings, Evelyn Y Davies, nominated him for a spot on the board of RCA. As could be expected, the regular company slate was overwhelmingly adopted, and Griffiths profusely apologized that the name of the “distinguished journalist and fine gentleman” had been submitted in that context.

Griffiths conceded to a questioner who voiced concern over “media hype” of electoral candidates that John Anderson might indeed have received more than his share of broadcast attention, though he stressed, “We have to follow the candidates.” He told another who inquired about possible NBC News plans for a Sunday late-night newscast that “we are considering it and may do it.”

Part of the considerable discussion over Fred Silverman and his performance concerned what might happen when his three-year contract expires in June 1981. Griffiths expressed his belief that both sides will sit down to discuss the subject at the appropriate time, with NBC’s performance in all dayparts being taken into consideration.

Metromedia buys TSN

Metromedia Inc. has signed a letter of intent with Swanson Broadcasting Inc. of Tulsa for the purchase of Swanson’s Texas State Network. Dallas-based TSN is involved in interconnected radio networking of news programming and Houston Oilers football games for about 120 Southwestern markets.

Swanson retains its five AM and four FM stations in southern markets, including KEJZ-AM-FM Fort Worth-Dallas. Metromedia has recently been moving to consolidate its interests in broadcasting; the company, among other steps, has announced that it is looking to sell its Metromail direct mailing division.

Terms of the agreement weren't disclosed, but sources indicate that it provides for a purchase price of $900,000 and a $300,000 noncompetition covenant. Metromedia already has its own station in Dallas, KRLD-AM, and there are indications that the group broadcaster would be looking to develop it as the flagship of a regional network built around TSN.

Into gear. Columbia Pictures Industries, one of four motion-picture-oriented firms aligned with Getty Oil in proposed pay-television service (Broadcasting, April 28), met with security analysts last week in New York, and President Francis Vincent told them that partners in venture are moving forward with plans for early 1981 start—under the words, early,” he said—and hiring process has already started. Vincent also discounted antitrust objections raised against project; said it had been researched thoroughly for legal implications.

Company’s third fiscal quarter ended March 29, reported Vincent: profits up 10.1% to $13.1 million, revenues up 11.6% to $188 million.

Did his bit. Having carved his mark in 18-49 demographics, Phil Donahue should make quick work of winning hearts and minds of Multimedia shareholders. Donahue program, company says in 1979 annual report; was “primarily” responsible for $6.1 million plus growth in Multimedia program syndication revenues, which was 52% of company’s incremental broadcasting revenues. Broadcasting total for year was $70.4 million; 1978 broadcasting revenues were $56.2 million. (For over-all Multimedia performance for 1979, see “Week’s Worth,” Feb. 11)

Cost of conversion. Cost of restructuring operations and image of Oklahoma City from educational to commercial image continues to have impact on John Blair Co.’s earnings; as company expected. Blair bought station last October. Revenues for first quarter were up 22%, from $42.8 million to $52.3 million, but earnings dropped 16.1% to $1.98 million from $2.36 million. Earnings per share slid from 64 cents to 53 cents.

Commissions of Blair’s reopart operations posted 18.9% gain, to $7.3 million; owned-stations time sales soared 92.9% to $3.5 million.

Fox adds and splits. Twentieth Century-Fox Film Corp. stockholders have approved increases in company’s authorized common stock from 15 million to 30 million shares and authorized preferred stock from two million to four million shares. Fox currently has 7,883,921 common shares and 6,529 preferred shares outstanding. Following annual meeting, company board of directors declared four-for-three split of common stock and quarterly dividend of 7.5 cents per common share on post-split basis. Additional shares and quarterly dividend are payable May 30 to shareholders of record May 6.

Profit plan. Robert C. Hall, Satellite Business Systems president, told New York security analysts that CBS, joint venture of IBM, Comsat and Aetna Casualty & Surety Co., received total of $225 million in equity and loans from partners through 1979. CBS has authorization for additional $150 million for 1980, will need another $100 million to $150 million in 1981 according to Hall. He projected 1985 revenue at $500 million, 1990 at $1 billion. Breakeven will come in 1983, on $150 million to $200 million revenues, following that return will ‘more than justify investments.

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Noncommercial infighting

Colorado public TV stations go back and forth in courts over financial qualifications

It isn’t often that a noncommercial television license will attempt to block the emergence of a possible rival station. But Denver School District No. 1, licensee of KRMA-TV, is making that effort in connection with the appearance of KBDI(TV) (ch. 12) Broomfield, an unconventional public television station; it leans heavily on community access programming. Last week, both sides were claiming victory in the latest round of their contest.

The school district went to court after the FCC rejected a petition for reconsideration of the commission’s grant, in July 1977, of a construction permit to Front Range Educational Media Corp. for the Broomfield station. The school district, which had not opposed Front Range’s application originally, based its petition principally on a newspaper report that the president of the proposed station, John Schwarz, had violated the conditions of a Corporation for Public Broadcasting financial grant to a noncommercial FM where he had worked between 1972 and 1975.

The school district won the first round of the court fight, in December, when the U.S. Court of Appeals in Washington vacated the commission order granting the permit and remanded the case to the commission for a hearing on Schwarz’s character qualification. (It rejected a portion of the appeal alleging shortcomings in the applicant’s financial, technical and legal qualifications.)

But after Schwarz proposed to resign from the station and the applicant said it would submit for commission approval a new financial plan that does not rely on Schwarz, the commission persuaded the court, in a decision issued on April 28, to revoke its call for a hearing. But the portion of the December decision vacating the construction permit grant remains in effect pending commission review of the new financial plan.

At the same time, though, the station remains on the air. It began broadcasting in February, in accordance with a new commission rule permitting construction-permit holders to begin operating without first obtaining commission approval.

The commission had stood by Schwartz originally on the ground that the CPB matter, as it told the court, was not “so serious as to disqualify Front Range or Schwarz.” The station benefiting from his actions was WYEP-FM Pittsburgh. Schwarz, the commission said, “was not motivated by evil design and did not personally benefit from the scheme.”

The court, however, felt the commission should be concerned about the potential impact of a new noncommercial station on the ability of an existing noncommercial outlet to attract financial contributions, particularly in view of “the discovery of new character evidence” regarding Schwartz’s “past difficulties in funding and operating a noncommercial broadcasting facility.”

Schwarz, a man of some independent means, has also lent $125,000 for the construction of KBDI.

Last week, KRMA-TV’s general manager, Richard Holcomb, denied KBDI charges that KRMA-TV had been questioning the need for another public television station in the area. He said the station questioned only whether the commission had “properly considered” Front Range’s character.
daytuner on 1270 kHz.

- **WKXK(AM)** Deland, Fla.: Sold by Mid-Florida Broadcasting to Donald Stork and Wayne Wagner (33% each) and Jack Clancy (30%) for $285,000. Seller is owned principally by Randolph Marsh and brother Robert. They also own WPU(LAM) Bartow, Fla. Stork owns insurance company and Wagner, four mill, both in Penn Yan, N.Y. Clancy is president, general manager and 49% owner of WFLR-AM-FM Dunede, N.Y., of which Stork is 51% owner. They also own WOB(AM) Brooksville, Fla., and are applicants for new AM in Cableskill, N.Y. (BROADCASTING, Aug. 27, 1979). Wagner has no other broadcast interests. WKXK is on 1310 kHz with 5 kw day. Broker: Reggie Martin & Associates.

- **WGLE(AM)** Bristol, Tenn.: Sold by William J. Tilley to Sunshine Broadcasters for approximately $200,000. Tilley has no other broadcast interests. Buyer is owned by John Wren, W.R. Carrigan and Clyde Darnell (one-third each). Wren is president of Maryville, Tenn., evangelistic association. Carrigan is president, general manager and 45% owner of WFXY(AM) Middlesboro, Ky. Darnell owns Wartburg, Tenn., grocery, 35% of WCOA(AM) Wartburg and 15% of WFXY. Wren has no other broadcast interests. WKYE is one kw daytuner on 1550 kHz.

- **KSHF(AM)** Pocatello, Idaho: Sold by Southern Idaho Stereo FM Corp. to Zukin-Fox for $650,000. Seller is owned by Wesley L. Clark (40.58%), Eugene A. Piquet (46.20%) and Steven R. Porter (13.22%). None has other broadcast interests. Buyer is partnership of James Fox (60%) and Cleaveland Outdoor Advertis-
HBO weighs in against RCA's plans for lottery

Pay programmer wants transponders on Cable Net I allotted in same fashion as they were before Satcom III was lost in space; it asks FCC to intervene

Home Box Office has asked the FCC to reject RCA Americom's proposed lottery that would determine which customers will obtain the two transponders that will become available on the Cable Net I satellite in October 1981.

RCA's lottery proposal was part of its answer to the problem it faced when it lost Satcom III last December. Had Satcom III taken its planned place in orbit, RCA was going to make it the primary cable satellite, with 24 channels. Home Box Office, Viacom, Southern Satellite Systems (from which the Cable News Network would sublease a transponder) and National Consumer Network had been promised space there.

When it lost its bird, RCA formed an alternate plan. It would lease up to 11 pre-emptible transponders for cable services from AT&T on Comstar D-2. And those 11 channels would be made available to the 10 customers whose orders for service RCA had accepted prior to the loss of Satcom III. RCA billed its announcement as the start of a second cable network, Cable Net II, with the 20 channels remaining on Satcom I to be Cable Net I.

When the replacement for Satcom III begins scheduled operation in late 1981, RCA proposed that two of the 11 channels of Cable Net II be switched to Cable Net I, and at that time Cable Net I would be shifted to Satcom III, and Cable Net II would go from Comstar D-2 to Satcom I. RCA said selection of those applicants for the Satcom III bird would be by lottery (Broadcasting, Feb. 25).

HBO, long silent on the issue, now has told the FCC that RCA's proposal is a "patent" violation of the Communications Act and "must be rejected summarily." HBO said rejection is also warranted because of RCA's "substantial increase in its already questionable termination charges and because of its unsupported charge in the provisions for providing credit for outages."

HBO feels that RCA does not support any rationale for its new approach to leasing space on the Satcom III bird, and noted that it was unaware "of any applicable precedent for use of a lottery by a communications common carrier."

HBO told the commission it should require RCA to "reinstate its spring 1979 allocations of the new available transponders on Cable Net I based upon a firstcome, first-served grade of service formula originally used by RCA."

HBO said that the grade of service most desired by the cable industry was protected service. HBO said the increase in demand for protected transponders "promised to enable RCA to increase substantially the ratio of protected to nonprotected and to pre-emptible, and substantially increase its revenue." For this reason alone, HBO feels that RCA should go along with its original plan.

Hollywood refuses to give up on family viewing case

Producers and writers appeal to the Supreme Court

The Hollywood community of artists, guilds and production companies is continuing its quest in the family viewing case. It has petitioned the Supreme Court to review the decision of the U.S. Court of Appeals for the ninth district. The latter court, last November, overturned a district court's decision that had vindicated the plaintiffs' complaints against the networks, the National Association of Broadcasters and the FCC.

The plaintiffs—four writing, directing and acting guilds; a number of writers, producers and directors, and production companies, including Tandem Productions Inc.—argue that the appeals court erred, in November 1979, in remanding the case to the commission for its consideration on the ground it had primary jurisdiction (Broadcasting, Nov. 19, 1979).

Indeed, they say the appeal court's decision "permits a powerful federal regulatory agency to turn entities under its control into pawns to make and enforce its policies, to deny that it has acted, and then to review its own alleged misdeeds and policies on the terms and timetable it chooses." The plaintiffs filed their petition in response to the appeals court's denial of their petition for rehearing. The suit involves the adoption by the television networks in 1975 of the policy of restricting the first two hours of prime time to material suitable for the entire family, and NAB's inclusion of the concept in its television code.

The plaintiffs alleged those actions occurred as the result of pressure that then FCC Chairman Richard E. Wiley applied on the networks and, with their assistance, on the NAB. U.S. District Judge Warren J. Ferguson agreed, and held that the parties had violated the First Amendment. He also said the commission had violated the Administrative Procedure Act.

The appeals court did not fault Ferguson on his conclusions. But it expressed the view that the "ultimate judicial resolu-
tion" of the issues would be aided by the commission's "thorough consideration of them."

In seeking review, the plaintiffs argue that never before had a federal court applied the primary jurisdiction doctrine "to require an agency to revisit its own actions and to determine the legality of its own prior activities." The doctrine of primary jurisdiction has no role to play in such a case, they say.

They also say the decision runs counter to a number of previous decisions in which the Supreme Court had held that restraints on free speech must be promptly reviewed. And the question of whether an agency violates the requirements of the APA, they add, is for the courts, not the agency, to decide.

CBS's new top lobbyist says it's a new game in Washington

Broadcasters, in the new era of deregulation, must make their case in the larger context of the world of telecommunications, he says

Broadcasters face a "high-risk environment" in Washington in the 1980's, CBS Inc.'s new Washington vice president told CBS-TV affiliates last week.

In his first appearance before an affiliate conference, William Lilley III said that the government's presence in broadcasting affairs was certain to become more pervasive. Both regulators and legislators have made what Lilley called a "schizophrenic commitment" to deregulation that is intended to "create a new world with new products" and to deregulation that is intended to effect social change.

"The bottom line for all of us," Lilley said, "is that we will have to learn a new language to deal successfully with Washington, and we will have to deal with Washington a lot more than we have in the past if we are to remain as economically successful as we have been in the past.

With unusual candor for one in his position, Lilley named names. FCC Chairman Charles D. Ferris "grills every new employee" to determine compatibility with prevailing policy. Deregulation, as it applies to economic issues, is "the hallmark or litmus test," Lilley said.

The philosophy transcends party boundaries. "Interestingly," said Lilley, "some of Ferris's key appointments—Steve Lukasik, chief scientist, and Nina Cornell, chief economist, and others—are Republicans who are known as conservatives, but, in terms of how they deal with us, their real interest is in economic deregulation."

The attitude, said Lilley, is "shared on the Hill." He called Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, "chief spokesman" of economic deregulation. Van Deerlin, said Lilley, "has given a number of extremely harsh speeches attacking broadcasters who do not agree with this."

Nor, said Lilley, would a change in administrations mean a change in regulatory philosophy. "I would warn you not to expect any great degree of regulatory relief even if Mr. Reagan is elected and if the chairmanship of the commission is changed," he said. "The staff is in place; it is a deregulatory staff, and it is powerful. The members on the Hill who are active in this area are also in this mode; and professionals in the field, economists, political...
Technology

Magnavox goes on the offensive for its system

AM stereo awardee begins to act as if things will remain the same; defends technical aspects and announces plans for patent licenses

The Magnavox Consumer Electronics Co. last week went to Washington to launch its counterattack against the horde of critics that found faults with its AM stereo system, selected by the FCC last month as the industry standard. While it defended its system, it also announced its plans for licensing the stereo equipment patents.

At a press conference last Wednesday, Magnavox President Kenneth Meinken assured reporters that the FCC’s decision in favor of the Magnavox system “was not an idle one.” Pointing to Magnavox’s voluminous green-jacketed FCC filing, Meinken said the FCC decision was based on “the most comprehensive and definitive filing of any of the five proponents. When asked why the Magnavox system has met with such opposition, Meinken said “it’s because the critics are unaware of the Magnavox system.”

Despite the spate of appeals to both the FCC and the courts, Meinken said that the company is going to go ahead with its plans to license manufacturers to make stereo transmitters and receivers and equipment as if the decision was final. “Technologically, the Magnavox system is the best, and that’s what’s going to prevail in America,” Meinken asserted.

Bill Streeter, Magnavox’s patent counsel, said in an interview following the press conference that Magnavox has tried to maintain a “technical objectivity,” but that events following the FCC’s April 9 decision have forced it to take the offensive. Streeter said he feels Magnavox has the best engineered system and that he is “a bit indignant . . . to suddenly become the target for rotten fruit. We felt it was time to stand up and tell it like it is.”

Streeter said that what has surprised him about the criticism is “the repeated hammering on points that were so well exposed in the docket.” He cited the problem of restricting negative modulation, saying “it’s nothing new” and it’s “a controllable situation.”

In keeping with Meinken’s promise to go ahead with plans to implement AM stereo, Meinken said Magnavox will not assert its stereo patents against broadcasters or broadcast equipment manufacturers. “This amounts to a free license,” he said, “for the more than 4,500 [AM] broadcasters nationwide.” He added that Magnavox will cooperate with any receiver manufacturer in producing the equipment “in any way we can.”

Unfortunately for the receiver manufacturers, Magnavox’s generosity will not extend to them. Meinken said that he expects Magnavox would charge receiver manufacturers “less than 40 cents per receiver,” pointing out even at that rate, the charge would be considerably lower than other receiver improvement patents such as Dolby noise reduction.

Based on Senior Vice President Kenneth Ingram’s estimate that as many as 10 million receivers incorporating the stereo technology will be sold in the first year after its introduction, the patents could generate as much as $4 million per year.

Although Magnavox plans to manufacture home stereo receivers, Meinken said that Magnavox would not produce any broadcast equipment. He could not extend his comment to either of Magnavox’s parent companies, North American Philips and NV Philips. Both companies believe that deregulation will provide the kind of technological innovation that will increase productivity, will bring on new kinds of products and will be good for the public.”

Reregulation for social purposes fits into the pattern, Lilley said. “Ferris’s speech at the NAB convention was a steel hand in a velvet glove when it came to children’s programming,” said Lilley. “He warned that if the networks and the local stations did not do more, then he would have to do more. Senator Hollings (Ernest F. Hollings, chairman of the Senate Communications Subcommittee) said virtually the same thing.”

Of a piece with the government’s interest in children’s programming is its interest in affirmative action to create equal employment for women and minorities. Lilley said. He called the FCC’s latest EEO proceedings “another extensive and intrusive lunge into the day-to-day business operations of broadcasters, well beyond that required by statute or the public interest.”

Lilley said that broadcasters, to survive the new conditions in Washington, must “broaden our arguments in government proceedings so that we argue a case for everyone’s interest, not just broadcasting’s interest.” If broadcasters “say no to everything,” he said, “we might lose our ability to change those proposals that could really be important.”
are currently discussing the possibilities, he said.

Back on the ramparts, Meinken said "there could be no perfect AM stereo system." He said that all the proposed AM stereo systems, because by FCC mandate they had to be compatible with existing monaural service, had to be "a compromise: the best possible balance among many considerations." He and his colleagues at the press conference felt, of course, that the Magnavox system struck the best possible balance.

Ingram said that the system meets the three criteria that Magnavox sets for any of its new products: It's a technological advancement, it's a quality system and it's cost-effective. "This is the stuff the consumer electronics business is all about."

Since the FCC decision, the Magnavox system has drawn fire on a number of counts. Critics have been most concerned with the need to restrain the negative modulation peaks below 95% to prevent "pops" from being heard in the receivers. Some broadcasters feel that if negative modulation has to be restricted to 95% in theory, in practice it might have to be kept to 90% or 85%. At those numbers, they would be seriously reducing their coverage area. There is also concern that not every transmitter can be modified to clip the negative peaks.

Bob Streeter, the designer of the system and no relation to Bill, felt that the concerns are unwarranted. He assured that some transmitters have controls to limit negative peaks and those that don't can be modified to do so.

Bob Streeter also said in the field tests he did he experienced no special problem with popping in nulls and weak signal areas. During tests conducted at KRMG (AM) Tulsa, Okla., Streeter said he put a receiver in a car and drove around to find out what would happen in various signal areas. His conclusion: "Wherever you don't have to do any filtering to remain within the spectral limitations." Streeter warned, however, that like the Magnavox prototype receiver, high fidelity AM stereo receivers will have to be equipped with a switch to limit frequency response that the receiver can be operated at night without picking up interference.

While the Kahn, Harris or Motorola systems seem to be the popular favorites of the broadcasters, the Magnavox system is clearly the choice of the receiver manufacturer. No receiver manufacturer has endorsed anything other than the Magnavox system. In a press release, Magnavox said that Pioneer, General Electric and Ford all strongly supported the Magnavox system.

And one of the reasons the Magnavox system is so attractive to the receiver people is that it is the cheapest to make. And Bill Streeter felt that the broadcasters should not overlook the fact. "Broadcasters can not exist in their own little world and ignore receivers and that's what they've been doing."
Kahn: still swimming up the AM stereo stream

As millions of commuters stream into Manhattan each day, Leonard Kahn leaves his co-op at Lexington Avenue and 36th Street and "reverse commutes" to the offices of Kahn Communications, Long Island. Kahn often goes against the flow.

For over 20 years, Kahn struggled to introduce his AM stereo system, first against marketplace indifference and then, when interest picked up, Kahn kept to his own methods, while other AM stereo proponents went about theirs.

Kahn's strategy has been to take his system to the stations, sell them and then let broadcasters make his case to the FCC.

Meanwhile, the other proponents pursued the conventional route, participating in the National Association of Broadcasters/Electronic Industries Association joint AM stereo committee, and lobbying in Washington. And while most broadcasters and manufacturers continue to maintain that the single-system approach is the best way to go, Kahn, characterizedly, chooses to go his own way and promote the marketplace approach.

Kahn has been trying to get his compatible, independent sideband system adopted since 1960. His first attempts were foiled by the FCC, because Kahn believes, since his system can be received by two ordinary monaural AM receivers, the public could effectively take the decision from the commission's hands. The FCC, Kahn said, therefore denied his request to test.

Kahn said pushing his system continuously for the two decades hasn't always been a joyful task. He said that broadcasters, including AM people, laughed at him and the idea of AM stereo for many years. "It wasn't too pleasant to have people point at you and say, 'Well that guy's pushing AM stereo, he's got to be some kind of nut.'" But when FM and FM stereo began its rise in the second half of the 1970's, Kahn said, AM stereo suddenly became "common wisdom."

Kahn has headed his own company for 27 years since leaving engineering posts at RCA and Crosby Laboratories. He is the holder of many patents for improvements of single side band modulation systems and diversity systems. He has licensed such major corporations as RCA, General Electric, Raytheon, Western Union and Northrup.

certain" that more than one system could not survive marketplace selection. He said, however, that if more than one did survive they could all be accommodated by a receiver with a universal decoder. He said that such a decoder would "automatically switch to the proper mode for decoding the received stereo signal based upon the use of different pilot tones." And, he said, the universal receiver would have "no serious cost penalty." He estimated the price of a medium-priced receiver would increase just $4 to $6.

"Furthermore, if more than one system survives, one must assume that there are good reasons for such survival and the marketplace procedure will protect the broadcasters' freedom of choice."

Kahn also presented a legal-philosophical argument against the FCC's picking just one system. "One might argue that only those matters in commerce that must be controlled by government... should be controlled by government," he said. "The same type of argument made for all large scale government control of industry has been used in support of authoritative governments (improved efficiency, less confusion and wasteful competition, etc.) and in favor of one type car, one type home, one type thought."

AM allocations: into a lock-up after this week?

'Inventory' is due at IFRB, and there's question of priorities of assignment in Region 2 that could mean later 'modifications' would get the lesser treatment

A deadline of sorts will pass this week for anyone interested in applying for a construction permit to build an AM station. It is not a deadline announced or imposed by the FCC. But there are some who fear that missing it might lengthen the odds against seeing the application granted. If nothing else, the deadline is a symbol of a number of uncertainties flowing from the AM spectrum planning conference of Region 2 (western hemisphere) countries, held in Buenos Aires in March.

The deadline is for filing in time to be included in the additions to the "basic inventory" of AM stations the U.S. will submit by May 31 to the International Telecommunication Union's International Frequency Radio Board. The basic inventory of Region 2 countries—which are to include all stations on the air or expected to be by Dec. 31, 1982—will provide the basis for a hemispheric plan to be developed at the concluding session of the conference, in November 1981.

The May 31 lists are not intended to be all-inclusive. The Buenos Aires meeting provided for "modification" to be made until the first day of the second session, whose dates and location have yet to be announced.

But some industry engineers and lawyers who attended a meeting last week of the government-industry advisory committee on AM broadcasting in Region 2 read the report of the Buenos Aires meeting as assigning a lesser priority to requirements "modifications" than to assignments in the original basic inventory—that those would have an absolute right, in U.S. eyes, to be granted and remain on the air.

One of the pieces of evidence of a system of priorities involves the incompatibility studies the IFRB will do on the basis of both the present 10 khz channel spacing and the proposed 9 khz channel spacing. The report in the session says they "will be done in the following order": stations in the basic inventory first, then modifications to the basic inventory.

Questions about the value of assignments included as modifications were raised principally by Wallace Johnson, executive director of the Association for Broadcast Engineering Standards, which describes itself as representing AM stations of all classes, and William Potts, counsel for the organization.

Charles Breig, an FCC engineer who was on the delegation to Buenos Aires and who chairs the advisory committee meetings, tried to ease concerns, but was not entirely successful. He said an IFRB official had told him the U.S. could make its "modification" assignments in accordance with the provisions of its AM agreements with Mexico and Canada without concern.

But Breig said later that some assignments might conflict with assignments of countries not covered by agreements with the U.S.—Cuba, for instance. Cuba is ostensibly part of the North American Regional Broadcasting Agreement, along with Canada, the U.S. and several other countries, but it makes no pretense at being governed by it.

There are other questions. One, Breig said, involves applications filed between the first day of the second session and the effective date of the final acts produced by the conference. Breig said an interim procedure would have to be devised for accommodating such applications.

The problem of timing is particularly sensitive in connection with the U.S.'s 25 clear channels. Assuming—as most observers do—that the commission will vote to break them down, they and their adjacent channels will become available for applications for nighttime service. And there are believed to be a large number of individuals thirsting for places on the clear.

Adding a sense of urgency to the man-
A pardon in which U.S. officials regard the clear channel matter is Canada's intention to
abrogate NARBA—under which Canada protects U.S. clear to within 650 miles of
the border—following the second session.
NARBA would become a dead letter one year later. And when it is gone, Canada
would have easy access to those frequen-
cies unless the U.S. acts promptly.
However, the commission appears ready
to make the effort. Reports from inside
and outside the commission say it will take
up the long-pending issue of whether
to break down the clear's at a meeting this
summer.
Nor are questions of timeliness the
only ones likely to cause headaches. Power
increases for U.S. stations are also certain
to become a major issue as broadcasters
and their engineers focus on results of the
Buenos Aires meeting. It provides for
power of up to 1 kW for local stations
and 5 kW for regional stations. At present, U.S. class
1V's operate with 250 w (although
the commission is considering increasing that
to 1 kW) and regionals, with 5 kW.
Johnson, in a report he submitted as
chairman of a technical subcommittee,
said, "It is assumed that powers equal to
those permitted other countries will
be authorized for the U.S." Otherwise,
said, "inequities will develop" and service
to the public will be lost because of inter-
ference from high-powered stations off
U.S. shores.
There is yet another matter troubling
commission officials, one that goes
beyond the concepts of would-be appli-
cants of the idea of how the
commission can develop the five-year or
prior plan and that is to be submitted in little
more than a year. It cannot be based
simply on applications; few will have been
submitted by May 31, 1981 that would en-
visage broadcast operations very far into
the 1980s. "We'll have to go from a
demand system to a table of allocations," He said, "I don't know how we'll do it."

For the Record

As compiled by BROADCASTING Apr. 28
through May 2 and based on filings,
authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications.
AJ—Administrative Judge. alt.—alternate.
an—announced . aux.—auxiliary.
CH—critical hours. CP—construction perm.
D—day. DAI—directional antenna. D.S.—Docket.
E—effective date. ER—emission rules. F—filed.
HAAT—height above average terrain. khz—kilocycle.
watts—kilowatts. m—meters. MEOV—maximum expected
operation value. mhz—megahertz. mod—modifica-
tion. N.—night. P—preapplication service authority.
S—Scientific Atlanta. SH—specified hours. SL—
standard location. sts—transmit. TPO—transmit-
receiver output, U—unlimited hours. vs—visual.
w—watts. “—noncommercial.

New Stations

AM applications

■ Albertville, Ala.—Bobby King seeks 1090 kHz.
Principal; Hunt is Donphan, Mo. optometrist. He owns KDFN(AM)-KOLA(AM) Donphan as well as cable franchise there. Filed: Feb. 15.
■ Canovia, N. Y.—AGC Communications seeks 850
khz, 275 kW-D. $500 w-N. Address: Townline Rd. Box 155 Canadaguia, N. Y. 14424. Estimated construction costs: $727,900. first quarter operating cost: $35,000; revenue, none. Format: MOR. Principals: Alan Gerry (32.6%), George W. Kinse, Russell S. Kimble, Craig Fox (16.3% each), and Theodore Ute (18.5%). Gerry is principal owner of Canavil Growers, Inc. Liberty, N. Y.-based cable operator which holds 11 cable franchises for communities in Liberty area. George J. Kimble is president and 43.3% owner of WGR(AM)-WFLC(AM) Canadaguia, N. Y. Russell is vice president and also owns WGR(AM)-WFLC(AM). Fox and Ute are vice presidents of applicant which is licensee of WAXQ(AM) Manlius, N. Y. Filed Mar. 14.

FM applications

■ St. Augustine, Fla.—Rose Ella Fegusen seeks 105.5
kHz, 3 kW. HAAT: 296 ft. Address: 1011 Leisure
Lane S. Jacksonville, Fla. 32218. Estimated construc-
tion cost: $65,250; first quarter operating cost: $11,000; revenue: $96,900. Format: Pop. Principal: Fegusen is 50% owner of Jacksonville, Fla. advertising and trade show producers. There has no other broadcast inter-
ests involved. Filed: Mar. 17.
■ Bailey, Ga.—WHAB Radio Inc. seeks 94.5 kHz.
100 kW. HAAT: 406 ft. Address: Box 389 Bailey, Ga. 31513. Estimated construction costs: $86,100; first quarter operating costs: $20,000; revenue: $24,900. Format: CW and Gospel. Principal: Farnell O'Quinn (80% and wife Evona (19%). They also own WUPE-AM FM
Eastman, WUF(AM) Alma and WUF(AM) Bax-
ley, all Georgia. Farnell also has 50% interest in cable system for Jessup, Ga. and one third interest in cable system for Batesville. Evona is vice president of WLUP(AM). Filed Apr. 18.
■ Covington, Ind.—Don-Twinc seeks 103.1 mhz.
■ Flint, Mich.—Regents of Univ. of Mich seek 91.1
kHz, 15 kW. HAAT: 490 ft. Address: Regents Univ.
Incorporated. Estimated construction costs: $296,000; first quarter operating cost: $53,800; revenue: $368,400. Format: Classical. Principals: John M. Hawley and John H. Shroeder (38% each) and Virginia L. McCallen (24%). Hawley owns Hart, Mich. nursery and farm property. Shroeder owns building supply co. and one third of land development corp. Both Hart, McCallen is salerperson for Hart realty corp. They have no other broadcast interests. Filed: Mar. 18.
■ Hart, Mich.—West Michigan Broadcasting Co.
seeks 105.3 mhz. 100 kW. HAAT: 600 ft. Address: Box 202 Hart 49420 Estimated construction costs: $296,000; first quarter operating cost: $53,800; revenue: $368,400. Format: Classical. Principals: John M. Hawley and John H. Shroeder (38% each) and Virginia L. McCallen (24%). Hawley owns Hart, Mich. nursery and farm property. Shroeder owns building supply co. and one third of land development corp. Both Hart, McCallen is salerperson for Hart realty corp. They have no other broadcast interests. Filed: Mar. 18.
■ Twin Lakes, Mich.—Blue Lake Fine Arts Camp
seeks 90.3 mhz. 100 kW. HAAT: 495 ft. Address: R. No. 1 Twin Lakes 49457. Estimated construction costs: $191,000; first quarter operating cost: $120,000; revenue: $129,000. Format: Classical. Principal: A non-profit summer school of fine arts. William Stansell is presi-
dent. Filed: Mar. 19.
■ Enid, Okla.—Public Broadcasting Service seeks
103.1 mhz. 3 kW. HAAT: 298 ft. Address: 300 N. Van Buren PO. 960 Enid 73701. Estimated construction costs: $80,600; first quarter operating cost: $28,400; revenue: $15,000. Format: Classical. Principals:
Allen Page (71%, 25%) and Zolli Page (31%, 25%) and Ben E. Chambers (12.5%). Allen is president, general manager and 71.25% owner of KGWA(AM) and applicant for new FM in Anadarko (BROADCASTING, Apr. 28). Wife, Zolli is vice president, director of engineering and 16.25% owner of KGWA. Chambers is station manager and 12.5% owner of KGWA. Filed Mar. 10.

- Pilston, Pa.—Charles and Genevieve Morgan seek 102.3 MHz, 3 kw, HAAT: 29 ft. Address: 107 Maple Lane, P.O. Box 1840. Estimated construction cost: $6,000; first quarter operating cost: $20,478; revenue: $96,000. Format: Easy listening/religious/talk. Principal: L. Kenneth Morgan is director of engineering, Susquehanna Broadcasting Co., York, Pa.-based group owner of 7 AM's and 7 FM's. Wife Genevieve is Pilston teacher's aide. They have no other broadcast interests. Filed Mar. 22.


- Mercedes-Weslaco, Tex.—Bixby Electric Radio Co. seeks 106.3 MHz, 3 kw, HAAT: 281 ft. Address: Box 136, Mercedes 78576. Estimated construction cost: $45,113; first year operating cost: $96,324; revenue: $145,000. Format: Contemporary. Principal: Jesse Johncox, Ken Marsh and John A. Parry (one-third each). Johncox owns 59% of mobile home sales co. in Hobbs. N.M. Marsh owns 66% of oil field tool rental co. in Lovingdon, N.M. Parry owns apartments in Hobbs. He also owns 15% of KFIM(FM) El Paso, Tex. Others have no other broadcast interests. Filed Mar. 7.

- East Wenatchee, Wash.—Thomas W. Read seeks 97.7 MHz, 3 kw, HAAT: 150 ft. Address: Box 668, Spokand. Estimated construction cost: $9,500; first quarter operating cost: $10,500; revenue: $65,000. Format: Mature. Principal: Read owns TWR Enterprises which is advertising, radio program production and syndication and broadcast equipment sales firm. He also owns KQFM(FM) Burien. Wash. Filed Feb. 26.

- Washburn, Wis.—Washburn Public Schools seeks 90.3 MHz, 1 kw, HAAT: 108 ft. Address: 310 W. 8th St., Washburn 54891. Estimated construction cost: $7,700; first year operating cost: $500; revenue: $25,300. Format: Educational. Principal: Public educational institution. Eunice Schwenkler is president of Washburn school district. Filed Feb. 16.

- Nacogdoches, Tex.—Dogwood Broadcasting Corp. seeks ch. 19; ERP 2500 kw dw, 250 kw au. HAAT: 1501 ft. Height above ground 1342 ft. Address: Suite 308, Nacogdoches S&L Bldg, Nacogdoches 75961. Estimated construction cost: $2,734,200 first quarter operating cost: $243,400, revenue: $500,000. Legal counsel Stephen Sharp, Washington. Consulting engineer: Fred Zellner, Pasadena, Tex. Principal: Application is being resubmitted along with petition for reconsideration. 29 Jan. 29 in FCC to reconsider original application as unacceptable for filing. Raymond Schneider is principal owner. He is principal owner of Hurricane Steel Industries, Houston fence manufacturer. He also has various banking and real estate interests in Houston area. He is 49% owner of KDFV(AM) Houston, Tex. He is also manager and group owner of Hurrican Radio Co. in Galveston and San Antonio and new VHF in San Angelo, all Texas. Filed Feb. 28.

- FM action

- Tillamook, Ore.—Beaver Broadcasting System Inc. granted 104.1 MHz, 100 kw, HAAT, 2124 ft. Address: 180 Third St., Tillamook 97141. Estimated construction cost: $105,920, first year operating cost $22,000; revenue: $75,000. Format: MOR. Principal: Philip Tonken, who owns KTIL(AM) Tillamook and New York audio visual firm. Action Mar. 28.

Ownership Changes

Applications

- KGUY(AM) Palm Desert, Calif. (AM: 1270 kHz, 1 kw), DA-NJ 15% assignment of license from Bear Broadcasting Corp. to Media Women Inc. for $320,000. Seller: Jerry Jolstead is principal owner. He has no other broadcast interests. Buyer: Mary Neiwender (75%) and Marilyn Baker (25%). Neiwender is the current owner of KOVR-TV Sacramento, Calif. The applicants have no other broadcast interests.

- WTAH(AM) Clearwater, Fla. (AM: 1340 kHz, 1 kw, D-250 W-N) seeks assignment of license from BEN of Florida to Shore Broadcasting for $375,000. Seller: Ragan Henry is principal owner. He is president and principal owner of Broadcast Enterprises National Inc., group owner of five AM's, three FM's and one TV (see "Changing Hands," page 61). Buyer: Lykes Brothers (100%). They have no other broadcast interests.

- WXYE(AM) Bristol, Tenn. (AM: 1550 kHz, 1 kw-D) seeks assignment of license from William J. Tiley to Sunshine Broadcasters for approximately $200,000. Seller: Tiley has no other broadcast interests. Buyer: John Wren, W. R. Carrigan and Clyde Darnell (tied each). Wren is president of Maryville, Tenn. radio station. Carrigan is president and general manager and 45% owner of WFXY(AM) Middleton, Ky. Darnell owns WABX(AM) Tuscaloosa, Ala. and WSDK(AM) Groveton, 35% of WECO(AM) Warburg, 15% of WFXY. Wren has no other broadcast interests.

Actions

- KSHF(AM) Pocatello, Idaho (94.9 MHz, 100 kw) — Seeks license to serve Indian Service of the Bureau of Indian Affairs. License application to be held. 
- KZKIA(AM) Pocatello, Idaho, 151 kW, 16.25% owned, seeks to serve 27,000 Pocatello Indians. Applicant is an Indian tribe. 
- KZM(AM) Cheltenham, Tenn. (99.1 MHz, 5 kw) — Seeks to serve neighboring area.

Facilities Changes

Applications

- WQAQ(AM) Hamden, Conn. — Seeks CP to change frequency to 98.1 MHz, increase ERP to 8.07 kW; increase HAAT to 84 ft. Filed Apr. 28.
- WIVQ(AM) Peru, Ill. — Seeks CP to change TL to 2 miles S. of Peru E. of County Rd. 16, near Peru; change ERP to 0.998 kw; increase HAAT to 464 ft. Ann. Apr. 22.
- WICNF(AM) Worchester, Mass. — Seeks CP to increase ERP to 8.08 kw; increase HAAT to 189 ft. Ann. Apr. 28.
- WORC(AM) Eldora, Iowa — Seeks CP to increase ERP to 3.07 kW; increase HAAT to 143 ft. Ann. Apr. 28.
- WLAG(AM) Grovesboro, N.C. — Seeks CP to change frequency from 89.9 MHz to 106.1 MHz. Ann. Apr. 28.
- WDSU(AM) Fargo, N.D. — Seeks CP to change frequency from 91.9 MHz to 89.9 MHz; change TL to 14 feet.
miles N.E. of Amenia, N.D.; increase ERP to 100 kw, change HAAT to 992 ft., and make changes in ant. sys. Apr. 28.

**KWAX(AM)** Eugene, Ore. — Seeks CP to change TL to approximately 3.5 miles S. of Eugene on Blanton Rd., Eugene; and make changes in ant. sys. Apr. 28.


**KST(KFM)** Grand Junction, Colo. — Granted CP to change TL to 2236 H. Road, Grand Junction; decrease height of tower (BP-7907029AR). Action Apr. 10.


**WJOX-FM** Jackson, Mich. — Granted CP to change TL to SW corners of Prime and Brown Rds., Springfield, Mich. change SL and remote control location to 1700 Glenshire Dr., Jackson; install new ant.: make changes in ant. sys. (increase height); increase ERP; 150 kw (H&A); ant. height 500 ft. (BPW-7905161F). Action Mar. 28.

**WEEG(TV)** Cleveland, Ohio. — Granted mod. of CP to change ERP 1450 kw; maxexp 2000 kw; ant. height 1160 ft.; change TL and SL to Parmalee Children's Village, Sate Rd., Parma, Ohio; change type trans.: and granted waiver of sections 73.610 (d) and 73.698 of FCC rules: condition (BMPCT-7907009RF). Action Apr. 10.

**WQDI(AM)** Conneaut, Ohio. — Granted CP to change SL to State Line Rd., S. of Ohio 84, Pa. Rd., 226, near Conneaut; TL remote location 924 Center St., Conneaut; make changes in ant. sys.; ERP 3 kw (H&A); ant. height 295 ft. (BPW-7907117AD). Action Mar. 28.

**WRQJ(AM)** Huntingdon, Pa. — Granted CP to increase power to 75 kw; Ant. hours of operation to 1 kw; conditions (BMPK-7912025AD). Action Mar. 31.

**WCOS-FM** Columbia, SC. — Granted CP to change ERP 50 kw; change type trans.: and lengthen transmission line; granted waiver of section 73.213 (a) of FCC rules (BMPCT-15231F). Action Mar. 28.

**WAXO(AM)** Lebanon, Tenn. — Granted mod. of CP to change TL to 0.6 miles S.E. of bypass, Springplace Rd., Lebanon, TN (BMP-8001123AF). Action Apr. 10.


**KUSU-FM** Logan, Utah. — Granted mod. of CP to make changes in ant. sys.; change type trans.; and transmission line and increase ERP; conditions (BMPED-8001201AK). Action Apr. 9.

**WRLQ-AM** Aliquippa, Pa. — Granted CP to change TL to 12.8 nautical miles N. of Langdale County Airport, Aliquippa (BPW-8001112AV). Action Apr. 9.

**WEALU-FM** Eau Claire, Wis. — Granted CP to increase ERP to 269 kw, maxexp 316 kw; ant. height 1990 ft. (BPCT-79070142E). Action Feb. 25.

In Contest

FCC decisions

**FCC has dismissed request for KBM(R) Radio, Inc., licensee of KB(R)M(AM) at Bismarck, N.D., for reconsideration of order designating for hearing its application for authority to mod. station's facilities. KBM(R) had applied for CP to increase daytime power from 10 kw to 50 kw, add N operation and change its community of license to Lincoln, N.D. On Oct. 18, 1979, FCC designated its application for hearing to determine if proposed facilities would provide local service to Lincoln or to larger community of Bismarck. Under FCC rules, KBM(R) is prohibited from seeking fulltime operation as Bismarck station. In dismissing KBM(R)'s request, FCC pointed out that its rules made it clear with certain exceptions inapplicable here, that it did not entertain petitions for reconsideration of designation orders (FCC 80-267). Action Apr. 24.


**FCC has denied request of Booth American Co., licensee of stations WLY(AM) and WLYK-FM, for consent of renewal applications for those stations into pending revocation proceeding in volume same states. Booth said consolidation would remove uncertainty as to whether merger proceeding or those stations would be could be added and would permit FCC to consider sanctions other than revocation, such as short-term renewal. Renewal applications filed by Booth in June 1979 are in denied status. FCC said that revocation is only sanction contemplated by designation order. Designated issues involve questions of delegation of license responsibility, payments/plug al, conflicts of interest and misterpretation and/or lack of candor. FCC noted that Booth's argument about meritorious programming appearing to rest on misconception that now that issue may be raised. Upon proper showing before presiding judge, issue may be added in either revocation or renewal proceeding when certain criteria qualifications are in question. According to Commission, Booth is free to seek meritorious programming issue whether or not its consolidation request is granted (FCC 80-264). Action Apr. 24.

**Designed for hearing**

**Great Falls, Mont.** FM broadcasting: (BC Docs. 80-173-75) — Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications for authorization. Action Apr. 17.


**Campbellsville and Danville, both Kentucky — Bill P. Bowling Seeks request amendment TV Table of Assignments to assign ch. 34 to Campbellsville, and assign ch. 56 to Danville, Kentucky (RM3644). This petition for RLM will be treated as counterproposal in BC Doc. 80-70. Responsive statements to this counterproposal should be submitted by reply comments in this Doc. not later than 30 days after date of this public notice. Ann. Apr. 25.

**Madisonville and Owensboro, both Ky. — Life Air Ministry requests amendment TV Table of Assignments to assign ch. 19 to Madisonville, and assign ch. 48 in lieu of 19 at Owensboro (RM3641). Ann. Apr. 25.


**Mansfield and Marion, both Ohio — Ashland County requests amendment TV Table of Assignments to assign and reserve ch. 68 instead of ch. 47 for noncommercial educational use at Mansfield and delete ch. 68 from Mansfield (RM38345). This petition for 68 will be treated as counterproposal in BC Doc. 80-69. Responsive statements to this counterproposal should be submitted as reply comments in this Doc. not later than 30 days after date of this public notice. Ann. Apr. 25.

**Rio Grande City, Tex. — Antonio L. Garza requests amendment TV Table of Assignments to assign ch. 44 from Harlingen, Tex. to Rio Grande City, as commercial ch. or assign new ch. to Rio Grande City (RM3639). Ann. Apr. 25.

**Actions**

**Mountain Home, Ark.** — In response to petition by Tri-Rivers Broadcasting Company, Inc. and counterproposals by Mountain Valley Broadcasters Inc. a new 105.5 mhz to Mountain Home, as its second FM assignment effective June 9 (BC Doc. 79-155; RM-3271, 3469). Action Apr. 23.

**Blufield City, Ariz.** — In response to petition by Holiday Broadcasters Co. proposed substituting 102.7 mhz for 102.3 mhz at Blufield City, Ariz. comments are due June 23, reply July 14, Mexican concurrence must be obtained (BC Doc. 80-178; RM-3410). Action Apr. 18.

**Paxton, Ill.** — In response to petition by Roger C. Elliott, assigned 98.3 mhz to Paxton, Ill. as its first FM assignment effective June 6 (BC Doc. 80-3; RM-3517). Action Apr. 18.

**Bloomfield, Iowa** — In response to petition by Robert L. McDavid assigned 106.3 mhz to Bloomfield, Iowa effective June 9 (BC Doc. 80-2; RM-3515). Action Apr. 18.

**Boisey, La.** — In response to petition by Robert Allen, assigned 98.3 mhz to Boisey, as its first FM assignment effective June 6 (BC Doc. 80-24; FM 9217). Action Apr. 18.

**Grand Rapids and Hibbing, Minn.** — In response to three separate petitions by Itasca Broadcasting Co., Jerry J. Collins and Grand Rapids Radio Inc., assigned 96.7 mhz at Grand Rapids and assigned 93.9 mhz to Hibbing, effective June 6, Canadian concurrence must be obtained (BC Doc. 78-364; RM-3296, 9928). Action Apr. 21.

**Springdale, Ark. and Washburn, Mo.** — In response to separate petitions by Robert R. Estes and William Carney proposed assigning 93.5 mhz to either Springdale, Ark., or Washburn, Mo. respectively, comments due June 23, replies July 14 (BC Doc. 80-177; RM-3337, 3495). Action Apr. 18.

**Missoula, Mont.** — In response to petition by KGVO
Translators

VHF application

- Garnado, Ariz.—Regents of Univ. of N.M. seek CP for new VHF translator on ch. 5 (TPO: 10 w; HAAT: 89 ft.) to rebroadcast indirectly KNME(TV) Albuquerque, N.M. Ann. Apr. 15.

UHF applications

- Meeker, Colo.—Rio Blanco County TV Assn. seeks CP for new UHF translator on ch. 64 (TPO: 100 w; HAAT: 25 ft.) to rebroadcast indirectly KRMATV(Denver. Ann. Apr. 15.

- Moffat County, Colo.—Moffat County seeks CP for new UHF translator on ch. 60 (TPO: 100 w; HAAT: 20 ft.) to rebroadcast indirectly KBVT(TV) Denver, Ann. Apr. 21.

- Rural Moffat County, Colo.—Moffat County seeks CP for new UHF translator on ch. 70 (TPO: 100 w; HAAT: 13 ft.) to rebroadcast indirectly KBVT(TV) Denver, Ann. Apr. 21.

- Panama City, Fla.—Board of Regents Fla. State Univ. seeks CP for new UHF translator on ch. 22 (TPO: 100 w; HAAT: 400 ft.) to rebroadcast directly WFSU-TV Tallahassee, Fla. Ann. Apr. 15.

- Ingram, Ky.—Ky. Authority for Educational TV seeks CP for new UHF translator on ch. 63 (TPO: 100 w; HAAT: 80 ft.) to rebroadcast directly WKHA(TV) Hazard, Ky. Ann. Apr. 15.

- Imlay, Nev.—Humboldt County seeks CP for new UHF translator on ch. 62 (TPO: 20 w; HAAT: 32 ft.) to rebroadcast directly KCRL-TV Reno, Nev. Ann. Apr. 15.


- Athens, N.Y.—Sonderling Broadcasting Corp. seeks CP for new UHF translator on ch. 60 (TPO: 100 w; HAAT: 70 ft.) to rebroadcast directly WAST(TV) Albany, N.Y. Ann. Apr. 21.

- Gold Beach, Ore.—State Board of Higher Education seeks CP for new UHF translator on ch. 55 (TPO: 100 w; HAAT: 80 ft.) to rebroadcast directly KOAP-TV Portland, Ore. Ann. Apr. 21.

- Pon Orford, Ore.—State Board of Higher Education seeks CP for new UHF translator on ch. 61 (TPO: 100 w; HAAT: 80 ft.) to rebroadcast directly KOAP-TV Portland, Ore. Ann. Apr. 21.

- Logan, Utah—Cache County Municipal Corp. seeks CP for new UHF translator on ch. 52 (TPO: 100 w; HAAT: 10 ft.) to rebroadcast directly KSTU(TV) Salt Lake City, Utah. Ann. Apr. 15.

Earth station applications

- Full Gospel Business Men's Fellowship—Whiteville, N.C. (5m; E2083).
- American Cablevision of Carolina Inc.—Whiteville, N.C. (5m; E2083).
- American Cablevision of Carolina Inc.—Asheboro, N.C. (5m; E2084).
- Hi-Net Communications Inc.—Las Vegas, Nev. (5m; Microcom-280).
- Hi-Net Communications Inc.—Hagerstown, Md. (5m; Microcom-280).
- West Coast Cable TV Ltd.—Lincoln City, Ore. (4.6m; S-A: E2087).
- West Coast Cable TV Inc.—Deboe Bay, Ore. (4.6m; S-A: E2087).
- American Satellite Corp.—Seal Beach, Calif. (5m; E2089).
- Eastern Shore CATV Inc.—Ocean City, Md. (6.1m; E2090).
- Telecable of Lexington Inc.—Lexington, Ky. (5m; E2091).
- Northside TV Corp.—Iron Mountain, Mich. (4.6m; S-A: E2092).
- McKee Television Enterprises Inc.—McKee, Ky. (4.6m; S-A: E2093).
- Lynch Television Inc.—Lynch, Ky. (5m: AFC: E2094).

Earth station grants

- Rockdale Cable TV Co.—Rockdale, Ill. (E2002).
- World Cablevision Inc.—Mt. Vernon, Ill. (E2003).
- Princeton Cable TV Inc.—Chillicothe, Ill. (E2004).
- General Cable Vision Inc.—Braystown, Ky. (E2005).
- Somerset County Cable Co.—Somerset, Pa. (E2006).
- Somerset County Cable Assn.—Berlin, Pa. (E2007).
- Hi-Net Communications Inc.—Orlando, Fla. (E2008).
- Union CATV Inc.—Sturgis, Ky. (E2009).
- Liberty TV Cable Inc.—South Haven, Mich. (E2010).
- Berkeley Cable TV Inc.—Moncks Corner, S.C. (E2011).
- Blue Devil Cable Television Inc.—Burrleston, Pa. (E2012).
- Cable News Network Inc.—Atlanta, Ga. (E2013).
- Montgomery County Cablevision Inc.—Gaithersburg, Md. (E2015).
- Liberty TV Cable Inc.—Winchester, Ind. (E2020).
- Le Mars Cablevision—Le Mars, Iowa (KZ83).
- Tillamook Television Inc.—Tillamook, Ore. (KZ84).
- Ponderosa Television Inc.—Bend, Ore. (KZ85).
- Liberty Communications Inc.—Sweet Home, Ore. (KZ86).
- Viacom International Inc.—Nashville, Tenn. (W291).
- Home Video Inc.—Marietta, Ga. (W295).

Satellites

- As of April 15 there were a total of 3,330 licensed earth stations. Of these, approximately 330 are transmit-receive earth stations with remaining 3,000 being receive-only earth stations. As of Oct. 18, 1979, when FCC handed down deregulation order (BROADCASTING, Oct. 22, 1979), receive-only earth station operators are not required to be licensed with FCC. FCC estimates that ratio of unlicensed to licensed receive-only earth stations is approximately 3 to 1.

Grants

Call

Applications

AERONAUTICAL CONSULTANTS
Town Location—Height (Weight) Studies
FAA Negotiations
JOHN CHEVALIER, JR
AVIATION SYSTEMS ASSOCIATES, INC.
1650 So Pacific Coast Hwy
Redondo Beach, CA 90277
1213.378.2281

Call Letters

WWLG
KSMH-TV
WCKQ
KKNW
WESZ
WCFM
KTJU

New FM's

WTU
WHSM-FM
KRKY
WEFT
KRS-FM
KJIC

Services

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Let's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone 617-876-2810

DOWNTOWN COPY CENTER
FCC Commercial Contractor
AM-FM-TV & NAB links—ticker updates—search services—mailing lists.
C.B. Amateur, etc.
524-3777

DOWNTOWN COPY CENTER
FCC Commercial Contractor
AM-FM-TV & NAB links—ticker updates—search services—mailing lists.
C.B. Amateur, etc.
524-3777

Aeronautical Advertising
Air Check Service
Anchorage, Alaska

Broadcasting May 12 1980
70
HELP WANTED SALES

We're looking for a goal-oriented, experienced Sales Manager for a fast-growing country station in Lexington, Kentucky. You must be able to develop people and develop the station. You will be successful, we agree. We provide a budget for you to hire your own personal advertising administrator, to assist with your paperwork and service calls. Send resume to Manager, WKCY-PO Box 1107, Harrisonburg, VA 22801. EOE.

HELP WANTED ANNOUNCERS

Talent wanted—Hetflei Broadcasting now searching nationwide for dynamic air acts from all formats. This is for all positions at our newly acquired Cincinnati facility. Send T & R's, in confidence, to Employment Director, Hetflei Broadcasting, John Hancock Center, Suite 3750, 875 N. Michigan, Chicago, IL 60611. We're an equal opportunity employer—minorities encouraged to apply.

New England top-rated powerhouse beautiful music FM needs versatile announcer professional now. Send resume, Box D-105.

Chicago classical music line arts station You must have fluent pronunciation of major languages and a working familiarity with all periods of classical music. Candidates must be able to evaluate and prepare news for postcasts. Managers and writing skills are required. This is a full-time position. Combo operation. Send letter detailing interest and resume to: Mr. Marc Rosenfield, Chief Announcer, WMFT Inc., 500 North Michigan Avenue, Suite 440, Chicago, IL 60611.

Jazz Announcer/Producer for 100 kw public radio station. Must be knowledgeable in "mainstream" jazz. Host nightly jazz show. Send tape and resume to David Honning, General Manager, KHNC, 1300 N. Plumb, Hutchinson, KS 67501 or call 316-656-6646.

HELP WANTED MANAGEMENT

The Robert Ingstad Broadcast group with properties from Montana to Florida is filling a few key management positions, sales managers... If you have a record of success and are looking for an opportunity to join a professional, aggressive, growing group... respond now. Send resume immediately to Jerry Goodwin, WNTT Radio, Box 1047, Tallahassee, FL 32302.

Group broadcaster offers excellent opportunity for strong selling manager. Strong market. The right person is available now for good leadership position and is a sales motivator, FCC knowledge a must. Great growth potential. Step up. Excellent base and fringe. EOE. Reply Box D-185.

Sales Manager for central Maine MOR class IV. Successful applicant will sell; train and motivate sales department. EOE. Box E-78.

Sales Manager with potential to become General Manager, needed for new FM station. Must have proven sales record. Send resume to: Richard Sweetland, PO Box 1848, Alamosago, MO 88310. EOE.

General Manager; small market, midwest AM-FM. Must have proven sales record, promotion and community minded. You will take charge of sales, advertising, fringes, and incentive override. Stock purchase in near future. Resume and references required. Box E-84.

HELP WANTED TECHNICAL

South Florida FM and directional AM looking for aggressive, self-starting chief engineer with maintenance. EOE. Send complete resume and salary history to Box E-24.

Engineer needed in Camotoll! Business oriented, straight talking engineer needed for San Diego AM/FM. Start yesterday! Top salary. Southern California living, but hard work required. Send resume, salary requirements to operations manager—KOGO/KPPI, M/F. Equal Opportunity Employer.

Engineering Supervisor for Midwest AM/FM. Must have experience in state of the art audio systems, directional antennas and UHF Box D-73.

Chief Engineer for WSUN Radio 620 AM, St. Petersburg, Florida. Must have experience in all areas of radio engineering. Salary commensurate with experience. Send resumes to: Director, General Manager, WSUN Radio, PO Box 761, St. Petersburg, FL 33731. An Equal Opportunity Employer.

Expanding group owner seeks Chief Engineer with minimum of five years engineering experience for large, well established AM and class C station. If you know quality audio, work well with programming and management and are ready for a career opportunity working with state-of-the-art equipment, reply with resume and salary requirements to Box E-92.

HELP WANTED NEWS

News Director for midwest AM/FM. Midwest experience or native only. 30,000 market. Box D-145.
Ready to go for发射? Program Director for adult-formatted small-market FM. Very competitive 15-station market with soft rock, top 10, 106.9 #1 in market. Need a strong, smooth voice. Experience preferred. Send resume and tape. Box E-94.---

New NFR affiliate to sign on in mid-August needs a Fine Arts Director. Air work a must. Excellent opportunity to develop management skills. Salary at $10,000. Top fringes include free college tuition for family members. Send complete resume and letters of reference. WVRK, Augustus College, Rock Island, IL 61201.

FM Program Director/ Air talent opening. Experience preferred in Top 40. Send tapes and resumes to Andy Bicket, WBCT 1, Julie Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

Top Southern Swings AM seeks experienced Program Director and announcer for C & W Format. Excellent opportunity and working conditions. EOE/ME.Send resume to Box E-89.

SITUATIONS WANTED MANAGEMENT

General Manager—answer this ad if you need a complete general manager I'm a motivator, winner, leader. Excellent track record as general manager. Experience in a variety of market and station sizes. Strong sales background, promotion, business, and management skills. Will relocate. Interested in anyone with the talent. Box E-11.---

General Manager, Longevity with exceptional performance record in major and medium markets, AM & FM, various formats. Availability due to sale of station. Excellent administrator: strong sales management skills, plus all other qualifications for successful station management— references with to prove it. Carefully looking for long term association with quality organization. Box E-7.

Station Manager. 13 years experience, 3 years management: B.S., M.A. Preferred for AM and FM stations. EEO in Mississippi. Box E-6.

Need a station manager who is versatile with much radio experience and hustle? Prefer Virginia, North Carolina or bordering states. Box E-94.

Experienced station manager/sales manager looking for either position in Ohio, Michigan, Indiana. 12 years radio experience offering heavy programming, sales and leadership skills. Take charge individual currently employed in southwestern major market. Box E-62.

General Manager. Twelve years experience includes programming, play by play, copy, news, first phone. Sales top ten, ABC and small markets. Exceptional references. East or midwest. Presently employed. Box E-52.

Station manager. Eight year pro, including top 10. Excellent in recruitment and training. Sales and strong news background. M.A. Management. Will consider assistant station manager or administrative assistant. Box E-100.

General Manager. Best in operations, programming, administration. Experienced: sales, training, Jennings, automation, AOR, music, sales, ratings, station management. Small market GM. Dedicated, creative leader. Box E-50.

Se habla espanol If you now program Spanish or believe your future may lie in a conversion, write to me. You will receive a full presentation including details of a 1000% sales increase in live audience on a constant position. Box E-75.

Dynamic young broadcaster. 28, 8 years experience all phases, seeks GM position small market college town. Sales oriented hustler leader. Let’s talk, you. 513-773-2355.

Absentee Owners. Stop losing sleep. I am a successful radio manager with a strong sales background, accustomed to absentee ownership, and capable of total control over your facility(s). Willing to back up my ability with minority stock purchase. Box E-109.

General Manager, 33. Twelve years experience includes management, sales, news, programming, play by play first phone. Excellent references and track record. Ronald M. Miller. 644 Plum Street, Vineland, NJ 08360. 609-692-6500 daytime through May 16th.

Wanted: an opportunity and challenge with a progressive and expanding organization. Your reward. An experienced general manager with 19 years as a successful program manager. Excellent sales and management skills. Strong leadership & motivation. Managed both AM & FM in medium and major markets. Track record can be checked. Box E-104. Put a Boone in your business! 15 years 1st class MD, PD, OF. No country/individual deal. Boone, 703-476-8767.

Will buy in successful radio manager. strong sales background. Looking for turnaround situation. Prefer Florida, but will consider all markets. Will invest in right property Box E-106.

SITUATIONS WANTED ANOUNCERS

DJ, experienced, good board work, news and commercials, can follow directions any format. Box D-66.

Excellent employee Good pbp, sportscasts, sales contact Dan Magnotta. 314 W 1st, Pratt, KS 67124. 316-827-2488 anytime.

Black female dedicated, talented, reliable, mature. 3rd. Will relocate immediately. Call for tape and resume. Sharon Givens 312-278-7647 or 312-787-3186.


Canadian with papers and talent must enter U.S. by early June. 9 years experience, AOR soft-rock music programming experience. Worked Canada's top FM. Steve Moore, 1-519-631-3910.


First ticket plus me are you ready or in need; hard tenacious communicator; radio or TV, Tech School grad. A, 1st phone, military veteran and married. Graphic preference America. EOE. Box E-74.

Jock, good news, good commercials, impressions and dialects, will travel, ready now! Box E-55.

Witty, warm and wide format, including part time forty miles from NYC. Smooth at 18 months all AM & FM drive. Joe King 201-286-6359.

Nearly two decades of experience qualifies me for your operation. I am a relaxed type of jock. You name it, I’ve done it. No rockers, Box E-73.

Dedicated broadcaster with 4 years experience looking. Call 513-631-4567 nights. Will relocate.

Mature & Exp small operation (AM or FM), to grow with Don Wilson, 12834 Meadow; Creasapt, MD 21502.

Mature-responsive family man, married 12 years. 1st Phone, Prefer MOR MD slot. Experienced in news, sales, promotion, talk, play by play, and production. I wake up happy. 35 years old, 4 children. I can be helpful in all areas of your station. Looking for permanent position. Prefer part time, but not looking for a fugitive—just to live comfortably Reply Box E-79.

Major market personality wants to announce, sell and settle in smaller market. Box E-82.

Announcer/DJ, 1½ years experienced, also news and light board. Have worked beautiful music, MOR, adult contemporary and top 40. Would like to stay in nearby New England area. Mark C. Amiott. 27 Pembroke St., Pawtucket, RI 02860. 401-724-2596 or 401-725-8193.

Present employed, but want to move South/Southwest. First phone, personality jock. 8 years exp, excellent production. college football PB, versatility and hustle? Prefer W, KS format. To find out more contact Steve Snyder, Box 784, Republic, PA 15475 or call after 5:30 412-246-2822.

A real people person! The type of guy the Chairman of the Board likes to take to the club and DJ’s desire to hang out with. An experienced one to one comm. sounding a sound talk, talknews or MOR operation. Loyal background in all facets of radio. Box E-85.

Young black jock air personality 3rd will relocate immediately. Knowledgeable, creative, versatile. For talk, PD, of course. Call 291-414 Clarence Collins, 2912 178th Dr. Apt. 1, Hammond, IN.

Black Communicator with college degree 3rd phone seeks east coast station with adult contemporary, rock, jazz or disco format in small medium-market. All shift, OF, Board, go, hustle? Prefer 5kw format. Reply anytime. Box E-69.

"Won’t work cheap" Married, college graduate with first phone and 5 years experience. Currently working in AOR market 63 and looking to move into programming. Would prefer PIA or T-40 format in West, Midwest or Southwest. Box E-99.

SITUATIONS WANTED TECHNICAL

Director of Engineering with large group operator seeking challenge with larger operator or major market leader. Over 15 years hands-on engineering management. Experienced in AM, FM, DAS, some TV, high power, and consulting including FCC applica- tions. All formats from classical to hard rock live and automated. Highest quality audio standards. Present earnings in excess of $35K. Box E-1.

SITUATIONS WANTED NEWS


Sportscasting position desired in medium or suburban-metro market. Currently in market of 60,000. 8 years p-pb of all sports; local oriented sportscast with heavy emphasis on activities; sports phone-talk. Will consider any station wanting to maintain or build junior class sports operation. Box E-67.

Sports, 8 years experience. I built an award winning, money making sports department. Want college or major market H.S. p-p-b. Family man, not a gypsy For resume contact Dave St. 219-868-2556.

Just 23, six years radio. Worked two 100000 watt stations. Experienced college, high school p-b, college stations, interviews. Also news director, board shift, some sales. Looking for job with heavy college sports, and fill in elsewhere if needed. Looking for medium market. Can relocate. Resumes, references, airchecks available. Box E-70.

Experienced Sports Director, 4 years exciting p-b can combine with News. Sales experience can help you set up profitable sports programming. 208-624-3246.

Experienced News Director wishes to return to the business. Strong delivering, writing and beat work. Knows agriculture and sports. Smaller market prefer- red in Midwest or West. Box E-96.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Radio talk show host. Award winning top rating com- municator in N.E. area. International experience, ex- tremely versatile. Relocation desired to sunny south. Network or top ten markets preferred, but all offers considered. Box E-38.

Program Director. Station sales makes available sports position for experienced sports director. Promotion, budgeting, promotions, community service, sales. Arbitron Nr. 1, engineering, A.A., dedication. Box E-19.
HELP WANTED MANAGER

Program Manager—CBS affiliate in top 100 market; must have solid production credentials, syndicated and local programming experience, and management background. EOE. Send resume to: John P. Irwin, General Manager, WANE-TV, P.O. Box 1515, Fort Wayne, IN 46801.

National Sales Manager job opportunity for a 4-station regional network TV in 143rd ADI. Must have experience in working with national rep and agencies. Sales development experience desirable. Send resume to Dave Stuart, General Sales Manager, KYFR-TV, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

Operations Manager: Sunbelt area. Aggressive sale wants an individual with heavy promotion background for southwest market. Call, will discuss on phone—Station Manager 713—833-7512.

Promotion Manager: Seeking qualified, aggressive individual with knowledge of print, graphics, art and layout, television production, ability to compose, and capability to do pre-production/press release experience helpful; salary DOE. Equal Opportunity Employer/Male/Female. Box E-54.

Production Manager: Seeking qualified aggressive individual as full-charge Production Manager for growing station/producion facility; technical knowledge and studio skills a must; computerized post production knowledge beneficial; salary DOE; submit resume to Linkgraf Inboden, KLAS-TVPO Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/Male/Female.

Qualified Chief Accountant for TV station in dynamic Top-40 sunbelt market. Must have broadcast accounting experience. Promotion to Business Manager in sight. Box E-63.

HELP WANTED SALES

Account Executive: Two years of TV sales experience required to takeover strong established list with a network affiliate in a single station Midwestern market. EOE. Send resume and income requirements to Box E-41.

Local Sales Manager with know-how and drive for VHF in beautiful Texas Gulf Coast city. EOE. Box E-98.

HELP WANTED ANNOUNCERS

TV Staff Announcer, WATE-TV is looking for a creative announcer for on and off camera duties. Needs mature professional with experience in both and studio programs. An Equal Opportunity Employer. Send resume to: Ray Coleman, WATE-TV, 400 Arndale Blvd., Pittsburgh, PA 15230.

HELP WANTED TECHNICAL

Come west to high Sieras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donny Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702—385-4241 extension 395. An EOE.

TELEVISION

HELP WANTED MANAGED

Program Manager—CBS affiliate in top 100 market; must have solid production credentials, syndicated and local programming experience, and management background. EOE. Send resume to: John P. Irwin, General Manager, WANE-TV, P.O. Box 1515, Fort Wayne, IN 46801.

National Sales Manager job opportunity for a 4-station regional network TV in 143rd ADI. Must have experience in working with national rep and agencies. Sales development experience desirable. Send resume to Dave Stuart, General Sales Manager, KYFR-TV, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

Operations Manager: Sunbelt area. Aggressive sale wants an individual with heavy promotion background for southwest market. Call, will discuss on phone—Station Manager 713—833-7512.

Promotion Manager: Seeking qualified, aggressive individual with knowledge of print, graphics, art and layout, television production, ability to compose, and capability to do pre-production/press release experience helpful; salary DOE. Equal Opportunity Employer/Male/Female. Box E-54.

Production Manager: Seeking qualified aggressive individual as full-charge Production Manager for growing station/producion facility; technical knowledge and studio skills a must; computerized post production knowledge beneficial; salary DOE; submit resume to Linkgraf Inboden, KLAS-TVPO Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/Male/Female.

Qualified Chief Accountant for TV station in dynamic Top-40 sunbelt market. Must have broadcast accounting experience. Promotion to Business Manager in sight. Box E-63.

HELP WANTED SALES

Account Executive: Two years of TV sales experience required to takeover strong established list with a network affiliate in a single station Midwestern market. EOE. Send resume and income requirements to Box E-41.

Local Sales Manager with know-how and drive for VHF in beautiful Texas Gulf Coast city. EOE. Box E-98.

HELP WANTED ANNOUNCERS

TV Staff Announcer, WATE-TV is looking for a creative announcer for on and off camera duties. Needs mature professional with experience in both and studio programs. An Equal Opportunity Employer. Send resume to: Ray Coleman, WATE-TV, 400 Arndale Blvd., Pittsburgh, PA 15230.

HELP WANTED TECHNICAL

Come west to high Sieras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donny Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702—385-4241 extension 395. An EOE.

HELP WANTED MANAGED

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HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Television Production Manager: With proven management, technical knowledge and production background to administrate Production Engineering and Production Services which includes Studio and Remote Production Engineering, Floor Crew, Graphic Arts, Scenic Design, and Construction Departments. Send your resume including salary history to: Rev. Richard Holloway, Vice-President for Engineering, WTTWChannel 11, 5400 N. St. Louis Ave., Chicago, IL 60625. An equal opportunity affirmative action employer.

Specialist (Producer-Director-Writer) for TV and other AV presentations for Pennsylvania Media operation. B.A. preferred. M.A. desirable. Seek a person who can develop new program ideas with faculty members and has a thorough knowledge of media production processes. More than two years experience in similar environment with an active media organization. Approximate starting salary: $14,000-$17,000. Send resume before June 1, 1980 to: Graduate School of Communication and Broadcasting, Strickland Hall, Virginia Polytechnic Institute and State University, Blacksburg, VA 24061. Equal Opportunity Employer (M/F).

Production/Promotion Director: Group-owned northwest station has immediate opening for person with the required leadership and creative skills to jointly manage production and promotion departments. Ability to train personnel in all phases of studio, field production, news, and promotion required. Must be an essential Equal Opportunity employer. Send your resume to: Box E-21.

Magazine Program for Catholic Church seeking someone with solid production skills and field experience for national production. Travel a must. M. Dobinley's 75 Chestnut Hill Ave., Brighton, MA 02135.


TV Creative Director: . . . need person with TV background for developing and communicating visual ideas through illustration and graphics. Some set designing and prop building. Writing skills a plus. Degree in design preferred. Send resume to Personnel Department, KITV, 1290 Aila Moana, Honolulu, HI 96814. An equal opportunity employer.

Creative Services Director and Promotion Manager positions open. Experience required. Resume and tape to Herb Gold, WJKS-TV, Box 17000, Jackson, WY 83001. Equal Opportunity Employer.

Producer/Director—3 to 5 years commercial experience, Northeast large market, independent. Good salary and benefits. An Equal Opportunity Employer. Send resume and salary requirements to Box E-46.


PM Magazine Co-Host. San Diego needs co-host to work with male on staff. Strong production skills a must. PM Magazine desired experience but not required; however, exposure to Producer/Designer. KFMB-TV, Box 80888, San Diego, CA 92139. EOE/M/F.

First Ticket Radio engineer; two years experience, desires switch to TV B.A. CIE and move. Box E-83.

TV-FM-AM-Field Engineering Service. Established in 1976. Installation-maintenance-systems design and survey and critique-intern maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-488-2969.

SITUATIONS WANTED NEWS

Award-winning investigative producer looking for similar job in top 35 markets. Also interested in investigative.

Black Female Reporter: Enthusiastic personality shown on tape of reporting experience. Presently in top 25 market. Looking for position 

Looking for No. 2 spot in competitive medium or large market television department. I have years of experience in all phases of television news. Box E-46.

One of Texas' best talents is seeking a return to fulltime sports or weather after a year away in management. Heavy background includes 8 years at KMOL, San Antonio, and 3 years at KKAS, Dallas. Jerry Desmond, 1710 North A No. 35, Midland, TX 79701, 915-693-9101.

Willingly to pay overtime? Young aggressive male out of his position in E.N.G. news production. Experience. Two in TV news. Able to work news and/or sports with authority. Leave name and number for Lee at 913-798-3399. I will contact you.

I am what you have been looking for: Anchor:reporter with small and medium market experience, looking for career move. Call mornings and evenings 609-561-8532.

The magazine show which I host, write and field produce was just nominated for an Emmy in Los Angeles. I am looking for challenges in news and public affairs, 714-673-7086.

Will work hard for first break in news. Television production and radio stringer experience. BA in Broadcast Journalism, Will relocate. For video tape and resume contact Charles Freeman, 1404 Hillwood Court, Charlotte, NC 28210 704-552-2473.


Young hardworking Editor/Photographer seeks out of the Midwest with five years of broadcasting experience. Strong background in independent post-production editing, some E.N.G. work. Tape and resume available. Call Dave Vallegas. 714-270-5590 or 714-291-2996.

Top-10 Weather Anchor Group W seeks new home. Box 171, Bellwood, PA 16617.

Sportscast with three years experience seeking medium or large market. Statewide play-by-play exposure, solid newspaper background. Hard worker who has helped raise station ratings 25 pt. ctn. Box E-87.

I'm well qualified to be your steel/steelfield/environmental reporter. Thorough knowledge of film and tape. Call 919-889-3885 after 6 pm.

Meteorologist—Seal of Approval. Does weather graphics and film animation. If your weather office uses only meteorologists, I'm interested. Box E-90.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

College grad, with two years commercial television experience. Desires creative, challenging, responsible and rewarding production/writing position. Box E-27.

Writer, Cinematographer, Editor: Versatile, imaginative and hardworking editor. Seeks position in Southern California. Box 175.

Director: Medium market experience. Seeks position directing live news or commercial. Box E-95.

Experience traffic/operations director seeks news position. Programmatic/cable, BIA/BICS systems. Great administrative and organizational skills. Only interested in co. that wants things done right. Box E-50.

Production/operations manager position being sought by professional with thirty years production experience. Looking for stock that realizes creative people are its biggest asset. Box D-121.

CABLE

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS


ALLIED FIELDS

HELP WANTED MANAGEMENT


HELP WANTED TECHNICAL


HELP WANTED INSTRUCTION

University level teaching position. Teaching experience and doctorate desired; professional experience in commercial radio and television audio production. Applicant should also be prepared to supervise Master's theses and to teach at the graduate level. Responsibility teaching load, teaching courses at all levels of audio, programming, producing, directing, editing, CD, and audio, radio production, announcing, and at least one of the following: Analysis of the Popular Arts, Media Aesthetics, Media Writing, Introduction to Graduate Study or Introduction to Broadcast Research. Appointment of a qualified person is for a full academic year, starting August 26, 1980. Deadline for receiving applications is May 31, 1980. Address resumes to: Mr. C. R. Anderson, Acting Chair, Broadcast Communication Arts Dept., San Francisco State University, 1600 Holloway Street, San Francisco, CA 94132. San Francisco State University is an Affirmative Action/EQUAL Opportunity Employer.

Assistant Professor to teach Broadcast Journalism, Production, and in other areas of interest. Terminal degree preferred. Professional broadcast production and teaching experience. Start Fall 1980. Salary competitive. Apply by May 30 to Chairman, Broadcasting Search Committee, Department of Communications, PO Box 24872, University of Miami, Coral Gables, FL 33124, Equal opportunity affirmative action employer.

Instructor, Broadcast Production, 9-month position; salary $15,048. Master's Degree preferred; 5 years appropriate media and/or teaching experience required. To teach producing, news gathering (ENG) techniques . . . no studio instruction. Application deadline May 30, 1980. Contact: James Couch, Communications Program, Bay Vista Campus, San Francisco International University, 5000 Fulton Street, San Francisco, FL 94131. An Affirmative Action/EQUAL Opportunity Employer. A member of the State University System of Florida.

Broadcasting May 12, 1980 75
Help Wanted

Communication instructor: full-time position in electronic and print media, teaching intro. to radio, journalism, audio production, mass media, announcing. Master's plus experience preferred. Apply to Lou Emond, Dean Junior College, 99 Main Street, Franklin, MA 02038. An equal opportunity, affirmative action employer.

Wanted to Buy Equipment

Wanting 250, 500, 1,000 and 5,000 watt AM/FM transmitters, Guaranteed Radio Supply Corp., 1314 Broadway, Street, Seattle, WA 78040. Paul Schaefer, 17-44-1154.

Spring Clearance Sale! Many items drastically reduced! Color Weather radar—RCA AV0 10, colorized on air now, $1500. 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—55 kw, good condition, $120,000. CV 5048 Time Base Corrector—Recently recon., $5,000. GE PE-400 Color Cameras—Pedestals, racks, like new, $10,000. GE PE-350 Color Cameras—All accessories, good condition, $5,000. GE PE-240 Film Camera—Automatic gan & blanking, $8,000. CDL VBE 741 Switcher—12 input, chroma key, $4,000. IVC 500 Color Camera—Lens, cables, encodes, $4,000. RCA TK-27A Film Camera—Good condition, TP 15 available, $12,00. RCA 1800 Film Projectors—New, factory castings, TV shutter, $3,900. Eastman 250 Projectors—Recently removed from service, ev. $2,000. Eastman CT-500 Projectors—Optical and mag sound, $7,000. RCA TR-6 Projectors—Reverse, good condition, ev. $1,000. RCA TVM-1 Microwave—7 ghz, audio channel, $1,000. RCA TR-22 VTR—RCA Hi-band, DOC, one with editor, $1,000. RCA TR-A VTR—Hi-Band, velocomp. editor, $12,000. Ampex 1200A VTR’s—Amitec, colorsec, West Coast location, each $4,200. IVC 900 VTR’s—Portable model, working good, ev. $4,000. Noroleco PC-70 Color Camera—16x1 200mm lens, 2 available, $15,000. Noroleco PCP-70 Color Camera—Portable or studio use, $4,000. Noroleco PC-60 Color Camera—Updated to PC-70, new, $3,000. 3 Brands of New Equipment—Special Prices We will buy your used T.V. equipment To buy or sell, call Toll Free 800-241-7878, Bill Kitchen, Quality Media Corporation In GA call 404-324-1271.

5KW Bauer 500U, 18 kw, hours spare tubes, Dave Rumboll, 400-280-761.


QRK Omega 10 channel audio console $2,900. One set Gates G18-68 FM monitors $450, 350 Andrew 3" on reel $2,500, 350 Andrew 1 5/8" $1,300, all ready to ship—Contact: Andy Booth, WORK, 804-497-1067.

For Sale or Lease: Microwave MA-12G transmitters MA-12G receiver, PAC-4 Audio MOD, PAC-5 Audio DEMOD, four 1" domes and 2 radomes with waveguide and all accessories. 617-655-5115.

Comedy

Free sample of radio's most popular humor service! OLDER, 1448-C West, San Bruno, CA 94071.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 580-B Twinning, Dallas, TX 75227.

Miscellaneous


Artist Bio Information, daily calendar mile? Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Do you have a client who needs a jingle? The Jingle Factory makes it easy. Call or write for demo. PMK, Inc., Box 947, Bryn Mawr, PA 19015. 215-525-9873.

EXPANSION
of our Texas Radio group requires new air & sales talent. Good weather, salary, hospitalization, retirement. Reply in confidence to Box E-3.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR
Top 10 Market FM/AM
We are adult contemporary stations with great staff and facilities. We need an organized, disciplined motivator who can take charge and continue to build our stations to greater heights in the 18-34 demo. We offer an excellent compensation package and a great future with an outstanding communications company. Reply in confidence to Box E-13.

An Equal Opportunity Employer

EXPRESSED PLAY-BY-PLAY MAN
seeks college or professional play-by-play job for the fall in a medium to major market. Box E-11.

HELP WANTED
Top talk show host who is committed to: Total community involvement; enterprising entertaining shows; vibrant one-on-one communicator. Must have successful track record. Approximately 5 years major market experience. Send resume and tape to: Joe Holstead, WFAM Radio, Communications Center, Dallas, Texas 75202. An Equal Opportunity Employer.

SITUATIONS WANTED
ATTENTION OWNERS-MANAGERS
Need assistance in certain station operations? I'll upgrade your programming & promotion, motivate your staff and handle daily station operation. In return I seek a growth opportunity and long-term relationship. Prefer small to medium New England market but glad to hear from all areas. Reply Box E-69.

SITUATIONS WANTED ANNOUNCERS

OWN PART OF THE ACTION
and become sales manager of a midwestern FM about to make it big. Buy in and make it happen. Unlimited opportunity for a self-starter and motivator. Send track record and salary goals to Box E-5.

Help Wanted Announcers

SITUATIONS WANTED MANAGEMENT
Continued

SE HABLA ESPANO
Experienced radio manager, fully bilingual, seeks new challenge. If your station currently programs in Spanish or you believe your future lies in converting, let me send full details. Box E-71.

Help Wanted Programing, Production, Others

BEAUTIFUL MUSIC

SITUATIONS WANTED ANNOUNCERS

MULTI-TALENTED
I am a multi-talented, ambitious professional, who has worked at a top ten NBC affiliate. My experience there included Co-Producing the flagship broadcasts for two professional sports teams, promotional copywriting, newswriting, production work, interviewing entertainment, and securing their appearance on other programs I produced. Also ran one of a tight board, I'm looking to serve in one or more of the above capacities at your station, and would like to learn sales, if possible. Market size NOT important, but my only requirement is at least a 40 hour work week. Excellent references. Immediate availability. Don't hesitate, call now. (516) 884-3238, ask for John.

MARKETING ASSOCIATES
6 Pacific Avenue
Piedmont, CA 94611
(415) 544-4234

"The profitable radio station covers its cost of sales first, we do it better for less."
Dick Burns

SITUATIONS WANTED NEWS

DON'T SETTLE FOR SECOND BEST!
Heavyweight award-winning talk show host/newscaster seeks radio and/or TV slot in Top-5 market! Offers 10 years solid newstalk experience, plus background as creator of syndicated cable TV program, writer-editor-producer; and contributor to 2 best-selling books!

If you seek excellence and a proven ratings record, call: Gene Steinberg, (212) 631-9290

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

PROGRAM/OPERATIONS MANAGER
Medium market success ... seeks top 35 market ... first phone ... will work anywhere in United States ... call John Smith at 502/459-8957, Monday through Friday, 2pm-4pm.

TELEVISION

HELP WANTED NEWS

WANTED
A Troubleshooter Reporter and a Health Reporter. Top 25 market station with strong commitment to News. Heavy into microwave, including live helicopters. Please send resume to Box E-57. An Equal Opportunity Affirmative Action Employer, M/F.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Major Group Broadcaster
seeks an experienced reporter and an experienced photographer for Washington, D.C. News Bureau. Send resume and salary requirements to Box E-59.

Broadcasting May 12 1980 77
HI trafficking a COMPLETE STAFF
(For new powerful UHF East Coast network affiliate)
Station Manager
Station Sales Manager
Chief Engineer (Preferably with some construction experience)
Program Director
Production Supervisor
Account Executives
Copywriter
Technicians
EEO/Affirmative Action Employer
BOX E-110

Help Wanted Management

COORDINATOR OF DEVELOPMENT ACTIVITIES
BROADCASTING SERVICES
Opportunity exists within The Pennsylvania State University for someone responsible to the Director of Broadcasting for grant seeking and other fund raising activities for WPSX-TV and Broadcasting Services in Continuing Education. Requires a degree in education or equivalent and four to five years of effective experience in preparation and presentation of major grant proposals at the national level and a successful record of obtaining funds from governmental foundations and corporate sources. Must have an understanding of and commitment to the goals of public television broadcasting, use of media in continuing education and compatibility with a university environment. Send letter of application and salary requirements to: Employment Division 117 Witman Building, Box BM-11, University Park, Pennsylvania 16802. Application deadline: May 29, 1980. AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

GENERAL MANAGER
West Coast Network Affiliate. Fast-growing station in excellent market needs dynamic, productive leader. Excellent compensation and benefits. Send resume to Box E-111 Equal Opportunity Employer

Help Wanted Programming, Production, Others

evening magazine

A Co-host position will be available late this summer for the number one rated, prime-time access magazine strip at WBZ-TV, Boston. Candidate must have both talent and field producing responsibility in similar program format.

Send a resume and cassette (no phone calls please!) to: Richard Kurlander, Program Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134.

An equal opportunity employer

Help Wanted Technical

TV Maintenance Engineer

Major West Coast Quality Independent Station. Degree. Four years TV Maintenance. TV & Digital Experience Preferred.

KTVU Television
1 Jack London Sq.
Oakland, CA 94607
(415) 834-2000
Ext. 247

Equal Opportunity Employer

PM magazine

TALENT/PHOTOGRAPHER-EDITORS
Talent and Photographer/Editor positions now available for our brand new PM Magazine team.
If you are one of the best and brightest in our industry, rush resume and tape to Ron Loewen, KAKE, Box 10, Wichita, KS 67201.
KAKE-TV is a division of Chronicle Broadcasting Co. and an equal opportunity employer.

COMMERCIAL PRODUCER/DIRECTOR
Major market television station seeking individual with a minimum three years experience in producing video, and writing commercials. Background in video tape recording, lighting, editing, and sound recording techniques. Must understand "state-of-the-art" equipment with thorough knowledge of studio and on location shooting. College graduate—television production major preferred. Please send tape of work.

Send resumes to: Nancy Fields, WMAR-TV, 5400 York Road, Baltimore, Md. 21212.
E.O.E. M/F

Broadcasting May 12 1980 78
Help Wanted Programing, Production, Others
Continued

ASSISTANT PROGRAM MANAGER

WCWB-TV, Channel 5 in Boston, seeks an experienced, talented individual to supervise the staff and production of regularly scheduled programs and to assist Vice-Presidents of programming in the administration of the program department.

This position requires extensive experience in local program production and minimum of 2 years experience in program administration.

If interested, please send resume to
(telephone calls please) Boston
Broadcasters, Inc., Personnel
Department T251280, 5 TV Place,
Needham, MA 02190.

An Equal Opportunity Employer M/F

Situations Wanted Management

General Manager
Station Manager television
Extremely strong programming background incl No. 1 market. Currently employed with group procrastinating on expansion. Excellent track record. Top references. Box D-114.

ECONOMICS REPORTER

Ph.D. in economics, anchor, reporter, & ENG experience. VT available. Good voice, good appearance. Mel at (303) 476-3275.

TV SPORTS BUILDER

Will build strong TV sports department as non-air sports director.
20 years experience and dedication in all phases of local TV station Sports.
Success built on hustle, organization and discipline. Currently on-air. Box E-4.

"The profitable radio station covers its cost of sales first, we do it better for less."

-Dick Burns

MARKETING ASSOCIATES

6 Pacific Avenue
Piedmont, CA 94611. (415) 547-4234

Situations Wanted News

ALLIED FIELDS
Help Wanted Sales

BROADCASTING
Executive Search & Recruitment
100 COLONY SQUARE · SUITE 2301
ATLANTA, GEORGIA 30305
(404) 873-2959

"It's your move!"

STEVE WYMAN
& ASSOCIATES, INC.

BROADCASTING

HELP WANTED

SITUATIONS
PROFESSIONAL
NEEDHAM, DEPARTMENT

AN Excellent procrastinating background. Specific interest in the profitable radio station covers its cost of sales first, we do it better for less.

Broadcast Management/Engineering

285 Madison Ave.
New York, New York 10017

ADVERTISING SPACE
SALES
NORTHEAST REGION

Position now open for salesperson familiar with the broadcast marketplace to sell advertising space in the industry’s most prestigious monthly publication. The ideal candidate should have 2–5 years of sales experience in broadcast equipment or services sales. You will be located in the N.Y. headquarters. Excellent compensation package including generous base, high commissions, company car, profit sharing and comprehensive health benefits.

Contact:
Charles C. Lenz, Jr.
(212) 685-5320

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 camera 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 Telecine 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 M (212) 791-7000.

Home Box Office

Program Audience Research Analyst

Experience in network/station rep audience response techniques. Background in primary research helpful with strong analytic and writing skills. Will be required to do extensive demographic, quantitative, and qualitative analysis of audience data and communicate findings to management. Send resume including salary history to: Santos Murillo, Personnel Dept., Time Inc., Time & Life Bldg., 1271 Ave of Americas, New York, NY 10020.

Employment Service

BROADCASTER’S ACTION LINE

The Broadcasting Job you want anywhere in the U.S.A. 1 Year Placement Service $40.00

Call 812-889-2807

R3, Box 64, Lexington, Indiana 47138

Help Wanted Programing, Production, Others

TM Productions, Inc.

PRODUCTION DIRECTOR

Must be well-versed in all facets of creative production and supervisory management skills.
Experience needed in radio, multi-track equipment to include: 4, 8, 16 and 24-track, and all phases of recording studio operation, mixing, etc. Strong copywriting and creative skills with musical background a must.
Only thoroughly experienced professionals need apply.
Send resume in confidence to:
Pat Shaughnessy
President of the TM Companies
1349 Regal Row
Dallas, Texas 75247
TM is an Equal Opportunity Employer.
Help Wanted Technical
Continued

SENIOR BROADCAST TECHNOLOGY
INSTRUCTOR

Harris Broadcast Products Division, a leader in the broadcast industry and a Division of Harris Corporation, has an immediate opening for a Senior Broadcast Technology Instructor.

This opening is a multifaceted position consisting of state-of-the-art electronic technology for broadcast equipment oriented training objectives which include short and long term training program development, generation of input for operation, maintenance, and training (O.M.T) contact proposals, coordination of local or on-site training programs, and personal instruction involvement including instructional delivery for an Associate Degree in Broadcast Electronics Technology.

Candidates with a Bachelor's Degree in an electronic oriented discipline with a Television RF/Digital broadcast background are preferred. A minimum of three years of broadcast engineering responsibilities and development or instruction in a post high school broadcast electronics program, with professional education coursework background plus previous exposure to a job oriented international setting are all desirable.

Qualified candidates should send a current resume in confidence to: Gary L. Schell, Professional Recruiter, Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301.

Help Wanted Management

CALIFORNIA PUBLIC BROADCASTING
COMMISSION
Chief Administrative Officer Requirements: extensive experience in public telecommunications and broadcasting knowledge of legislative process and public administration. Current salary range 529,856-31,292.

Resumes must be received by May 30. Edward M. McCullough, Modesto Junior College, Modesto, CA 95350. Males and women are urged to apply.

Radio Programming

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio
VARIETY • DRAMA • COUPLES • MYSTERIES • SCIENCE FICTION
...included in each series
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5864

Products

Professional Audio
Recording Tape
Reels • Cassettes
Ampex • 3M
Ask for our recording supply catalog
Polyline 312/298-5300
1233 Rand Rd. • Des Plaines, IL 60016

Music

S-A-M-S... Customized radio surveys
400 calls $775.00 total price $275.00 down and $42.00 per month also 100, 200, 300 & 500 call surveys... raw data free... Call collect (404) 733-0642
Box 2585, Augusta, Ga.

Public Notice

May 13-14, 1980 Public Broadcasting Service, Program Use Policy Committee, Washington, D.C., dinner meeting beginning at 7:30 p.m. May 13, Loew's Century Plaza Hotel, and resumes at 9:00 a.m. on May 14, Loew's Century Plaza Hotel. Consideration of program use policies relating to public television program exclusivity and producer-station income-sharing.

Public Notice

The Villages of East Hills, Flower Hill, North Hills, Munsy Park, Plandome, Plandome Heights and Plandome Manor, all located in Nassau County, New York, invite applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 3 p.m. on July 15, 1980 and all applications received shall be available after that time and date for public inspection during normal business hours at the Village Hall, Village of Flower Hill, One Bonnie Heights Road, Flower Hill, New York.

North Shore Villages Cable Television Advisory Committee
c/o Village of Flower Hill
One Bonnie Heights Road
Flower Hills, Manhasset, New York 11030
(516) 627-2254

Wanted To Buy Stations

Midwest
AM and/or FM
Up to $400,000
Box E-86

FINANCIALLY QUALIFIED BROADCASTERS . . .
...looking to buy Medium Market radio. Southeast preferred, but will consider all. Principals only.

For Sale Stations

AM/FM - CATV - TV
CURRENT INVENTORY
SHERMAN and
BROWN ASSOC.
MEDIA BROKER SPECIALISTS
(305) 371-9335 (904) 734-9355
GORDON SHERMAN
1110 Brickell Ave.
Suite 430
Miami, Fla. 33131
ROBERT BROWN
P.O. Box 1586
Deland, Fla. 32720

5000 Watt
day time, early sign on, non directional radio station for sale in St. Ignace, Michigan. Call after 7:00 PM. 517-321-1763.

Broadcasting May 12 1980
80
FOR SALE BY OWNER
CLASS A FM STATION
MEDIUM MARKET

Priced at 3X Gross—20% Down. Owner willing to consider financing.

NO BROKERS
Box E-51

OWNERS WILL FINANCE
full time AM in sunbelt. Includes 40 acres of land. Cash or terms. $90 million market. Reply with phone number to Box E-68.

FOR SALE BY OWNER
CLASS A FM STATION
MEDIUM MARKET

Priced at 3X Gross—20% Down. Owner willing to consider financing.

NO BROKERS
Box E-51

SELECT MEDIA BROKERS

<table>
<thead>
<tr>
<th>State</th>
<th>Type</th>
<th>Frequency</th>
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<tr>
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<tr>
<td>MO</td>
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<td>225K</td>
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<td>CO</td>
<td>Fulltime</td>
<td>500K</td>
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</table>

912-883-4917
PO Box 5, Albany, GA 31708

OWN A RADIO STATION IN PARADISE
Top Honolulu, Hawaii Radio Facility available. 10,000 Watt Non-Directional fulltime, low frequency AM Powerhouse. Excellent ratings and billings. Station available for approximately 2X gross—portion of price can be consultancy if buyer financially qualified. For Details call: Dave Wagenvoord/Media Broker (808) 949-8648.

REGGIE MARTIN & ASSOCIATES
Va.—Scenic area hi-profit comb. $1,050 mm terms
So. Car.—Very profitable 1 k, DT; low freq. S395 terms
Va. & So. Car.—Sex sm. mkt. stats. incl. comb S145-S395 terms
Fla.—On ocean dominant 5 k, FT; AM $750 terms
Ga.—Profitable med. 1 k, DT; under 2x gross
Miss.—Profitable excl. freq. 1 k, DT; rl. est. S295 terms
Fla.—Reggie Martin Va.—Ron Jones (305) 361-2181 (804) 758-4214

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/223-0395
Suite 214
11681 San Vicente Blvd.
Los Angeles, CA 90049

FOR SALE
TOP 25 MARKET
AM/FM COMBO
Class “C” FM . . . Fulltime AM
Principals only: Box E-97

Major market midwest
full time ethnic profitable station.
$1,500,000. Cash. Box E-40.
**For Sale Stations Continued**

<table>
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<th>STATION</th>
<th>CONTACT</th>
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<tr>
<td>S</td>
<td>J. T. Malone (404) 458-8226</td>
</tr>
<tr>
<td>NW</td>
<td>Larry St. John (206) 881-1917</td>
</tr>
<tr>
<td>S</td>
<td>Bill Chapman (404) 458-9226</td>
</tr>
<tr>
<td>MW</td>
<td>Jim Mackin (312) 323-1545</td>
</tr>
<tr>
<td>W</td>
<td>Bill Whitley (214) 387-2303</td>
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<tr>
<td>SW</td>
<td>Ray Stanfield (213) 363-5764</td>
</tr>
</tbody>
</table>

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr, N.E., Atlanta, GA 30341

**H.B. La Rue, Media Broker**

**EAST TENNESSE AM**

Powerful daytimer in fast growing area ... great potential ...
Box E-76. Qualified buyers only.

**MIDWEST**

5,000 Watt Daytimer 1979 gross — $220,000. Metro Population — 600,000. Price: $425,000 on terms.
Box E-88.

**AM Daytimer**

Northeastern PA area (real estate lease to suit your needs).
Box E-81

**ILLINOIS**

Profitable full timer. Priced 2X gross plus real estate. Single station market. $725,000 CASH. Principals only. Box E-93.

---

**For Fast Action Use BROADCASTING’s Classified Advertising**

**BROADCASTING’S CLASSIFIED RATES**

Payable in advance. Check or money order only (Billing charge to stations and firms $2.00). When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday’s issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted.)

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcripts, films or VTR’s to be forwarded to BROADCASTING. Blind Box numbers are Audio tapes, video tapes, transcripts, films and VTR’s are not forwarded, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted 72c per word $10.00 weekly minimum Situations Wanted (personal ads) 40c per word $5.00 weekly minimum. All other classifications. 50c per word $10.00 weekly minimum. Blind Box numbers $2.00 per issue.

Red: Classified display Situations Wanted (personal ads) $3.00 per inch. All other classifications. $60.00 per inch For Sale Stations. Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $5mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

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**Inside ABC**

American Broadcasting Company’s Rise to Power

by Sterling “Red” Quinlan

Here’s the complete story of the American Broadcasting Company’s spectacular climb to leadership after more than 25 years of continual third place network position. Sterling “Red” Quinlan, former Vice President and General Manager of ABC’s Chicago station, candidly tells of the people and events that have shaped the highly individualistic style of the network and made it the innovative force it is today. Based on extensive research including interviews with numerous past and present ABC employees, previously unpublished information from company files and the author’s own experiences, INSIDE ABC offers a unique look into the executive suites of the broadcast industry. 320 pages, 39 photographs, bibliography, Index. $12.95

Broadcasting May 12 1980

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Please send ______ copies of INSIDE ABC @ $12.95 each.
Payment must accompany your order.

Name ________________________
Address ______________________
City __________________________ State ________ Zip ________
Fates & Fortunes

**Media**


Charles F. Kennedy, senior vice-president for Outlet Co.'s broadcast division, based in Providence, R.I., named executive VP-chief operating officer of Kovak(TV) Stockton, Calif., which was recently purchased by Outlet.

Jerry Birdwell, director of advertising and promotion, Golden West Broadcasters, Los Angeles, named VP-general manager of GBW's new UHF station in Oklahoma City, channel 43, scheduled to go on air Aug. 1. William Schickler, director of planning for GBW's KTLA(TV) Los Angeles, named VP-finance.

Robert C. (Jake) Embry, VP-general manager of WMAR-FM Baltimore, retired May 1. He had been general manager of station since it went on air in 1968. John Cross, who was sales manager, succeeds Embry.

John Fox, general manager of Donney Media Group's KBBR(AM) Springdale, Ark., named general manager of co-owned KORK-AM-FM Las Vegas. Curtis Hornor, sales manager, KBBR, named general manager.

Robert Vanderwiel, VP-sales, WTAC(AM) Flint, Mich., named VP-general manager. He succeeds Peter Cavanaugh, who joins WLOG(AM)-WWCK(AM) Flint as VP-general manager.

Alvin D. Schrott, president, secretary and treasurer of WJAC Inc., licensee of WJAC-AM-FM-TV Johnstown, Pa., and secretary and treasurer of parent firm. The Johnstown Tribune Publishing Co., has retired. He joined WJAC-TV as general manager in 1949, year it went on air, and was elected president in 1974. Schrott's son, Richard, is general sales manager of WJAC-TV. Richard Mayer, publisher of co-owned Tribune-Democrat in Johnstown, assumes additional duties as president of WJAC Inc. James Edwards Sr., station manager WJAC-TV, elected VP of WJAC Inc.

Brian Stone, who handles corporate special projects for Affiliated Broadcasting Inc., Boston, assumes additional duties as general manager of company's WHYN-AM-FM Springfield, Mass.

James Dages, general manager, WLOI(TV) Lima, Ohio, elected VP of licensee. Lima Communications Corp.

Wally Tucker, VP-general manager, KPLX(AM) Fort Worth, joins KKKI-AM Odessa, Tex., as general manager.


Don Harrison, program director, WMSQ(FM) Havelock-Cherry Point, N.C., named operations manager for WMSQ and co-owned WCPQU(AM) there.

Craig Chambers, formerly in sales and marketing position with King Broadcasting, Seattle, joins Teleprompter of Seattle. cable operator, as marketing and sales manager.

Harrison Fiores, former director of operations for Warner Cable in Houston, named general manager of Chattahoochee Cable Communications, which serves portions of Cobb and Cherokee counties in Georgia.

Seven regional managers and seven regional supervisors in ABC-TV network station relations get new titles to reflect expanded functions. Named district managers: Barbara Bree, southwest-central: Thomas Day, northeast; Warren Denker, southeast; Robert Hingel, southwest; Timothy Kearney, east-central; William (Buzz) Mathesius, north-central, and Peter Zobel, mountain-Pacific.

Named district supervisors: Joseph DeGennaro, south-central; Dana Issacson, northeast; Nancy Mann, east-central; Barbara Mortimer, mountain-Pacific; Richard Muller, southeast; Stephen Parker, northeast, and Elizabeth Schiff, north-central.

Sam Antar, director, legal and business affairs, ABC News, New York, named VP-general attorney and director of business affairs. Stuart Motelison, assistant general attorney, real estate, ABC, named general attorney, real estate. Ronald Pratz, manager, internal audit, ABC, Los Angeles, named director, internal audit, West Coast.

Barbara Eaton Goldfarb, regional counsel for Montgomery Ward department stores, joins Shamrock Broadcasting Co., Los Angeles, as legal counsel.

**Advertising**

Richard Kostyra, executive director of media operations and general manager of JWT Syndication for agency's Canadian company, Toronto, named senior VP-media director for New York office of J. Walter Thompson U.S.A. succeeding Robert (Buck) Buchanan who was recently named executive VP and U.S. media director for JWT U.S.A. Inc. (BROADCASTING, April 21).

John Gray III and John Sluk Jr., VP's and group media supervisors, named senior VP and director of media planning and senior VP of network broadcast, respectively.


**DID YOU SEE THE SENSATION OF THE NAB CONVENTION?**

To: Cliff Gill Enterprises, Inc. 9537 Telstar-Suite 121 El Monte, Calif. 91731 (1-800-521-4992 - X85)

Please send me more information regarding the exciting EUMIG FL-1000, the world's first cassette record-playback unit with digital interface and reel-to-reel quality.

NAME
ADDRESS
ZIP

Our use would be automated live (circle one)

"At last, an end to the endless tape"

Broadcasting May 12 1980

83
Joins The Marshalk Co. there as senior VP-management service director.

Charles Sabatino, art director-producer, Compton Advertising, New York, elected senior VP.

Ben Benya, media supervisor, Foote, Cone & Belding/Honig, Los Angeles, named associate media director. Scott McCoy, senior planner on Mazda account, named media supervisor for ARCO petroleum products.

Sharron Canarsa, VP-director of travel, resort and hotel account management, Melzer, Aron & Lemen, San Francisco, joins Hoefer, Dietrich & Brown there as account supervisor.

F. Nicholas Zuck, from account and media management position with Wolff Associates, Rochester, N.Y., joins Nortrup & Teel, Rochester, as account supervisor. Donn Selkowitz, copywriter, Wolff, and former news director for WRGBAM State College, Pa., joins Nortrup & Teel as copywriter.

Kay Kennedy Fitzpatrick, media buyer, Keller-Crescent Co., Evansville, Ind., named account executive.

Marvin Astrin, former president of Won Continental Sales, and former VP-general manager of WON, Chicago, joins Bernard Howard & Co. as manager of Chicago office.

Harriet Mulder, account executive, Harrington, Righter & Parsons, Chicago, named sales manager of blue team. Carol Bledzicki, buying supervisor. Ad Com, joins HRP in Chicago as account executive on green team.


John L. Moss, account executive in Detroit for Blair Represented Network, joins CBS Radio as account executive, West Coast.

John Sandwell, local sales manager, KMUTV-TV Beaumont, Tex., joins WFIE-TV Evansville, Ind., as general sales manager.

Leon Hardaway, local sales manager, WOLAM-WWTV Washington, named general sales manager.


Janice Powers, account executive, WKBV-TV Detroit, named local sales coordinator. Ellen Bramson, traffic manager, named account executive. Maureen Paschke, office manager. Peery Television, joins WKBV-TV as traffic manager.

Jerry Raffel, national sales representative, WZRO-TV Kalamazoo, Mich., named sales manager.

Mark Whelan, local sales manager, WTGV-LV Toledo, Ohio, joins WTSF-TV St. Petersburg, Fla., in same capacity. Donald Edwin Kirk, from WXGN-WV Winston-Salem, N.C., joins WTSF-TV as account executive.

Jean Hites, local sales account executive, KLAS-TV Las Vegas, joins WRAL-TV Raleigh, N.C., as local sales manager.

E.R. Dolly Bucci, account executive, WWAWAM Pittsburgh, named local sales manager.

Henry Poth, account executive, WLBAM-FM St. Louis, named local sales manager. Cheryl Collins, from KSJAM-KCFMFM St. Louis, joins WLBAM-FM as account executive.

Glenn Brillhart, account executive, WDV-MTV Washington, retires May 31. He has been with station since 1968.

Brian Moore-Jones, from Talena Bickle Co., Austin, Tex., and Myrna Kinard, media planner for The Richards Group, Dallas, joins KXAS-TV Fort Worth as account executive.

Dennis Whitcomb, account executive, KBAM-Morro Bay, Calif., and Sandra Bane, sales manager, KSLY-KUNA-AM St. Louis Osipo, Calif., joins KXAS-TV San Luis Obispo as account executives.

Jane Bardwell, former client services representative with Arbitron, joins KFIZ-AM-FM Dallas as account executive and research assistant.

Dick Wodrich, from KBCDFM Phoenix, joins KXJ-NM-AM-FM there as account executive.

Pat Skiper, account executive for Tait Broadcasting’s WDC ATV Washington, transferred to Tait’s WBX-TV Birmingham, Ala., in same capacity.

Richard Brehm, station manager, WATSAM-WAAMF Sayre, Pa., joins WGAL-TV Lancaster, Pa., as account executive.

Carol Hunt, assistant traffic director, WDNM-TV Dothan, Ala., named head of copy and client relations.

Programming

Daniel Mulholland, regional sales manager. Gold Key Entertainmen, New York, joins American Television Syndication there as executive VP of syndication.

Jerry Rettig, director of sales planning, Worldvision Enterprises, New York, named senior VP-creative services, and will supervise advertising, promotion, public relations and sales planning.

Ronald W. Taylor, VP-current programs, ABC Entertainment, Los Angeles, named executive producer, motion pictures for television.

Fred Jacobs, director of research for ABC-owned WRIFAM Detroit, named director of research and programming development for ABC Owned FM Stations, New York.

Steve Zabriskie, who has been on various freelance assignments for ABC Sports, has been signed as full-time commentator, reporting for ABC’s Wide World of Sports and NCAA Football and other series.

Rick Ludwin, independent producer, joins NBC Entertainment, Los Angeles, as director of variety programs, West Coast.

Appointments. Home Box Office: David Meister, VP-sports, John V. P-sports and co-productions: Seth Abraham, director of sports operations, named director of sports; Les Read, Northeast regional director, named director of affiliate relations for Eastern region; Marilyn Russell, regional director for Ohio and western Pennsylvania, named Northeast regional director; Dick McCaffrey, regional director for Philadelphia, eastern Pennsylvania, Baltimore and Washington, named regional director for consolidated mid-East region; Steve Davidson, regional manager in Philadelphia for mid-East metro region, named regional director: Mike Jeffrey, regional manager for north Central region, named regional director for Northwest, and Jim Sharkey, regional manager for Southwest, named regional manager for Michigan and Indiana.

Pamela Arnest, sales representative, Columbia Pictures Videocassette Services, New York, named manager of West Coast sales. Jack Weingberg, with company, named sales representative. Kenneth King, formerly with Video Unlimited, joins Columbia Pictures Videocassette Services as sales representative.


Bruce Heller, attorney in records section of law department, CBS Inc., New York, joins Viacom Enterprises there as director of business affairs, East Coast.

Thomas Ignor Jr., director of finance-program development, Viacom International, named director, financial services, Time-Life Productions, Los Angeles.

Barry Mines, production manager, Viacom Cablevision of Suffolk County, Central Islip, N.Y., named program manager for TV-6, company’s local origination channel.

Ken Fournier, operations manager and stereo rock consultant, TM Companies, Dallas, named advertising and promotion manager. Cal Casey, former national programming consultant with Drake-Chenault, named associate director of stereo rock for TM Programming.

Bill Carpenter, former VP-general manager of WTTGTVI Washington, has formed program syndication company with offices in New York and Los Angeles. Carpenter Television Programs Inc.

Jack Wartlieb, VP-production, Westinghouse Broadcasting Co., joins Golden West Broadcasters, Los Angeles, as VP-production and operations. Greg Nathanson, program director of GBW’s KTLA-TV Los Angeles, named VP-programming. David Mumford, assistant director of research and sales promotion, KTLA-TV, named assistant program director.

John Winklein, president and general manager of noncommercial WLVT-VI Garden City, N.Y., named associate director for news and public affairs programs of Corporation for Public Broadcasting’s Program Fund. He will be responsible for developing and implementing
news and public affairs programs policy of Pro-
gram Fund. Donald Marbury, coordinator of local programing for noncommercial WQED TV
Pittsburgh, named associate director for cultural programs for CPB's Program Fund.

Janet Davies, co-host of PM Magazine on
WQED-TV Cincinnati, assumes additional duties as executive producer of program.

Jerilyn Goodman, production coordinator and
producer-writer, WMTVTVI Madison, Wis.,
named producer of PM Magazine, scheduled to
begin on WMTV in fall. Norm Peters, sports
anchor and reporter, WMTVTVI, named sports
director.

Kev Reilly, noon anchor, arts and entertain-
ment editor, and feature reporter, KVOA TV
Tuc-
son, Ariz., joins KATU Portland, Ore., as re-
porter and rotating host of nightly magazine, PM Northwest, which begins in September.

Le-
land Petrlik, director, KATU, named production manager.

Jim Connors, formerly with WROC(AM)
Rochester, N.Y., and WSYR(AM) Buffalo, N.Y.,
joins WCLF(AM) Falmouth, Mass., as VP in
charge of product and facilities.

News and Public Affairs

Bill Gillien, special news producer, WMTVTVI
Detroit, and former CBS News bureau chief
in New York and Atlanta, joins WLS-TV Chicago
as director of news operations. Marsha Jordan,
newswriter-producer, WLS-TV, named assign-
ment editor. Vicki Glammomna, news
researcher, WLS-TV; Teri Tausk, from WLS-TV li-
bary; Mike Klein, researcher and producer, WBBM-TV Chicago, and Kevin Wendle, news
producer, WPTV New York, named newswriters for WLS-TV. Mary Mulligan and
Vivonne Small, both from WBBM-TV, join WLS-
TV's consumer action unit.

Ed Croft, Atlanta bureau chief, NBC News,
named assistant bureau chief, West Coast,
based in Los Angeles.

June Massell, reporter, WMAQ-TV Chicago,
named ABC News correspondent. Phillip Greer,
anchor of Phillip Greer on Business
business and economy news series on ABC Radio.
New York, assumes additional duties as correspon-
dent for ABC Radio's Four networks.

Jim Kemp, executive producer, WVTU New
Orleans, named news director.

Don Shoults, news director, KTHVTVI Little
Rock, Ark., joins WCMH-TV Columbus, Ohio, in
same capacity.

Jane Pennz, news coordinator, KQIO(AM)
Los
Angeles, named news director.

Warren Ashmore, editorial writer-researcher,
WLOM(AM) Asheville, N.C., joins WBBM-
WAZZ(AM) New Bern, N.C., as director of news
and public affairs.

Sandra Mann, weekday anchor, KAAA-TV
Pueblo, Colo., named assistant news director.

Mark Young, assignment editor, WBBM-TV Al-
tana, joins KXAS-TV Fort Worth in same capacity.

Mike Snyder, reporter and weekend anchor,
KHOW-TV Houston, joins KXAS-TV as consumer reporter.

Cameron Harper, weekend co-anchor and re-
porter, WTHR(AM) Indianapolis, named 5 and 10
p.m. weekday co-anchor. Mark Harmon, for-
merly with WMBD-TV Peoria, Ill., and WTViTVI
Rockford, Ill., joins WTHR as sports reporter.

Bill Ditton, from WLS-TV Los Angeles, Ind., joins
WTHR as news photographer. Nancy Rogers,
from WCLF(AM)-WTVF(AM) Janetown, Wis., joins
WTHR as a weekend weather reporter.

Connie Thompson, business and consumer
affairs reporter, KOMO-TV Seattle, named 11 p.m.
co-anchor.

Dave Crawley, news director, anchor and re-
porter, WNEV-TV Hanover, N.H., joins WMTVTVI
Madison, Wis., as 10 p.m. anchor-producer.

James Baker, former anchor, WOLY Ames,
Iowa, and Barbara Sloan, former consumer
reporter, WMTVTVI West Palm Beach, Fla., join
WFTV-Greenville, S.C., as co-anchors.

Christopher James, former news director
WATV-TV Augusta, Ga., joins WFBV-TV as re-
porter and weekend anchor. Howard Ballou,
reporter, WFBV-Ga., named noon anchor. Cathy
Murphy, from part-time position with WMACTV
Boston, joins WFBV-TV as reporter. David
Graves, assignment editor, WFBV-TV Evansville,
Ind., joins WFBV-TV as news producer.

Rob Dequhart, weekend anchor, WABC-
TV Madison, Wis., joins WREX-TV Rockford, Ill., as
producer and anchor of 5:30 and 10 p.m.
newscasts.

Susan Silverson, reporter, WMTVTVI Dothan,
Ala., named co-anchor.

A.J. Thompson, reporter and photographer.

Home-town girl, Barbara Walters "brings honor to journalism" by being the public's sur-
rogate and "asking the questions that need to be answered," said her former Today
colleague Gene Shalit as he presented her with the Hall of Fame award of the Boston/New
England chapter of the National Academy of Television Arts and Sciences. Shalit, recalling
their NBC television mornings together before Walters moved to ABC, praised her
"generosity of spirit" in helping everyone on the Today show "out of trouble before the audi-
ence even realized they were in trouble." The Cambridge, Mass., dinner program praised
Walters' intense preparation for an interview—calling Arab embassy sources to elicit
tough questions for Prime Minister Begin and contacting Israeli experts for zingers to fire at
Egypt's President Sadat. That attention to homework was illustrated in Walters' brief ac-
ceptance remarks—before she was besieged by autograph seekers. She said she had
been less than enthusiastic about coming up to receive the award, because her inter-
view with former President Nixon was six days away, and she still had a lot of research to do.

Walters, a Brookline, Mass., native, is the fourth winner of the Hall of Fame award, pre-
sented annually for a New England native's contribution on national television. Former
winners are Mike Wallace, Norman Lear and Julia Child. Pictured are Shalit, Walters and
Chuck Dutcher, president of the Boston-New England Chapter of NATAS.

KAIT-TV Jonesboro, Ark., joins WTVI-TV Chai-
tanooga as reporter.

Miriam Bjerre, reporter in Los Angeles bureau
of CBS News, and formerly with KNX(AM) Los
Angeles as anchor and field reporter, rejoins
KNX as director of community services.

Bruce MacCallum, reporter, WFMJ-TV
Greensboro, N.C., named executive news pro-
ducer. Tim Carr, reporter, WFMJ-TV High Point,
N.C., joins WFMJ-TV in same capacity. Laura
Blumenthal, reporter, WRAL-TV Raleigh, N.C.,
joins WFMJ-TV as 8 and 11 p.m. news producer.

David Iverson, producer-reporter at noncom-
mmercial WAAJ-TV Madison, Wis., named senior producer of WAAJ-TV's public affairs unit. Mark
Weller, producer of documentary series. The
Alaskan Review, in Anchorage, and Art
Hackett, reporter-photographer, WMTV-Cedar
Rapids, Iowa, join WAAJ-TV as producers and
reporters for public affairs unit.

Joseph Klimovitz, from KRON-TV San Fran-
cisco, joins WNBC-TV New York as videocap
news photographer.

Larry Perret, executive news producer,
WMTV-TV Greensboro, N.C., joins KPIX(AM) San Fran-
cisco as video producer.

New officers, Carolins UPB Broadcasters Asso-
ciation: Jack Jones, South Carolina Network,
Columbia, S.C., president; Brian Thompson,
WTVI(AM) Charlotte, N.C., VP, and William
Promotion and PR

Steve Lewis, research coordinator, ABC public relations, New York, named publicist, ABC News Nightline.

Ellen Rodman, who has written articles about children, education and entertainment and has been involved in children’s theater as performer, teacher and reviewer, joins NBC. New York, as director, children’s informational services. She will be responsible for coordinating public relations efforts relating to children’s programming and supplementary projects.

D. Suzette Grimm, formerly with Showtime Entertainment, New York, joins GalaVision there. National Spanish-language pay television service, as director of public relations.

Jason Kappanadze, promotion director, KTHVTV Little Rock, Ark., joins WXIA-TV Atlanta as director of promotion and marketing.

Allied Fields

Blaine Decker, Northwestern manager, Arbitron Television Station Sales, San Francisco, named VP.

Barry D. Umannsky, attorney with National Association of Broadcasters, Washington, named assistant general counsel. Before joining NAB, Umannsky worked in Cable Bureau and later, Broadcast Bureau of FCC.

James L. Winston, former legal assistant to FCC Commissioner Robert E. Lee, joins Washington law firm of Wolf, Block, Schorr and Solis-Conen as associate. He and two other former FCC attorneys, Booker T. Wade, former legal assistant to Commissioner Tyrone Brown, and Samuel Cooper, former FCC legislative liaison in General Counsel’s office, have formed communication company, Community Television Network Inc. (Broadcasting, April 14). Wade now works full-time as president of CTN, and Cooper now heads legislative division for CTN’s counsel’s office.

Michael Botine, associate professor, Communications Media Center, New York Law School, named full professor. David Rice, assistant professor, named associate professor.


Bruce Williams, co-founder of Snelling & Snelling media services division, Hartford, Conn., named national director of media services. He has been active in broadcast personnel recruitment serving television stations and cable companies.

Steve Wyman, general sales manager, WREG/AM Atlanta, has resigned to open Steve Wyman and Associates, executive search, broadcast brokerage and consulting firm in Atlanta.

Charles H. Stern Agency, Inc.

Charles H. Stern Agency, Inc.
9220 Sunset Boulevard, Los Angeles, California 90069, Telephone: (213) 273-6880

Charles H. Stern Agency, Inc. Presents:

Paul Frees

The promotional voice of

KJH Radio
KFRC Radio
CKLW Radio
WHBQ Radio
WKKX Radio

This is your opportunity to use America’s favorite voice to promote your radio station to the public and to national and regional advertisers.

Please contact Charles H. Stern for a Paul Frees Master Tape and for a rate card.

Technology


Melvin Moore, executive director, color TV manufacturing, Zenith Radio Corp., named V.P. color TV manufacturing. Kenneth Jaeggi, controller, elected VP.

Jim Hansen, district manager in Florida for Sony Video Products Co., named manager, Western region. Compass, Calif.

Trent Davis, marketing manager of electronic products division of Scientific-Atlanta, named marketing director of telecommunications group. John W. Wells, marketing manager of Western region for electro-products division, San Jose, Calif., succeeds Davis. Mickey Hudspeth, marketing manager of satellite communications division, named national accounts manager for telecommunications group.

Tony Ciesniewski, engineering manager, videotape division of Golden West Broadcasters, Los Angeles, named director of engineering.

Earl Bullock, former V.P. engineering, Schafer/Cerec. Carpenetia, Calif., joins Broadcast Automation Sales & Service Corp., Dallas, in similar capacity.


Deaths

Ralf Brent, 63, former general manager and part owner of WIPAM Philadelphia and president of Metromedia’s Worldwide Broadcasting Division (international short-wave radio), died May 4 of Lou Gehrig’s disease at Mount Sinai hospital in New York. He began his career as announcer for WTMAD Miami, N.J., in 1939 and later served as program director and sales manager of WBBM Chicago until 1951. Since mid-1960’s, he has had his own media consulting firm and also served as managing editor of Media Industry Newsletter (MIN) until last year. Survivors include his wife, Mary, one daughter and two sons.

Val Robert Benedict, 57, general manager of Miami County Broadcasting’s WCBY-AM-FM Cheboygan and WSOO-AM/WSUET-FM Sault Ste. Marie, both Michigan, died of heart attack April 27 while traveling from Florida to Michigan. He had been general manager of WCBY for 14 years, and general manager of WSOO/WSUE for five years. Earlier, he was general manager of KATEAM Albert Lea, Minn. Survivors include his wife, Marie, one son and daughter.

B.V. Hammond Jr., 63, former co-owner of KDIX-AM-FM Denison-Sherman, Tex., died at his home April 24 in Denison. He was with KDIX from 1945 until retiring in 1977 when stations were sold. He was president and co-owner with Lofon Hendrick. Survivors include his wife, Mary, one daughter and two sons.

Reach Public Relations at (212) 995-3950.
Stock Index

Exchange on Company | Closing Wed. May 7 | Closing Wed. April 30 | Net Change in Week | Percent Change in Week | P/E Ratio | Market Capitalization (000,000s)
--- | --- | --- | --- | --- | --- | ---
A BROADCASTING
N ABC | 26 7/8 | 26 3/4 | +1/8 | +.46 | 6 | 748
N Capital Cities | 46 5/8 | 46 3/4 | -1/8 | -.26 | 12 | 638
N CBS | 31 1/2 | 31 3/4 | +1/2 | +.55 | 2 | 503
N Cox | 74 3/4 | 68 3/4 | +6 | +8.72 | 15 | 503
A Gross Telescasting | 20 1/2 | 21 | -1/2 | -2.38 | 7 | 16
O LIN | 42 3/4 | 42 1/2 | +1/4 | +.58 | 10 | 117
O Metromedia | 6 3/4 | 6 3/4 | +2 | +2 | 2
O Mooney | 6 3/4 | 6 3/4 | +2 | +2 | 2
O Scripps-Howard | 57 | 54 | +3 | +5.55 | 10 | 147
N Storer | 24 5/8 | 24 7/8 | -1/4 | -1.00 | 13 | 285
N Telet | 26 5/8 | 26 5/8 | +1/8 | +.42 | 9 | 242

BROADCASTING WITH OTHER MAJOR INTERESTS
A Adams-Russell | 19 | 18 5/8 | +3/8 | +2.01 | 15 | 34
A Affiliated Pub | 19 5/8 | 18 1/4 | +3/8 | +1.75 | 7 | 100
N American Family | 7 3/4 | 8 1/8 | -3/8 | -.48 | 3 | 81
N John Blair | 15 5/8 | 16 1/2 | -7/8 | -5.30 | 4 | 58
N Charter Co | 23 | 22 3/4 | +1/4 | +.69 | 10 | 247
N Chris-Craft | 21 3/4 | 20 3/4 | +1/2 | +.48 | 12 | 59
N Coca-Cola New York | 5 1/8 | 4 5/8 | +1/2 | +1.01 | 17 | 90
N Gannett | 81 1/2 | 79 1/2 | +2 | +2.55 | 17 | 66
N Dun & Bradstreet | 42 7/8 | 41 1/2 | +1/2 | +.33 | 17 | 1,193
N Fairfax Ind | 50 1/2 | 50 1/4 | +1/4 | +.49 | 28 | 180
N Foote | 14 | 14 1/4 | +1/4 | +.75 | 4 | 178
N General Instruments | 18 1/2 | 18 1/2 | +1 | +1 | 29
N General Tire | 18 1/2 | 18 1/2 | +1 | +1 | 29
O Gray Comm | 33 | 33 1/2 | -1/2 | -1.49 | 10 | 15
O Harile-Hanks | 22 1/2 | 21 3/4 | +3/4 | +3.44 | 13 | 210
O Heritage Comm | 9 7/8 | 10 - | -1/8 | -1.25 | 3 | 29
N Insilco Corp | 11 1/8 | 10 3/4 | +1/4 | +.34 | 8 | 119
N Jefferson-Pilot | 28 1/2 | 25 + | 3/8 | +.13 | 57 | 639
O Marrin Josephson | 12 | 12 | +24 | +100 | 31
O News America | 12 1/2 | 12 1/2 | +1 | +1 | 26
N Knight-Ridder | 22 1/4 | 21 3/4 | +1/2 | +.22 | 10 | 731
N Lee Enterprises | 18 3/8 | 18 1/2 | -3/8 | -.17 | 13 | 132
N Liberty | 14 3/4 | 14 3/4 | +1 | +.72 | 6 | 199
O Media General | 23 7/8 | 23 1/4 | +5/8 | +.26 | 17 | 177
O Meredith | 35 | 34 1/2 | +1/2 | +1.44 | 7 | 108
O Multimedia | 18 1/2 | 18 1/2 | +1 | +1 | 26
N Outlet Co | 14 | 14 | +35 | +100 | 35
A Post Corp | 14 | 14 | +35 | +100 | 35
O Rollins | 24 1/4 | 22 1/4 | +1/2 | +.77 | 12 | 325
O San Juan Racing | 14 3/8 | 13 1/4 | -3/8 | -2.53 | 18 | 119
O Schering-Plough | 37 1/8 | 36 5/8 | +1/2 | +.36 | 19 | 981
O Stauffer Comm* | 35 | 35 | +35 | +100 | 35
O Tech Operations | 12 1/2 | 12 1/2 | -1 | -1.76 | 9 | 15
O Times Mirror Co | 29 3/4 | 29 3/4 | +8 | +100 | 10
O Turner Broadcasting | 12 1/4 | 12 1/2 | -1/4 | -2.00 | 12
A Washington Post | 16 5/8 | 16 1/2 | +1/8 | +.75 | 5 | 231
N Wometco | 15 1/8 | 15 1/8 | -1/8 | -1.78 | 7 | 147

CABLECASTING
A Acton Corp | 10 3/4 | 10 3/4 | +1/2 | +.48 | 7 | 31
O Ameco | 9 3/4 | 9 3/4 | +1/2 | +.24 | 7 | 31
N American Express | 33 7/8 | 33 7/8 | +1/8 | +.37 | 7 | 2,414
O Athena Comm | 5 1/8 | 5 1/8 | +1 | +1 | 10
O Burnett & Sims | 9 1/8 | 8 7/8 | +1/4 | +.28 | 8 | 78
O Colson | 23 1/4 | 23 1/4 | +1/4 | +.58 | 25 | 59
O Entron* | 5 | 5 | +5 | +100 | 5
O General Instrument | 42 7/8 | 43 3/8 | -1/2 | -1.15 | 11 | 360
O Geneve Corp | 28 5/8 | 27 5/8 | -1/2 | -1.36 | 32 | 117
O Tele-Communications | 21 1/4 | 20 3/4 | +1 | +1 | 26
O Tele-Communications | 21 1/4 | 20 3/4 | +1 | +1 | 26
O Time Inc | 39 7/8 | 40 5/8 | -3/4 | -1.84 | 7 | 1,114
O TOCOM | 12 1/2 | 14 1/4 | -1/4 | -1.28 | 27 | 37
A UA-Colorado Cable | 28 3/4 | 28 3/4 | -1/2 | -1.73 | 137
O Viacom | 35 1/2 | 35 1/2 | +1/4 | +.48 | 11 | 183

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 & Poor's or as obtained by Broadcasting’s own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day; price shown is last traded price **No P/E ratio computed. ***Company registered net loss.

Broadcasting May 12 1980

Standard & Poor's 400

Industrial Average: 120.07 +1.19
Gary Deeb, TV's brightest critic, moves to the Chicago Sun-Times starting May 21st.
Lenore Ehrig: the lady is the FCC's top ALJ

Back in 1951, Lenore Goodman was one of three women in her class at George Washington University Law School. The law was not a profession that encouraged women in those days. And Miss Goodman (as she would have been referred to then) did not seem the kind who would set out to help pioneer a new professional territory for women. She was quiet, even genteel, very feminine. But she was also, she left no doubt, determined to be a lawyer. The ingredients were enough to have transformed her over the years into a role model for the 50% of today's law school classes, including George Washington's, who are women.

Today, she is Chief Administrative Law Judge Lenore Ehrig of the FCC. And, as the only woman among the commission's 13 judges, she seems not to have changed very much. Her male colleagues use terms like "mild in manner" and "a very gracious lady" in describing her. But she is also "a highly competent lawyer...a good legal writer," in the view of Administrative Law Judge James Tierney. And Leonidas P. B. Emerson, chief of the commission's review board, pays her the ultimate compliment: "She's near a 10." (Not a Bo Derek-type 10, that is; Emerson's scale applied to judicial ability.)

Ehrig is well regarded among members of the communications bar, as well. She won praise for what has been described as her "forceful" and "fair" handling of the Whirlwind Jackson, Miss., comparative hearing, in which five applicants sought the prize—and for her persistence in urging a settlement upon the parties. That persistence finally paid off last December, in a settlement she could approve. It was almost 10 years after the case had been handed to Ehrig as her first assignment as what was then designated a hearing examiner. It was also the third effort at settlement. "It was obvious, as the years went by," she said the other day, "that it was a case crying out to be settled.

Of course, no judge pleases every lawyer in every case. And Ehrig is no exception. There was, in particular, her 1977 decision denying Western Connecticut Broadcasting Co.'s application for renewal of wSTCJ/STAMford, Conn., and granting the application of a competing applicant, Radio Stamford Inc. Not only Western Connecticut but the National Association of Broadcasters, in a brief supporting Western Connecticut's current appeal to the commission, said Ehrig had blown it. They argued that, despite commission policy, under PBB/C for holding a license, contrary, she had treated the incumbent as a new applicant, without any expectation of renewal, and had gone on to favor Radio Stamford on the basis of criteria they say are applicable in contests between new applicants. "I'm not saying the law was absolutely clear," said one of the lawyers familiar with the case. "But it was clear enough.

For Ehrig, such complaints and challenges are simply part of a job she likes very much. ALJ's generally do like their work. They are an elite breed of civil servant, in the sense they win appointment only after meeting stiff standards, in terms of experience, and passing rigorous written and oral tests. And, they enjoy as much independence as judges anywhere. They can be and are reversed by the review board and commission, but, Ehrig insists, the judges do not feel even any "psychological" pressures from the commissioners as to how to try a case.

As chief ALJ—a job she was given on an acting basis in August 1978 and permanently in March 1979—Ehrig has largely administrative duties. She assigns cases to the judges, for instance, and is authorized to transfer hearings from Washington to the field. She also urges her colleagues to participate in continuing education courses available to commission officials. And in discharging those responsibilities, she exercises the kind of discretion her male colleagues appreciate. "She's an ideal chief," says the assistant chief, Thomas Fitzpatrick. "She doesn't try to come on heavy. She is one among equals"

Ehrig never had any doubt, as she was growing up, she would be a lawyer. Her father was a lawyer; her older sister became one. And, for that matter, she herself is married to one—Leo Ehrig, in private practice. "I never thought of being anything else," she says. "My high school year book says, 'Wants to be a lawyer.' I guess it was the dinner table conversation, all the time I was growing up, about the law. It sounded interesting."

Ehrig's aim was not communications law. That was chance. In 1953, she took a job as a law clerk in the communications law firm of the late Andy Haley as a substitute for her husband, who had left to study for the bar exam. Ehrig's first job after law school, as a lawyer with the Sal- ary Stabilization Board, was being wiped out, along with the agency by the then-new Eisenhower administration. She stayed with the Haley firm only a few months before moving on to Pike & Fischer Inc., publisher of the Price & Fischer Radio Regulations. She was not there long either, before she hooked up with the late Harry Daley in what soon became Daley & Ehrig.

For 10 years, Ehrig served a variety of broadcast clients. In 1963, she had decided that private practice was not compatible with bearing children and raising a family. She suggests the pressures of her practice were responsible for a miscarriage, so she applied for a job at the FCC, where officials had made clear she would be welcome and where, she hoped, the hours would be "more predictable." Things seem to have worked out. She had a second child two years after joining the staff.

Ehrig is not the first woman to serve as a hearing examiner at the FCC. One reason she is the only one serving there today may be because the preference given veterans under civil service law works against women competing for places as ALJ's. (Until 1964, the law permitted agencies simply to appoint their examiners.) But given the reputation Ehrig is acquiring for quality, as a judge and chief judge, it's likely more women will be tempted to try for that particular brass ring.
One-way street?

It isn’t our style to deal in partisan politics. Our interest in this election year is precisely what it was when the publication was founded nearly a half-century ago: the freedom and well-being of broadcasters on the premise that the American public is served best through interplay in the marketplace.

Barring upsets, the contenders for the Presidency will be Jimmy Carter and Ronald Reagan. Until last week, neither had made any new definitive statement about his views on the communications media. Now Governor Reagan is on the record. On page 36 of the May 5 issue of Broadcasting, we reported excerpts from a letter to this magazine in which he called for “reliance on the marketplace forces and less on the heavy hand of government regulation and control.” And he called for deregulation and stability in the renewal process as proposed by Senator Barry Goldwater (R-Ariz.).

Moreover, said Governor Reagan in his letter, “it is my position that over-regulate conduct regulation by ‘raised eyebrow’ stifles creativity, ingenuity and diversity of programming, and allows the government to intrude into sensitive First Amendment areas to the detriment of the public and broadcasters alike. Deregulation reduces such intrusion and produces more diverse programming. . . . I am confident that deregulation would neither foster abuses by broadcasters nor create a lack of sensitivity to the need to address the interests and concerns of all segments of their communities. . . . For too long, broadcasters have been burdened by a regulatory scheme which inhibits free and full treatment of political, social and economic issues and casts doubt over renewals even where there is a proven record of superior performance.”

Those are observations that broadcasters—whatever their party—must savor and applaud. Governor Reagan was a former Midwest sportscaster and, until he formally declared his GOP candidacy, relied in part upon his syndicated radio commentary for his livelihood.

If there is a Carter mandate, it came in his State of the Union message to Congress last January, prior to his announced second-term candidacy. It provided no solace for broadcasters because he endorsed not only what was going on at the FCC under the chairmanship of his appointee, Charles D. Ferris, but also the business-baiting projects of Chairman Michael Pertschuk of the Federal Trade Commission, who has since had his comeuppance from Congress. Specifically, President Carter wanted diversification of media, 1,000 new radio stations and full-speed ahead on “other technologies.”

Since there have been no new pronouncements from the Carter administration, the President also must be judged by those perceived to reflect his regulatory views. Newswise, his press secretary, Jody Powell, takes pot shots at broadcasters at every opportunity. But Carter advisers play the broadcast media like an accordion, scheduling news conferences in prime time whenever the opportunities arise. This has little if anything to do with regulatory philosophy or the essence of the broadcaster’s quest for First Amendment rights.

Lip service to the mirage of deregulation aside, licensees must look to performance of the FCC. Since President Carter named politician Ferris in October 1977, he has done little, if anything, that hasn’t raised broadcasters’ hackles. He has restructured the agency with hand-picked bureau heads who do his bidding. And so far, he has contrived to muster an FCC majority for his projects to sock the “ins.”

At this juncture, most broadcasters and their associated entities are on a one-way street. Governor Reagan stands behind principles that thoughtful broadcasters can support. The Carter administration, through the Ferris FCC, has given broadcasters the back of its hand.

The question is whether the Carter strategists will recognize their oversights. Certainly Raftshoon & Company cannot ignore a situation that seems to cry out for counter-programming.

DSA’s day

A few weeks have elapsed since adjournment of the annual convention in Las Vegas of the National Association of Broadcasters—biggest in its 58 years and adjudged its most successful. As a technological trade exposition, it was superb. There was something for everyone at the concurrent radio and TV sessions, along with special meetings of related group—in all, a few days to be remembered until the 59th next year, same place and under the same auspices.

But there was one discomforting note, and that in a sensitive area. It is the selection of the recipient of the broadcasters’ highest citation, its Distinguished Service Award. The 1980 honoree—Donald Thurston, an outstanding and articulate small-station owner in North Adams, Mass.—epitomizes the best among inspired broadcasters. He served two terms as chairman of the joint board of directors. He came up through the board ranks. And he was instrumental in establishing the NAB’s minority investment fund.

It isn’t overstating to say that Don Thurston contributed greatly to the advancement of the NAB during his 11 years of service as a member, four years of which he served as chairman of the radio board and finally of the joint board. This was exemplary service to the NAB. And, because of his demonstrated leadership, he certainly would be eligible for the DSA.

The concern is creation of precedent, whereby the outgoing chairman of the joint board would expect the DSA citation—or, if passed over, might be subject to embarrassment. Should a waiting period of, say, five years after such service be required as a condition for DSA qualification?

Certainly the honor of having served as joint board chairman is sufficient reward unto itself. Perhaps there should be a separate joint board chairman’s award as one who had contributed to the advancement of the trade association.

The Distinguished Service Award since its authorization in 1953 (as the Keynote Award) has not always gone to broadcasting’s “man of the year.” As originally conceived, it was to be awarded to those individuals who over the years had distinguished themselves in the arts, sciences or professions identified with broadcasting.

“Sorry, sir, but we’re just not in the market for any more ‘super-type’ programs.”
Meet Pat Norman
KFRC SAN FRANCISCO

Every city has its institutions and San Francisco is no exception. There's the Golden Gate Bridge, Union Street, Ghirardelli Square, Nob Hill, Sausalito, North Beach and KFRC. History has institutionalized the first half-dozen landmarks on the list, leadership the last. Since being named Vice-President and General Manager eight years ago, it has been Pat Norman's goal to make KFRC the sound of the city by the bay, and he has succeeded. Every song played, every personality hired and every promotion staged is a direct reflection of the attitudes displayed by that unique and interesting group of people known as Northern Californians. In testimony of this relationship between the station and the city, KFRC has been named Billboard Magazine's station of the year for four straight years.

Pat also realizes that service is an important element in taking the pulse of the community, and to that end he is active in The San Francisco Chamber of Commerce, The San Francisco Bay Area Club, The San Francisco Downtown Association and The Northern California Broadcasters Association. He is a member of the Board of Directors of the Bay Area March of Dimes and the annual KFRC "Superwalk" for the March, an eagerly awaited event, raises more money per capita than any other city in America to help eradicate birth defects in children.

When not at KFRC or on the road, Pat is usually on the court where he enjoys the reputation of being one of broadcasting's best tennis players. Pat Norman is the number one seed at KRO and we're delighted to have given you a chance to meet him.

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