

FCC working on 'postcard' renewals ☐ Segelstein in,
WSB-TV out at NBC ☐ CNN cranking away

Broadcasting Jun 9

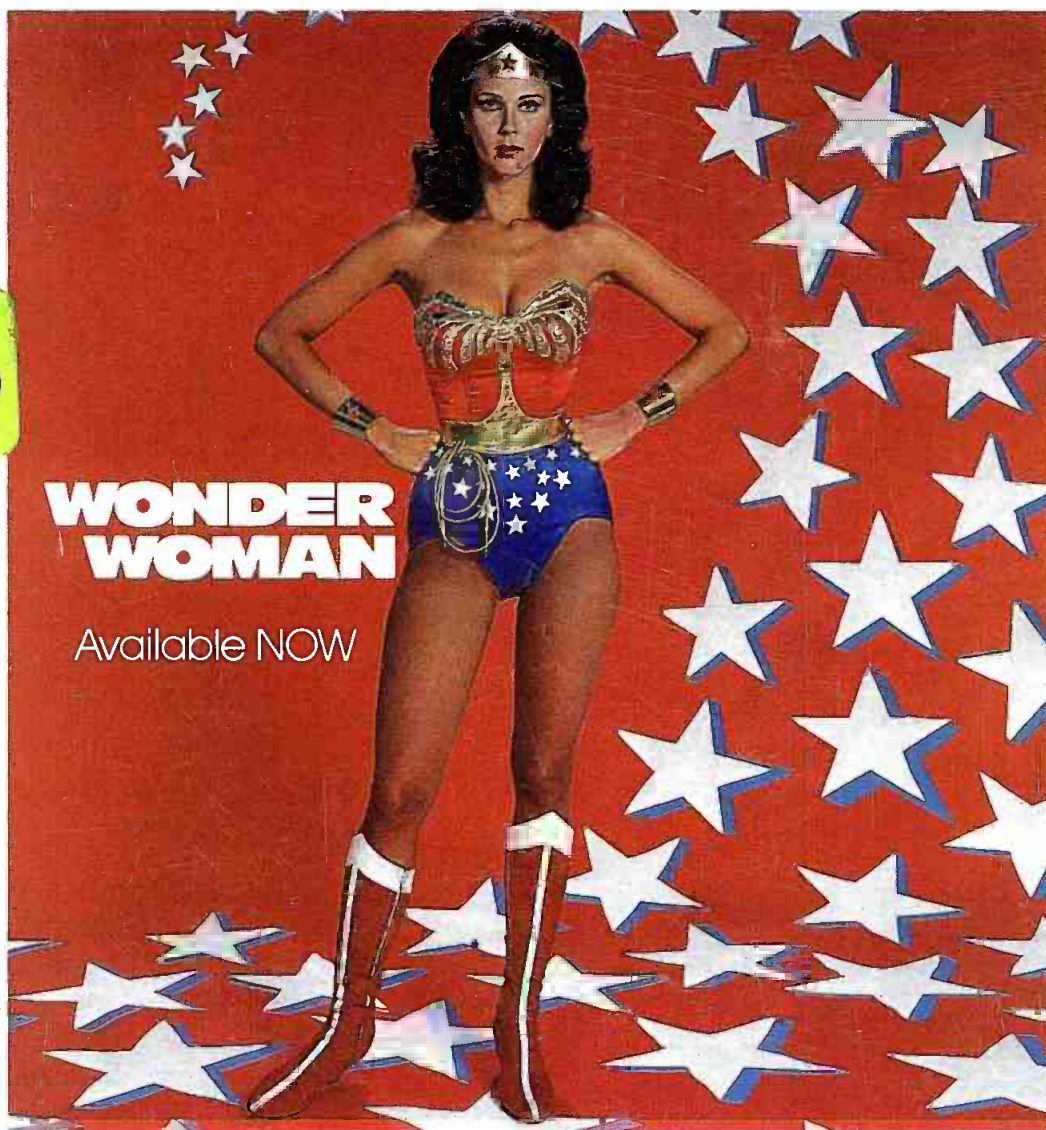
The newswEEKly of broadcasting and allied arts

Our 49th Year 1980

3

**WONDER
WOMAN**

Available NOW

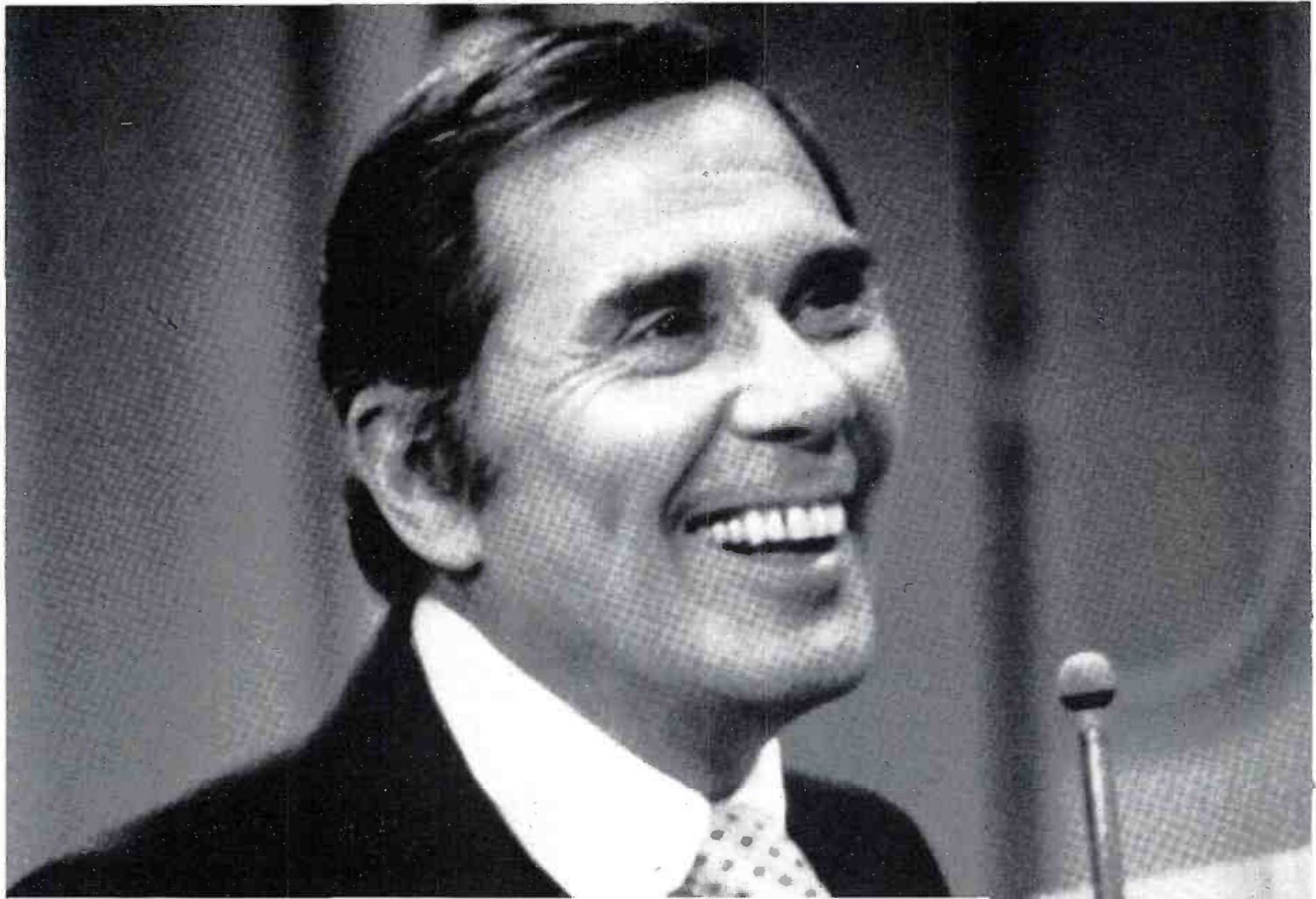


Warner Bros. Television Distribution



A Warner Communications Company

He's right



**“Match Game” wins more
18-49 women than year-ago
programs in access time
periods.**

2/80 vs 2/79

WEWS Cleveland	Up 30%
WANE-TV Ft. Wayne	Up 50%
WKZO-TV Grand Rapids	Up 13%
WFBC-TV Greenville	Up 12%
WSYR-TV Syracuse	Up 58%
WTSP-TV Tampa	Up 180%
KOTV Tulsa	Up 39%
WDAU-TV Scranton	Up 80%


**“Match Game” wins more
18-49 women than year-ago
programs in fringe time
periods.**

2/80 vs 2/79

WBBM-TV Chicago	Up 73%
WJRT-TV Flint	Up 59%
WTPA Harrisburg	Up 67%
WRTV Indianapolis	Up 9%
KSTP-TV Minneapolis	Up 271%
KXTV Sacramento	Up 70%
KTVI St. Louis	Up 11%
KSBW-TV Salinas	Up 22%

Source: ARB, 2/80 and 2/79. Audience estimates are subject to limitations of the rating service.

on target!



When popular host Gene Rayburn brings his celebrity-packed "Match Game" strip to town, he zeroes in on a station's target audience: 18-49 women.

He did it first when "Match Game" started as an afternoon strip on CBS-TV and became a young women's favorite and the highest rated daytime network game show within 6 months after its debut.

He captivated young women again when "Match Game PM" started once-a-week in access time and joined the top ranks of all syndicated programs.

Now, as the impressive tables show, he's winning the allegiance of young women for a third time in "Match Game's" first season as a syndicated strip.

What's Gene Rayburn's secret? He's an established all-star host with enormous appeal. And he brings an all-star celebrity panel to each show. Including "regulars" Charles Nelson Reilly and Brett Somers. And such guests as Loretta Swit, Lee Meriwether, Phyllis Diller, Jack Jones, Nipsey Russell, Bob Barker, Rita Moreno, Dick Martin, Fannie Flagg and Betty White.

Gene Rayburn needs no introduction. Neither do his supporting panels; nor does "Match Game's" preeminent game show producer, Goodson-Todman.

That's why you can count on this long-running hit to start strong and fast in September. And capture a big, ready-and-waiting access audience for your station.

GOODSON-TODMAN'S
**"Match
Game"**

**Victory
Television**

45 East 45 Street, New York 10017

New York (212) 687-1516
Chicago (312) 329-0825
San Francisco (415) 435-9113

11

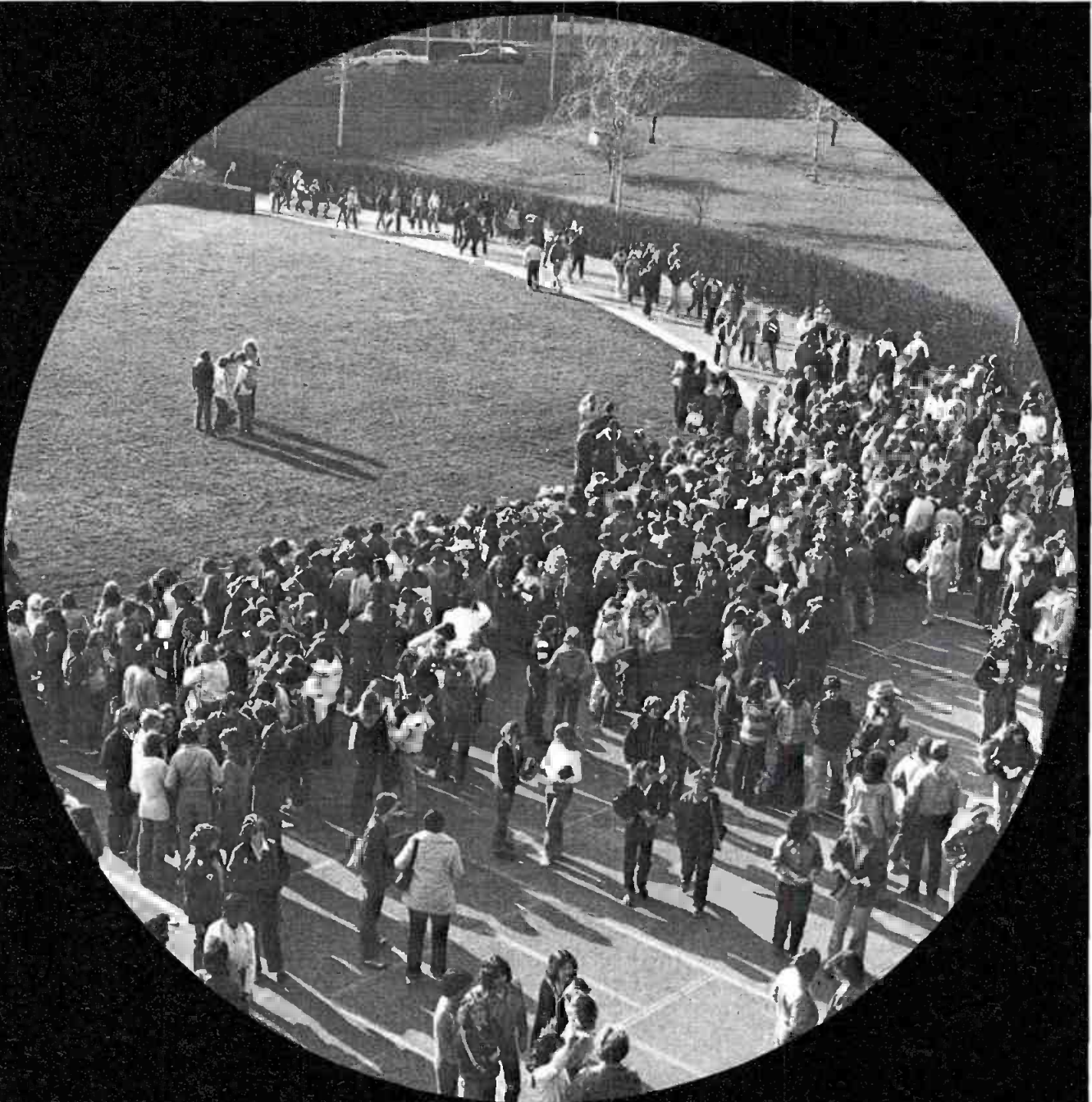
**WIIIC-TV
PITTSBURGH**

represented by TeleRep

"Let's take a walk"

...was all we said, and 20,000 Pittsburghers showed up! When Steel City News weatherman Pat Shingleton invited viewers to walk with him for the March of Dimes, people showed the spirit that makes Pittsburgh the City of

Champions — by walking 13 miles and raising over \$525,000 to help those who can't walk at all. WIIIC-TV's sponsorship is just another way we're involved with the people; the New Spirit of Pittsburgh is Channel 11.



COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIIIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia

The Week in Brief

TOP OF THE WEEK

THE SHORT OF IT □ FCC proposes postcard-size renewal form, random IRS-type audits to insure licensee compliance with rules. **PAGE 21.**

RADIO CONSCIOUSNESS-RAISING □ NAB boards' chief concern, at meeting in Washington, is impending change in allocations. **PAGE 22.**

UP AND OUT AT NBC □ Segelstein is elevated to new position of president of NBC Television, but there's bad news for the network: It's lost prime affiliate WSB-TV Atlanta to ABC. **PAGE 24.**

LAW & REGULATION

LOTTERY TIME AT FCC □ The FCC votes to try that system to pick from applicants who appear equal in a six-year-old FM proceeding. **PAGE 30.**

THE RKO DECISION □ The staff at the FCC is directed to prepare the final order lifting three licenses. Comments are asked on what to do with 13 remaining outlets. General Tire promises to go to court. **PAGE 30.**

SETBACK □ CBS loses another round, this time in an appeals court, in its 10-year-old fight for per-use music licenses. **PAGE 36.**

PROGRAMING

PREMIERE PICKS HARRIS □ The broadcast-cable operator is named chairman and chief executive officer of the new pay operation. **PAGE 37.**

KM&G ASSAYS □ The ad agency predicts CBS-TV will again be prime-time winner next season. **PAGE 37.**

BEST NOT ENOUGH □ ABC-TV's *20-20* is top-rated for the week ended June 1, but CBS-TV takes the seven days by half a point. **PAGE 38.**

NEWEST PARTNERSHIP □ MGM Film and CBS plan a joint venture in videodisks and videocassettes for the home. **PAGE 40.**

RADIO'S FORMAT LEADER □ McGavren-Guild's annual survey of the top 25 markets finds it is adult contemporary. Black, disco and AOR make gains, while progressive, MOR and talk decline. **PAGE 44.**

JOURNALISM

CNN'S DEBUT □ The 24-hour cable news service is greeted with positive reaction. **PAGE 48.** The news breaks on opening day let CNN show off its technical stuff. **PAGE 52.**

LOCAL TV AT NATIONAL CONVENTIONS □ This year's party gatherings will attract a lot of coverage by individual stations, thanks to satellites. **PAGE 55.**

HEWITT EXPOUNDS □ IRTS's "Broadcaster of the Year" says television news should focus more on people and less on politicians. **PAGE 56.**

MEDIA

APB, PBS TALK MONEY □ At their annual meeting in Washington, Carley of Associated Public Broadcasters says his operation needs more funds. Grossman of Public Broadcasting Service thinks technology can be put to work to generate added revenues. **PAGE 57.** Minow bows out as PBS chairman, and successor Oaks pushes for a complete study of the new technologies. **PAGE 58.** Mankiewicz urges more cooperation between public radio and TV. **PAGE 58.**

BPA-BDA SET FOR MONTREAL □ The top promoters and designers will turn out in record numbers for their annual seminars. **PAGE 62.**

CARTER-REAGAN ATTITUDES □ The White House incumbent and the man who wants to evict him outline their thoughts about broadcasting in response to NAB questions. **PAGE 67.**

BUSINESS

COX'S SINGLE LIFE □ Following termination of the proposed merger with GE, the company makes two-for-one stock split, increases its dividends and names first black to its board. **PAGE 69.**

PROFILE

BPA'S DAWSON □ Tom Dawson recalls vividly the first Broadcasters Promotion Association seminar in 1956. So it's fitting that the CBS Radio executive and BPA president will be playing such a pivotal role at this week's seminar in Montreal. **PAGE 97.**

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Broadcasting (ISSN 0007-2028) 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, \$90 for first-class. Subscriber's occupation required. Weekly *Playlist* \$12 annually. Annually: *Broadcasting Yearbook* \$55.00. *Across the Dial-Around the Channels* \$3.95. 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 Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50).

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DON'T GET STUCK WITHOUT IT!

These days more and more broadcasters pin their station's success to promotion. And for good reasons. Without an aggressive, on-going promotion campaign, they know they'll be fighting a losing battle.

Still, there are some station honchos who haven't wised-up yet. They're too busy defending the bottom line to make a serious investment in promotion.

That kind of thinking might win the fiscal battle but it will most certainly lose the ratings war.

Bottom line. It doesn't pay to short change promotion.

We've learned that from experience. After all, broadcast promotion is our business. We know what it takes to make it work. And we know it's all worth working for.

If you want to give promotion a promotion, stop by our suite at the BPA Convention. We'll be happy to pin success on you.

WE'RE PROMOTING PROMOTION.



KLEIN &. A total broadcast promotion service.
1111 S. Robertson Blvd., Los Angeles, Ca. 90035, (213) 278-5600

Closed Circuit®

Insider report: behind the scene, before the fact

Targets

Now that Ronald Reagan has clinched Republican nomination, what would happen to FCC if he were elected President? He'd be free to replace FCC Chairman Charles Ferris with any of three Republican commissioners (Robert E. Lee, Abbott Washburn, Anne Jones). Three top staffers are vulnerable to political replacement—General Counsel Robert Bruce, Office of Plans and Policy Chief Nina Cornell and Chief Scientist Stephen J. Lukasik.

In earlier administrations Broadcast Bureau chief's has also been job subject to political change. But present chief, Richard Shiben, chose to retain career status when government employees holding supergrade rank (immune to summary removal at change of political power) were invited to join new senior executive service (vulnerable).

Fast reaction

Working out affiliation deal between NBC-TV and Gannett's WXIA-TV Atlanta, in wake of WSB-TV's decision to move to ABC there (story page 24), may have set new speed record. Gannett Broadcasting Group President Alvin G. Flanagan says he learned of WSB-TV deal with ABC last Wednesday morning—when he called ABC to talk about Atlanta situation. "We and NBC then had a common problem," he says, "and we practically met, headed for each other's office." Flanagan, based in Denver, was already in New York. By early afternoon NBC had put out announcement of WXIA-TV agreement.

Flanagan would neither confirm nor rule out speculation that WXIA-TV would hold ABC to full term of its contract and cherry-pick choice programs from both networks from Sept. 30, when NBC/WSB-TV contract expires, to Dec. 5 termination of WXIA-TV's ABC affiliation. That could include World Series on NBC in October and preliminary league playoffs on ABC.

Hidden thinkers

One of least publicized gatherings in broadcasting, annual Keystone Conference, opened Saturday in that Colorado resort with some 125 members of broadcasting and production communities listening to academics and other experts on world and national issues in sessions that will run through Wednesday. It's think-tank affair, totally off record, organized by Gene Accas of Leo Burnett Co. and Herman Land of Association of Independent TV Stations. Among those attending this year are Al

Schneider, Dick Wald and Dick O'Leary of ABC; John Lane and Peter Lund of CBS; and NBC President Fred Silverman—who stopped en route to Hawaii vacation.

Out of the attic

Two long-dormant issues—VHF drop-ins and prime-time access rule—are resurfacing at FCC. Sixteen months after commission rejected staff recommendation that proposal for short-spaced drop-ins be abandoned (BROADCASTING, Jan. 1, 1979), staff is completing additional studies and analyses asked of it at that time. And word last week was that item will be back on commission agenda by end of July. Whether recommendation will be different is largely matter of speculation; work on item remains to be done. But with new Broadcast Bureau chief and deputy (Richard Shiben and Frank Washington for Wallace Johnson and Martin Levy), there is said to be "a different leaning" on issue. Drop-ins under consideration are channel 11 for Charleston, W. Va.; channel 8 for Johnstown, Pa.; channel 12 for Altoona, Pa.; channel 8 for Knoxville, Tenn.; and channel 8 for Salt Lake City.

Question of prime-time access rule—on books since 1971—came up briefly at commission meeting two weeks ago in connection with requested waiver. At that time, some commissioners suggested revisiting matter, and staff plans to do study on access programming as basis for possible re-examination. Network inquiry staff has been studying television program suppliers, both network and nonnetwork, and is scheduled to release number of reports on June 18.

Getting ready

Former NBC News correspondent Elie Abel is reportedly among those that State Department may recommend to President Carter for membership on U.S. delegation to UNESCO general conference in Belgrade, Yugoslavia, in September. World Press Freedom Committee members will express enthusiastic support for him when they meet with Secretary of State Edmund S. Muskie on June 10. Committee members, who plan to bring Muskie up to date on their concerns regarding UNESCO and report of its MacBride Commission on Communications, as well as Third World countries' proposals for New World Information Order, feel delegation should include representatives of media. WPFC Chairman Harold W. Anderson, president of World-Herald Co., Omaha, feels Abel

would be valuable spokesman for freedom of press at Belgrade meeting. After service with NBC, Abel became dean of Columbia Graduate School of Journalism, is now on faculty of Stanford university.

WPFC delegation to Muskie will include at least two broadcast representatives—Bill Leonard, president of CBS News, and Arch Madsen, president of Bonneville International Corp.

Looking

Gannett Co. is investigating major acquisition in cable television field, according to officials with both Gannett and Denver-based Daniels & Associates, cable-financing firm. Although no "serious negotiations" are in progress, Gannett is looking at cable to round out its media holdings (newspapers and broadcast stations). If it opts to enter system ownership, Gannett officials compare any ambitions in that medium with those company displayed two years ago when it acquired Combined Communications Corp. for \$370 million in Gannett stock.

Silver lining

WSM(AM) Nashville, which led fight, now lost, against FCC's cutback of protection for 1A clear channels—primarily on ground its *Grand Ole Opry* won't reach fans nationwide—has ambitious contingency plan in works. It is developing satellite interconnection possibility to leapfrog signal around U.S. and Canada. Plan could lead to larger audience—and more sophisticated business plan for exploiting it—than before clear channel curtailment.

Hard times

Number of noncommercial television stations that had planned to do localized coverage of Republican national convention in Detroit next month have had to scrap or cut back plans—partly because they were unable to come up with \$11,000 for land line from Cobo Hall to local noncommercial station that houses satellite uplink. Public Broadcasting Service earlier voted down money for extensive convention coverage by *MacNeil/Lehrer Report*, meaning stations would have to send their own crews.

Daily Exchange Feed reserved satellite time to send reports to subscribers, but high cost of phones and other operating expenses—rather than satellite time, which stations could afford—scared some off, thereby increasing pool costs for others.

***Starsky & Hutch. It turns out to
information, ask these broadc***

**GOLDEN WEST
FOX, COMBINED C
McGRAW HILL,
CHRIS CRAFT,
BLAIR, STORER
MULTIMEDIA, O
MILWAUKEE JOUR**

*be a problem solver. For further
steps:*

METROMEDIA COMMUNICATION CRAFT, HUBBARD GAYLORD ZIE BROAD TLET C NAL CO



STARSKY & HUTCH. THE ANSWER.

A Spelling/Goldberg Production distributed by



Columbia Pictures Television

Business Briefly

RADIO ONLY

Del Taco □ Twenty-six week campaign for fast food restaurants begins this week in Los Angeles. Agency: McCaffrey & McCall, New York. Target: teen-agers; adults, 18-34.

Taco Charly's □ Seventeen-week campaign for fast food restaurants begins this month in about 23 markets including Phoenix, Las Vegas and San Jose, Sacramento and Fresno, all California. Agency: Space & Time, Kansas City, Mo. Target: adults, 18-24; teen-agers.

McDonald's □ Seven-week campaign to promote McChicken chicken sandwiches begins this week in Providence, R.I., and Boston. Daytime and afternoon drive. Agency: Arnold & Co., Boston. Target: adults, 18-49.

Security Pacific National Bank □ Six-week campaign for bank begins June 16 in more than 20 markets including Sacramento and Fresno, both California. Morning drive, daytime and afternoon

drive. Agency: Young & Rubicam, Los Angeles. Target: adults, 25-49.

Million Mile Muffler □ Six-week campaign for mufflers begins June 16 in various New England markets including Portland, Me., and Springfield, Mass. Morning drive. Agency: Elbert Advertising Agency, Waltham, Mass. Target: adults, 25-54.

Marriott's Great America □ Four-week campaign for family entertainment centers begins July 14 in California markets of Sacramento, Salinas-Monterey and San Francisco. Agency: Ogilvy & Mather, San Francisco. Target: adults, 25-49.

Kinder-Care Learning Centers □ Four-week campaign for day-care centers begins Aug. 1 in 92 markets including Los Angeles; San Francisco; Denver; Orlando, Fla.; Raleigh, N.C.; Nashville; Louisville, Ky.; Detroit; Cincinnati; Baltimore, and Philadelphia. Morning and afternoon drive times. Agency: Klein-Sieb Advertising & Public Relations, Atlanta. Target: women, 18-34.

Mexican National Tourism □ Four-week campaign begins this week in more than 10 markets including Chicago; Houston; Albuquerque, N.M.; Phoenix; Los Angeles, and Philadelphia. Agency: Chapman Communications, New York. Target: adults, 18-49.

Southern Bell □ Four-week campaign to promote business use of long distance calls begins this week in 22 markets, including Raleigh and Wilmington, both

Ad Vantage

Oops. Arbitron Television has reissued its November 1979 and February 1980 report for Anchorage, because of what it called a production mixup. Spokesmen said the Anchorage stations had asked that the customary 8-11 p.m. daypart be changed to 7-10 p.m. This was done in the headings, they said, but the columns still carried data for 8-11. The reissues, with columns and headings presumably in agreement at 7-10, went out about 10 days ago.

Expanding. Syndicast Services Inc., New York, which specializes in barter advertising of programs to stations, has opened Chicago office at 400 North Michigan Avenue, 60611. Phone: (312) 321-9395. Bob McCarthy, vice president and Midwest manager, Mutual Broadcasting, named manager of Syndicast's Chicago office.

Rep Report

KRDO-TV Colorado Springs: To Avery-Knode Television from Peters, Griffin, Woodward.

WJJD(AM)-WJEZ(FM) Chicago: To Major Market Radio from Pro Radio.

KSAS(FM) Kansas City, Mo.: To CBS-FM National Sales from Christal.

WRNL(AM)-WRXL(FM) Richmond, Va.: To Major Market Radio from Selcom.

Rep bows. Unirep Broadcasting Co. has been formed by Stuart Reich, Chic Harley, Diane McMeekin and Barbara Forrest with offices in New York, Los Angeles, Chicago and San Francisco. Clients include: WNCN(FM) New York; KKGO(FM) Los Angeles; KRQC(AM) Indio, Calif., and KOKO(FM) Seaside, Calif. New York office is at 1515 Broadway; (212) 391-1490.

Radio only

MASLA MEANS BUSINESS

Ask Mike Raymond
KRLY, Houston

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

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

GOOD TIMES

This Year's Winner!

STRONG

IN NOVEMBER...

STRONGER IN FEBRUARY!

HERE ARE THE FACTS...

**HERE ARE THE SHOWS
WE REPLACED:**

**HERE'S HOW THE
AUDIENCE WENT UP:**

MARKET	FORMER PROGRAM IN TIME PERIOD	HOUSE HOLDS	WOMEN 18-49	WOMEN 18-34	MEN 18-49	TEENS	KIDS
New York	Emergency One	UP 75%	UP 162%	UP 135%	UP 70%	UP 101%	UP 72%
Los Angeles	Superman	UP 98%	UP 469%	UP 336%	UP 184%	UP 187%	UP 52%
Philadelphia	Hogan's Heroes	UP 87%	UP 196%	UP 181%	UP 54%	UP 163%	UP 118%
Boston	6 Million \$ Man	UP 122%	UP 186%	UP 126%	UP 152%	UP 119%	UP 111%
Detroit	Dinah	UP 30%	UP 86%	UP 136%	UP 112%	UP 174%	UP 578%
Houston	Andy Griffith	UP 127%	UP 100%	UP 105%	UP 60%	UP 258%	UP 150%
Atlanta	Every Day	UP 92%	UP 88%	UP 120%	UP 280%	UP 513%	UP 1950%
New Orleans	Andy Griffith	UP 89%	UP 141%	UP 129%	UP 37%	UP 211%	UP 175%
Jacksonville	Bewitched	UP 68%	UP 88%	UP 92%	UP 114%	UP 109%	UP 11%
Huntsville-Decatur	6 Million \$ Man	UP 188%	UP 233%	UP 250%	UP 700%	UP 100%	UP 180%
Augusta	Newlywed Game	UP 105%	UP 120%	UP 183%	UP 175%	UP 233%	UP 144%
Montgomery	My 3 Sons	UP 13%	UP 58%	UP 40%	UP 60%	UP 50%	UP 33%
Lafayette, La.	Partridge Family	UP 76%	UP 113%	UP 100%	UP 100%	UP 50%	UP 35%
Columbus, Ga.	Various*	UP 71%	UP 95%	UP 92%	UP 53%	UP 78%	UP 146%
Panama City	Bewitched	UP 57%	UP 193%	UP 164%	UP 48%	UP 71%	UP 30%

*Match Game/Gong Show/Candid Camera/Family Feud/Muppets

Source: A.C. Nielsen, Feb. 1980/Feb. 1979.

A **TANDEM** PRODUCTION • DISTRIBUTED BY P.I.T.S FILMS
1901 AVENUE OF THE STARS, SUITE 666 • LOS ANGELES, CA 90067 • 213/553-3600



'Big Apple' radio. Mayor Ed Koch of New York proclaimed May 26 as start of "Radio Week" there during 1980 Radio Festival of the New York Market Radio Broadcasters Association. Event attracted more than 1,300 broadcast and advertising executives who participated in games at 23 booths sponsored by members. L to r: Nick Trigony, vice president and general manager of WPLJ(FM) New York and NYMRAD chairman; Mayor Koch; Mike Kakoyiannis, sales manager of WNEW(FM) New York and Radio Festival chairman, and Nick Vervitsky, vice president and general manager of WHN(AM) New York and NYMRAD vice chairman.

North Carolina. Morning and afternoon drive. Agency: Tucker Wayne & Co., Atlanta.

Guest Quarters Hotels □ Three-to-six week campaign begins this week in Atlanta, Houston and Washington. Agency: Vansant Dugdale & Co., Baltimore. Target: adults, 25-54.

Pepsi-Cola Bottlers of Pennsylvania □ Four-week campaign for Mountain Dew soft drink begins June 16 in Philadelphia. Agency: J.M. Korn, Philadelphia.

California Federal Savings □ Three-week campaign for re-investment begins June 23 in San Francisco, Los Angeles, San Diego and Sacramento, Calif. All dayparts. Jensen-Ritchie Advertising, Los Angeles. Target: adults, 35 and over.

Century Importers □ Three-week campaign for Old Vienna beer begins June 16 in eight New York markets including Rochester, Buffalo and Binghamton. All day parts. Agency: Ogilvy & Mather, New York. Target: men, 18-34.

IBM □ Twelve-day campaign for general systems division begins in over 100 markets including San Francisco; San Diego; Tampa, Fla.; Boston; Baltimore, and Providence, R.I. Morning and afternoon drive. Agency: Leber Katz Partners, New York. Target: men, 35-54.

TV ONLY

Whirlpool □ Eleven-week campaign for Whirlpool appliances begins June 15 in Jacksonville, Fla.; Miami; Greensboro and Charlotte, both North Carolina; Dallas, and Denver. News, prime and prime access times. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. Target: adults, 25-54.

Heileman □ Four-to-five week campaign for Carling Black Label beer begins this month in seven markets including Philadelphia. Fringe, prime, prime access and sports times. Agency: W.B. Doner, Baltimore. Target: men, 18-49.

Pinkerton Tobacco □ Four-week campaign for Red Man chewing tobacco begins July 21 in 35 markets including Houston and Dallas-Fort Worth. Fringe, prime and sports times. Agency: Chapman Communications, New York. Target: total men.

BEMA U.S.A. □ Two-week campaign for Schwimmflügel (water wings) begins June 23 in 39 markets including Los Angeles, New York, Chicago, Dallas-Fort Worth, Houston, Atlanta and Miami. Early morning and daytimes. Agency: Archer Advertising, Clearwater, Fla. Target: women, 18-49.

Procter & Gamble □ Campaign for Spic 'n' Span cleanser begins June 30 in 58 markets. Agency: Young & Rubicam, New York. Target: women, 25-54.

CHECK OUT OUR LIBRARIES

No matter what your station's format is, William B. Tanner Company has the library for it. We have eight to choose from. And they run from one end of the musical scale to the other. Contemporary, Contemporary Country, Middle of the Road, Rock, and easy listening. Production music libraries!

Sales libraries! All have sound effects and production effects. All Tanner libraries are designed to increase sales and listeners—and enhance programming. Write for more information about the library of your choice today.

Or just call David Tyler collect at (901) 320-4340.



The William B. Tanner Co., Inc. 2714 Union Extended, Memphis, TN 38112

Name _____ Title _____

Station _____ Format _____

Address _____

City _____ State _____ Zip _____



A SECOND YEAR NOW AVAILABLE!

Maude

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A **TANDEM** Production • Distributed by P*U*S Films
1901 Avenue of the Stars, Suite 666 • Los Angeles, CA 90067 • 213-553-3600

■ indicates new or revised listing

This week

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

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

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

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

June 12-14—*South Dakota Broadcasters Association* convention. Holiday Inn, Watertown.

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

June 12-14—Workshop for Catholic television pro-

ducers sponsored by *UNDA-USA*. Holiday Inn Riverfront, St. Louis. Information: Martin Doblemeier, 75 Chestnut Hill Avenue, Brighton, Mass. 02135; (617) 782-2195.

■ **June 12-14**—*Iowa Association of Broadcasters* meeting. Holiday Inn, Ottumwa.

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

June 13-15—*Vermont Broadcasters Association* meeting. Top Notch Resort, Stowe.

June 14—*Radio-Television News Directors Association* region 11 (New England) meeting. Dunfey's Sheraton Wayfarer, Bedford, N.H.

■ **June 14-17**—*Institute of Electrical and Electronic Engineers*. International Conference on Communications. Hilton hotel, Denver.

Also in June

June 15-17—*Montana Cable Television Association* annual convention. Oullay Inn, Kalispell, Mont.

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

June 15-27—*National Association of Broadcasters*

12th management development seminar. Harvard Business School, Boston.

June 16—New deadline for comments in FCC's children's television programming rulemaking (docket 19142). Reply comments due Aug. 1. FCC, Washington.

June 16-22—*National Sisters Communications Service* fifth annual seminar on "Communications in Religious Life." Loyola University, Chicago.

June 17-19—Eurocom 80, second international conference and exhibit for advanced communications. Bella Centre, Copenhagen. Information: Bella Centre, Centre Boulevard, DK-2300, Copenhagen S.

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

June 19-20—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Sheraton-Washington, Washington.

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

June 19-21—*Radio-Television News Directors Association of Canada* national convention. Harbour Castle Hilton, Toronto.

June 20—*UPI New York State* broadcast awards dinner and annual meeting. Glendon-Putnam hotel, Saratoga Springs, N.Y.

June 20-21—*North Dakota Broadcasters Association* spring meeting. Art Clare motel, Devils Lake.

June 20-21—*Radio-Television News Directors Association* board meeting. Harbour Castle Hilton, Toronto.

June 20-21—*United Press International Broadcasters Association of Texas* 25th annual convention. Summit hotel, Dallas.

June 20-21—*Wyoming Association of Broadcasters* meeting. Ramada Inn, Casper.

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

June 21-25—*Georgia Association of Broadcasters* 46th annual convention. Callaway Gardens.

June 22-28—*Radio-Television News Directors Association/National Association of Broadcasters* advanced management training program for news directors. University of Pennsylvania's Wharton School, Philadelphia.

June 23—*Television Critics Association* meeting. Speakers include FCC Commissioner Tyrone Brown; Kathleen Nolan, Corporation for Public Broadcasting board; Nicholas Johnson, president, National Citizens Committee for Broadcasting. Century Plaza hotel, Los Angeles.

June 23—*National Association of Broadcasters* "Dollars and Sense" legal contracts workshop. Century Plaza hotel, Los Angeles. Information: (202) 293-3560.

June 24—*National Association of Broadcasters* equal employment opportunity compliance seminar. Century Plaza hotel, Los Angeles.

June 24-25—*American Association of Advertising Agencies* advanced media seminar. Biltmore hotel, New York.

June 24-28—*Armed Forces Communications and Electronics Association's* 34th annual convention. Sheraton Washington hotel, Washington.

June 24-27—*National Broadcast Editorial Association* annual meeting. Mayflower hotel, Washington.

June 24-27—*Corporation for Public Broadcasting* radio development workshops. Crown Center, Kansas City, Mo.

June 25—*Association of National Advertisers-Radio*

Major Meetings

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

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

Aug. 24-27—*National Association of Broadcasters* radio programming conference. Hyatt Regency, New Orleans.

Sept. 14-17—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conferences: Sept. 20-23, 1981, Sheraton Washington; Sept. 19-22, Hyatt Regency, Kansas City, Mo.

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

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

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

Nov. 9-14—*Society of Motion Picture and Television Engineers* 122d technical conference and equipment exhibit. Hilton hotel, New York.

Nov. 10-12—*Television Bureau of Advertising* annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 9-11, 1981, Fontainebleau Hilton, Miami.

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

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

Dec. 10-13—*Western Cable Show*. Disneyland hotel, Anaheim, Calif.

Jan. 18-21, 1981—*Association of Independent Television Stations (INTV)* convention. Century Plaza, Los Angeles. Future conventions: Feb. 7-10, 1982, Shoreham hotel, Washington; Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

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

March 11-18, 1981—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton.

April 15-25, 1981—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

April 24-30, 1981—17th annual *MIP TV* international TV program market. Palais Des Festivals, Cannes, France.

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

May 8-10, 1981—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

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

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

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Advertising Bureau radio workshop. Waldorf-Astoria, New York.

June 25-27—*National Association of Broadcasters/ National Association of Television Program Executives* children's programming conference. Key Bridge Marriott, Arlington, Va.

June 25-27—*Alabama Broadcasters Association* summer convention. Grand hotel, Point Clear.

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

June 28—*Electronics Industries Association* regional luncheon. Princeton Club, New York. Information: Herbert J. Rowe, (202) 457-4930.

June 27-28—Media workshop on California courts sponsored by *Radio-Television News Directors Association, California Judges Association and California Newspaper Publishers Association*. University of California, Berkeley. Information: California Judges Association, 1390 Market Street, Suite 416, San Francisco 94102; (415) 552-7660.

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

July

July 8-11—*Arbitron Television Advisory Council* meeting. Castle Harbour hotel, Bermuda.

July 11-13—*Oklahoma Broadcasters Association* summer convention. Shangri-La, Afton.

July 12-15—24th annual *Television Programming Conference*. Monteleone hotel, New Orleans. Information: Warren Jones Jr., AUTV, Building 1402, Maxwell AFB, Fla. 36112; (205) 293-2322.

July 13-16—*New England Cable Television Association* annual convention. Wentworth by the Sea, Portsmouth, N.H. Information: NECTA, 8½ North State Street, Concord, N.H. 03301; (603) 224-3373.

July 14—Beginning of *Republican national conven-*

tion. Cobo Hall, Detroit.

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

July 18—*Radio-Television News Directors Association* region 9 workshop. Baton Rouge. Information: John Spain, (504) 387-2222.

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

July 18-20—Eighth annual *National Gospel Radio Seminar*. Dunley Dallas hotel, Dallas.

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

July 26—*United Press International Broadcasters of Louisiana* meeting. Hilton hotel, Baton Rouge.

July 27-29—*California Association of Broadcasters* meeting. Del Monte Hyatt House, Monterey.

July 28-31—*New York State Broadcasters Association* 19th executive conference. Otesaga hotel, Cooperstown.

■ **July 30-31**—*Wisconsin Broadcasters Association* annual summer meeting. Pioneer Inn, Oshkosh.

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

July 31-Aug. 1—*Arkansas Association of Broadcasters* meeting. The Arlington, Hot Springs.

August

■ **Aug. 3-5**—*South Carolina Broadcasters Association* meeting. Hyatt on Hilton Head, Hilton Head.

Aug. 3-7—*Cable Television Administration and Marketing Society* annual meeting. St. Francis hotel, San Francisco. Information: Lucille Larkin, (202) 296-4219.

Aug. 10-13—*New York State Cable Television Association* summer meeting. Otesaga hotel, Cooperstown. Information: (518) 463-6676.

Aug. 13-16—*Michigan Broadcasters Association* meeting. Hidden Valley Resort, Gaylord.

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

Aug. 21-24—*West Virginia Broadcasters Association* 34th annual fall meeting. The Greenbrier, White Sulphur Springs.

■ **Aug. 22**—*Kansas Association of Broadcasting* annual sports seminar. Royals Stadium, Kansas City.

Aug. 24-27—*National Association of Broadcasters* radio programming conference. Hyatt Regency, New Orleans.

September

Sept. 1—Deadline for entries for 15th Annual Gabriel Awards, presented by *Unda-USA* for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schisla, (317) 635-3586.

Sept. 1—Deadline for entries for annual Women at Work broadcast awards sponsored by *National Commission on Working Women* for radio and TV reporting and programming about working women in categories of spot news, news series, editorials, public affairs/ documentaries and entertainment. Entries must have aired between May 1, 1979, and July 31, 1980. Information: Deborah Ziska, NCWW, 1211 Connecticut Ave., N.W., Suite 310, Washington 20036; (202) 466-6770.

Sept. 5-7—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort, Waterville Valley.

Sept. 7-11—*International Institute of Communications* 11th annual conference. Ottawa. Information: Robert Trill, IIC, Tavistock House East, Tavistock Square, London WC1H 9LG; (01) 388-0671.

Sept. 8-9—*Society of Cable Television Engineers* technical seminar on testing and test equipment, microwave, preventive maintenance and construction techniques. Registration due Aug. 1. Princess Kaiulani hotel, Honolulu.

Sept. 12-14—*Illinois Association of Broadcasters* meeting. Arlington Heights Hilton, Arlington Heights.

Sept. 14-17—*Broadcasting Financial Management Association's* 20th annual conference. Town and Country hotel, San Diego.

Sept. 15—Comments due in FCC proposal to revise broadcast financial reporting requirements. Docket 80-190. Replies are due Nov. 14 FCC, Washington.

■ **Sept. 15**—Deadline for entries for 12th national Abe Lincoln Awards program sponsored by the *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 West Freeway, Fort Worth 76150.

Sept. 17-18—*Advertising Research Foundation's* third annual New England Advertising Day. Boston Park Plaza, Boston.

Sept. 18-19—30th annual broadcast symposium, *Institute of Electrical and Electronics Engineers Broadcast Cable and Consumer Electronics Society* Hotel Washington, Washington.

Sept. 20-24—*International Broadcasting Convention '80*. Metropole Exhibition Center, Brighton, England.

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

Sept. 24—*International Radio and Television Society* Newsmaker luncheon featuring FCC Chairman Charles Ferris. Waldorf-Astoria hotel, New York.

Sept. 24-26—*Tennessee Association of Broadcasters* annual meeting. Hyatt Regency, Knoxville.

Sept. 25-27—*Southern Cable Television Association* annual convention. Atlanta Hilton. Information: Otto Miller, Box 465, Tuscaloosa, Ala. 35402; (205) 758-2157.

■ **Sept. 26**—*Society of Broadcast Engineers* regional convention/equipment show. Syracuse (N.Y.) Hilton Inn. Information: Hugh Cleland, WCNY-FM-TV Syracuse, (315) 457-0440.

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

Sept. 29-30—*National Association of Black Owned Broadcasters* fall conference. L'Enfant Plaza hotel, Washington.

Sept. 30-Oct. 1—*National Association of Broadcasters* television conference. Fairmont hotel, Philadelphia.

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

October

Oct. 1—New deadline for comments in FCC rulemaking to modify FM rules to increase availability of commercial FM assignments (Docket 80-90) and inquiry to streamline FM rules to expedite processing (Docket 80-130). Replies are due Dec. 1, FCC, Washington.

Oct. 1-2—*National Association of Broadcasters* directional antenna seminar. Cleveland Marriott Airport hotel, Cleveland.

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

Oct. 4—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or 795-3748.

Oct. 5-8—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles.

Oct. 8-9—*National Association of Broadcasters* television conference. Hyatt on Union Square, San Francisco.

Oct. 8-9—"The World Administrative Radio Conference: An Analysis and Prognosis," sponsored by a *Communications Media Center, New York Law School*, in conjunction with *International Law Association*, at the law school, 57 Worth Street, New York, N.Y. 10013.

Oct. 8-10—*Public Service Satellite Consortium*, fifth annual conference. Washington Hilton.

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Unconventional coverage

EDITOR: It should not have surprised me to find your coverage of the National Cable Television Association convention superb. For those of us in attendance, it was a rare insight into the amazing growth of an industry from both the technical as well as software capabilities.

Having attended numerous National Association of Broadcasters conventions for the Petry Co. [station representative firm of which he was president and later chairman from 1963 to 1972], and still finding in BROADCASTING rare documentation of what went on, I couldn't help but think that you have the innate ability to capture the heart of the sessions and give those who were unable to attend a front seat to tomorrow's events.

For anyone in cable or commercial broadcasting, your magazine gives one a comprehensive understanding of the state-of-the-art, and just as important, the current climate in its developmental process.

Congratulations.—*Martin L. Nierman, director of sales, the Telemine Co., New York.*

Clear-channel clarification

EDITOR: I am quoted in the June 2 issue at page 29 as saying in connection with the clear-channel decision:

"A lot of people are going to lose service in areas that are already well served."

Actually, one of the comments I made was to the effect that a lot of people in areas receiving little or no service are going to lose service in order that persons residing in areas already well served can receive an additional service.—*R. Russell Eagan, Kirkland & Ellis, Washington.*

Editor's Note: Eagan is attorney for the Clear Channel Broadcasters Association.

Longer by 15

EDITOR: The squib in "Closed Circuit" (May 5) concerning possible expansion of CBS-TV's evening news brought back old memories.

The subject was hot in the last meeting of the CBS-TV affiliates board I attended prior to my retirement as vice president-general manager, WMAR-TV Baltimore, which would have been some time prior to June 1976. It was then feared that CBS intended to make a proposal. After listening to much adverse comment, all of which

seemed based upon the possible economic consequences, I took the floor to say that never in the history of broadcasting had we made an improvement in our service to the public that didn't ultimately result in an improvement in our economic picture, and that the time *must* come when network news would expand. It was then, I believe, that I first proposed the possibility of a 45-minute compromise.

The 45-minute proposal had much to recommend it, particularly if the network, during the introductory period, tried to overcome the difficulty of getting clearance by offering a breakaway at the half-hour mark.—*Donald P. Campbell, Marco Island, Fla.*

Setting a good example

EDITOR: I have just finished your story on Ted Turner (May 19). In many ways, I admire him. However, his distaste for broadcasters leaves me cold.

As a child, I listened to Ed and Wendy King and Rege Cordic on KDKA(AM) Pittsburgh. From these professionals and many others, I learned what broadcasting was. Entertainment, information and music, all for free, for rich and poor, elderly and young. The broadcasters of this country did something very great.

If the cable companies grow and grow, and commercial TV stations are forced to turn STV, the cable companies will become the monopoly that Turner is so critical of. With the introduction of commercials on cable, there is enough money in cable for everyone. Please, the airwaves as well as the cable signals belong to the poor and elderly as well as those who are more fortunate. In the light of current times, communications entrepreneurs may find themselves programing to a limited audience who can afford their product.—*Vito Capaccio, Pittsburgh.*

Errata

May 26 "Changing Hands" item on KBET(AM) Reno should have stated that Marvin Bear and his wife, Virginia, own 9% each of selling corporation. Station is 1 kw day, 250 w night.

□

Subhead on June 2 story on **presidential debates** erred in stating, "League of Women Voters says independent candidate [John B. Anderson] should be included." As spokeswoman is quoted in story, league has "made no decision as to who will be included" in the debates.

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Broadcasting

The newsweekly of broadcasting and allied arts

TELEVISION

Executive and publication headquarters
Broadcasting-Teletesting building
1735 DeSales Street, N.W., Washington 20036.
Phone: 202-638-1022.

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Founded in 1931 as *Broadcasting*—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising** was acquired in 1932. *Broadcast Reporter** in 1933. *Teletext** in 1953 and *Television** in 1961. *Broadcasting—Teletext* was introduced in 1946. □ *Reg. U.S. Patent Office. □ Copyright 1980 by Broadcasting Publications Inc.

Monday Memo®

A broadcast advertising commentary from John Gudelanis, VP-director of regional broadcast operations, Bozell & Jacobs, New York

TV only just beginning to catch up to radio

It's been said before, but I'll say it again: Radio is probably the most underutilized of major media.

As an agency with many national advertisers on its roster, Bozell & Jacobs has used spot radio for many years, both as an adjunct to other media and as a primary carrier of commercials. B&J billed more than \$300 million in 1979, \$60 million of which was invested in radio and TV spot, of which radio accounted for 9% of our media placement.

Before I try to define what I think spot radio is, I'd like to state what I think it isn't. First and foremost, it isn't a cheap way to buy television. It's not pictureless TV. It shouldn't even loosely be categorized with television. It's a completely distinct and discrete medium, as different from television as is, say, Sunday supplements or car cards. In fact, I never bought the concept of "imagery transfer," which was so popular some years back as a supposed means of latching onto television's coattails.

Obviously radio should not be competing against television. It has its own strengths, its own mystique, its own selling protocol.

One of radio's great strengths is its ability to pinpoint prospects, on a cost-efficient basis, as to demographics, age and other considerations. Another basic and unique advantage is its ability to employ psychographics.

The spectrum of radio offers the advertiser the choice to select a format that attracts the greatest concentration of the primary target audience with minimal wasted impressions against demographic cells outside the target audience. Imagine the choices we have effectively and efficiently to reach the business flyer, the up-scale car buyer, corporate leaders, the large-acreage farmer—all successful businessmen—through radio.

For example, one of our clients, Greyhound, wanted to reach the college market, a notoriously low-viewing TV quintile. Our creative approach was to come up with the "Bus Brothers," a take-off on a *Saturday Night Live* routine. This had definite appeal to college students and provided listeners with an easily identifiable contemporary character. Our media approach and media execution of this campaign were unusual in that both had no relationship to the television advertising, which was running concurrently. In other words, we did not take the normal agency route of recreating a TV commercial in a radio spot. Our client, Greyhound, feels that it was a highly successful program.



John J. Gudelanis, vice president and director of regional broadcast operations for Bozell & Jacobs Inc., New York, has spent 13 years in agency media work. He joined B&J in 1977 in his present post. Earlier he had been vice president and director of broadcast services, Wells, Rich, Greene; associate buying director of BBDO, and associate media director of Hunt Media Advertising.

Artful radio commercials can unleash the unlimited imaginative potential of the human mind. The commercials have the ability to stimulate each listener's image-making process. In effect, the commercial can offer each listener a conceptual framework; he or she can then harness the power of imagination and custom-create a visual in the mind that is the most palatable and appealing and that would therefore motivate the listener most.

Our campaign for Iberia Airlines is a good case in point. The major portion of Iberia's electronic media budget is devoted to spot radio. A careful evaluation of qualitative and quantitative data reveals that the campaign effectively and efficiently targets Iberia's commercial message to the frequent overseas traveler.

We believe that the healthy growth of Iberia is closely tied to the creative use of radio, and the radio budget is double that of a year ago on this account.

The creative approach is simply one musical track that is readily identifiable. It is not intended to duplicate a print or TV approach, but is specifically tailored for good music, MOR and news stations. We believe that a successful radio commercial must be created, designed and executed to match and blend with the type of format of the station that will carry it. While the selling message may vary from campaign to campaign, the basic creative approach is designed to maintain continuity and thus continued awareness. Accordingly, all Iberia commercials end with the haunting "Iberia! Iberia!" theme, which extends the advertising effectiveness without exorbitantly increasing the budget.

Unlike many other agencies, at B&J we

almost make it a fetish to pre-select radio stations according to their format. This is because of our deep-rooted belief that the programming in which the commercial is showcased most definitely has a high degree of impact on the ability to sell the prospective consumer. Here we examine radio formats as intensively as we do, for example, magazines.

As a buyer, I prefer the beautiful music format for all my adult accounts. The good music format gives us the ability to know exactly the environment in which we are placing our commercial. While this is more or less true of other types of radio formats, it is not necessarily true on TV. This is one of the major advantages of the radio medium: the ability to choose an editorial environment.

Another advantage of the beautiful music format is the undercommercialization it offers vis-a-vis top 40, all news, and even TV. Commercial minute counts should be a primary consideration in choosing a station. We consider a format of eight to 10 commercial minutes per hour to be far superior to a format that runs up to 18 commercial minutes on radio (and 16 on TV). While we have always complained about commercial clutter on radio and TV, direct action is more expedient: We use the format that offers a desirable commercial load.

Every major agency is currently faced with the media challenge stemming from the advent of pay TV, cable TV, expanded syndication, superstations and all the other possible entries in the new wave of electronic technology.

It appears to me that the new TV technologies are paralleling the development of the expanded radio formats that we have learned to use in the past two decades. The interest in and use of the new video technologies as a medium will have a beneficial impact on spot radio for the following reasons:

The fragmentation of the visual medium will force agencies to look at TV in detail and use radio-type buying techniques on these new video media. I believe the radio industry will flourish because an advertiser will have a choice in the eighties of preselecting demographics and format in TV as well as radio. More than ever, radio will have the ability to compete against the TV medium, not as a supplemental buy, but as a primary advertising vehicle by itself.

It is interesting to look at the matter in historical perspective. Soap operas and dramas started on radio, then moved to TV. All-news radio has been around for over a decade, and only now is all-news TV here. Specialty formats started in radio, and are now starting on TV. TV took 30 years to catch up to radio.

KUNG FU

THE ART OF MARSHALLING

18-49 ADULTS

In these markets, KUNG FU substantially increased 18-49 adults in February 1980 over programming in the same time period, same station in February 1979.

In New York, WPIX,
Tuesdays, 9 to 10 pm,
18-49 adults **up 93%**

In New York, WPIX,
Wednesdays, 9 to 10 pm,
18-49 adults **up 92%**

In New York, WPIX,
Thursdays, 9 to 10 pm,
18-49 adults **up 134%**

In Los Angeles, KTLA,
Thursdays, 9 to 10 pm,
18-49 adults **up 56%**

In Boston, WNAC-TV,
Mon.-Fri., 4 to 5 pm,
18-49 adults **up 181%**

In Pittsburgh, WPGH-TV,
Saturdays, 5 to 6 pm,
18-49 adults **up 229%**

In Houston, KHTV,
Saturdays, 5 to 6 pm,
18-49 adults **up 30%**

In Minneapolis-St. Paul, KMSP-TV,
Sundays, 5 to 6 pm,
18-49 adults **up 24%**

In St. Louis, KDNL-TV,
Saturdays, 6 to 7 pm,
18-49 adults **up 66%**

In Seattle-Tacoma, KSTW-TV,
Saturdays, 7 to 8 pm,
18-49 adults **up 121%**

In Tampa-St. Petersburg, WTOG-TV,
Saturdays, 1 to 2 pm,
18-49 adults **up 65%**

In Kansas City, KBMA-TV,
Saturdays, 6 to 7 pm,
18-49 adults **up 300%**

In Louisville, WDRB-TV,
Saturdays, 7 to 8 pm,
18-49 adults **up 34%**

In Fresno, KJEO,
Saturdays, 7 to 8 pm,
18-49 adults **up 56%**

In Albuquerque, KGGM-TV,
Saturdays, 6 to 7 pm,
18-49 adults **up 74%**

In Duluth-Superior, KBJR-TV,
Saturdays, 6 to 7 pm,
18-49 adults **up 257%**

In Las Vegas, KSHO-TV,
Saturdays, 7 to 8 pm,
18-49 adults **up 600%**

In Wheeling-Steubenville, WTOV-TV,
Sundays, 5 to 6 pm,
18-49 adults **up 242%**

Source: Arbitron reports for February 1980 and February 1979. Data are estimates and subject to qualifications stated in reports used.

Warner Bros. Television Distribution



A Warner Communications Company



Making a Christmas Special.

Each year, volunteer workers at the Kalamazoo Regional Psychiatric Hospital make an extra effort to bring a little of the Christmas spirit to the patients there. And last year, with the cooperation of WKZO-TV, they helped make the season more joyful than ever.

The Hospital Chapel, recently built by the volunteers actively assisted by WKZO-TV, became a theater for the beautiful Christmas program they presented. A religious service followed the program. WKZO-TV was there to televise both events so the moving celebration that brightened the holidays for the patients and their families could be shared by their friends throughout Western Michigan.

Extending our help to those who help others is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

Broadcasting Jun 9

Vol. 98 No. 23

TOP OF THE WEEK

Just fill out the postcard?

FCC starts up rulemaking on short renewal form; proposal also calls for random audits to insure compliance with rules

The FCC last week adopted a notice of proposed rulemaking that, if enacted, would shorten dramatically the size of the license renewal application form—currently two pages long for radio, 21 pages for TV and 15 pages for noncommercial stations—to the size of a postcard. The most significant effect of the change would be to reduce by about two-thirds the industry time spent filling out renewal forms—from an estimated 300,000 hours to 100,000 hours per three-year renewal cycle.

Currently, 3,000 renewal forms are reviewed annually by the FCC to determine whether licensees are in compliance with FCC rules. If the commission adopts the shorter renewal form, the Field Operations Bureau would conduct random field audits in much the same way that the Internal Revenue Service conducts random audits of taxpayers. The theory is that any licensee at any time could have its

entire operation reviewed by an FCC field office, thereby deterring it from straying from its proposed programming practices and general adherence to FCC rules. The ever-present possibility of an audit would also help insure that the commission's oversight of its licensees would not be weakened by the lack of an in-depth renewal evaluation every three years.

During a three-year period, Broadcast Bureau Chief Richard Shiben suggests that 16% of all licensees be audited in the field. However, comments will be sought on that percentage figure, and a final determination will depend on the funds available for field audits.

Commissioner Joseph Fogarty noted that in the FCC's last fiscal year, only \$30,000 had been allocated for field audits, enough to conduct about six or seven of them. The 16% figure that Shiben proposed would mean an average of 40 audits a month. Shiben said he will be requesting more funds for the field audits, but said it was too early at this stage of the proceeding to determine, even roughly, a dollar figure.

In addition to field audits, the proposed rulemaking suggests that a random selection of about 5% of licensees be required to fill out a longer renewal form, answering questions concerning technical and programming performance and legal qualifications. The long-form renewal

applicants would also be subject to audits if their applications raised particular concerns or if the bureau simply wanted to check the validity of the information submitted.

The proposed short form will ask four questions: (1) Have updated EEO and annual ownership reports been filed with the commission? (2) Is the applicant in compliance with rules relating to the interests of aliens and foreign governments? (3) Have character qualifications of the applicant been challenged by any court or administrative body since its last renewal application was filed? (4) Is the applicant's public inspection file in order? Comment is sought on whether additional questions concerning past and proposed programming should also be included on the application.

Also proposed by the commission is the elimination of the requirement that television licensees file with the FCC an annual programming report (form 303A). Comments are being sought addressing the issue of whether such reports should still be filled out but simply retained in the licensees' public inspection file or whether to have just the audit (long) form applicants file three of them, one for each year of the completed renewal period.

One concern raised by Commissioner Abbott Washburn in this regard was the commission's ability to oversee industry

FCC Form 303-S March 1980	United States of America Federal Communications Commission Washington, D.C. 20554	Approved by GAO 8-180227(AO)
Application for Renewal of License for Commercial and Non-Commercial AM, FM or TV Broadcast Station		
1. Name of Applicant _____ Call Letters _____ Street Address _____ City _____ State _____ Zip Code _____	2. Are the following reports on file at the Commission: <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> (a) The three most recent Annual Employment Reports (FCC Form 395). <input type="checkbox"/> Yes <input type="checkbox"/> No If No, attach as Exhibit No. _____ an explanation. </div> <div style="width: 45%;"> (b) The applicant's Ownership report (FCC Form 323 or 323-E). <input type="checkbox"/> Yes <input type="checkbox"/> No If No, give the following information: Date last ownership report was filed: _____ Call letters of the renewal application with which it was filed: _____ </div> </div> 3. Is the applicant in compliance with the provisions of Section 310 of the Communications Act of 1934, as amended, relating to interests of aliens and foreign governments? <input type="checkbox"/> Yes <input type="checkbox"/> No If no, attach as Exhibit No. _____ an explanation.	
4. Since the filing of the applicant's last renewal application, for this station or other major application, has an adverse finding been made or final action been approved by any court or administrative body with respect to the applicant or parties to the application concerning any civil or criminal suit, action, or proceeding, brought under the provisions of any federal, state, territorial or local law relating to the following: any felony, lotteries, unlawful restraints or monopolies, unlawful combinations, contracts or agreements in restraint of trade, the use of unfair methods of competition? <input type="checkbox"/> Yes <input type="checkbox"/> No If Yes, attach as Exhibit No. _____ a full description, including identification of the court or administrative body, proceeding by file number, the person and matters involved, and the disposition of litigation.		
5. Has the applicant placed in its public inspection file at the appropriate times the documentation required by Section 73.3526 and 73.3527 of the Commission's rules? <input type="checkbox"/> Yes <input type="checkbox"/> No If No, attach as Exhibit No. _____ a complete statement of explanation.		
<div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center; margin: 0;">CERTIFICATION</p> <p style="font-size: small; margin: 0;">I certify that the statements in this application are true, complete and correct to the best of my knowledge and belief, and are made in good faith.</p> <p style="margin: 5px 0;">Signed and dated this _____ day of _____, 19 _____</p> <p style="margin: 5px 0;">Name of Applicant _____</p> <p style="margin: 5px 0;">By Signature _____</p> <p style="margin: 5px 0;">Title _____</p> </div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px; font-size: x-small;"> <p style="text-align: center; margin: 0;">WILFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND IMPRISONMENT, U.S. CODE, TITLE 18, SECTION 1001.</p> </div>		

performance in news and public affairs programming. Under the new proposals, a licensee would be bound by its last "promise vs. performance" statement. But any licensee wishing to amend its programming proposal could simply file such amendments with the commission. The Broadcast Bureau staff has argued this change would be reasonable because in the past there have been few cases where the performance of licensees regarding news and public affairs programming promises has been inadequate. Washburn says this is the case only because past performance has been scrutinized so thoroughly by the commission.

Reaction to the proposed rulemaking was varied.

Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, has mixed emotions about the short-form renewal proposals. The reduction of paper work he feels would be "good," but "what they give with the big print, the small print taketh away," he said, revealing a concern about the nature and effect that audits would have on the broadcasting industry. The ultimate question, he believes, is whether or not the ground rules would be significantly changed regarding the disposition of renewal applications. He feels that the standards used by the FCC to grant or deny a renewal of license are still unclear.

Abe Voron, executive vice president of the National Radio Broadcasters Association, believes that the commission's action is an improvement over present conditions, where, he said, radio licensees spend "literally days" filling out their renewal forms. Although he says field audits in the past "have been quite fair on the whole," he disagreed with Shibben's comparison of random audits conducted by the FCC to those made by the IRS. The stakes, said Voron, are much higher for the broadcaster, who stands to lose his sole means of generating an income—namely, his license. He did agree, however, that audits would insure broadcaster compliance with the rules.

Fred von Stade, general manager of WTVN-TV Columbus, Ohio, called the proposals "ridiculous" and would rather put up with the current procedure, which may be time consuming but is preferable to "Gestapo-like random audits." He believes that such audits place a "guilty-until-proved-innocent" burden upon the broadcaster. Licensees efficient in their record-keeping shouldn't really have a problem with the current set-up, von Stade said. He estimated that the programming section of the current renewal procedures takes about 30 man-hours to complete, with the technical side taking an additional two to four business days.

Warren Zwicky, an attorney for Storer Broadcasting, doesn't believe that the short form, if adopted, would make much difference because the record-keeping and research requirements stay the same. A licensee must assume that it will be

audited, and hence must be prepared for one. He estimates that the programming and technical portions of the current application take three days to complete, with the composite-week analysis taking an additional two days to prepare.

Steve Simmons, associate director of the White House domestic policy staff, said his first impression was that "the proposal makes great sense. It should lead to a significant reduction in needless paperwork and expense," while the audit procedure proposed would "result in a more meaningful renewal process." This is the kind of deregulation objective that President Carter talked about at the NAB convention in Dallas last year, Simmons said.

The three major networks were not prepared to make any significant comment on the proposed rulemaking. An ABC spokesman did say, however, that it appears to be a "very progressive step."

Shape of radio weighs heavily on NAB boards

Washington meeting gears up effort to convince government to take a big-picture approach to spectrum

There were more issues than answers at the joint board meeting of the National Association of Broadcasters last week. But one issue—the potential breakdown of the structure of radio as it exists today—had the most shattering effect on the directors.

The scene was set Wednesday by George Bartlett, NAB's vice president for engineering, who reviewed the recent government activity in the frequency and allocation areas, including, for AM, the 9 khz separation issue and further breakdown of clear channels, and, for FM, new assignments. It could entail the addition of upwards of 4,000 radio stations, aside from deterioration of present service, he said.

The radio board responded by authorizing the immediate formation of a special task force to oversee the preparation of in-depth studies dealing with the realities of additional stations and their impact on service to the public. The task force was also directed to petition the FCC to join in the effort and make it a cooperative industry project and further assure that assessments are not on a piecemeal basis.

The necessary studies are to be completed by Jan. 1, 1981, with a status report to be made at the coming NAB board meeting in September.

In its resolution, the board said it is "clear that a restructuring of the American system of broadcasting may be imminent." It added that Congress should "move without delay to assure that the FCC, before it implements these proposals, develop a radio master plan which fosters an orderly growth, and as part of

that planning process, that it appoint a governmental/industry committee."

It was emphasized that the committee's objective will be to avoid disruption to present services, to allow daytime facilities to operate full time and to provide a sufficient number of new assignments to satisfy whatever needs may exist for more full-time local outlets, greater minority participation in the media and other important public purposes.

NAB officials said they could not estimate the cost of the project at this time, that the budgeting would be referred to the executive committee.

The NAB television board also attempted to protect its technical turf last week. It protested against increased power to some educational FM stations that it said will increase interference to TV channel 6 stations. The TV board's resolution followed an earlier request of the NAB's engineering advisory committee which cited 250 low-powered stations (nominally 10 watts) in the lower FM band that are being ordered by the FCC to increase significantly their operating powers or make other operational changes.

The TV board last week said any further such FM actions should be held up "until the FCC has implemented specific rules to provide standards for the protection of TV channel 6."

Another TV board resolution urged the retention of cable TV distant signal importation and syndicated exclusivity rules "until cable shoulders normal copyright liability or retransmission consent."

It charged CATV distant-signal programming is insulated by government regulation from the marketplace, giving cable an unfair and anticompetitive advantage. The resolution then noted the present distant-signal importation and syndicated exclusivity rules are needed "to help balance the present governmentally distorted operation of the marketplace."

The radio board examined its own composition but came up with only one proposal. It approved a change in the NAB bylaws that would increase the number of radio board directors by one, but added language to put a ceiling on the maximum number that could represent networks. This had been a concern of some members due to the proliferation of radio networks in recent years. The additional language in the bylaws would specify that if the number of radio networks in NAB membership exceeds six, there would be an election by those members to designate the six networks that would serve on the radio board.

Mechanics for implementing the change will be determined by the NAB's bylaws committee and presented to the board at its September meeting.

The radio board also discussed eliminating some or all of the current eight at-large seats and increasing the number of districts. But after a few informal polls failed to elicit a meaningful consensus, further action on the matter was deferred.



Quick take. The President had to leave earlier than expected, due to a late-breaking commitment in Baltimore. So he missed the pitch for the reappointment of James H. Quello to the FCC by a fellow Michigander and member of the National Association of Broadcasters board of directors. Nevertheless, Michael O. Lareau, executive vice president and general manager of WOOD-AM-FM Grand Rapids, backed by the full NAB board, managed to convey to the White House the broadcasters' endorsement of Quello.

It came last Thursday afternoon as the joint board wound up its June 3-5 session with a White House visit that originally called for Carter to speak to the broadcasters after a high-level briefing by members of his administration. In the revised order, the President appeared first and discussed energy and inflation problems and praised broadcasters for their efforts in that area. However, he did not cover the gut issues in communications and did not mention the FCC, Federal Trade Commission and his own National Telecommunications and Information Agency.

It was after he had left and during a question-and-answer session with Secretary of the Treasury G. William Miller that Lareau had an opportunity to ask the secretary to relay word of the broadcasters' support for Quello's reappointment. Miller, in his opening remarks, had offered an in-depth explanation of how inflation breeds recession, a

problem he said that began 15 years ago, and presumably, just happened to culminate in the Carter era.

Last participant was Secretary of State Edmund Muskie, who warned of the dangers of the Soviet invasion of Afghanistan and the inability to get reliable information through Soviet censorship. To questions about external communications and nonparticipation in the Olympics, Muskie observed that only that week he had received a briefing from the International Communications Agency. As for the Olympics, he said the long-term impact of the boycott of the games by the U.S. and other nations will be to frustrate efforts by the USSR to promote its political philosophy.

Anne Wexler, assistant to the President, introduced the administration figures and inserted her own pitch for generous use by broadcasters of new PSA's dealing with the economy. Secretaries Miller and Muskie also made pleas for media cooperation.

Front row of audience (l-r): J.T. Whitlock, WLBN(AM)-WLSK(FM) Lebanon, Ky., and Mrs. Whitlock; Hal Niven, NAB vice president, planning and development, and Mrs. Niven; Mrs. Harden and W. Frank Harden, State Telecasting Co., Columbia, S.C.; John B. Summers, NAB executive vice president and general manager; Vincent T. Wasilewski, NAB president; Mrs. Bolger and NAB joint board Chairman Thomas E. Bolger, Forward Communications, Madison, Wis.

to the next meeting.

The joint board sessions Tuesday primarily reviewed, but took no definitive action on, Communications Act amendments, financial reporting and disclosure, performers' royalty, association interrelationships and direct satellite-to-home television.

On the contraceptive-advertising study that had been ordered earlier this year, it was reported that interim test studies of consumer reaction were being set up in Detroit for the fall.

The joint board officially scratched Kansas City, Mo., as the site for the 1986 NAB convention, due to limitations of facilities there. Las Vegas was picked as the alternative.

There also was discussion of opening conventions earlier in the weekend, with the feeling that a Saturday start could permit delegates to better absorb the many exhibits and growing agenda.

Samuel D. Ewing, appointed to be president and chief executive officer of NAB's Minority Investment Fund to assist minority entry into broadcasting (BROADCASTING, May 5), was introduced at the Tuesday meeting.

Preceding the Washington meetings of the boards was a Monday morning session of the NAB small market radio commit-

tee. Among its actions:

- It reaffirmed opposition in principle to any legislation that would require broadcasters to pay royalties to performers for records played over the air.

- It discussed the difficulties small-market stations encounter in equal employment opportunity regulations. It noted the difficulty in recruiting qualified personnel to some parts of the country, and directed the NAB staff to contact state broadcaster associations for help in solving this problem.

- It said that more engineering information is needed on AM/FM allocations proceedings—particularly the proposed 9 khz channel spacing.

- It agreed that National Radio Month should continue its sales-oriented approach and recommended that new spot announcements stressing the theme be considered for next year's observance.

- It set Oct. 20 as the date for its next semiannual meeting.

- It said a station would soon be selected for the annual small-market station tour with FCC commissioners and staff.

Climax to the board's Washington week came Thursday when the directors, NAB executives and their wives were invited to the White House for a high-level briefing

by the President and top administration officials (see above).

A light schedule of social activities interspersed the week of work. One NAB veteran missing was Bill Carlisle, vice president, government relations. He underwent extensive intestinal surgery at the Washington Hospital Center and is expected to be sidelined for at least four weeks.

Elections come off with no surprises

The elections of chairmen and vice chairmen for the different boards ran as expected:

NAB's joint board chairman, Tom Bolger of Forward Communications, Madison, Wis., was unopposed in his bid for a second one-year term.

Similarly, Robert King of Capital Cities Communications and Mark Smith of Landmark Broadcasting, Las Vegas, had no opposition to re-election as chairman and vice chairman, respectively, of the TV board.

For the radio board, Vice Chairman Edward Fritts of Fritts Broadcasting of Indianola, Miss., was elected chairman. He was unopposed and succeeds Arnold Lerner of WLLH(AM)-WSSH(FM) Lowell,

Mass., who stepped down from the post. Cullie Tarleton, general manager of WBT(AM)-WBCY(FM) Charlotte, N.C., had no opposition for the vice chairmanship of the radio board.

The chairmen and vice chairmen of the boards also serve on the executive committee advising NAB President Vincent T. Wasilewski on policy implementation.

Switch in the South

The rumors were right; WSB-TV Atlanta changes to ABC; NBC gets WXIA-TV

ABC-TV pulled off one of its biggest affiliate coups last week—and NBC-TV suffered one of its worst affiliate defections—as Cox Broadcasting's WSB-TV Atlanta signed to switch to ABC next fall.

NBC, associated with WSB-TV since the station went on the air 32 years ago, promptly signed with Gannett Co.'s WXIA-TV Atlanta, currently the ABC outlet there. WSB-TV is on channel 2, WXIA-TV on channel 11. The announcements said the switchovers would occur before the end of the year, but speculation linked the likely date with the start of the new prime-time season in September.

Cox and WSB-TV officials reached their decision last Tuesday, four days after meeting with an NBC-TV delegation led by President Robert Mulholland in Atlanta (BROADCASTING, June 2). Both sides denied that the decision turned on network compensation.

"ABC's unparalleled growth and its industry leadership in recent years is well documented and will continue," said William A. Schwartz, president of Cox's broadcast division. "We feel there is a strong relationship between the profile of the Atlanta viewer and ABC's programming philosophy. Like ABC, Atlanta is experiencing a tremendous period of growth and we feel that positioning ourselves with ABC will enable us to best keep pace with that growth as we look to the future."

ABC-TV President James E. Duffy specifically denied speculation—often present in such cases—that the network had "bought" the affiliation through a high rate of network compensation. ABC-TV pays competitive rates, he said, but the real improvement in compensation that WSB-TV will receive will be increased revenues from spots it sells adjacent to ABC programs.

He also made clear that he considered the signing "quite a coup." WSB-TV, he said, "has been acknowledged for many years as a pioneer and a leader in the broadcasting industry. It represents a most important addition to our strong affiliate line-up. WSB-TV is a major force in news in the growing Atlanta market and the Southeast and is an exceptional broadcast entity over-all."

The announcement said WSB-TV is cur-

rently delivering audience shares ranging from 35% to 60%, ranking first in the market in early-morning, daytime, news, prime-time and late-night programming. The station is especially recognized as a leader in news, with an operation said to be the largest in the South.

Richard L. Beesemyer, ABC-TV vice president, was the negotiator with WSB-TV, as he has been in many affiliate acquisitions. ABC-TV President Duffy said talks had been held with WSB-TV officials intermittently for several years, but "warmed up" after the ABC-TV affiliates convention last month (Cox's WSOC-TV Charlotte, N.C., is also an ABC affiliate, having switched from NBC in July 1978) and grew warmer and warmer as time passed.

Frederick R. Barber Jr., general manager of WSB-TV, described events leading up to the switchover decision as "two or three weeks of research and staying up all night."

NBC-TV apparently needed little time to line up WXIA-TV as its replacement in Atlanta. For one thing, the only other network, CBS-TV, is already affiliated with the market's only other V, WAGA-TV. For another, NBC-TV has affiliation ties with two other Gannett stations, KPNX-TV Phoenix and KARK-TV Little Rock, Ark.

NBC sought to soften its blow by getting out word of its new affiliate in Atlanta before ABC could announce its acquisition. NBC also let the word get out that loss of WSB-TV wasn't all bad—that the station had pre-empted some 450 hours of network programming in the last 52 weeks, whereas WXIA-TV promised to clear all or virtually all. "It's always a good philosophical question," one executive said, "whether it's better to be affiliated with a number-one station that pre-empts your programming, or with a number-two that clears everything."

"I am extremely pleased," said NBC-TV President Mulholland, "that the NBC television network is forming this new partnership with WXIA-TV. In this highly competitive marketplace WXIA-TV's management team, headed by Jeff David-

son as its president and general manager, has a track record of cooperation, success and ratings growth."

The statement by Gannett Broadcasting President Alvin G. Flanagan was blunter: "Despite the Cox crossownership of radio, television and the two largest newspapers in Atlanta, we know WXIA's growth will continue in our new association with NBC."

ABC-TV President Duffy had kind words for the station he was giving up and for its owners and management. "We have deep respect for [them]," he said, "and hope to continue the fine association with Gannett through our other [Gannett] affiliations."

Segelstein adds stripes

He's elevated to president of NBC Television, will take some of administrative-creative burden off his boss, Fred Silverman

Irwin Segelstein, NBC President Fred Silverman's right-hand man for all seasons, last week was put in charge of most of NBC's television activities in the new post of president, NBC Television.

The post is roughly comparable to that held by Frederick S. Pierce as president of ABC Television, except that Segelstein's responsibilities do not include news, broadcast operations and engineering, and NBC Enterprises. News continues to report to NBC Vice Chairman Richard S. Salant, the other two to Silverman.

Silverman, announcing the appointment, said Segelstein will have "full responsibility for the many day-to-day activities of all of NBC Television," and called him "ideal" for the job.

Segelstein saw the move as one in which he would "help share the load" with Silverman, "both administratively and creatively."

"There's a vast administrative iceberg



Shaking on the switch. Richard L. Beesemyer (l), vice president, ABC Television Network, congratulates Frederick R. Barber Jr., general manager of WSB-TV Atlanta, on that Cox Broadcasting station's affiliation change to ABC. Also present in New York for the official announcement were James E. Duffy (second from left), president of the ABC Television Network, and William A. Schwartz, president of the broadcast division of Cox.

InBrief



Segelstein

submerged at any network," he said. "We'll share some of that."

Segelstein said he had no plans for changes except that "I'll probably have to change my vacation—I'd planned to take some time off in June."

People changes? "I have none in mind," he said.

Said Silverman: "We now have an enormously talented group of people in place within NBC Television and are poised to make a major move forward this coming season. Irwin's role will be to serve as the operational and creative catalyst for the many components that constitute NBC Television. He will work closely with me in achieving the broadcast leadership to which we are dedicated and committed."

Closely identified with Silverman in an association that goes back to their days together at CBS, Segelstein most recently has been president, NBC Television Stations/Radio. The NBC Radio Group, headed by Dick Verne, will now report directly to Silverman.

Segelstein keeps responsibility for the television stations division, headed by Bob Walsh, and adds NBC-TV Entertainment, headed by Brandon Tartikoff; television research, by William Rubens, and NBC Entertainment business affairs, by Irwin Moss.

Segelstein, age 55, joined NBC in 1976 as executive vice president, programs, and later was named executive vice president, program planning. When Silverman became president on June 9, 1978, his first move was to name Segelstein his deputy as executive vice president, programing. He became president, NBC Television Stations/Radio last August.

After Air Corps service, Segelstein spent 18 years at Benton & Bowles, rising to vice president in charge of programing, before moving to CBS-TV in 1965 as vice president, programs, New York. He was promoted to vice president, program administration, in 1970. For a time during his CBS-TV tenure he was Silverman's boss. He moved to another CBS division, CBS Records, as president in 1973 and held that post until he moved to NBC three years later.

FCC Commissioner **Robert E. Lee**, in late-filed dissent in **RKO case** (page 30), said commission "**short-circuited**" **Communications Act requirements** by not allowing RKO adequate opportunity to defend itself against some of charges on which commission based its decision—"fatal" flaw, in Lee's view. He also said FCC "exaggerates a nexus" between activities of RKO and its parent, General Tire & Rubber. □ U.S. Pioneer Electronics plans **July 1 introduction of Laserdisc optical videodisk system** in Dallas, Minneapolis and Syracuse, N.Y. System will sell for about \$500, was developed jointly by N.V. Philips (Netherlands) and MCA. Meanwhile, General Electric, Japan's Matsushita and Victor, and Britain's Thorne-EMI confirm they're talking feasibility of organizing three jointly owned companies to back introduction of **yet another disk system**. □ U.S. Court of Appeals has **affirmed FCC decision denying renewal of wswg-AM-FM Greenwood, Miss.**, even though it found commission's decision "flawed." Court cited in particular commission's failure to articulate relative importance of findings that led to ultimate denial of renewal applications. However, court held that commission's decision was not arbitrary or capricious since it held that "misrepresentations [to commission], standing alone," would be enough to warrant denial. □ **Telerep**, already handling four Gaylord Broadcasting TV's, **made it group sweep**, snaring WTVT Tampa, Fla., WUAB Cleveland and WTV Milwaukee from Katz Television, effective June 9. □ Starting in fall, noncommercial UHF WETA-TV Washington will begin **transmission of Canadian Teledon teletext system** in two-year, \$1 million field test. About 50 decoders will be placed in homes and institutions, monitored by recording devices in decoders. □ Rumor mills worked overtime last week on **fate of Tom Snyder** as host of *Prime Time Friday*. Although he apparently is still possibility, being mentioned are David Brinkley, Tom Brokaw and Susan Stenberg. □ **Robert D. Wood**, independent producer and former CBS-TV president, named president, Metromedia Producers Corp. **Robert Howard**, VP-general manager, NBC's WNBC-TV New York, named to new post of VP, TV projects, NBC television stations division. He's succeeded by **Albert Jerome** of network's WMAO-TV Chicago. **Bud Getzler**, VP, Taft Entertainment Group and VP-general manager of Hanna-Barbera Productions, named senior VP, Viacom Entertainment. □ American Women in Radio and Television, convening last week in San Antonio, **voted down effort to open membership** beyond present management-only restriction. □ NASA has awarded \$1 million contracts to TRW and Hughes to **develop advanced satellite system** that would operate with 20 ghz downlinking frequencies and 30 ghz uplinks (Ka-Band). □ Connecticut, Maine and Mississippi PTV networks are **refusing to carry PBS's "Choosing Suicide,"** documentary on cancer-stricken woman who overdosed on sleeping pills with knowledge of family and friends. It airs July 16. □

Reagan campaign sets up its own ad agency

Campaign '80 Inc. will be headed by Peter Dailey, based in Washington

Ronald Reagan, virtually assured of the Republican party's nomination for President, has been moving rapidly to set up his organization for the fall campaign. And among the projects being fitted into place is a full-service advertising agency—Campaign '80 Inc.—that will be responsible for spending about \$14 million on media, in the cause of Reagan's election.

Peter Dailey, of Dailey & Associates, a Los Angeles advertising agency, was named last month by Reagan to serve as his media adviser. And in the past several weeks he has been recruiting top advertising professionals to staff the campaign agency.

Campaign '80 Inc., whose creation is expected to be formally announced this week, will operate with a staff of up to 60, according to Dailey. It will have its headquarters in Washington, where Reagan is moving his, but will also maintain offices in New York.

Dailey will serve as chairman of the new organization, and Philip Joanno, a principal in the Dailey agency, will be its president and principal strategist. The only

other Campaign '80 officials whose identities have been learned are John Overaker, who will serve as creative director, and George Karalekas, who will be media director. They now hold those positions with, respectively, the Lansdowne Agency, a subsidiary of J. Walter Thompson Co., and D'Arcy-MacManus & Masius.

Dailey is seeking personnel under the American Association of Advertising Agencies's 18-year-old "Anchor and Loan Program," under which agencies loan executives to a campaign, are reimbursed for their salaries and take them back after the campaign.

The agency product will not be seen until after Labor Day, the traditional start of presidential campaigns, according to Dailey. And with staff not yet in place, it was too early last week for those involved to talk advertising strategy. However, Campaign '80 will maintain liaison with the Reagan for President Committee and the Republican National Committee.

And Dailey estimated that the agency's budget would bear the same relation to the total budget the federal government will provide each of the major party candidates—some \$29 million—as was true of President Gerald Ford's Campaign '76 agency. Four years ago, that agency spent some \$10 million of the \$22 million available to Ford.

Dailey has been associated with Republican presidential politics in the last two

elections. In 1976, he ran the Ford advertising campaign during the primaries—in which Ford's opponent was Ronald Reagan—and in 1972, he headed the November Group, the agency created to serve in Richard Nixon's re-election campaign.

President Carter, whose renomination seems assured, despite Senator Edward M. Kennedy's refusal to abandon his quest for the nomination, will again rely on Gerald Rafshoon, the Atlanta advertising man whose agency handled the advertising for Carter in his 1976 campaign. Rafshoon has also produced the television commercials that in the primary campaign just ended promoted Carter as a man of honor and a decent family man and questioned the integrity and character of Kennedy.

The Kennedy showing on "Super Tuesday"—five victories in eight state primaries—may have cast fresh doubt on the importance of television commercials in political campaigns. Kennedy's television producer, David Sawyer, had produced a new batch of spots for the final week of the campaign, and Kennedy aides regarded them as effective. But last-minute changes in strategy resulted in a diversion of most of the money that had been budgeted for television time to personal campaigning by the senator.

As a result, Kennedy was outspent on media many times over by Carter in the three states that both sides considered crucial—California, where Kennedy spent \$50,000 (down from a planned \$200,000), Ohio, where the figure was \$40,000 (down from a projected \$150,000) and New Jersey, where he spent \$30,000 (and where \$115,000 had been budgeted). And Kennedy won in California and New Jersey.

But Phil Bakes, deputy campaign manager, said radio and television had been important to Kennedy in working toward Super Tuesday. In the course of extensive travel, Bakes said, "Kennedy participated in many direct interviews with local television stations." Interviews, Bakes said, provide "a believable forum."

Predictions from Denver

At AP Broadcasters convention, Eunson award winner Paley sees more government intrusion ahead for both print and broadcast; Wald sees fractionalization, and Hammer covers world affairs

CBS Inc. Chairman of the Board William S. Paley warned last Friday that the new era of electronic information delivery systems is likely to see more government regulation of the print media and not less. Indeed, he said, in the age of the new technologies, the fates of print and of broadcast are likely to coincide.

"Too many of us in print and broadcasting have imagined that we had separate destinies and separate problems, but the destinies and the problems of each are becoming the same," Paley said.

The chairman's relatively rare public appearance was made at the 10th annual convention of the Associated Press Broadcasters. He received the association's Robert Eunson award at Friday's luncheon ceremonies.

Registration for the three days of meetings and workshops was expected to reach 400.

In his speech, Paley reviewed much of the legal and regulatory background that have separated print and broadcast media and attempted to demonstrate the apparent convergence of the two in such new technologies as teletext, viewdata and cable television. Paley also said that the new technological era should bring print and broadcast closer together politically as the advocates of each recognize their common opposition to government regulation.

"Already the FCC has the same 'equal time' and fairness doctrine powers over cable originations as it does over conventional broadcasts. And print may well find its way into the home through cable. It would be foolish indeed for the print media not to be concerned that their out-

put in this form may be drawn into the regulatory web whether through cable or other technology," Paley said.

"Before such a foothold is established, the print and broadcast media will have to unite and fight against the imposition of government controls on them, beginning with the removal of the present regulatory restraints on broadcasting. Let us recognize that our interests no longer run on separate tracks. It is imperative, in my view, that print and broadcasting people understand they have a common cause, and that cause is the removal of governmental intrusion in the editorial process."

Paley, whose corporation has become a major publisher of books and magazines as well as a broadcaster, pictured a communications universe where print and broadcast "are being drawn together by the vast 'electronification' that is changing the face of the media today." CBS itself, for example, has already noted that programming for its new cable networking operations will be coming from its publishing division and not its Broadcast Group.

Paley was one of the three featured speakers at Friday's sessions in Denver's Fairmont hotel. Others on the agenda included ABC News Senior Vice President Richard Wald, delivering the convention's keynote address, and Occidental Petroleum Co.'s chairman, Armand Hammer.

More philosophical than Paley, Wald, too, addressed the convergence of the print and broadcast media and the time in the near future when news and other forms of information and programming will be determined "by the means of distribution."

"The old distinctions between print and broadcast are disappearing," Wald said. And with that, he speculated, there is the possibility that information users and suppliers could become less broad, less national, less universal in their perceptions of the world. As individuals acquire the means to choose narrow fields of interest through their use of the new technologies, the media could well "increase the separation of the way people think," Wald said. "It must not be that we create individual universes."

Wald cautioned that information providers have a moral obligation to present a universal experience that will help to bring divergent groups closer together.

"If you think you are playing with something less important than an atomic bomb, you're wrong," he told the broadcasters.

Hammer's address was billed as "The World as I See It," and he ranged, literally, over the world—from the Soviet Union under Lenin to Afghanistan under Brezhnev to the People's Republic of China. Hammer said that neither the U.S. nor the USSR could afford to return to an era of cold war—which, he said, could lead to "miscalculations" resulting in the destruction of both superpowers.

Orion, Cosmos in \$110-million broadcast deal

Orion Broadcasting Inc., licensee of five TV, two AM and one FM stations, would become wholly owned subsidiary of Cosmos Broadcasting (four TV, one AM, one FM, mainly in South) under \$110-million cash corporate acquisition agreed to in principle Friday, with spin-offs to comply with FCC multiple-ownership rules. Transfers should be cleared in 1981, said Charles A. Batson, Cosmos chairman, and T. Ballard Morton, Orion president. Stations on Orion TV roster to be retained in top 100 markets are ch. 3 WAVE-TV Louisville, Ky., and ch. 14 WFIE-TV Evansville, Ind. Radios being retained would be WMT-AM-FM Cedar Rapids, Iowa. Orion stations to be spun off: ch. 2 WMT-TV Cedar Rapids, ch. 5 WFRV-TV Green Bay, Wis., and its satellite, WJMN-TV Escanaba, Mich., plus WAVE(AM) Louisville.

Key personnel of Orion, including President Morton and Ralph S. Jackson, executive vice president, would continue operation of the Orion subsidiary under Batson as chief executive officer.

Cosmos stations are: WSFA-TV Montgomery, Ala.; WSRZ(FM) Sarasota, Fla.; WOSU-TV New Orleans; WROL-TV Toledo, Ohio, and WIS-AM-TV Columbia, S.C. Liberty Corp., publicly-traded insurance, broadcasting and savings and loan firm, is Cosmos parent, established by Hipp family, still largest owners.

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P. S. WCCO-TV also won the 5:00 PM, 5:30 PM and 6 PM M-F news blocks.

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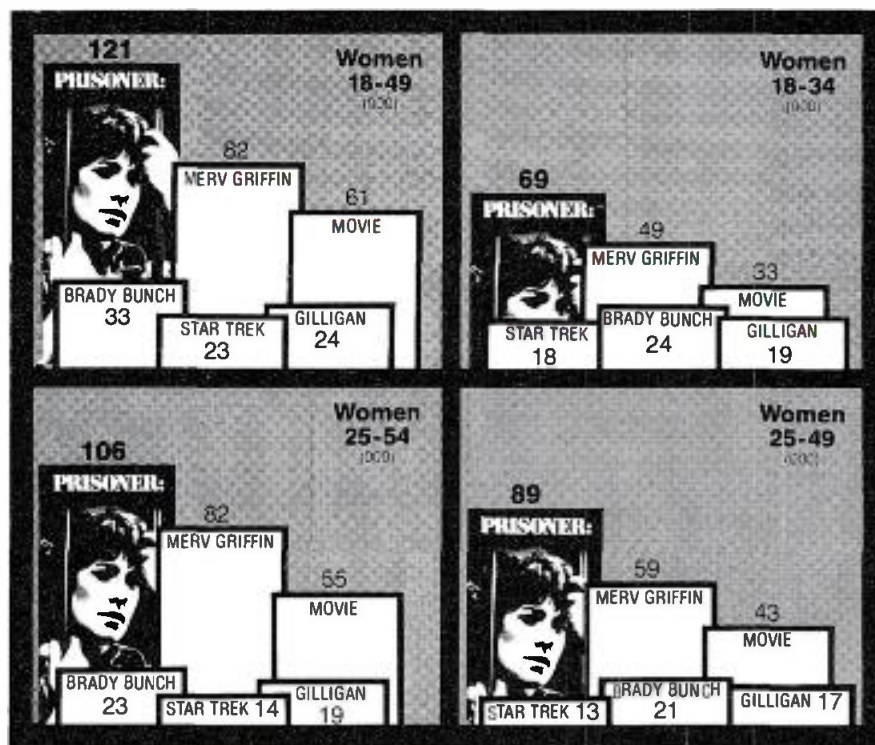
Source: Arbitron Television Report, Mpls.-St. Paul, February 1980.
AD1 Ratings Monday-Friday without Olympics. Subject to limitations.



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Philadelphia. On KYW-TV, 5:00-5:30 PM, Mon.-Fri.: More women of all ages watch "Prisoner" than any competing program.¹

"Prisoner's" dominant position is more than triple the number of women viewers 18-34 and 18-49 delivered by previous programming (Mike Douglas) in the time period.²

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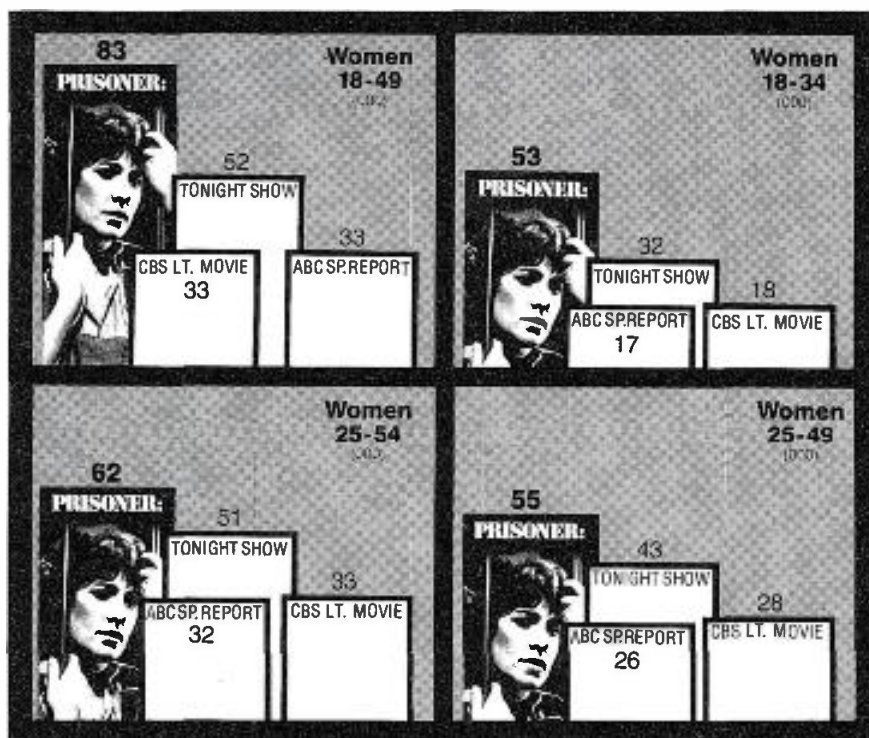
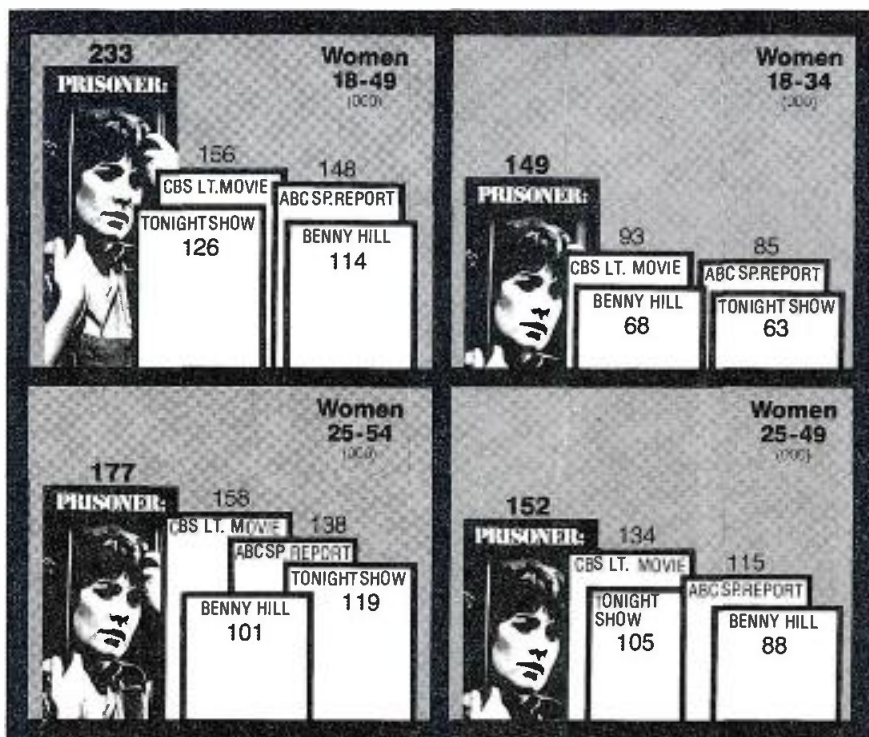
¹—NSI, March '80.

²—NSI, Feb '80 vs March '80.

³—NSI, Feb '80

⁴—NSI, Feb '80 vs Nov '79

All audience estimates are subject to the limitations of the rating service.



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Pick an applicant, any applicant

FCC votes to try a lottery to select winner in a six-year-old FM comparative hearing, faces complaints from NAB and at least one of the parties

The FCC, which for several years has been considering the possibility of resorting to the lottery as a means of cutting the Gordian knot of comparative hearings, is moving toward that option in an FM comparative hearing that began six years ago. But whether it can get to the lottery without fighting off a legal challenge remains to be seen.

The commission on May 29 on a 4-3 vote, directed the staff to prepare a draft decision making a choice by lottery between two applicants it found to be "equally qualified to hold the license"—Greater Media Radio Co. and Alexander S. Klein Jr. (BROADCASTING, June 2). A third applicant, Roberts Broadcasting Corp., was found to be "inferior" to the others.

The commission's decision, which also directed the staff to devise procedures to implement a lottery to select the licensee, ran counter to the comments of a number of industry representatives that filed on the question last September in response to a commission invitation. The National Association of Broadcasters, for instance, questioned the use of a lottery at the end of an adjudicatory proceeding, after the parties involved had spent time and money complying with commission rules. It also said that if the commission regards a lottery as desirable, it should consider the matter in a rulemaking (BROADCASTING, Oct. 1, 1979).

The National Telecommunications and Information Administration, on the other hand, said the commission has the necessary authority to resort to a lottery once it concludes it is "unable to distinguish among two or more qualified applicants from a public interest standpoint."

Counsel for the applicants last week said they would have to read the final order before deciding whether to file a challenge. But counsel for at least one—Keith Putrese, for Klein—said a preliminary decision has been made to seek reconsideration. He said Klein has contended it is distinguishable from Greater Media on the ground of diversification of ownership of media. None of Klein's principals has any media interests, while Greater Media's 95% owner, Daniel Lerner, owns 25% of WLLH(AM)-WSSH(FM) Lowell, Mass. (Lerner's brother, Arnold,

principal owner of WLLH-WSSH, ended a term as chairman of the National Association of Broadcasters radio board last week [see "Top of the Week."])

Dissenting votes were cast by Commissioners Robert E. Lee, Abbott Washburn and Joseph Fogarty. And Washburn and Fogarty issued statements that could provide ammunition for a court appeal.

Both expressed the view that, in the first place, the contest was not so close that Greater Media and Klein cannot be distinguished. They said Greater Media, which had been favored by the FCC Review Board, deserved a preference because of the proposed daily full-time participation in station management of a black woman—Judith Grimes—who is a 5% owner. She would serve as business manager.

Washburn, in addition, said the use of a lottery in the case is premature. "Before departing from long-standing precedent," he said, "the commission should have conducted a rulemaking to develop all the relevant facts and policy considerations. It also would have been helpful to have additional discussion on the question of the commission's statutory authority to conduct a lottery."

And Fogarty said the commission's decision "constitutes an impermissible abdication of the commission's statutory responsibilities and an improper denial of the hearing rights of the applicants. Whatever the merits of a lottery alternative in resolving deadlocked comparative cases, the commission cannot evade its clear responsibility for making sophisticated public-interest judgments where that more rational and less arbitrary mode of decision-making is plainly applicable."

RKO decision is formally promulgated

Three licenses are lifted; FCC asks for comments on what to do with licensee's remaining outlets; parent promises to go to court; Washburn and Quello charge overkill

The FCC last week completed the grim task it began in January when it directed its staff to prepare final orders denying renewal of three RKO General Inc. stations—WNAC-TV Boston, KHJ-TV Los Angeles and WOR-TV New York. It adopted the final orders, on identical 4-3 votes, which held that RKO lacked the character qualifications to continue as licensee of those stations.

At the same time, the commission

asked for comments on what actions, if any, it should take regarding the licenses of RKO's 13 other stations.

Thus, RKO, broadcaster for 35 years, faces the loss of broadcast holdings with a total estimated value of \$400 million (BROADCASTING, Jan. 28).

The commission majority, composed of Chairman Charles D. Ferris and Commissioners Joseph Fogarty, Tyrone Brown and Anne Jones, held that evidence developed in connection with a comparative-renewal proceeding involving WNAC-TV was clear and convincing proof that RKO engaged in a variety of misconduct that rendered it unfit to be the station's licensee.

Since the renewals of KHJ-TV and WOR-TV—both under challenge by competing applicants—were conditioned on the outcome of the WNAC-TV case, the majority, in separate orders, said it was "constrained to conclude" that RKO also lacks the character qualifications to continue as licensee of those stations.

The orders do not finally resolve the contests for the three licenses—but they may constitute good news for at least two of the long-time challengers. Fidelity Television Inc., which has been seeking the license for KHJ-TV since 1965, and Multi-State Communications, which filed its competing application for WOR-TV's license in 1972, were directed to file comments as to how procedural questions remaining in those cases should be resolved—and to respond as well to the question of whether their applications for construction permits can be granted without further hearings.

The contest for WNAC-TV is more complicated. Two competing applications were filed in 1969, by Community Broadcasting of Boston Inc. and the Dudley Station Corp., but, as part of an effort to settle the case with RKO, they merged, in 1978, into New England Television Co. with a view to purchasing the station for \$54 million. Then, last November, a would-be new applicant—Hub Broadcasting—sought to enter the proceeding.

The commission last week rejected Hub's petition on the ground that good cause for intervention had not been shown. But it asked Community and Dudley what they propose to do in light of RKO's disqualification—whether they will pursue their competing applications.

In all three cases, RKO and the Broadcast Bureau are asked to file reply comments.

General Tire & Rubber, RKO's parent, will do more than file comments. It issued a statement shortly after release of the commission's announcement, on Wednesday afternoon, saying it will appeal and that it "intends to use every resource

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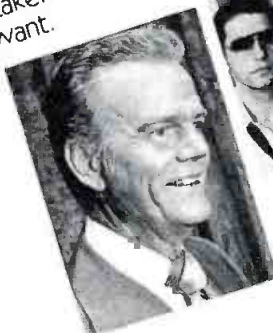
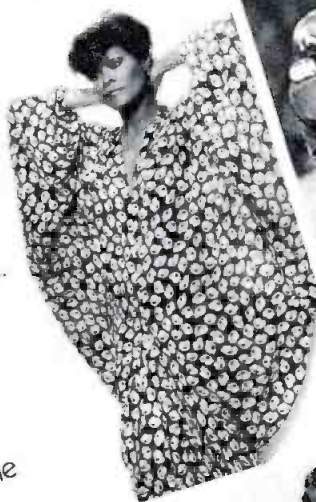
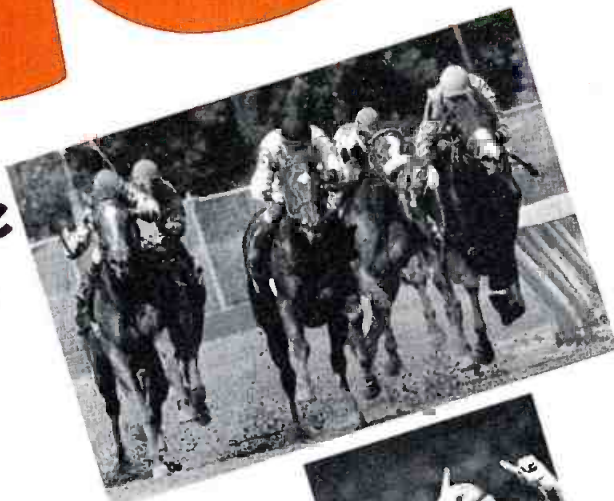
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One of Boston's biggest hockey



stars is a little squirt.

The Boston Bruins are a champion hockey team. But in Boston, they're not the only team in town. For the sixth year in a row, the Boston Bruins have shared the ice, the air and the fans with a half-dozen little squirts.

It's part of WSBK-TV's "Mini One-on-One" program.

In cooperation with the U.S. Amateur Hockey Association, Storer station WSBK-TV in Boston invites six member kids teams from towns and cities throughout New England to compete in a scoring contest.

The competition is broken down into four age groups for boys and girls. The Squirt Division is for nine and ten year olds.

"Mini One-on-One" games are telecast on WSBK-TV between periods during Bruin games. Players are interviewed on the air. And at the end of each hockey season, the winning "Mini One-on-One" team in each division takes home the championship trophy.

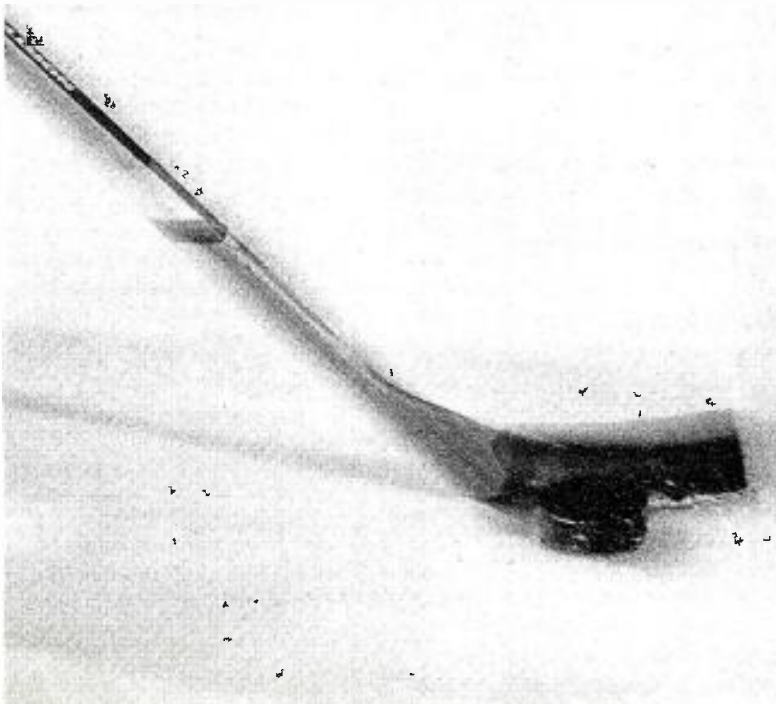
WSBK-TV's "Mini One-on-One" hockey competition is an exciting and important annual sports event. For the kids who participate. For their communities. And for the Boston Storer station involved.

Because even though the Squirts may never be as famous as the Boston Bruins, we like knowing that we helped turn them into big time hockey here at home.

The way we see it, the more effective we are in our communities, the more effective we can be for our advertisers, and the more effective we can be for ourselves.

STORER

BROADCASTING COMPANY



available to reverse this unfair and unjustified decision."

The statement called the FCC action "the most unfair and discriminatory ever handed down by a government agency," and quoted M.G. O'Neil, president of GT&R, as saying: "The FCC action is punitive in the extreme against General Tire's 45,000 shareholder-owners and 40,000 employees. It could result in the largest 'fine' ever levied against a company in the history of American free enterprise."

For the most part, RKO's troubles stem from the wrongdoing of its parent. But the commission held that RKO itself was guilty of improper activities. The FCC majority, which drew its evidence in large part from a report prepared for the Securities and Exchange Commission by a committee appointed by the GT&R board of directors, held that "RKO knowingly engaged in an improper reciprocal trade program that was anticompetitive," "knowingly filed false financial statements," and was not "entirely honest and forthcoming in its dealings with the commission."

The majority said its concern was "heightened" by the misconduct of the parent corporation—misconduct over a 20-year period that, the majority said, included illegal domestic political contributions, systematic overbilling and denial of rebates to partly owned foreign affiliates, bribing foreign officials to gain business advantages, and financing illegal activities through secret accounts and then covering up those activities through falsification of records.

Furthermore, the majority said GT&R not only has legal control of RKO but "has exercised practical control over RKO operations in certain respects and has involved the broadcast operations in serious misconduct." The majority said the close ties "further tainted" RKO's qualifications.

The only person serving on the boards of both GT&R and the subsidiary is Thomas F. O'Neil, but he is chairman and a director of both, and he and members of his family control GT&R. T.F. O'Neil provides another part of what the majority considers the incriminating "nexus" between the two companies.

The majority said it was not seeking to punish RKO for past sins but, rather, to assure that WNAC-TV and the other stations involved in the decision performed in the public interest. And, given the past misconduct, the majority said, it had no assurance RKO would in the future "be a dependable and trustworthy trustee of the public airwaves."

The majority also cited the decision as demonstrating a determination to administer a single standard of justice. It said the commission did not "envision one standard of justice for small-town, single-station licensees and a less demanding standard for big-city, multiple-station licensees." It said the RKO decision was consistent with a number of decisions in which smaller companies lost licenses.

The other 13 stations whose licenses are now in jeopardy are WHBQ-TV Memphis (the revocation of its license has already been sought by a local biracial group seeking to buy the station at a "distress sale" [BROADCASTING, May 26]), WHBQ(AM) Memphis; WOR(AM)-WXLO(FM) New York; WRKO(AM)-WROR(FM) Boston; KHJ(AM)-KRTH(FM) Los Angeles; WGMS-AM-FM Bethesda, Md.-Washington; KFRC(AM) San Francisco; WAXY(FM) Fort Lauderdale, Fla., and WFYR(FM) Chicago.

RKO three months ago proposed spinning off those 13 stations to a new corporation composed of RKO stockholders as a means of protecting those stockholders' interests in the properties. The commission, in its order, said it was not prepared to act on that proposal; instead, it asked for comments within 30 days on what if any action it should take, and said it would allow another 15 days for reply comments.

The commission said it would not accept requests for extensions of the filing deadlines. And in the meantime, it indicated, it will maintain the status quo regarding the 13 licenses. It deferred for two months the date for filing by RKO of renewal applications for its three California radio stations. The scheduled date is Aug. 1.

The dissenters were Commissioners Robert E. Lee, Abbott Washburn and James H. Quello. Washburn, in a statement, called the action "unprecedented and extreme," one based on a "tenuous" link between GT&R's misdeeds and RKO's broadcast service. Instead of assessing RKO's qualifications to be a licensee, he said, the majority "has focused on the parent organization and made a moral judgment about corporate business standards."

Quello said the commission had engaged in "gross bureaucratic overkill [that] represents the most harsh and unwarranted punishment in the history of communications."

And he warned that the "incredibly harsh findings . . . indicate a mindset that equates bigness with badness." He said that large corporations with broadcast properties "should be on notice that all of their dealings must be not only legal but above any possible reproach," and added: "Such a rigid standard with no allowance for human error is virtually unattainable, a fact which could make large corporate owners—and their stockholders—an endangered species."

Sims says FCC's rule against trafficking prohibits trades with tax advantages

Bill Sims, president of Wycom Corp., has come up against what he calls another case of antibroadcaster discrimination, and he wants the FCC to do something about it. His concern is the commission's anti-trafficking rule that he says prevents broadcasters from engaging in what Sims

calls a "very common business practice"—three-party trades.

In such a trade, an individual with property to dispose of trades it for property he wants and that he has persuaded a third party to purchase. The benefit of such a swap is that it is tax free for the traders, except for a capital-gain tax on any difference in value, while the seller of the property that sparked the transaction winds up with cash.

Sims laid this out in a letter to FCC Chairman Charles D. Ferris that also said that the rule prohibiting broadcasters from disposing of a station within three years of purchase prevents broadcasters from engaging in the practice. The person purchasing the deal-sparking station would momentarily be its licensee.

Sims feels this is unfair. "What would be wrong with the buyer of my station owning, just for a second, the station I want to acquire, so that I can trade him assets for assets? That buyer would not exercise any control over the station I seek to own. His 'instant' ownership would be merely on paper and would be followed by an immediate trade to me. Since he would not have any gain on this, the spirit of the trafficking rule would not be violated."

Wycom owns six radio stations in three states—KWYO(AM)-KLWD(FM) Sheridan and KUGR(AM) Green River, both Wyoming; KPSS(AM) Alamogordo and KVSP(AM) Santa Fe, both New Mexico, and KSAA(FM) Casa Grande, Ariz.

More extensive EEO reports in works at FCC

Commission adopts rulemaking anticipating detailed filings by stations, including records of job applicants by race, sex

The FCC voted unanimously last week to initiate a rulemaking looking to more stringent EEO reporting requirements for all stations with five or more employees.

Only Commissioners Abbott Washburn and Anne Jones raised any serious concerns over the proposal, both questioning the value of requiring smaller stations to maintain "applicant flow files" according to recruitment source, race, sex, job title, category and disposition of each application. Broadcast Bureau Chief Richard Shiben admitted that his staff had yet to come up with an exact definition of the term "applicant"—whether it's a person who responds to a specific opening as opposed to someone who is randomly seeking employment, or both. In a spirited response during this part of the discussion, Washburn said he did not want to see the FCC become the national nanny of the broadcast industry.

Chairman Charles D. Ferris was the most avid defender of the proposed rulemaking. In responding to Washburn's "national nanny" remark, Ferris rebutted that the application flow requirement was to the advantage of the broadcaster, that

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such information would provide a station's best defense if challenged on an EEO issue. In terms of the over-all proposal, he said, "it is to the advantage of the country" and "good communications policy and good social policy."

After Ferris's staunch defense of the requirement, Commissioner Anne Jones suggested wryly that the record ought to show that Ferris had not prejudged the proposal.

In addition to the applicant flow and job hires amendment, proposed major changes in the model EEO program include: Requiring all licensees to report employment by race, sex, job title, category and part-time/full-time status (currently only licensees with 50 or more full-time employees must report such data); requiring reports of promotions by race, sex, former job title and category, and new job title and category; adoption of voluntary goals and timetables by licensees who believe their employment profiles to be unsatisfactory; requiring an annual updating of the model EEO program for placement in the licensee's public inspection file; no longer requiring station sellers to file EEO programs, only buyers, and exempting those licensees

that employ women and minorities at a rate of 80% of the station's area labor force from most EEO record keeping and reporting requirements.

FTC becoming too meek for one official

Alfred F. Dougherty Jr., one of the Federal Trade Commission's top officials, has resigned, expressing doubts that the FTC can continue to do its job effectively with Congress looking closely over the agency's shoulder.

Dougherty, director of the FTC's Bureau of Competition, sent a letter of resignation to FTC Chairman Michael Pertschuk May 20, later made public. In the letter, Dougherty complained that "an air of calculating caution has spread within the commission," and he had become doubtful that he would be able to fulfill the goal he had been committed to.

Dougherty's resignation, effective June 30, comes after a long battle over the FTC's authorizing legislation, which ended with Congress clamping a number of restrictions on the agency.

"The internal and external perception

of a wary and excessively critical commission inevitably will have a deleterious effect on the morale and performance of our creative and energetic staff," Dougherty said. "I doubt that I can change that perception or overcome its adverse effects."

Meanwhile, the director of the agency's Bureau of Consumer Protection, Albert Kramer, told a meeting of the Federal Communications Bar Association that he feels otherwise. "I think what Congress told us is to be politically sensitive, but they have not intended to tell us to politicize everything we're doing, or to stop doing everything we're doing," Kramer said.

He admitted that the FTC experienced "some dark moments" during the debate over the FTC authorization bills, but the final legislation "leaves the agency well equipped to handle the pressing problems that will confront consumers in the coming years."

As for children's advertising, Kramer said the agency wants to have a look at the new congressional guidelines, but that it was problem area the commission ought to be allowed to continue to deal with.

Dougherty's departure from the FTC will coincide with that of Michael Sohn, the commission's general counsel, who is returning to the law firm of Arnold & Porter, where he was previously employed.

Also leaving the agency this summer will be William Comanor, director of the Bureau of Economics, who is returning to teaching.

Dougherty has been in his present post since July 1, 1977. Prior to that he was with the Washington law firm of Hogan & Hartson, and had previously worked with the FTC where he had been deputy director of the Bureau of Competition.

CBS running out of legal room on per-use suit

Appeals court refuses rehearing; Supreme Court is last resort

CBS lost another round last week in its 10-year-old legal fight for "per use" music licenses. The U.S. Court of Appeals in New York denied its petition for rehearing on the court's ruling, two months earlier, affirming a lower court dismissal of the suit (BROADCASTING, April 7).

In its suit, filed in December 1969 against the American Society of Composers, Authors and Publishers and Broadcast Music Inc., CBS contended the blanket licenses offered by the two organizations violate antitrust laws, and asked that the societies be required to issue a license under which CBS would pay only for music it actually uses.

After trial, a federal district judge dismissed the suit in 1975. The appeals court reversed that decision in 1977, and ASCAP and BMI appealed to the Supreme Court. In 1979 the Supreme Court ruled

Washington Watch

Trying again. Two broadcast licensees facing FCC orders to break up newspaper-broadcast crossownerships have appealed. Anniston Broadcasting Co., licensee of WHMA-TV Anniston, Ala., and publisher of *Anniston Star*, filed petition for review with U.S. Court of Appeals for Sixth Circuit, in Cincinnati, and Owosso Broadcasting Co., licensee of WOAP-AM FM Owosso, Mich., and publisher of *Owosso Evening Argus*, filed with appellate court for fifth circuit, in New Orleans. Commission Feb. 28 had denied their requests for divestiture order originally issued in 1975. Commission then directed Anniston and Owosso and several other licensees involved in "egregious" cases of concentration—where only daily newspaper was commonly owned with only commercial radio or television station—to sell off either newspaper or broadcast property by Jan. 1, 1980.

At last. Federal Trade Commission's financial troubles finally ended last Tuesday when Senate approved \$49.7-million appropriation for agency. FTC was forced to close down for two days last week because Senate failed to act on measure approved by House and temporary funding for agency had run out.

Stretching. FCC has extended comment deadline, from June 13 to Oct. 1, in its rulemaking looking toward increasing availability of commercial FM assignments. Association for Broadcast Engineering Standards, in filing for extension, also supported by National Association of Broadcasters and ABC, said it is presently undertaking detailed market study of likely impact of proposed rule changes. NAB and ABC said they also plan in-depth engineering studies. FCC, in extending deadline, said it recognized studies in progress will take additional time, and it is "pleased to know that various studies of this type are under way." FCC had denied previous request by NAB for extension until FCC decided on petition for reconsideration filed by National Telecommunications and Information Administration (BROADCASTING, May 26).

Seconds the motion. FCC has gotten another nudge to form joint government-industry advisory committee to develop plans for allocation and assignment of AM and FM frequencies—this one from National Radio Broadcasters Association. In letter to FCC Chairman Charles Ferris, NRBA's executive vice president, Abe Voron, asked FCC to establish plan for orderly change in American radio system before various proposals now pending before commission are adopted in "dangerous haste." Earlier, National Association of Broadcasters and ABC had asked for advisory committee and comprehensive inquiry into various proposed aural proceedings (BROADCASTING, May 19).

that the blanket licenses are not a per se violation but returned the case to the appeals court to determine whether there is a violation under "the rule of reason."

CBS attorneys said no decision had been reached on whether to ask the Supreme Court to hear an appeal, and that they have until Sept. 2 to file one.

Kennedy denied in latest bid for TV time

Appeals court upholds earlier FCC decision turning down senator's request to respond to Carter appearances

The U.S. Court of Appeals provided a prompt decision in two appeals Senator Edward M. Kennedy (D-Mass.) had taken from FCC decisions rejecting complaints about the refusal of the television networks to grant him air time to respond to

President Carter. The court affirmed the commission in both cases, announcing its decision on Saturday, May 31, one day after hearing oral arguments and three days before the final set of eight Democratic presidential primaries were held. The court said its opinions would be issued later.

Kennedy's first complaint followed a Feb. 13 presidential press conference, carried live by the networks, in which the President had attacked his rival for the Democratic presidential nomination. The commission on May 6 affirmed a staff ruling rejecting Kennedy's request for equal time on the ground that press conferences are exempt from the equal-time law as a bona fide news event.

Kennedy's second complaint was based on a less conventional approach. He cited the "reasonable access" provision of Section 312 (a)(7) of the Communications Act and the "fairness" provision of Section 315 in asking the commission to "redress a pattern of conduct causing an unacceptably imbalanced presentation of important facts."

He was referring to the heavy play the networks had given President Carter's announcement of a program on the economy—the networks interrupted programming on March 14 at 4:30 p.m. to broadcast a speech by the President, they carried stories on the announcement in news shows that evening, and then broadcast live a presidential press conference in which Carter discussed the economic program in detail.

The commission staff, in an opinion the commission affirmed on May 16, said Kennedy had failed to make a "reasonable access" case in view of "the availability of prime time for purchase." The staff said "the networks' failure to furnish free time does not raise a Section 312(a)(7) question."

The staff also said the fairness provision of the law does not provide Kennedy with a basis for securing free time. It said no specific individual is entitled to present contrasting views. Kennedy, the staff said, "had no 'fairness' right to present his views on the economy in a free prime-time broadcast."

Programing

Burt Harris named Premiere's chairman

Broadcast-cable operator picked also as CEO of new pay operation

Burt I. Harris, a career broadcaster and cable television system operator, was named chairman and chief executive officer of Premiere last week. The national pay-cable service will be headquartered in Los Angeles, where Harris maintains his offices as president of Harriscopie Broadcasting Corp. and Harris Cable Corp. He was chairman of the National Cable Television Association in 1976-77.

Harris's name first appeared among those of likely candidates for the job at the NCTA convention last month when Premiere, a joint venture among Getty Oil Co. and four Hollywood movie companies, was officially announced to the cable industry. It had been said that Harris had requested that his company be allowed to become a partner in the joint venture—an offer declined by the participating companies.

Instead, Harris is said to be getting a six-figure salary plus an incentive plan in a three-and-a-half-year contract.

One official with Premiere emphasized that Harris would have "no equity in any form" in the national service, which is set to begin operating Jan. 1, 1981.

He anticipates hiring a staff of at least 100 persons to run the new company. An executive search has already begun.

Harris will report to a joint board comprising two members from each of the five



Harris

participating companies—Getty, Columbia Pictures Industries, 20th Century-Fox Film Corp., MCA Inc. and Paramount Pictures Corp.

KM&G puts its chips on CBS-TV next fall

Agency predicts strong Fridays will put network on top for week

KM&G International, the advertising agency, picks CBS-TV as the winner in the 1980-81 prime-time season, with an

average 31.6 share, followed by ABC-TV at 31.0 and NBC-TV at 28.8.

According to the KM&G analysis, CBS-TV will capture three nights—Thursday, Friday and Sunday—and run second on Tuesday and third on Monday, Wednesday and Saturday. The agency's estimate is that ABC-TV will win Monday, Tuesday and Saturday, take second Wednesday, Thursday and Friday and wind up third on Sunday. NBC-TV is assigned the winning niche on Wednesday, second Saturday, Sunday and Monday, and third on Tuesday, Thursday and Friday.

KM&G says that CBS will "run away with the audience" on Friday, with an average 37.3 share, versus 28.2 for ABC and 23.0 for NBC. Excluding Friday, however, the agency says, ABC would land in first place for 1980-81 with a 31.3 share, trailed by CBS, 30.7 and NBC, 29.7.

For the fourth quarter 1980, KM&G predicts the following will be the top 10 regularly scheduled programs based on households: *60 Minutes* (CBS), with a 25.8 share and 20,130,000 households; *M*A*S*H* (CBS), 25.1 and 19,570,000; *Alice* (CBS), 24.9 and 19,400,000; *Three's Company* (ABC), 24.7 and 19,240,000; *The Jeffersons* (CBS), 24.0 and 18,710,000; *Real People* (NBC), 23.2 and 18,040,000; *Dallas* (CBS), 22.9 and 17,860,000; *Archie Bunker's Place* (CBS), 22.6 and 17,640,000; *One Day at a Time* (CBS), 22.6 and 17,610,000 and *Dukes of Hazzard* (CBS), 22.5 and 17,520,000.

KM&G notes differences in programming philosophy among the networks for the upcoming season. Four of ABC's six new

shows are comedies, while there is only one new comedy on the other network schedules. Two of CBS's five new shows are in the police/detective genre, while only one such type appears on the two other networks. KM&G adds that the vast majority of the CBS/NBC new programming is in the hour format.

The agency raises the possibility of a trend toward "return engagements" of programs carried in the previous season as "limited-run" shows. It points to *House*

Calls, Knots Landing and *The Tim Conway Show* as examples and says this practice will become "the norm" as program development becomes more of a year-round venture.

In a similar evaluation, Ted Bates & Co. also settled on CBS-TV for the leadership for regular prime-time series during the fourth quarter of 1980 (BROADCASTING, May 26). Bates projected CBS-TV would receive average audience ratings of 19.4 to ABC-TV's 19.0 and NBC-TV's 17.4.

Monitor

Best so far. Nielsen figures for March give public television its highest monthly cumulative audience ever. Data showed that 68.2% of households (52 million) tuned into public TV, with families that view medium watching average of nine hours and 25 minutes monthly. Figures also showed that 46% of all U.S. TV homes tune to public TV on weekly basis.

On the bright side. NBC-TV may have been clear third nationally in both Arbitron and Nielsen prime-time sweep periods (BROADCASTING, June 2) but network last week was claiming "greatest improvement," with 5% gain in households over last year's Arbitron and 6% over Nielsen. Victor CBS-TV was said to be down 1% in both Arbitron and Nielsen, with second-place ABC-TV off 10% and 11%, respectively. This year's Arbitron period gave CBS 16.3, ABC 16.1 and NBC 14.6; Nielsen period gave CBS 16.2, ABC 15.9 and NBC 14.7. Demographic gains also were cited by NBC, with 8%-16% improvements in categories of men and women 18-34, 18-49 and 25-54. ABC, however, was said to have dropped in each of those groups while CBS was down in young women. NBC claimed it jumped from third place in all categories to first or second, except in women 25-54. Arbitron period ran April 30-May 27; Nielsen, May 1-28. NBC's demographic figures are based on Nielsen figures, however.

A first. ON-TV, over-air subscription television service in Los Angeles, won STV's first Emmy award last week in market competition. Jerry Romano, producer, and John Mohr, executive producer, received statues for best Los Angeles-based entertainment and sports series from independent station, services' ongoing coverage of Lakers basketball. ON, joint venture of Chartwell Communications and Oak Industries, operates on kasc-tv (ch. 52), licensed to Corona, Calif.

Signed. Paul Junger Witt and Tony Thomas (two-thirds of Witt-Thomas-Harris Productions) have signed nonexclusive agreement with 20th Century-Fox Film Corp. to produce long-form television projects and theatrical films. As part of agreement, Fox will have worldwide syndication rights to Witt-Thomas Productions' *It's a Living*, half-hour situation comedy debuting this fall on ABC-TV (Thursday, 9:30-10 p.m. NYT).

While Jane's away. Actress Mariette Hartley, whose popularity has soared since teaming with James Garner for Polaroid commercials, will be substituting for Jane Pauley when *Today* show regular begins three-week vacation today (June 9). Hartley will do features and interviews, with Tom Brokaw picking up Pauley's newscasting duties. NBC maintains she's just subbing and that Pauley's contract runs through end of 1982, but there's also been speculation that Hartley's auditioning as well.

OPT strikes again. If first outing sets pace, Operation Prime Time stations may have winner in hand with *The Girl, The Gold Watch and Everything*. First station to air two-hour pilot special (which also can be five half-hours) was KCOP-TV Los Angeles, and on Tuesday, May 20, 15 rating beat all competition. Repeat two evenings later also scored well, with 11 rating.

NASL to USA. Latest sports deal for cable's USA Network is for Wednesday night games of North American Soccer League. Fifteen contests are expected to be cablecast this season beginning June 18 and through selected playoffs. USA also has just won cable rights to French Open Tennis Tournament and Notre Dame football.

Signed on. Roberta Haynes, 20th Century-Fox Television's vice president for television movies and miniseries, is giving up that post for independent production. She has signed exclusive contract with Fox. Bud Austin, former head of Paramount Television, has signed exclusive production contract with Universal Television.

'20/20' captures top spot, but can't shake CBS loose

ABC's newsmagazine is No. 1 show in week ended June 1, but CBS takes week by half a point

Thanks to a well-promoted piece on sexual fantasies and other reports on Mount St. Helens and gifted children, ABC News's *20/20* came out at the top of the ratings list for the week ended June 1.

In its Thursday 10-11 p.m. slot, the ABC newsmagazine demolished both a CBS-TV Bob Newhart special and an NBC-TV documentary to earn a 22.7 rating and 41 share. It was *20/20*'s first time in first place.

Over-all, however, the balance was tipped in CBS's favor. For the seven nights of prime time, the reigning network continued to hold onto top honors besting ABC's 14.3/26.9 average with a 14.8/28.0. Still trailing was NBC, with a 13.7/25.8.

During the week, ABC won Monday, Tuesday and Thursday. CBS took Friday and Sunday. NBC won Wednesday, and Saturday was a ratings deadheat between ABC and CBS.

After *20/20*, other programs in the top-10 were CBS's *Jeffersons* (22.6/39), *Dallas* (21.0/40), *Alice* (20.9/37), *60 Minutes* (20.7/44), *Dukes of Hazzard* (20.7/40), and *Trapper John M.D.* (20.4/36); ABC's *Three's Company* (20.2/34); NBC's *Bob Hope Birthday Show* (19.7/33), and ABC's *Taxi* (19.3/32).

Although *20/20*'s performance at 22.7/41 against a repeat of CBS's *Ladies and Gentlemen, Bob Newhart* (14.3/26) and NBC News's *To Be A Doctor* (8.4/15) was unbeatable for the week, it was not the highest score the newsmagazine has achieved.

Two other broadcasts, both presented during weeks when viewing levels are higher (and therefore ratings are higher) topped the May 29 performance.

20/20 did best when it devoted last fall's premiere show to the circumstances surrounding Elvis Presley's death, earning a 25.7/43 on Sept. 13. Next highest in attracting an audience was a 22.8/39 from last Dec. 27's show which featured a follow-up on the Elvis story, an interview with rock star Michael Jackson and a piece on the movie, "Star Trek."

Elsewhere in the ratings, but outside prime time, ABC also was claiming success with its *World News Tonight*, said to have beaten the *NBC Nightly News* and earned second place for the fifth consecutive week.

Sorry about that

Lady Plowden, head of Britain's Independent Broadcasting Authority, the controlling agency for the commercial television network, ITV, has expressed regret for the offense given to some people by the

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miniseries, *A Man Called Intrepid*. In a letter to the Danish ambassador to Britain, Plowden also promised that the screening process for imported programs would be strengthened.

Plowden said the authority recognized that the program did not receive the same checking procedure before being broadcast as is undergone by British-made shows. *Intrepid* was produced by Astrol Television Films, of Toronto.

"I doubt very much whether, had the film come from a British source, it would have survived those normal checks," she said.

The dispute over the program concerns the changing of historical facts about World War II intelligence. Colonel Maurice Buckmaster, wartime head of the British intelligence service, called *Intrepid* "a travesty of fictionalized espionage activities." Relatives and former associates of physicist Nils Bohr have also complained about his portrayal in the program.

But Leslie Halliwell, head of program purchasing for ITV, called the criticism unfair. He said all imports are viewed by ITV officials, and if any problems are encountered the matter is taken to the film clearance group which makes the final decision.

Halliwell said it would require a specialist in the field to notice the inaccuracies in *Intrepid*, and he said there was no way that all imported programs could be checked in this way.

Comsat sets up homesat subsidiary

Satellite Television Corp. will be headed by Johnson, is still looking for partners for venture

Comsat General Corp. spun off a new subsidiary last week, the Satellite Television Corp., to pursue its announced plans

to begin satellite-to-home subscription television service.

Comsat General is itself a subsidiary of the Communications Satellite Corp., the United States partner in Intelsat.

A spokesman for Comsat said STC was created "to bring the whole project under one roof" and to demonstrate Comsat's commitment to the subscription television concept. In a prepared statement, John A. Johnson, president of the new corporation, said, "We are convinced that this service will help meet growing consumer demand for diverse home entertainment and information."

Assisting Johnson in the new venture are George Billings, vice president, business development; Judith S. Elnicki, vice president public affairs; Leo M. Keane, vice president engineering, and Warren Y. Zeger, vice president and general counsel.

Johnson is currently chairman and chief executive officer of Comsat General, posts he will relinquish this fall.

According to Johnson, the STC will continue discussions with a number of companies about forming a joint venture to provide STV service.

Talks with Sears, Roebuck & Co. about a joint venture (BROADCASTING, April 14) have fallen through.

When the subscription television plans were first announced last August, Comsat officials were talking about a start-up date some time in 1983. But with the failure of the Sears talks, the date has slipped to at least 1984.

Details of the STC project won't become available until STC makes its filing at the FCC and nobody is making predictions of when that might be.

MGM, CBS partners in new venture for home-video software

Both will provide programs; network's Records Group will distribute disks and cassettes

CBS Inc. and MGM, both anxious to make a major impact on the home-video scene, are now working together to pursue their respective goals.

Announced last week was MGM/CBS Home Video, a joint marketing venture for videodisks and videocassettes. Distribution of cassettes is expected to start before year-end.

Under an arrangement that is still being worked out, each partner basically will earn the revenues from the software it contributes. A concert disk by a CBS recording artist, for example, will generate money for CBS Inc. Conversely, a cassette of MGM's "The Wizard of Oz" will put the revenues in MGM's pocket.

MGM/CBS Home Video also intends to become involved in original production and acquisition of other product, although not at the outset. In those cases, revenues would be shared.

The deal also calls for the CBS/Records Group to manufacture the videodisks and

PlayBack

Getting together. Christian Broadcasting Network expects at least 200 participants at eighth annual National Gospel Radio Seminar, scheduled to convene July 17-20 at Dunfey Dallas hotel. Day one of seminar will cover sales motivation and skills, day two, programming and promotion and day three, variety of topics. Featured speakers include John Young, WZGC(FM) Atlanta; Bob Christie, formerly of WHDH(AM) Boston; Larry Alford, KXYZ(AM) Houston, and Gary McCartie, formerly of KBRT(AM)-KBIG(FM) Los Angeles. Gospel Music Association sponsors seminar. For information: (804) 424-7777.

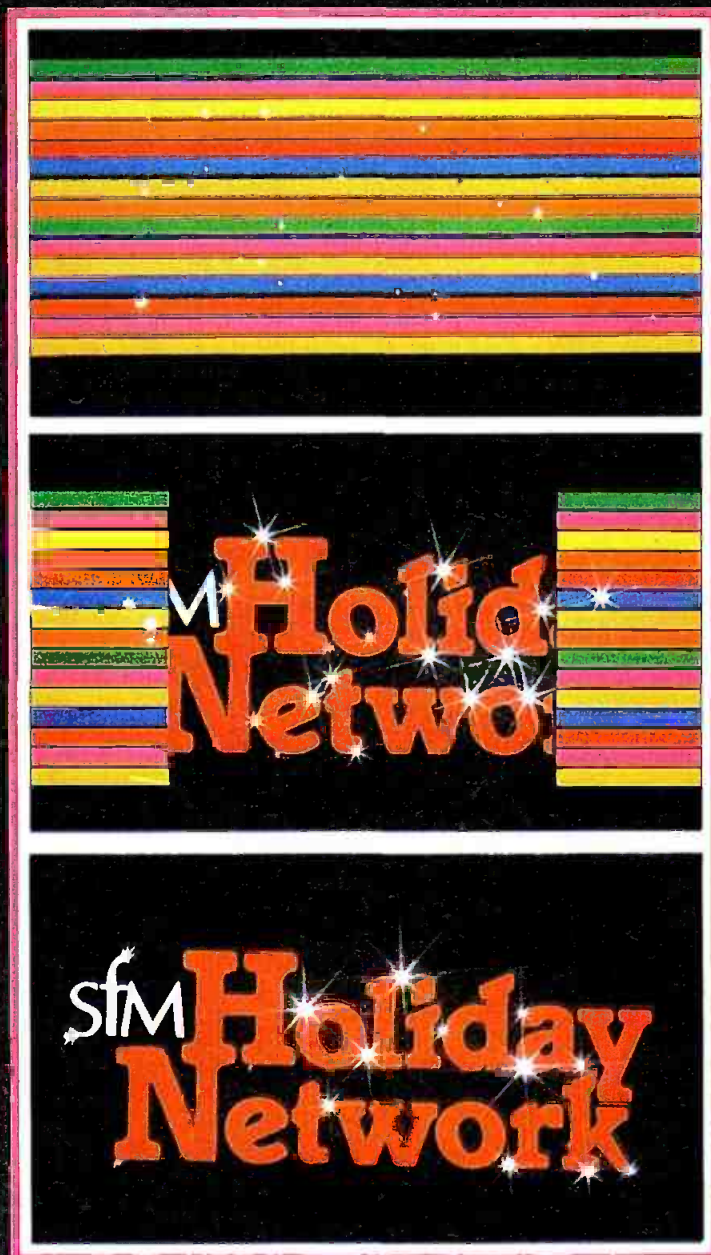
Regional talk. Georgia Network has begun feeding WRNG(AM) Atlanta's all-night *Barry Young Show* to its affiliates and those of Florida Network. As of last week, WJNO(AM) West Palm Beach, Fla., had signed to carry program, and, according to Don Kennedy, who owns Georgia Network and half of Florida Network, two other Florida stations are close to signing. Most affiliates of both networks are daytimers. Kennedy hopes eventually to have 20 stations carrying program.

Generous response. Recent promotional effort of KOMO(AM) Seattle, Wash. had goal of filling 3,000-cubic-foot Ranier Brewing Co. semi-trailer with food, clothing, bedding and toys for victims of Mount St. Helens volcano eruption. Komo ran promotion for six days and required seven extra semi-trailers to haul away donations.

Smokey on the air. *Smokey and the Bandit II*, hour-long radio special promoting Universal Studio's film of same name, will be available in late summer, coinciding with release of film. Weedeck Corp., Los Angeles, is offering program free to one station per market. Ron Martin, host of Weedeck's *Country Report* radio series, will host program, which will feature interviews with movie's stars Burt Reynolds, Sally Field, Jackie Gleason, Jerry Reed and Dom DeLuise, and music of Statler Brothers, Mel Tillis, Don Williams and Brenda Lee. Program has no commercial content and allows for eight minutes of local advertising. Information: (213) 462-5922.

On air with Forbes. June 16 is scheduled start-up date for *Forbes Magazine Report*, daily, two-and-a-half-minute radio program reporting and commenting on news in *Forbes Magazine*. Jim Newman, former financial editor for AP Radio and NBC News, will co-anchor program with Suzanne Reynolds, reporter for KWF(AM) Los Angeles. Radio Works, Los Angeles, is offering program on barter basis to stations in top 50 markets and has variety of corporate advertisers tentatively committed to sponsor program on rotating basis. For information: (213) 466-1935.

First fives. The top five records in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist*: (1) *Biggest Part Of Me* by Ambrosia on Warner Bros.; (2) *Against the Wind* by Bob Seger on Capitol; (3) *Funky Town* by Lipps, Inc. on Casablanca; (4) *Coming Up* by Wings on Columbia; (5) *The Rose* by Bette Midler on Atlantic. The top five in **country radio airplay**: (1) *Bar Room Buddies* by Haggard & Eastwood on Elektra; (2) *Blue Side Of Me* by Crystal Gayle on Columbia; (3) *He Stopped Loving Her Today* by George Jones on Epic; (4) *Trying To Love Two Women* by the Oak Ridge Boys on MCA; (5) *Good Old Boys Like Me* by Don Williams on MCA.



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Said to be a "cornerstone" of the MGM/CBS library will be more than 1,600 MGM films, among them: "2001: a Space Odyssey," "Dr. Zhivago," "The Champ," "Network," "The Goodbye Girl," "That's Entertainment," "Ben-Hur," "Fame" and "The Wizard of Oz." CBS will be taking advantage of its film and tape entertainment portfolio and the fruits of its new theatrical movie arm. Major CBS home-video draws are expected from the work of recording artists under contract and cultural, news and sports programs.

Capitalization of the new venture should be "modest," according to Frank Rosenfelt, MGM chairman and chief executive officer, who noted that the software already is available. New expenses, he said, will be for renting office space and for salaries. The MGM/CBS team was expected to be announced shortly.

Walter R. Yetnikoff, president, CBS/Records Group, called the venture "an important ingredient in CBS's entry into the new video age" and said it "reaffirms our commitment to programming in any economically viable form." His colleague, Cy Leslie, president, CBS Video Enterprises division, added that "it has been estimated that within five to 10 years," home video "will represent a multibillion-dollar industry and we are committed to help provide the growth environment. . . ."

Help for Boston's insomniacs

'Five All Night Live All Night' on WCVB-TV takes one camera, a mike, a host, some offbeat topics and budget-priced spots to fill its late-late hours

If they're pondering the Cosmic Wimp-Out, it must be *Five All Night Live All Night*.

WCVB-TV Boston General Manager Bob Bennett thinks it's easy to understand why his station's early morning, live, talk show is the only one: "It's not profitable."

But Bennett hopes that what he calls this "road company version of Johnny Carson" will attract enough of the estimated 250,000 college students in his signal area to encourage smaller advertisers, boost the station's image and eventually trigger national syndication.

Mixing sex talk, local rock groups, gig-gly call-ins, atomic bomb victims and authors, the low-budget show airs from 2 to 4 a.m. Wednesdays, Thursdays and Fridays and from 1 to 3 a.m. Saturdays and Sundays.

That time has varied since the March 5 start-up, because of ABC's special Iran coverage which pushed the network's schedules back, but that doesn't seem to bother *FANLAN* host Matt Siegel. Calmly dealing with the vagaries of one minicam and a mike, no production control room and a fold-up set, the former disk jockey



Host Siegel faces the one camera and one guest.

discusses "threesomes," openly scans newspaper clippings before introducing a tax protester and instructs the cameraman to focus more tightly on a *Playboy* shot of a Boston "society stripper."

Siegel's 10-hour-a-week live television debut, says Bennett, is "throwing him in the tank when he's never been in the water before." The general manager is casual because of the low stakes involved. He estimates annual costs for the show, including salaries for the three-person staff, at \$200,000. Selling 30-second spots for \$50 each, it's already doing about \$3,700 a week, or \$192,400 a year.

"And even if it brought in only a hundred thousand a year," Bennett maintains, "it would be worth it to say we're doing it." Although there's not yet a direct time period payoff, he feels the station's over-all reputation will be helped—that a timebuyer, all things being equal, will give WCVB-TV the nod because of such programming.

Bennett's experience has shown him that all-night programming can produce revenue as well as status. In 1955, he convinced Los Angeles independent KTTV-TV to go 24 hours and found that one car dealer's low-priced ads during early hours produced one-third of his auto sales. Twenty-five years later, Bennett feels television's high prices are restricting the kinds of advertisers who can use the medium—odd-hour, cut-rate ads may encourage the \$250-a-week spender to give video a try.

With a 30-second afternoon spot costing \$600, and *FANLAN*'s willingness to do live commercials, early morning programming can pay off better for some advertisers than prime-time, Bennett says. He's traditionally had trouble attracting car dealers; currently, four of them advertise on *FANLAN*, along with a host of youth market items and two FM stations.

Up to now, Bennett says, his station's 24-hour status hasn't been a commercial success. One reason he cites is deeper film libraries at rival stations WBZ-TV (an NBC affiliate) and UHF independent WSBK-TV to lure night-owl viewers.

So let's try a live talk show, Bennett figured.

Nielsen ratings don't cover the time

slot, but Bennett figures that *FANLAN* has something special going for it: "the appreciation factor. Nowhere else do you get that. When someone tunes in at 4 a.m., he doesn't really expect anything. He wants to fill up some lonely hours."

Bennett hastens to deliver the station's standard *FANLAN* pitch: that the show intends to break new ground with such items as experimental films. If it works, he says, "we could throw it up on a satellite and syndicate it across the country."

WCVB-TV has won attention with other productions like *The Baxters*, now syndicated nationally, and *Park Street Under*, a local comedy show. Bennett thinks that sometimes it gets too much credit for this; many stations could do the same thing, he says, by letting their staffers have more freedom.

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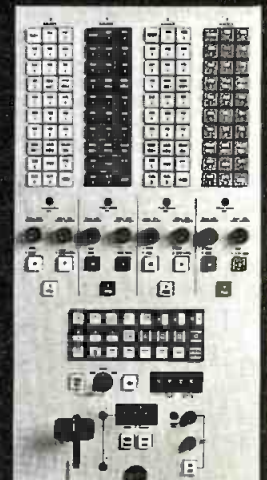
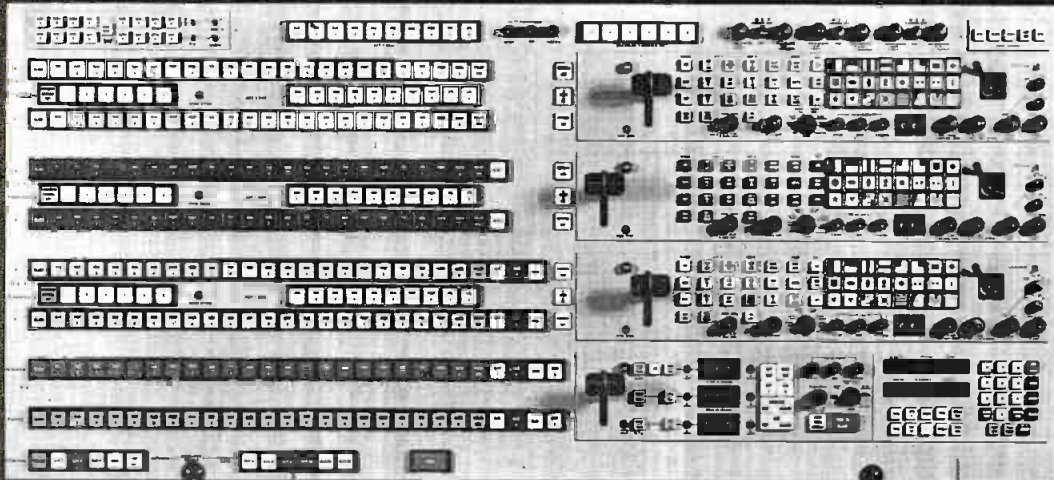
In *FANLAN*'s eight-by-12-foot office, things are free, if crowded. "I have no idea what a Cosmic Wimp-Out is," associate producer Vicki Gordon is answering producer Danny Schecter about an upcoming segment—over a phone with extension buttons constantly lit with calls from weightlifting coaches, juggling comedians and flutists who demand union scale before they perform.

Gordon, who has an arts production background, says she tends toward unusual, "zany" items. Schecter, with heavy political and news experience, handles the one "hard" segment each show contains. Their lack of staff and marathon working hours—the producers answer their own phones, make their own coffee and often log noon-to-5 a.m. shifts—make it difficult for them to do much initiative programming.

"We're on the right issues," says Gordon, "though I don't know how ahead we are." These now usually derive from newspaper or magazine articles, a book publicist's approach or a politician's priorities. Schecter, a prize-winning "news dissector" for Boston's WBCN(FM) (from whence Siegel sprang) and producer of the now nationally syndicated *Joe Oteri Show* for WLVI-TV Cambridge, Mass., recalls the days when he "talked about issues before they became fashionable" and voices hopes of doing the same thing on

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1980-the year Vital doubled its sales-personnel-plant facilities.

FANLAN with a "spy team" of freelance investigative reporters.

But first, Schecter adds, Siegel has to get more comfortable in front of the camera before he's given more interview topics to prepare for.

While Schecter talks of his goal to be "on the edge" of issues, the program is getting "lighter," with fewer guests and more time for audience call-ins.

Despite disclaimers, **FANLAN** so far seems most intent on exploring sexual issues.

Soon after its premiere, a local punk rock band surprised the producers by thrice using a short, Anglo-Saxon word for sexual intercourse (one of the "seven dir-

ty words" the FCC has frowned on) before it could be cut off the air. The station apologized. Bennett talked with the producers. "I didn't think it was that big a deal," Siegel told a caller between chats about "threesomes" and Boston's "sexual rating."

Gordon, whose list of upcoming topics include sex surrogates and female impersonators, doesn't believe **FANLAN** is flesh-obsessed.

According to the station, the blend of spider monkeys, gossip columnists and financial writers is working. It reports 8,000 phone-ins on a recent Sunday morning, when the production staff swells to two cameras, and only 10 callers (and no let-

ters) griping about the punk rockers' indiscretion.

It's 4:30 p.m. in the **FANLAN** office. The producers have a brisk dialogue about a segment that morning which Schecter deemed more hype than information.

Gordon has decided to book an author whose work she won't have time to read, and to go ahead with a feature on the history of Crackerjack prizes. Before she considers the weightlifting coach and the musician's demand, she wants to amplify her statement about a segment that aired that morning:

"I felt funny about saying I didn't know what the Cosmic Wimp-Out was. It's a new game craze."

Radio's format leader: adult contemporary

It tops the list in annual McGavren-Guild survey of top 25 markets; black, disco and AOR show gains while progressive, MOR and talk drop

The adult contemporary format emerged in first place in 1979 in McGavren-Guild's latest study of radio programming trends in the top 25 markets.

Marc Guild, director of network research and operations for McGavren,

said that on an increasing basis in 1979, stations labeled themselves as "contemporary," and offered the following rationale:

"For example, a disco station may have found the description, 'disco,' conjured up a small demographic slice in some advertisers' minds. In order to correct this, they started to call themselves urban contemporary. In that most of the hits today have a disco beat, it seemed to be a natural union."

"Similarly, a top-40 radio station might

be viewed as strictly a 12-24 station, but contemporary expands one's demographic to 12-34 to incorporate the 25-34 upper-income listener without changing the station's programming," Guild said. "It could be used on the older side also. An MOR station is viewed as though its appeal might be 35-54. While this may be the case, a title of adult contemporary broadens the station's demographic image to 25-54."

McGavren's study used Arbitron Radio Reports to compute average share trends

Markets 1-10, men 18+, Mon.-Fri. 6-10 a.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult Contem- porary				12.1	16.3	-	+35
Top 40	14.9	14.5	16.2	9.0	4.3	-71	-53
Disco			1.6	2.8	2.2	-	-22
Mellow			1.7	1.7	1.0	-	-41
AOR			6.2	7.4	7.3	-	-2
Progressive	5.6	6.3	2.8	1.1	1.0	-82	-9
MOR	19.6	19.8	15.2	11.6	11.4	-42	-2
Good music	11.6	11.1	11.3	10.7	11.2	-3	+5
Country	6.4	6.3	5.7	6.0	6.1	-5	+2
News	11.5	15.1	13.7	17.7	17.3	+50	-2
Black	3.9	3.6	2.7	3.6	4.3	+10	+19
Talk	5.0	5.9	4.3	1.8	1.9	-62	+6
Classical	1.4	1.3	1.2	1.5	1.4	NC	-7
Oldies	2.1	2.1	.7	.5	.6	-72	+20
Spanish			.7	.8	1.4	-	+75
Jazz					.7	-	-
Others	20.1	14.0	16.0	11.7	11.6	-42	-2

Markets 1-10, women 18+, Mon.-Fri., 6-10 a.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult Contem- porary				13.0	19.0	-	+46
Top 40	15.7	16.1	17.2	9.7	4.7	-70	-52
Disco			1.6	2.8	2.3	-	-18
Mellow			2.1	2.1	1.7	-	-19
AOR			3.9	4.4	4.0	-	-9
Progressive	3.4	3.9	1.6	0.5	0.5	-85	NC
MOR	18.2	19.7	18.1	12.5	13.1	-28	+5
Good music	12.3	11.7	11.9	10.9	11.9	-3	+9
Country	5.4	5.4	4.9	5.3	5.0	-8	-6
News	11.3	12.8	11.5	16.0	16.1	+42	+1
Black	4.7	4.3	3.3	4.6	4.8	+2	+4
Talk	6.4	6.7	5.3	2.4	2.5	-61	+4
Classical	1.1	1.1	1.0	1.1	1.3	+18	+18
Oldies	1.8	1.8	0.6	0.4	.8	-56	+100
Spanish			0.9	1.2	1.7	-	+42
Jazz					.4	-	-
Others	19.7	16.5	18.1	13.1	10.2	-48	-22

Markets 1-10, men 18+, Mon.-Fri. 10 a.m.-3 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult Contem- porary				8.4	16.8	-	100
Top 40	13.1	13.1	13.2	8.5	3.7	-72	-56
Disco			2.0	3.4	3.3	-	-3
Mellow			2.5	2.4	1.5	-	-37
AOR			8.3	10.0	9.8	-	-2
Progressive	8.6	9.7	3.7	1.5	1.8	-79	+20
MOR	12.1	13.1	10.2	7.7	6.9	-43	-10
Good music	18.9	17.9	16.8	17.4	17.3	-9	-1
Country	6.9	6.8	6.0	6.8	7.4	+7	+9
News	7.4	8.3	7.2	6.7	5.9	-20	-12
Black	4.9	4.4	3.5	4.2	5.0	+2	+19
Talk	3.8	3.8	3.2	5.0	5.4	+42	+8
Classical	1.5	1.5	1.7	1.7	1.4	-7	-18
Oldies	3.5	3.0	0.9	0.7	.8	-77	+14
Spanish			4.2	0.6	1.1	-	+83
Jazz					1.0	-	-
Others	19.2	18.4	20.2	15.0	10.9	-43	-27

Markets 1-10, women 18+, Mon.-Fri., 10 a.m.-3 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contem- porary				9.5	18.6	-	+96
Top 40	14.9	13.9	13.7	9.6	5.0	-66	-48
Disco			1.8	3.4	2.6	-	-24
Mellow			3.2	2.7	1.7	-	-37
AOR			4.4	5.0	5.0	-	NC
Progressive	4.5	5.0	2.0	.5	.6	-87	+20
MOR	13.6	13.3	11.2	8.0	7.5	-45	-6
Good music	24.0	21.0	19.7	20.3	19.4	-19	-4
Country	6.4	5.8	5.2	6.3	5.7	-11	-10
News	7.8	7.3	6.6	5.9	5.7	-27	-3
Black	5.6	5.4	3.5	4.2	4.5	-20	+7
Talk	5.5	5.4	4.2	6.3	6.7	+22	+6
Classical	1.5	1.3	1.4	1.4	1.6	+7	+14
Oldies	3.1	3.0	0.9	.6	1.0	-68	+67
Spanish			1.0	1.3	1.6	-	+23
Jazz					.5	-	-
Others	13.1	18.6	21.2	16.0	12.3	-6	-23

How the right mike helps you get the most for your video dollar.

You spend a lot of good money for video equipment. And a lot of expensive time to produce a great picture.

But audio is a critically important part of that picture, too. Much too important to take chances on just any mike.

That's why it pays to choose mikes carefully. Especially since choosing the right one for the job is one of the most effective ways to upgrade a video program without spending a lot of money.

It pays to pick a Panasonic.

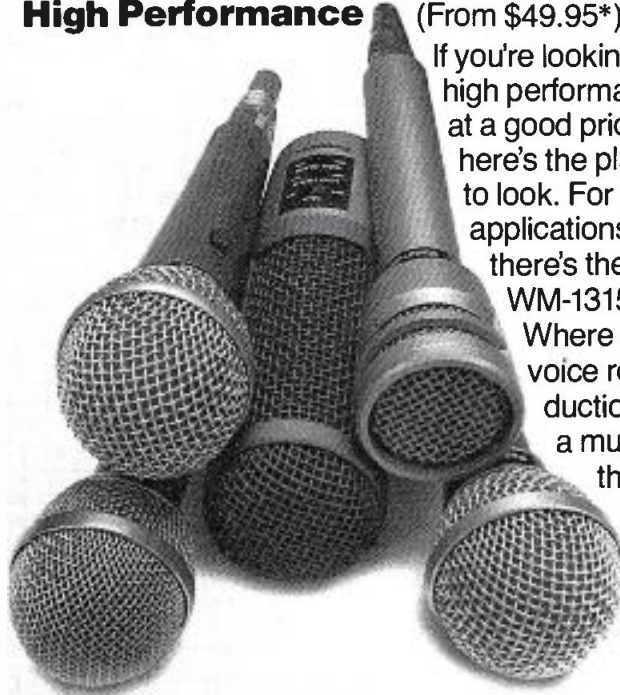
Economy (From \$18.95*)

These mikes are best used for basic video recording. The omnidirectional WM-1100 will stand up to rugged handling. Both the WM-1150 and WM-1151 are unidirectional, with the WM-1151 providing sharper reproduction. For crisp outdoor recording there's the unidirectional WM-1181 with a 16.4-foot cable. The WM-1610, an electret condenser lavalier mike, comes with tie clip holder and mercury battery.



High Performance (From \$49.95*)

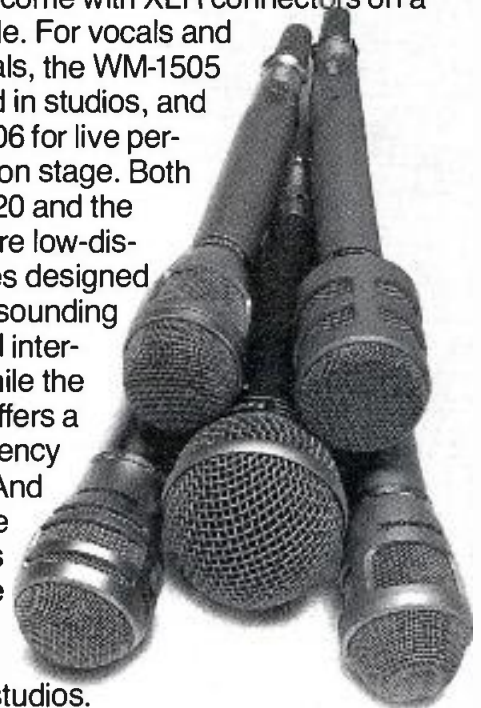
If you're looking for high performance at a good price, here's the place to look. For PA applications, there's the WM-1315. Where clear voice reproduction is a must, there's the



WM-1323 with switchable impedance (200 ohms/20k ohms). For vocals or percussion, there's the WM-1325. For onstage vocals, percussion and brass, the WM-1326 is outstanding. And in theatres and large rooms, the WM-1400, with wide frequency response and high and low tone filters, is tough to beat. These are all unidirectional, dynamic mikes, and are equipped with a 15-foot cable and 1/4-inch phone plug. Also, all but the WM-1315 have an XLR connector at the mike for use with balanced cables.

Professional (From \$94.95*)

Professional quality is what you expect from Panasonic, and these mikes deliver it. They are all balanced, unidirectional, low-impedance mikes, and come with XLR connectors on a 15-foot cable. For vocals and instrumentals, the WM-1505 is best used in studios, and the WM-1506 for live performances on stage. Both the WM-1520 and the WM-1521 are low-distortion mikes designed for natural-sounding speech and interviewing, while the WM-1521 offers a wider frequency response. And the versatile WM-1555 is our ultimate hand-held mike for broadcast studios.



So whatever kind of mike you need, pick a Panasonic. You'll like what you see because you'll love what you hear.

For more information, write: Panasonic Company, Video Systems Division, One Panasonic Way, Secaucus, N.J. 07094. In Canada, Panasonic Video Systems Department, Mississauga, Ontario.

*Panasonic recommended price, but actual price will be set by dealers.

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from market one through 25 for the years 1977 through 1979 covering persons aged 12 and over, Monday to Sunday, 6 a.m. to midnight. For all of these years contemporary in some form or another was the leader, but for 1979 adult contemporary was the favored designation of stations.

To collect the data, the national representative firm sent questionnaires to more than 500 stations in the top 25 markets. There was a return of more than 60% and McGavren conducted telephone interviews with stations that had not responded to the questionnaires.

Adult contemporary posted a gain of 63% in 1979, rising to a share of 19.3 from 12.0 in 1978, the first year this format was introduced. In second place was good music, climbing by 7% to 14.5.

Other formats showing growth in 1979 were news, up 12% to 6.5; black, up 18% to 5.3; disco, up 31% to 3.4 and album oriented rock, up 21% to 9.9.

Formats losing ground in 1979 were top 40, down 44% to a 7.9 share; progressive (rock), down 64% to 0.5; middle-of-the-road, down 27% to 7.1, and talk, down 29% to 2.5.

McGavren also provided data for the top 10 markets on formats by dayparts and major demographic classifications: men, Monday through Friday, 6 to 10 a.m.; women, Monday through Friday, 6-10 a.m.; men, Monday through Friday, 10 a.m.-3 p.m.; women, Monday through Friday, 10 a.m.-3 p.m.; men, Monday

Markets 1-15, total persons 12+, Mon.-Sun., 6 a.m.-midnight

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contemporary				12.0	19.3	—	+ 63
Top 40	19.3	19.5	19.9	14.1	7.9	-59	- 44
Disco			1.5	2.6	3.4	—	+ 31
Mellow			1.4	1.4	1.5	—	+ 7
AOR			6.1	8.2	9.9	—	+ 21
Progressive	7.2	7.7	4.2	1.4	.5	—	- 64
MOR	17.0	17.4	13.9	9.7	7.1	-58	- 27
Good music	15.7	15.5	14.9	13.6	14.5	- 8	- 7
Country	6.9	6.7	7.3	7.6	7.7	+42	+ 1
News	4.8	5.2	5.2	5.8	6.5	+35	+ 12
Black	5.6	5.0	4.4	4.5	5.3	- 5	+ 18
Talk	3.5	3.3	2.9	3.0	2.5	-29	- 17
Classical	1.6	1.4	1.3	1.3	1.3	-19	NC
Oldies	1.1	1.2	.4	.2	.7	-36	+250
Spanish			1.6	1.6	1.7	—	+ 6
Jazz					.6	—	—
Others	17.3	17.1	15.0	13.0	9.6	-45	- 26

through Friday, 3-7 p.m.; teen-agers, Monday through Friday, 3-7 p.m., and teen-agers Monday through Friday, 7-12 midnight.

Among men, adult contemporary or good music formats were dominant, depending on the time period. At 6-10 a.m. and 3-7 p.m., adult contemporary was in the forefront, with 16.3 and 14.5 shares respectively. In the 10-3 slot, among men, the good music format led with a share of 17.3.

A similar pattern prevailed among

women. Again, in the 6-10 a.m. and 3-7 p.m. segments, the adult contemporary format held an edge over good music. But in the 10-3 p.m. slot, good music was on top with a 19.4 share.

Among teen-agers, the adult contemporary format was by far the most preferred, chalking up a 27.5 share in the 3-7 p.m. period and a 25.5 in the 7 p.m.-midnight block. Other leading formats among teen-agers were album oriented rock and top-40. Losing ground among teens were middle-of-the-road and country music.

Markets 1-10, men 18+, Mon.-Fri., 3-7 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult Contem- porary				7.5	16.8	—	+124
Top 40	14.5	14.8	12.0	9.1	4.1	-72	- 55
Disco			1.9	4.0	3.5	—	- 12
Mellow			2.6	2.2	1.4	—	- 36
AOR			8.5	10.6	10.0	—	- 6
Progressive	8.2	9.5	3.9	1.5	1.5	-82	NC
MOR	14.1	14.4	11.2	8.4	7.8	-45	- 7
Good music	16.5	15.9	14.5	14.6	14.5	-12	- 1
Country	6.4	6.6	6.0	6.8	6.8	+ 6	NC
News	9.5	9.8	11.0	13.2	11.5	+21	- 13
Black	4.6	4.2	3.2	4.0	4.6	NC	+ 15
Talk	3.5	4.3	3.4	2.1	1.6	-54	- 24
Classical	1.8	1.6	1.8	1.9	1.9	+ 5	NC
Oldies	2.8	2.7	1.0	0.8	0.6	-79	- 25
Spanish			0.5	0.7	1.1	—	+ 57
Jazz					0.9	—	—
Others	18.1	16.2	18.5	12.4	11.4	-37	- 8

Markets 1-10, women 18+, Mon.-Fri., 3-7 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contem- porary				8.4	19.4	—	+131
Top 40	16.0	16.4	15.7	11.4	5.4	-67	- 53
Disco			2.0	4.1	3.7	—	- 10
Mellow			3.2	2.7	1.9	—	- 30
AOR			5.2	6.5	5.3	—	- 18
Progressive	4.8	5.9	2.1	.7	.8	-83	+ 14
MOR	12.6	13.9	12.0	8.1	8.3	-34	+ 2
Good music	20.2	19.4	17.6	16.7	18.2	-10	+ 9
Country	5.5	5.3	5.0	6.0	5.6	+ 2	- 7
News	7.5	7.6	6.9	11.7	9.7	+29	- 17
Black	5.5	5.2	4.1	4.7	4.9	-11	+ 4
Talk	3.3	4.0	3.3	2.2	1.7	-48	- 23
Classical	1.7	1.7	1.6	1.7	1.7	NC	NC
Oldies	2.7	3.1	0.9	0.5	.9	-67	+ 80
Spanish			0.8	1.0	1.3	—	+ 30
Jazz					.6	—	—
Others	20.2	17.5	19.6	13.6	10.6	-48	- 22

Markets 1-10, teen-agers, Mon.-Fri., 3-7 p.m.

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contem- porary				6.7	27.5	—	+310
Top 40	43.3	45.0	35.3	38.6	16.6	-62	- 57
Disco			4.5	8.4	8.7	—	+ 4
Mellow			1.3	1.5	1.0	—	- 33
AOR			15.0	16.8	17.9	—	+ 7
Progressive	13.5	18.2	4.8	1.1	2.2	-84	+100
MOR	3.7	4.8	2.9	2.5	1.5	-59	- 40
Good music	2.2	1.8	2.0	1.7	0.7	-68	- 59
Country	1.1	1.8	1.7	2.6	0.4	-64	- 85
News	1.5	0.7	1.1	1.0	0.3	-80	- 70
Black	10.9	10.5	8.6	12.1	11.6	+ 6	- 4
Talk	0.6	0.5	0.5	0.3	0.2	-67	- 33
Classical	0.3	0.2	0.2	0.1	—	—	—
Oldies	2.3	2.7	0.8	0.4	0.4	-83	NC
Spanish			0.2	0.4	1.2	—	+200
Jazz					0.2	—	—
Others	20.6	13.8	21.1	5.8	9.6	-53	+ 66

Markets 1-10, teen-agers, Mon.-Fri., 7 p.m.-midnight

	'75	'76	'77	'78	'79	% chng. vs. '75	% chng. vs. '78
Adult contem- porary				6.8	25.5	—	+275
Top 40	43.6	46.4	39.3	38.4	17.3	-60	- 55
Disco			4.0	8.1	7.3	—	- 10
Mellow			1.4	1.3	.9	—	- 30
AOR			16.0	19.1	21.5	—	+ 13
Progressive	14.5	19.2	5.4	1.1	1.9	-87	+ 73
MOR	3.4	5.1	2.8	2.8	2.3	-32	- 18
Good music	2.0	1.6	1.3	1.0	1.4	-30	+ 40
Country	1.0	1.8	1.4	1.7	1.2	+20	- 29
News	2.4	1.4	1.5	1.2	1.4	-42	+ 17
Black	8.2	7.5	6.7	10.4	11.5	+40	+ 11
Talk	1.6	1.0	0.9	1.1	1.3	-19	+ 18
Classical	0.3	0.2	0.2	0.2	0.1	-67	- 50
Oldies	1.8	2.6	0.7	0.4	1.0	-44	+150
Spanish			0.2	0.5	0.8	—	+ 60
Jazz					0.3	—	—
Others	21.1	13.5	18.2	5.9	4.3	-80	- 27

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LATE NIGHT ONCE A WEEK			
KMTV Omaha, 12:00 M Sat	Up 67%	Up 81%	Up 140%
WPRI Providence, 11:30 PM Sun	Up 20%	Up 19%	NC
WKBN Youngstown, 11:30 PM Sat (Beats "Saturday Night Live"!)	Up 10%	Up 37%	Up 48%
ACCESS STRIPS M-F			
WLVI Boston, 7:30 PM	Up 50%	Up 65%	Up 58%
WPGH Pittsburgh, 7:30 PM	Up 50%	Up 43%	Up 55%
WDHO Toledo, 6:30 PM	Up 33%	Up 48%	Up 20%
LATE NIGHT STRIPS M-F			
KHTV Houston, 10:00 PM	Up 50%	Up 61%	Up 62%
WDRB Louisville, 11:00 PM	Up 50%	Up 64%	Up 200%
WPGH Pittsburgh, 11:00 PM	Up 300%	Up 244%	Up 308%

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Star-spangled start for CNN

As 24-hour cable news service gets off the ground and on the satellite, it's greeted with positive reaction

After a gestation period of one year, 22 days and seven hours, the Cable News Network was born in Atlanta on the appointed day and hour—June 1 at 6 p.m. NYT.

And Ted Turner, its flamboyant progenitor, did not let the birth pass quietly. The turn-on came amid a huge party, and the first five minutes of CNN were given to coverage of a dedication speech by Turner and the playing of the national anthem by three military bands in front of CNN's Atlanta headquarters.

After the preamble, the real show began as the husband-wife team of Dave Walker and Lois Hart introduced CNN and reported its first story: on the critically wounded civil rights leader, Vernon Jordan.

Since that beginning, CNN has been providing subscribers of 172 cable systems around the country with around-the-clock, nonstop news, and by all indications it has been well received.

John Evans, president of ARTEC, serving the Washington suburb of Arlington, Va., attributes the addition of "a couple hundred" subscribers to his systems' addition of CNN. "Our salesmen," he said, "are finding a very, very high awareness level of CNN ... and that's pretty unusual."

Evans credits the consumer awareness

to the "tremendous press coverage" CNN has received from the local papers and from the network news.

The many cable operators who had signed up before CNN even existed were particularly pleased with their foresight. Ron Roe, general manager of a 15,000-subscriber system, in Hampton Roads, Va., said the response from his customers has been positive and predicts that the service will boost his total subscribership by 2-3%.

Roe's concern, however, was that CNN wouldn't be able to sustain itself. "I hope Turner has staying power," Roe said, "because we need it."

Ninety percent of the calls received at Fort Dodge (Iowa) Cablevision praised the news service. The only negative comments, said general manager Kent Sharp, were from subscribers who missed the Reuters news service that was dropped from the basic service package and its accompanying background music (KLYF-FM Des Moines, Iowa).

It's too early for Sharp to predict what effect the news service would have on his subscriber rolls, but he said he can already attribute one new customer to his carriage of it.

CNN's largest single audience is the 192,000 homes of Mission Cable in San Diego. Bob Schettino, a spokesman for Mission, said "it's still a bit early to fully judge subscriber response," but that the business office has received numerous calls, from subscribers and nonsubscribers alike, whose curiosity about CNN was piqued by all the press coverage. And

Schettino said the salesmen were reporting positive responses as they made their door-to-door rounds.

Bob Ossenburg, general manager of the General Electric-owned Evansville (Ind.) Cable TV Inc., is dropping UPI Newstime even though his contract with the voice-over-stills news service runs through November. CNN, he said, "is so much greater than UPI it's pathetic." He said that he's received "quite a lot of comment from subscribers indicating they think it's pretty good."

Ossenburg said his 20,000-subscriber system is still being built and that he expects CNN to help in initial sales. "If Turner's behind it, as crazy as he is, I think it will go," he said.

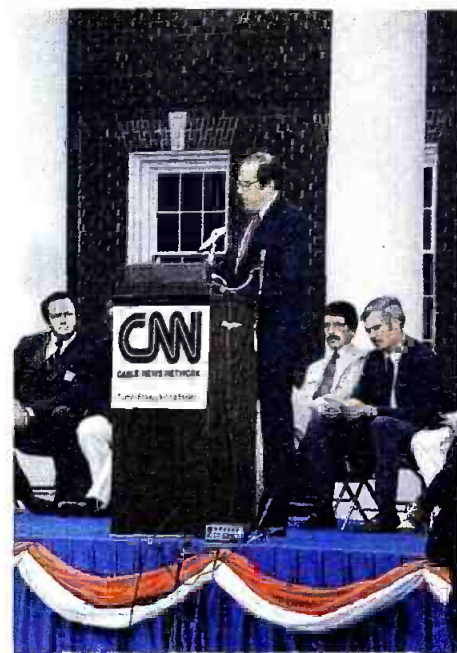
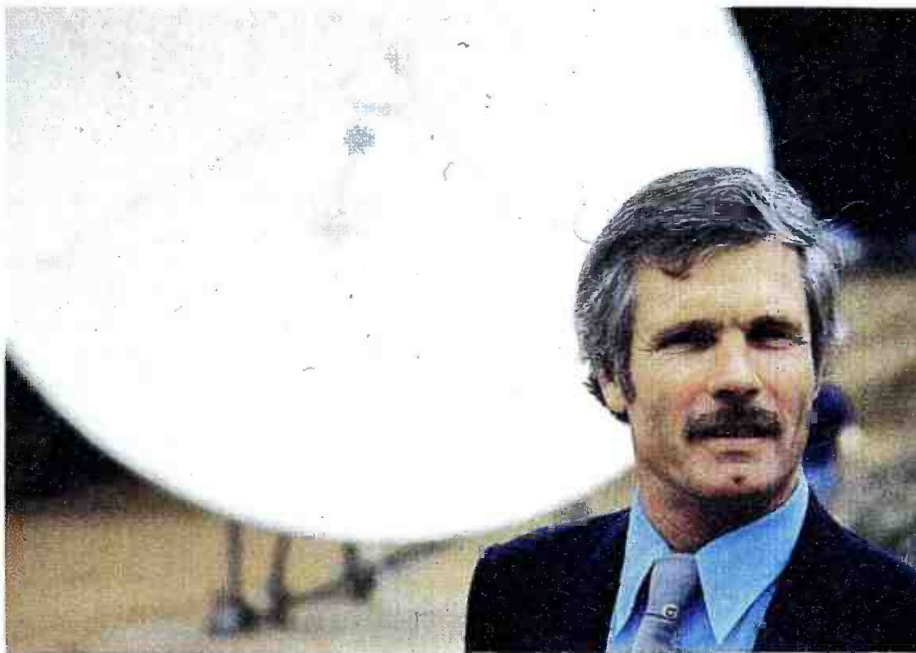
Debbie Agee, office manager of a 2,900-subscriber system in Richmond, Ky., was not nearly as enthusiastic as some of her counterparts at the bigger systems. She said the response was less than she expected and that she did get one complaint from a man who missed WKRC(TV) Cincinnati, the imported channel that had to be dropped to make room for CNN. But, she added, others that called in said they liked it.

In Buffalo, N.Y., Ross MacGregor, general manager of Courier Cable, said that while he hasn't heard many good things yet about the service from the subscribers, he also hasn't heard any complaints about the reduction in sporting events that the addition of CNN necessitated.

John Gaultz, president of Manhattan Cable, the company that serves the

1050 Techwood Drive: Three military bands added color and sound to the excitement of the Cable News Network's dedication ceremony.





Starting something. (Above left) Ted Turner, the flamboyant sportsman-broadcaster-outdoor advertising tycoon and founder of the Cable News Network, stands before one of the six satellite earth stations that bring in the news; the uplink is 15 miles away in Douglasville. (Top right) During the 20-minute dedication ceremony that preceded the turn-on of CNN Sunday evening, June 1, CNN President Reese Schonfeld expressed his gratitude to his colleagues for their efforts in making CNN a reality and for "selling smoke while building a fire." Behind Schonfeld are (l-r): Douglas Dittrock, chairman of the National Cable Television Association; Tom Wheeler, president of NCTA, and Turner. (At right) Lois Hart and David Walker, one of two husband-wife teams at CNN, anchored the first one-hour news segment.



southern portion of Manhattan, said that he's received "very positive feedback." The best measure of how well it's taken hold, he said, was the numerous complaints the company received when a Tuesday night storm knocked the channel—it's fed into New York by a microwave link—off the air for two 10-minute stretches.

Unlike other operators who are looking to dump existing alphanumeric news services, Gaultz thinks there is a place for both in his programming package. He said he would continue Reuters service and alphanumeric sports and financial channels. There is, he said, a "separate and distinct place for CNN" primarily because it's an advertising vehicle. Advertising, he explained, can't be done on the character-generated channels.

As for boosting subscribership, Gaultz said that he hoped it would, but like many of the other operators, he said he would have to wait before making a judgment.

Tom Kanarian, vice president and general manager of Theta Cable, a Hughes Aircraft subsidiary serving 96,000 subscribers in and around Los Angeles,

said unequivocally the response from his customers was "outstanding" and that CNN has evoked "the most excitement since pay TV was introduced in 1974."

Kanarian said that he has not been "overwhelmed" by new service orders. He said, however, that it's very unusual for such a large number of subscribers to call in and say how supportive they are of a particular service.

What amazed the subscribers of American Cable TV of Pompano Beach, Fla., according to the 30,000-subscriber cable system's general manager, Neil Burmeister, was that the Sunday opening was no special premiere, but normal programming. They were "just incredulous," Burmeister said, when they discovered on Monday and Tuesday that "it goes on and on."

They were also surprised, he said, "that it's as good as it is. Everyone was skeptical, but it's there."

Burmeister thinks it will help lure new customers and said that "it will certainly mean better retention."

Almost all the operators said the local

newspapers and television stations covered the startup of the new service and that they were delighted to receive the media attention in the wake of that coverage.

The major television networks, with the exception of ABC, didn't have too much to say about the new arrival. Burton Benjamin, vice president and director of news at CBS, said it's too early to tell anything and that it would be two or three weeks before he would have anything to say. NBC News President Bill Small, also declined comment on the operation, saying he had seen only 11 or 12 minutes of it.

Richard Wald, senior vice president at ABC News, however, was prepared with a "cosmetic" review of the operation: "neat, clean and efficient." He said that it did have some technical problems—but "don't we all."

Perhaps one of the reasons it appealed to Wald was because, as he put it, "stylistically it looks a lot like ABC," particularly in its use of graphics and its presentation of news. Wald said he found the program generally "interesting" and pro-



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duced with a "great deal of enthusiasm."

Wald said he could not go deeper than the superficial reading. Its real value, he said, can't be judged until it's been on a while.

CNN shows off its technical stuff in first hours of operation

Switching around the country and the world, all-news network gets lively news material to work with as it inaugurates the system

On the evening of June 1, a stream of news began flowing out of Atlanta, through a satellite and into the homes of 2 million cable subscribers, carrying a panoply of taped and live news reports from bureaus and remotes, foreign and domestic. The Cable News Network was in business.

In its first 24 hours of operation, the 24-hour-a-day news service demonstrated its unique capabilities and its limitations.

Although the network has been doing full-dress rehearsals of the fulltime news

since May 15, with the exception of a couple days, it was not simply a matter of throwing a switch on Sunday evening. A special program schedule had been created for the opening day and included an hour and a half of taped shows—an interview with President Carter and two 15-minute tours of the CNN facility. According to John Ward, director of operations, it was not until one or two o'clock in the morning that things fell "back into the pattern."

But if things had fallen into a routine on Monday morning, it was a hectic routine. None of the enthusiasm or excitement of the large open newsroom/studio seemed to have dissipated. The producers, managers, directors, technicians and on-air talent were in perpetual motion, moving from one set to another, to the offices in the back of the studio, to the glass-enclosed editing suites that formed one wall of the studio.

The problems that the network experienced were many, but minor. They included all the gaffes viewers have come to expect in local newscasts—shifty-eyed anchors waiting for the tape to roll, wrong graphics, loss of audio, early cut-ins. Jim Kitchell, senior vice president, admitted the bureau is not a "well-oiled machine. We're still trying to get it all in gear."

"You can rehearse until you are blue in the face," he said "but it's never really

the same as doing it." Still, Kitchell felt the bureau had "amazingly few problems." His biggest thrill was "seeing each of the feeds coming in and going through the system" and knowing, finally, "that it works."

Some of the operational and procedural problems that showed up on the screen as a lack of continuity could perhaps be blamed on the nonoperating computer system that was to replace the need for paper in the newsroom. As writers and reporters banged on typewriters, the computer terminals sat idle on their desks. Ward said software problems were holding up implementation of the system, but that it should be operational in a week or two.

By the end of the first 24 hours of operation, CNN President Reese Schonfeld was a tired, but happy man. Despite the numerous technical and operational problems that frayed both his nerves and CNN's edges, Schonfeld felt that the 300-person operation that he, Ted Turner and other top executives had assembled performed admirably and had put out a product that all could be proud of.

He was particularly pleased about having beat the early morning news shows of the major television networks by airing a taped report on the rioting Cuban refugees at Fort Chaffee, Ark., at 6 a.m. Monday morning.

And he was defensive about some of

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The source. Regardless of how well the staff of CNN does its job, the future of the Cable News Network hinges on bringing more and more cable systems into CNN's fold. Each additional subscriber creates revenues in two ways: directly, through the 20 cents per month per subscriber (15 cents per month if taken with superstation WTTB-TV Atlanta) that cable systems are required to pay and, indirectly, through increases in advertising rates. Currently the subscriber count stands at approximately two million. And since almost all also take WTTB, CNN derives only about \$300,000 per month from the monthly system fees. According to Don Lachowski, vice president of sales for Turner Broadcasting, CNN expects to bill \$3.5 million, or an average of \$500,000 per month, for the next seven months.

Since CNN's budget calls for expenditures of \$3 million a month, the mathematics say that in the first months of operation, CNN will lose about \$2.2 million. If all goes well, the gap between expenditures and revenues will steadily decrease and within three or four years CNN will hit the break-even point. Ted Turner, founder of CNN, has gone on record as saying that he fully expects to lose an average of \$2 million per month for the next 18 months.

To help Turner through the early lean years, Bill Daniels, the long-time cable entrepreneur, and a private group of investors have purchased \$10 million in subordinated debentures and warrants from Turner Broadcasting. Under the agreement announced last week, the Daniels group will receive 13% subordinated debentures payable in equal annual installments of \$2 million starting in 1983. The deal also included warrants to purchase approximately 667,000 shares of Turner stock at \$15 per share. Dates on the warrants were not announced. The deal is expected to be closed on or about July 2. Daniels said that most of the investing group have cable holdings and that he had personally subscribed to half the total issue.

the early criticism CNN had received that the network's product was "dis-organized." Schonfeld's reaction was a question: "How organized do we want to be?" He said that part of the problem with network and local broadcast news is that

by covering the four or five biggest stories in a given day, it gives "an illusion of omniscience."

Schonfeld said life isn't organized and to package stories as broadcasters do is somewhat misleading. Schonfeld unders-

stands, of course, that some order must be imposed on a day's news, but he said he never wants to "organize the news like the networks."

Those who expected CNN to provide "in-depth" news were disappointed. The news was fast paced and brief. Stories and headlines were repeated several times an hour. "We're not here to do in-depth stories," Schonfeld said. "We cannot do it." Schonfeld said that although stories might be repeated several times an hour, he hopes that each time a story appears, it will have a different angle.

What wasn't seen during that first day was CNN's troop of highly publicized "columnists"—Barry Goldwater, Ralph Nader, Joyce Brothers, Phyllis Schlafly and others. Schonfeld said the first day was "a good news day" and that there just wasn't time for them. The news's predominance was made clear and Schonfeld said: "From the very beginning we knew we weren't going to have enough time."

If Schonfeld was merely content on Monday evening, he was euphoric when he went home for a few hours' sleep after the premiere. Sunday had gone well for him. So good, in fact, that he gives some of the credit to divine intervention. The Los Angeles bureau, despite its myriad problems, came on-line just three hours prior to CNN's turn-on. A portable earth station set up in Key West, Fla., to await

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the arrival of a flotilla of Cuban refugees also cut it close but was ready along with the rest of CNN at 6 o'clock. Jimmy Carter appeared live during the first half hour of the network's life, giving CNN the chance to demonstrate its willingness to disrupt regular programming and commercials to bring cable subscribers the news as it happens.

When Carter walked out of the Fort Wayne Ind., hospital to make a statement on the Vernon Jordan shooting, 15 minutes into CNN's first news segment, CNN broke into its first commercial to carry the President live. "God produced [the segment] for us," Schonfeld said.

And, as Schonfeld pointed out, it was equally fortuitous that Carter stopped talking just before 6:30. CNN had picked up the NBC pool feed of Carter at AT&T's network radio hub in New York and had brought it to Atlanta over the dedicated landline AT&T had installed between New York, Washington and Atlanta. Not knowing when Carter would speak, CNN had made arrangements to use the New York-Atlanta link to bring in a feed from Jerusalem at precisely 6:30 via Intelsat. Schonfeld said that if Carter hadn't finished when he did, CNN would have had to dump either Carter in mid-sentence or the costly overseas feed.

Schonfeld's other "miracle" of the first night was the live production of Lee Leonard's talk show out of Los Angeles, a bureau plagued by equipment problems.

The primary problem—patching together a microwave-satellite link between Los Angeles and Atlanta—was finally resolved at about 3:30 p.m., just two-and-a-half hours before sign-on.

But while Atlanta was concerned with establishing the link, Peter Spear, the Los Angeles bureau chief, was worrying about more basic things—like where to find a camera. On Thursday night, two RCA TK-76C's were stolen out of the bureau. The two replacements that arrived from Atlanta on Saturday wouldn't work. It was only through the kindness of an independent producer whom Spear had met the day before that the bureau was able to contribute cut-ins and the Leonard show live. The producer lent Spear a Hitachi SK-70, which was used throughout that first day. Spear said up to 60 seconds before the bureau delivered its first live feed—the first one it was asked for—at about 8:20 p.m. on Sunday evening, the technicians were frantically adjusting the SK-70. On Monday, Spear did the job with two rented SK-70's (\$750 each per day).

Another last-minute ingredient that Schonfeld was able to add to his news mix that first day was a series of live reports from Key West, Fla., where reporter Mike Boettcher watched the southern horizon for signs of a flotilla of Cuban refugees. The reports were made possible by a mobile earth station CNN leased from Southern Satellite Systems. Like the Los Angeles feed, Schonfeld didn't know if he

could count on the Key West reports until about 3 p.m. Sunday. A "\$1.98 six-inch piece of cable" had to be sent by air freight on Saturday and the FCC would not allow testing until after Saturday midnight.

President Carter's interview with Washington correspondent Daniel Schorr and managing editor George Watson, taped at the White House on Saturday, was the highlight of the first evening. And the CNN promotional people milked it dry. News from the interview was released in time for a story with credit in the *New York Times* Sunday morning, Turner's WTBS(TV) Atlanta which is also distributed to cable systems via satellite, aired the interview in its entirety at 11 p.m. Sunday, and an excerpt from the tape was inserted into the first news block.

As delighted as Schonfeld was with the Carter interview he was disappointed with the interview of Ted Kennedy that Schorr and talk-show host Sandi Freeman taped on Monday morning. As originally planned, Kennedy was to have been interviewed live in California but Kennedy changed the venue to New York. When an offer to do the *Today* show was made, Kennedy again changed the arrangements, first to Newark, N.J., and finally to an airplane on route to Cleveland. Not only was Schonfeld perturbed by the repeated postponements, but when the interview was finally arranged, Kennedy conceded to just a half-hour interview, instead of the full hour he had promised.

Schonfeld was forced to fly Daniel Schorr in from Washington on Monday evening to help fill and give some life to Freeman's hour talk show at 10 p.m. Schonfeld said that they "should have walked away from the interview" not only because of Kennedy's treatment but because the interview did not fit into the format of Freeman's show. "It's a little foolish," he said, "to open with an atypical show."

Freeman's show, *Crosstalk*, is supposed to feature live guests with questions by telephone and from a studio audience.

The consensus among the CNN staff was that the sports department was putting on the slickest show. On Sunday evening, it did a 45-minute show beginning at 7 p.m. It included a live interview with NFL Commissioner Pete Rozelle, conducted by CNN sports anchors Nick Charles and Bob Kurtz, and a special report highlighting the many sports happenings of May.

Part of the sports department smoothness may derive from the prominence the department receives. Nick Charles, a former sportscaster at WRC-TV Washington and WJZ-TV Baltimore, said that at CNN he feels none of the condescension toward sports that he felt at the broadcast stations. Here, he said, sports is a full department, not a "garbage can or a necessary evil."

Some of the taped sports highlights also come—as does some of the hard news—from the exchange agreements Schonfeld has struck with 30 to 35 broadcasters. Schonfeld said on occasion CNN will also buy tape directly from broadcasters.

NewsBeat

Ready, set, go. After dry runs last week from producing station WPXI(TV) New York, *Independent Network News* was scheduled to begin service to 27 charter affiliates today (June 9) with prime-time half-hour on weeknights (BROADCASTING, May 5). Six 30-second national advertising positions are almost sold out, with Dean Witter and Block Drug (through BBDO), Lever Bros. (Young & Rubicam), General Foods (J. Walter Thompson) and Bristol-Myers (in-house). At launch, WPXI was expecting INN to reach 36.5 million households.

Win in the West. California voters last week, by 3-1 margin, approved amendment to state constitution prohibiting judges from imposing contempt citations on reporters who refuse to disclose confidential sources. California has had reporters' shield law since 1935, but its effectiveness in protecting reporters has been eroded through number of recent court decisions.



Vantage point. Although part of six-position TV pool coverage of Tall Ships' Parade of Sail in Boston Harbor, WNAC-TV there literally went topside for one of three additional camera placements that it used on its own. It involved cameraman Jim Fitzgerald, who volunteered for assignment and who passed rigid Coast Guard test requirements, to climb 130 feet up the mast of Coast Guard bark, Eagle, lead craft of flotilla of ships. Pool effort began at 7 a.m., May 30, and ran as late as 4 p.m. when last ship dropped anchor. WBZ-TV and WCVB-TV were other stations in co-op that demanded services of virtually all news department personnel.

Keep going. Ohio supreme court has extended until further notice rule that permits radio, television and photographic coverage of all courts in state. Rule was instituted on June 1, 1979, for one-year trial. Ohio Association of Broadcasters, which had urged extension on court, has formed joint committee with Ohio State Bar Association to assess experiment and make recommendations to supreme court, if changes are deemed necessary.

Local TV goes to the conventions

This year's party gatherings will be covered live by stations all over the country, thanks to affordability of satellites

Whatever their other claims to fame, the national political conventions of 1980 will be known as the first that were covered live by many individual television stations. Preparations are going forward for 13 to 15 stations and groups to provide that kind of coverage for one or both of the conventions—the Republican, in Joe Louis Arena, in Detroit, July 14-17, and the Democratic, in New York's Madison Square Garden, Aug. 11-14.

The lower transmission costs of satellites as compared with land lines have made live coverage feasible for stations and groups. The spur of competition among the stations has made it almost inevitable.

And the fact that a section of seats in Madison Square Garden is rendered unusable by the camera platform that will be erected in front of it provided the incentive for a proposal to the Democratic convention officials for the use of the space.

The superintendent of the House of Representatives radio and television gallery, Mike Michaelson, who works with the conventions in accrediting nonnetwork broadcast correspondents and technicians and in attempting to meet their coverage needs, spotted the section. And, with a number of interested organizations, he worked with Democratic convention officials to develop a plan for its use. They also agreed on the use of floor positions for live reports by correspondents for network-owned-and-operated stations and network affiliate groups before and after the sessions.

That done, Michaelson and representatives of several of the same organizations met in Detroit with officials of the Republican convention. The Republicans proved at least equally cooperative in finding space in a section of seats as well as in several of the arena's skyboxes. Indeed, the Republicans even made six floor positions available for live broadcasts during, as well as before and after the convention sessions. They will probably be used by owned-and-operated and affiliated stations, though the owned-stations would not be expected to pre-empt the networks during the sessions.

All told, 13 stations and groups will have space in Joe Louis Arena from which they will broadcast live inserts and transmit taped reports for local news shows at various times of the day and night. They are Cox Broadcasting, KRON-TV San Francisco, Post-Newsweek Stations, WCCO-TV Minneapolis, Bonneville TV, Storer Inc., Gannett Stations, WFAA-TV Dallas, Capital Broadcast News, Westinghouse Broadcasting Co., ABC affiliates, WTMJ-TV Minneapolis and KTRK-TV Houston.

The Democratic convention will include

a couple of added starters in live coverage—WNAC-TV Boston, part of the RKO General contingent that will be located in the Garden's skyboxes, is following Senator Edward M. Kennedy's continued quest for the presidential nomination, and WGR-TV Buffalo, which regards the Democratic convention as likely to be more demanding of live coverage than the Republican. (WGR-TV and Cox are the only organizations that will use land lines for their live coverage in New York rather than satellite service.)

Nor is that all. Several networks will be making their debut in live coverage of the political conventions—Independent Television News Association, Spanish In-

ternational Network and Cable News Network.

In all, Michaelson expects 3,000 broadcast reporters and technicians representing more than 400 organizations—in addition to the major networks—to cover the conventions. In 1976, credentials were issued to 1,800 individuals representing 462 organizations.

The numbers then, indicate the networks will have their share of competition for the viewers' attention in the coverage of events in Detroit and New York. But considering the story already told in the primaries and caucuses since January, the journalists may have trouble finding much to interest their audiences.

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Hewitt expounds on TV's mission

At IRTS 'Broadcaster of the Year' fete, '60 Minutes' chief says television should focus more on people and less on politicians

60 Minutes Executive Producer Don Hewitt last week urged television to take a closer look at where the buck really stops and to "shift its gaze from the shortcomings of the politicians to the shortcomings of the electorate."

At the Waldorf-Astoria hotel in New York to be honored as Broadcaster of the Year by the International Radio and Television Society, Hewitt suggested that "when television puts the American people in the same spotlight in which it put Vietnam and Watergate maybe then we'll begin to realize that the mess in Washington is as much our mess as it is their mess."

The CBS News executive said that his colleagues in the press have the same major shortcoming as the public at large—"everybody looking out for himself." He explained that "the preoccupation some journalists have with themselves and their rights may be symptomatic of what's wrong with the rest of the country."

For his own part, Hewitt doesn't feel as threatened by the courts and the government as do some other journalists.

"I am not absolutely convinced that the courts are out to get the press. I don't remember ever catching cold from any of those 'chilling effect' court decisions, nor do I remember doing anything differently because of Spiro Agnew or Warren Burger.

"I also happen to think that there is more in the Constitution than just the First Amendment."

"With everybody looking out for himself," Hewitt questioned, "who among us was qualified to cast a stone at Bert Lance?" Similarly, he asked, "Why were we shocked when we thought a presidential adviser" might be involved with drugs since "half the country" is "flirting" with them also?

Hewitt called the members of the television press "America's super-salesmen" and said they ought to sell the idea "that it's not just our politicians who don't measure up." He claimed that candidates keep getting questioned about their political views "when we know damn well where they stand on the issues. They stand anywhere they think we want them to stand."

So, he suggested, "there is no greater public service" than focusing on the public itself. Hewitt added that "that is what *60 Minutes* has been doing for years—holding a mirror to the welfare cheats, the unemployment cheats, the doctors who rip off Medicaid," among a wide variety of others. "But let's face it," he added, "in one way or another we all have our hands



Mates and teammates. The *60 Minutes* on-air crew poses with Don Hewitt, his IRTS award and his wife, Marilyn Berger, anchor of WNET(TV) New York's *City Edition*. L to r are Mike Wallace, Dan Rather, Hewitt, Harry Reasoner, Berger and Morley Safer.

out. And that may not be totally unrelated to why, at least in Iran, we also have our hands up."

In addition to Vietnam and Watergate, Hewitt said, "television played a big part in binding up our wounds after the assassination in Dallas. We're wounded again and our wounds need binding again."

The charge that Hewitt offered to the IRTS gathering was: "Now it's time to make America face up to itself." Just as television has been used by evangelists to "create born-again Christians," Hewitt said, "I'll bet it can also create born-again Americans."

Hewitt's plaque from IRTS, as the inscription read, came because "he restored our faith in cause and effect. He took up a great cause and had an even greater effect." Honoring him with their presence on the dais not only were IRTS officers and governors but the *60 Minutes* on-air team and the three network news presidents, among others.

Another broadcaster honored by IRTS at last week's luncheon was the organization's outgoing president, Giraud Chester, executive vice president, Goodson-Todman Productions. In recognition of Chester's three consecutive IRTS terms, he received a Steuben glass sculpture and later in the week an honorary doctorate from St. Johns University. The IRTS presentation was made by the new president, Avram Butensky, corporate senior vice president, Ed Libov Associates Inc.

Both the Hewitt and Chester honors were part of the program. A member of the audience, however, received some spontaneous kudos. When it was announced that Frank Stanton, former CBS Inc. president and vice chairman, was in attendance, all those on the dais and a portion of the luncheon audience rose to their feet with an ovation.

New York inches toward some court coverage

The New York Court of Appeals, the state's highest tribunal, moved closer toward television and radio coverage of its proceedings last week when a special advisory committee suggested that its deliberations be open to television, radio and still-picture coverage.

Chief Judge Lawrence H. Cooke asked Administrative Judge Herbert B. Evans to draft new court rules that could end the absolute prohibition on cameras in the state's courtrooms. Cooke said he was "pleased with the report" and that "the recommendations should be given a try."

The media advisory committee also suggested that a series of tests be conducted to determine the feasibility of permitting similar broadcasts of civil court trials. It drew the line on criminal cases, however, until the U.S. Supreme Court decides whether TV-radio coverage violates a defendant's right to a fair trial.

The proposals to be framed by Evans governing microphones and cameras in the appellate courts or in civil trials must be given final approval by the seven-member Court of Appeals before the proposals can be introduced. A spokesman for the court said last week that authorization for coverage could be in effect by next fall.

In reaching its conclusions, the media committee cited a successful television experiment last fall in which public television station WNET(TV) New York videotaped proceedings of the New York Court of Appeals (BROADCASTING, Oct. 29, 1979). The 12-member committee, consisting of judges, lawyers and journalists, said "the advantages of allowing the public to observe the proceedings in our trial courts outweigh the disadvantages articulated by those who oppose all access by the media."

APB-PBS meet, eye new ways for public TV to make money

Carley says his operation needs more funds; Grossman thinks technology can be put to work to generate added revenues

Representatives of the nation's public television stations went to Washington last week to examine, among other items, the results of last year's restructuring vote that created the autonomous Public Broadcasting Service and Association for Public Broadcasting. But little attention was paid to the reorganization, which most agreed had been successfully implemented; the focus, instead, moved to new technologies and how public TV could use them to insure its future growth.

As a result of last year's split, APB took over lobbying and membership functions, while PBS, which itself restructured to offer three distinct services, was left to concentrate solely on programing.

At this year's annual meeting, which brought over 500 public TV representatives to Washington, APB and PBS were each given one day to conduct their business. And while there was at least some interest in APB, which is now budgeted at \$500,000 per year, the interest was clearly in programing.

APB President David Carley, who has been at the head of the organization for two months, told a Monday meeting that, in his opinion, the association "had done a monumental job" since the beginning of

the year. In particular, he said that APB had opened up lines of communication with Congress and the Corporation for Public Broadcasting.

"Member stations can look to CPB at this point with a feeling of understanding and solid support," Carley said. He added that he expected relations with CPB, which had hit some rocky roads, to improve.

In an afternoon general session, which generated little enthusiasm, Carley said that APB could not continue to adequately represent the interests of public television with its current level of funding. He would not offer a figure he considered adequate, but he said the size of the staff—which now stands at four—would have to be increased. In addition, APB would be moving from its temporary base at PBS headquarters to permanent offices, which would be another expense.

Carley said APB would continue to work with National Public Radio for added funds, but he noted that public broadcasters have not worked hard enough to inform Congress of the fiscal problems they face. "We are in trouble and we literally face the survival of public television as we know it," he said.

Carley, like other speakers at the meeting, pointed to new technologies as an area for serious examination. Direct satellite-to-home broadcasts, subscription TV and, particularly cable, all deserve a close look, he said.

Unlike PBS President Lawrence Grossman, however, who on Tuesday outlined a new marketing approach that would de-emphasize the importance of federal funding, Carley pointed to government dollars as the key source of income. "I believe federal funds represent the best single way to fund public television," Carley said, adding that the medium is "a legitimate beneficiary of the national treasury."

Grossman, at the Tuesday morning PBS meeting, called the past year pivotal for public TV, noting that the new satellite system was put in place, the country's first nationwide instructional TV schedule was fed for in-school use, national audience reports were up substantially, and common carriage of PBS programs was introduced.

That afternoon, Grossman's attention turned to new technologies, and what may be a totally new direction for public TV. "It is our conviction that public television must enter a new phase of development—a new approach that combines our traditional philanthropic public service with enterprising new marketing initiatives," he said. "We must mine new sources of income. We must earn our way. We must use our public funds as the nucleus of a quality service. And we must leverage

those funds through vigorous and imaginative marketing of our programs and our services in the private sector."

Grossman stressed the importance of moving quickly on these ideas, recommending that a systemwide task force be set up to devise a plan of action.

(The PBS board, however, in its meeting Wednesday, did not authorize the immediate formation of such a task force. It instead recommended meeting with APB delegates to work out a unified position on how to proceed.)

Neil Mahrer, PBS senior vice president for marketing, outlined specific areas that may be revenue-producing sources.

Mahrer pointed to some of the traditional sources, such as auctions and subscriptions, as potentials for greater income than in the past. To these, he added marketing of products such as video and audio tapes to subscribers; a stepped-up push for corporate underwriting; a "Corporate Fund for Public Television," which would pool underwriting dollars; a greater push for grants; foreign sales, and leveraging of funds.

Eric Sass, PBS director of development, outlined nonbroadcast areas that PBS was studying to increase its income.

In particular, Sass said that PBS had to get involved in marketing videocassettes and videodisks. He recommended the launching of a centrally operated videocassette club, a public TV videocassette catalogue, a public television record label, and perhaps a public television videocassette recorder and disk player.

Satellite distribution, he said, is also an area PBS should further explore. In addition to leasing space on public television earth stations to Western Union, which begins this fall, he said PBS had been talking to Group W's Vidsat subsidiary, which



Carley



Grossman

wants to distribute its syndicated shows via satellite to commercial stations. In such cases, public TV stations would, for a fee, pull down and record shows from the satellite for local commercial stations.

A similar operation, he said, could be done with commercials. He noted that John Blair rep firm is planning to distribute commercials to local TV stations via satellite also (see page 69), and estimates show that a public TV station could realize \$40,000 for recording, storing and distributing the spots.

Sass said another "potential gold mine" is to use public television's satellite interconnection system for teleconferencing—an economical alternative to travel for commercial companies.

Dan Wells, senior vice president of engineering and operations, pointed to cable, subscription TV and videotext as potential money makers for public television. Some stations, he said, are looking to combine commercial pay TV with non-commercial public TV on one channel.

But Wells singled out cable as possibly offering the most immediate prospects for public TV. "When it comes to cable, local and national, we've got a head start," he said. "Our satellite system is operational, not just on the drawing board. Our three-program service structure could lead to ready-made public television cable schedules. And we've started down the rocky road to resolving the program rights issue."

Wells said that one of PBS's program services, PTV-3, believes it will be able to offer soon a pay cable children's-instructional and in-home educational service. Such a service, he said, would require some changes in how public television conducts its business, but the monetary rewards may be worth the changes.

Changing of the guard: Minow bows out as chairman, Oaks takes over and pushes for study of new means of signal delivery

Newton Minow, outgoing chairman of the board of the Public Broadcasting Service, told PBS delegates that public television must preserve its commitment to independence.

Minow, who recounted for the PBS membership the storm surrounding the airing of *Death of a Princess*, said that public television learned a lot from the experience, including the fact that the American system works. "Everyone's point of view was aired," Minow said. "American viewers were trusted to make up their own minds about the program."

In addition, Minow said that public TV set a valuable precedent. "Public television preserved its independence, knowing that if it did not display courage this time, it would be fair game next time it got a similar request from another part of our government, or Israel, or France, or China, or any other foreign government, or another underwriter, or another television producer, or another congressman or senator," he said.

The former FCC chairman, now a Chicago lawyer, who concluded his two-



Oaks



Minow



Swift

year tenure as PBS board chairman with a Tuesday morning address, said that the final lesson learned was that broadcasters must be free and independent if they are to be responsible trustees for the American people. "For if we lose our independence," he added, "the issue would not be *Death of a Princess*; it would be death of a principle."

Minow's successor, Dallin Oaks, outgoing president of Brigham Young University, Provo, Utah, agreed about the necessity of remaining independent, but pointed to new technologies as the most crucial issue facing PBS.

"It is ironic that just as public television is coming of age in its competition with commercial networks, both commercial and public television are now confronted with strong challenges from these new technologies," Oaks said. "Clearly, the programming monopoly we have enjoyed for so long through free over-the-air broadcasting has ended."

Oaks's theme, which was similar to that expressed by PBS President Lawrence Grossman in a Tuesday afternoon presentation (see page 57), stressed the importance of fully exploring all new technologies and not being left behind by the communications revolution.

"Technological advances in program distribution should persuade us that PBS's future is not merely in its system for delivering programs from broadcast stations to the home," he said. "Our future must also be based on our ability to combine public and private resources to provide the public with high quality programming."

As a result of changing circumstances, Oaks suggested that PBS look toward a new future course. For example, he said he was not in favor of continuing large-scale expenditures for public broadcasting to establish conventional broadcast stations. Instead, he said that new technologies should be looked to for future expansion into new locations.

In addition, he said that since the future will be based significantly on programing, PBS should promote "mutually beneficial relationships" with program suppliers. "Our ultimate objective should be to strengthen the over-all program production process, insuring a continuing flow of quality programing through a variety of distribution mechanisms, including our own," he said.

A resolution introduced by Oaks, and approved by the PBS delegates, paid tribute to Minow for his service to public broadcasting. Along with a generous ovation, Minow was given a miniature model of the Westar satellite that carries PBS signals.

Mankiewicz urges more cooperation between public radio and TV

Frank Mankiewicz, president of National Public Radio, addressed a luncheon audience Monday and held out a peace pipe to Association for Public Broadcasting members. Mankiewicz came under attack recently when he was quoted in a

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magazine article as saying that the federal government should begin to think about phasing out its funding of public television.

But Mankiewicz, who later denied making such remarks, called for cooperation between radio and TV licensees, saying that the level of federal funding for public broadcasting is likely to decline in the future, and bickering in the ranks would prove unusually destructive.

The greatest challenge for public broadcasting, Mankiewicz said, was in the



Mankiewicz

legislative field, particularly now that Congress is so intent on balancing the federal budget. He predicted that not only would it be unrealistic to expect increases in funding but public broadcasting would actually "be lucky to hang on to the levels of the past few years."

As such, Mankiewicz said that public radio and television would have to get together in their push for funds, and even then, he predicted that victory would by no means be certain.

But Mankiewicz added that one area of government to which public broadcasting can look with pleasure is the FCC, which, he said, is probably the most favorably disposed commission toward public broadcasting in history. He expressed particular pleasure with the recent FCC decision breaking down the clear channels

(BROADCASTING, June 2), which he called "an enlightened, pro-public decision that will have an impact for years to come to the well-being of radio, and particularly of public radio."

The only complaint Mankiewicz had about public television was the name the new association had chosen. Calling the group the Association for Public Broadcasting, he said, "causes trouble and anxiety among our members." He added that an association including public radio licensees might accurately have such a name, but he said it wasn't likely NPR members would want to join such an association in the near future. He suggested that APB members consider changing the name when they are polled, as the current name "makes cooperation just a bit more difficult."

One area where cooperation has worked, Mankiewicz said, is in dealings with the Corporation for Public Broadcasting. He noted that the CPB board reversed a decision at its last meeting that would have shifted the burden of music copyright payments to stations, and the decision was no doubt helped by radio and TV joint efforts.

In times of prosperity, he concluded, public TV and radio can afford to battle, but the changing climate in the government does not now allow for such feuds. "I think the future demands that we work together and remove whatever banners, real or imagined, that stand in our way," he said.

Swift says medium must maintain editorial integrity; technology poses bigger threat, he says, than government meddling

Representative Allan Swift (D-Wash.) kicked off the Association for Public Broadcasting meeting with a morning address that praised both public television and Public Broadcasting Service President Lawrence Grossman, particularly for the latter's handling of the events surrounding the controversial show, *Death of a Princess*.

Grossman's actions, Swift said, were "courageous, clear and wise, and the only actions that could have been taken without instantly making PBS a second-class

Highest honor. Senator Warren Magnuson (D-Wash.), chairman of Senate Appropriations was presented the Ralph Lowell Award, public television's highest accolade, at the Monday night dinner. Magnuson, former chairman of the Senate Commerce Committee and a long-time friend of public broadcasting, was presented the award by Lillie Herndon, the chairman of the board of the Corporation for Public Broadcasting.

citizen of the broadcasting field and forever a captive of the whims and prejudices of Congress and various branches of the federal government."

Swift added, however, that he had concerns about the program's format—which he called "docufiction"—because it had the potential for misleading viewers. But the bottom line, he said, was that PBS stood up for what it believed in and made the final decision about whether to air the show.

Swift, a former broadcaster who is a member of the House Communications Subcommittee, said that Congress is lagging behind the general public in realizing the balance public television provides for American viewers. "Public broadcasting is not an elite cultural ghetto," he said, but an alternative to commercial network fare that offers something for all segments of the population.

As to the future for public TV, Swift said that his crystal ball "is rather dark." He attributed this to the explosion of new technology, which he predicted, would have profound effects on all facets of broadcasting.

But he added that the coming changes, which include the growth of cable, home video recorders and satellite technology, would not necessarily mean destructive changes for public TV. Those who survive the changes, he said, will be those that remain flexible and adapt to that change.

As for Congress, Swift said legislators are "schizophrenic" about public TV: There is a desire to fund programing otherwise not available, but also a desire for programing that is not controversial.

The fallout from *Death of a Princess*, he said, which included some unfavorable congressional criticism, should be viewed as legitimate debate, and should not affect programing decisions, which ultimately have to rest with the networks—commercial or public. "If you don't trust the heads of the networks to make decisions fairly and justly, to whom do you give that authority?" Swift asked.

He said that the airing of controversial material has in some cases resulted in fairness-doctrine problems for broadcasters, but he thought the system worked well.

The three choices facing broadcasters, he added, are to abolish the fairness doctrine, let the government decide whether to allow the airing of controversial material, or to leave things the way they are. Swift said he was in favor of the last option, as letting the government decide would set a dangerous precedent, and abolishing the fairness doctrine

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would also be a disservice.

In the end, Swift said, public broadcasters should continue to remain flexible, particularly as they continue to look to the government for tax dollars.

"The 80's will be a fascinating decade," he said. "Public broadcasting has come into its own and is on the verge of tremendous growth." He added that although technology will be the key issue, the question of who controls programming will remain crucial, and he said that PBS must be able in the future to defend its decisions with the same vigor as it defended *Princess* in order for the system to flourish.

Ted Turner takes off against the television networks for causing the decline of America

Ted Turner, never one to mince his words, gave only passing mention to his day-old Cable News Network and to public television, which, he admitted, he didn't watch very much, and instead took off on a Monday night sermon to last week's public television meeting. He wandered from network evils to the decline of morality to the wholesome quality of *Leave It to Beaver*.

Turner said he had become a critic of network television after his retransmission consent battles in which the broadcasters went for "the cable industry's jugular."

The commercial networks, he said,

"have definitely taken the low road" in programming decisions, their judgments made entirely on ratings numbers. "I don't believe the people who run the networks have any idea of what effect TV has on American viewers," he added.

To Turner, the effect has been moral decay, a decline of the work ethic and the disappearance of traditional values, such as a strong military. The networks, he said, are run by people "who leave their conscience outside when they come to work," and he blamed them for a "lack of sensibility."

In the past, Turner said, the airwaves were filled with good programming—shows such as *Leave It to Beaver* and *Father Knows Best*—which depicted life the way it really was. But as those shows have disappeared, replaced by the likes of *Charlie's Angels*, the country, he said, has seen a general decline in moral values and patriotism. "I don't see how anyone can watch six hours of television a day and be worth anything to their country," he added.

With the growth of cable, however, Turner said there will be diversity, transforming television from an institution controlled by the three commercial networks to a "medium of plenty."

Turner said public TV was failing in promotion; its shows, he said, are usually "a

well kept secret."

And although he admitted he rarely watched public TV—partly because he doesn't watch much TV and partly because his time is spent checking on what his own station is airing—he said he thought that public TV was trying to accomplish the same types of goals that he was.

He challenged the noncommercial station representatives to "get off your behind" and put on more meaningful programming and set examples for others. "This group can and will do something about our problems," he said.

But Turner implored the crowd to look at more than just the communications business. A push must be made, he said, to rebuild the military quickly and to make the nation economically self sufficient.

He added that, with a concerted effort, all types of changes will be possible. "The reason I criticize the networks," he said, "is because maybe we can shape them into doing better."

Turner, who rambled from one subject to another, at one point apologized for what, at times, seemed like free association, directed at no one in particular, that might stretch on into the early morning hours. "If I seem a little burned out, I am," he said. "Last night we went on with the Cable News Network."

BPA-BDA are a twosome in Montreal

Promoters and designers meet for three-day convention; big crowds are expected

Record numbers for advance registration and convention exhibitors were reported last week as the Broadcasters Promotion Association and the Broadcast Designers Association prepared for their combined annual seminar in Montreal this week.

BPA Seminar Chairman Gail Morrell of CFCF-TV Montreal reported last Monday (June 2) that preregistrants totaled 753 and that historically another 100 register as the convention opens. Last year's total in Nashville was 785. In addition, she said, there will be 35 exhibitors and 43 hospitality suites.

BPA's 25th and BDA's second annual seminar will run June 11-15 at the Queen Elizabeth hotel with the theme, "Rendezvous Montreal—a New Decade of Promotion."

Keynote speaker at the opening session Wednesday morning will be James Duffy, president of the ABC Television Network, who will discuss "New Dimensions for Promotion in the 80's." The welcome to BPA/BDA will be tendered at that time by Montreal Mayor Jean Drapeau, with a performance by the Royal Canadian Mounted Police band.

Thursday's luncheon speaker is Francis Fox, Canada's secretary of state and minister of communications. Friday's luncheon will be addressed by A. W. Johnson, president of the Canadian

Broadcasting Corp.

At the Saturday luncheon, when the New York seminar committee will make its presentation on the 1981 convention that will be held in that city, former New York Mayor John Lindsay will speak.

The newer technologies that have commanded increased attention at other conventions will be the subject of a Thursday afternoon workshop. Moderated by Ned Jay of WTBS(TV) Atlanta, it will explore promotion aspects of satellites, superstations, cable, fiber optics, teletext, Qube and pay TV.

Other BPA nuts-and-bolts sessions will deal with news and sports promotion, ratings, station presentations, animation and music, promotion budgeting, contests and related topics.

BDA convention chairman is Steve Yuranyi of CFCF-TV, who will conduct a workshop on "Computer Graphics Today." Highlights of the BDA agenda include a design symposium by BDA Vice President Gil Cowley of WCBS-TV New York; "What's New in News Sets," conducted by Harry Kakel of WMAR-TV Baltimore, and "The Best of TV Guide," moderated by BPA Secretary Bob Regler of KOLN-TV Lincoln, Neb. Dick Weise, president of BDA, will be host at a welcoming session for BDA delegates Wednesday afternoon.

BPA president is Tom Dawson of CBS Radio (see "Profile," page 97). His term runs through Dec. 31, when President-Elect Morrell assumes office. One item on

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the calendar for the BPA business meeting is a proposed change that would have the president-elect assume office at the end of each annual seminar, rather than at the end of the calendar year. The proposed change would be effective in 1981.

The business meeting will also act on the proposed slate of officers selected by the nominating committee chaired by past BPA President Terry Simpson, Indianapolis Cablevision Co. In addition to President-Elect Morrell, the slate includes Clarence Martin, KYTV(TV) Springfield, Mo., as next president-elect; Anne Coleman, WAVE-TV Louisville, vice president; Fred Bergendorff, KNX(AM) Los Angeles, secretary, and A. Lee Pocock, KSL(AM) Salt Lake City, treasurer.

Nominees for the board of directors for one year: Diane Bagwell, WIS-TV Columbia, S.C., and Dick Collins, WTMJ-TV Milwaukee. For two-year term: Kay

Greaser, WFSB-TV Hartford, Conn. For four-year terms: Deb Kneipp McDermott, KOLN-TV Lincoln, Neb.; Judy Horan, WOWT(TV) Omaha, Neb.; Mort Slakoff, Metromedia, New York, and Ellen Manowitz, WIND(AM) Chicago. James B. Delehanty Jr. of *TV Guide*, New York, has been nominated as an associate member of the board of directors.

Continuing terms on the board will be Ray McCarty, KRNT(AM)-KRNQ(FM) Des Moines, Iowa; Bill McLain, KSTW-TV Tacoma, Wash.; Ged Young, WTRF-FM-TV Wheeling, W. Va.; Beryl Spector, WMHT-FM-TV Schenectady, N.Y., and Al Batten, WTLV(TV) Jacksonville, Fla.

BPA and BDA will drop the curtain in Montreal with the annual awards banquet and entertainment Saturday night. MC's will be Lloyd Robertson and Harvey Kirch, anchorman with CTV National News.

Changing Hands

PROPOSED

■ **KPAM-AM-FM** Portland, Ore.: Sold by Romito Corp. to Duffy Broadcasting for \$3.5 million. Seller is owned by Walter P. Rossman, who has no other broadcast interests. Buyer is owned by Robert Duffy (33.33%), First Capital Corp. (38%) and several private investment groups associated with First Capital. Duffy is president of Christal Co., New York radio representative, which he is acquiring in stages from Cox Broadcasting Corp. (BROADCASTING, March 26, 1979). First Capital Corp. is Chicago investment company, subsidiary of First Chicago Corp. which is bank holding company. One of its major holdings is First National Bank of Chicago. John Doede is general manager of First Capital. It has 25% interest in cable firm owned by NCTA chairman, Douglas Dittick, and 25% interest in American Cable systems which has systems in Bluefield, Cameron and Glendale, all Virginia; Rockland and Peekskill, both New York, and recently acquired franchise for Arlington, Mass. KPAM is on 1410 khz with 5 kw day. KPAM-FM is on 97.1 mhz with 100 kw horizontal, 40 kw vertical and antenna 980 feet above average terrain.

■ **WPOM(AM)** Riviera Beach, Fla.: Sold by Riviera Broadcasting Corp. to L.J. Communications for \$1.05 million. Seller is owned by Eugene Bartoli (66.7%) and Alan Kornish (33.3%). They have no other broadcast interests. Buyer is owned by Lamarr J. Jackson (61%), Garth C. Reeves (17%), Vincent A. Henry (16%) and William C. Jones (6%). Jackson is affirmative action coordinator for Monroe county, N.Y., government. Reeves is president, publisher, and principal owner of *Miami Times*. Henry is student in Philadelphia and son of Ragan Henry, president and principal owner of Broadcast Enterprises National, owner of five AM's, three FM's and one TV. Jones is Midlothian, Va., physician. Jackson is director

and less than one 1% stockholder of Post Corp., Appleton, Wis.-based group owner of two AM's, one FM and five TV's. Jones is 2.3% owner of Broadcast Enterprises National. WPOM is on 1600 khz with 1 kw full time.

■ **WSBR(AM)** Boca Raton, Fla.: Sold by Burbach Radio Inc. to Howard J. Kotlicky for \$500,000. Seller is owned by Robert H. Burstein (45%), John L. Laubach Jr. (30%), D. Larry Deitch (15%) and estate of Thomas F. Fleming Jr. (10%). Burstein and Laubach have purchased, subject to FCC approval, WXIL(FM) Parkersburg, W.Va. (BROADCASTING, May 19). Other sellers have no other broadcast interests. Kotlicky is Boca Raton, Fla., investor with no other broadcast interests. WSBR is one kw daytimer on 740 khz.

■ **WDXY(AM)** Sumter, S.C.: Sold by TAGR Corp. to Dailey & Reich for \$493,000 including \$175,000 for consulting and noncompete agreements. Seller is owned by Carter C. Hardwick Jr. (75%) and Harry Fogel (25%). Hardwick has no other broadcast interests. Fogel owns WINH(AM)-WGMB(FM) Georgetown, S.C. He has sold 38.5% interest in WLSC(AM) Loris, S.C. (BROADCASTING, March 24). Buyer is owned by Calvin E. Dailey Jr. and Raymond F. Reich (50% each). They own WLIT(AM) Steubenville, Ohio. Dailey is applicant for new FM in Ripley, W. Va. WDXY is on 1240 khz with 1 kw day and 250 w night.

■ **WLRB(FM)** Rehoboth Beach, Del.: Sold by Marvin Gollub to Resort Broadcasting Ltd., for \$360,000. Gollub owns WMJS(FM) Prince Frederick, Md. Buyer is owned by Gene E. McCoy, Joseph C. Giuliani and David Schoumacher (33.33% each). McCoy is real estate investor in Burgettstown, Pa., and Washington. Giuliani is Washington architect and realtor. Schoumacher is anchorman for WJLA-TV Washington. McCoy has 25% interest in



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applicant for new FM in Mullens, W. Va. Others have no other broadcast interests. WLRB is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ **KHIL(AM)-KWCX(FM)** Willcox, Ariz.: Sold by Coppertone Communications Inc. to Rex K. Jensen for \$340,000. Seller is owned by Burkett H. Wamsley and wife, Elizabeth (48% each), and William Wiseman Jr. (4%). They have no other broadcast interests. Jensen owns 52% of KDXT(FM) Missoula, Mont. He is applicant for new FM at Cortez, Colo. KHIL is on 1250 khz with 5 kw day. KWCX is on 98.3 mhz with 3 kw and antenna 57 feet above average terrain.

■ **KNTO(FM)** Wichita Falls, Tex.: Sold by Wichita Radio Corp. to Sunshine Radio Co. for \$300,000. Price may be decreased, pending completion of appraisals, to meet price of 75% of fair market value prescribed by FCC for distress sale condition. Seller is owned by Max M. Leon who has no other broadcast interests. He sold WDAS-AM-FM Philadelphia (BROADCASTING, Aug. 6, 1979) under distress sale conditions because stations' licenses had been designated for hearing on character qualification issues (misrepresentation, lack of candor, subordinating public interest and anti-competitive practices). Previous deal to sell KNTO for full market value fell through when contract expired before FCC acted on sale (BROADCASTING, Nov. 20, 1978). Due to unresolved issues concerning WDAS-AM-FM, Leon

hopes to expedite sale of KNTO by invoking distress sale policy although no specific allegations have been brought up against KNTO. Buyer is minority controlled corporation owned by Karen Dorsey (50%), Christine Stonbely and Anthony S. Brandon (16.67% each) and Lawrence Brandon (16.6%). Lawrence Brandon is father of Anthony. Dorsey is Bakersfield, Calif., independent market researcher. Her husband, Terry Dorsey, owns 7.3% of KMGH(FM) Shafter, Calif. Stonbely is 33.33% owner of WWG(AM) Rochester, N.Y., and 25% of KERN(AM) Bakersfield, Calif. Brandons own 33.33% each of Spectacolor Inc., New York outdoor advertising company, which has purchased, subject to FCC approval, KKAL(AM) Arroyo Grande-KZOZ(FM) San Luis Obispo, both California (BROADCASTING, May 5). Anthony Brandon owns 92.7% of KMGH, 35% of KERN and 33.33% of WWG. Lawrence Brandon owns 33.33% of WWG and 5% of KERN. KNTO is on 103.3 mhz with 100 kw and antenna 440 feet above average terrain.

■ **WRAJ-AM-FM** Anna, Ill.: Sold by Anna Broadcasting Co. to Union Broadcasting for \$300,000. Seller is owned by Donald C. Michel who has no other broadcast interests. Buyer is owned by Eugene F. Stratemeyer (51%) and wife, Charlene (49%). They own Metropolis, Ill., farm and farm service company that sells agricultural supplies and equipment. They have no other broadcast interests.

WRAJ(AM) is on 1440 khz with 500 day. WRAJ-FM is on 92.7 mhz with 3 kw and antenna 290 feet above average terrain.

■ **WNON(AM)** Lebanon, Ind.: Sold by Boone Communications Inc. to Broadcast Communications Inc. for \$264,000. Seller is owned by Warren Wright (51%) and wife, Vivian (49%). They have no other broadcast interests. Buyer is owned by James T. Morris, James B. Mathis and Emmett E. Depoy (21.5% each) and five others. Morris is vice president of Lilly Endowment, Indianapolis. Mathis and Depoy are vice presidents and 33.33% owners of WFBM(AM) Noblesville, Ind. Other buyers have no other broadcast interests. WNON is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WMSA(AM)** Massena, N.Y.: Sold by Johnson Newspaper Corp. to 1340 Broadcasting Corp. for \$210,000. Seller is Watertown, N.Y.-based newspaper publisher/group owner which is liquidating its broadcast holdings. It owns WWNV-TV Carthage, N.Y., and has sold, subject to FCC approval, WWNV(AM) Watertown, N.Y. to same buyer of Massena station (BROADCASTING, Feb. 25). John B. Johnson is president and principal owner. Buyer is owned by McCaffrey & McCall Inc., employee-owned, New York advertising agency. David B. McCall is chairman and 37% owner. It has no other broadcast interests. WSMA is on 1340 khz with 1 kw day and 250 night.

■ **KNOC(AM)-KDBH(FM)** Natchitoches, La.: Control (50%) sold by B. Hillman Bailey Jr. to sons, Karl and David Bailey, and Robert Burke for \$200,000. B. Hillman Bailey has no other broadcast interests. Buyers now own 16.66% each of station, will hold 33.33 each after transfer. All are employed at stations, Karl Bailey as station manager and director of engineering, David Bailey as vice president, sales, and Burke as commercial manager. They have no other broadcast interests. KNOC is 1 kw daytime on 1450 khz. KDBH is on 97.7 mhz with 3 kw and antenna 140 feet above average terrain.

■ Other proposed station sales include: WENR(AM) Englewood, Tenn.; WKDJ(FM) Winchester, Ky.; WJBQ-FM Scarborough, Me.; WDSC(FM) Portland, Me.; and KTUE(AM) Tulia, Tex. (see "For The Record," page 75).

CABLE

■ **Howard Cable Television Associates**, Howard county, Md.: Control (80%) sold by corporation to Storer Broadcasting Co. for \$3.2 million including \$2.3-million assumption of liabilities. Seller is owned by approximately 250 local residents. Howard G. Christ was chairman, president and approximate 11% owner prior to transaction. Subsequently he will retain approximate 2.5% interest. Buyer is Miami-based station group owner and MSO with one FM, seven TV's and 209 cable systems in 18 states passing 677,000 homes with total subscriber list of 385,000. Storer last purchased cable systems serving Gloucester county, N.J.

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6/9/80

(BROADCASTING, May 5). Howard county system is expected to be completed in December 1981. Currently 40% complete, it serves 2,000 subscribers, passing 8,400 homes.

Resurgence of the Pioneers

The organization, founded in 1942, has reoriented itself to the present and future, strives for professionalism and is experiencing fast growth in both members and programs

The Broadcast Pioneers, going into its 39th year, is in the midst of a rebuilding and expansion program that has more than doubled its membership in less than a year.

The membership, which stands at 1,250, is up 50% from last October and more than 70% from last July. A year ago, the total was about 600.

The past year's growth, though exceptional, is just for starters. Jerry Lee, president of WDVR(FM) Philadelphia and of the Pioneers, estimates that there are at least 30,000 people who meet the organization's membership requirement of 20 years' affiliation with the broadcasting industry. Lee and his associates would like to see them all signed up.

"You don't have to be old to be a Pioneer," Lee says. "Fifteen years or so ago, you almost had to be 50 if you'd been in the business for 20 years, but that's not true any more. A lot of people now have been in broadcasting 20 years and are still in their very early 40's."

In addition to changing the notion that Pioneers are old fogies by definition, Lee and the other leaders of the organization want to correct the corollary misimpression that a pioneer, in this sense, is necessarily someone who was in the business in its early years.

"An innovator can be a pioneer—everyone who thinks of new ways of doing things, for example," Lee explains. "And an innovator can be a young person just as easily as an older person."

What Lee and his fellow officers and directors want most to change, however, is the perception in which broadcasters and broadcasting are held. They think the broadcaster is being shortchanged. "We are not regarded as being in a profession to the extent that doctors, lawyers, architects or even print journalists are," according to Lee.

As one step toward correcting this, the organization last fall adopted a new definition of itself: "A society of broadcast professionals contributing to the past, present and future of broadcasting" (BROADCASTING, Oct. 1, 1979).

"We have three main areas of concern," Lee explains. "One is the past of broadcasting—preserving its history and traditions. Another is the present of broadcasting—to honor broadcasters for what they are doing today. The third is the future of



Sons of the Pioneers. L-r: Edward DeGray, executive director of the Broadcast Pioneers; Edward M. Cramer, president of Broadcast Music Inc., chairman of the Pioneers administrative committee and member of the executive committee, and Jerry Lee, president of WDVR(FM) Philadelphia and of Pioneers.

broadcasting—to influence people to get into broadcasting and to be sure we are perceived as professionals."

As part of its work to preserve broadcasting's history and traditions, the Pioneers founded the Broadcast Pioneer Library, which was formally dedicated in 1972 and is located in the National Association of Broadcasters building in Washington. It contains a growing volume of material on the history of broadcasting—oral tapes and transcripts, early research, recordings, books and various personal

papers.

Since 1950, the Pioneers has maintained the Broadcasters Hall of Fame, with posthumous awards to such notables as Thomas A. Edison, Guglielmo Marconi, Reginald Fessenden, Frank Conrad, M.H. Aylesworth and Dr. Lee DeForest, among others. The most recent Hall of Fame members to be inducted were Bing Crosby, General David Sarnoff of RCA and William S. Hedges of NBC.

To honor current broadcasters for outstanding achievement, the Pioneers spon-

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Mike moment. Biggest social event of the Broadcast Pioneers' year, and also the biggest fund-raiser for its tax-exempt charitable subsidiary, Broadcasters' Foundation Inc., is the annual Mike Award dinner honoring a broadcaster for long and outstanding service. This year's, held last Tuesday evening at New York's Pierre hotel with some 300 members and guest attending, honored Cosmos Broadcasting and its WIS(AM) Columbia, S.C. Charles Batson, chairman of Cosmos, is shown (l) receiving the Mike Award from Robert W. Ferguson, senior vice president of Forward Communications and president of the Broadcasters' Foundation. G. Richard Shafto, former head of Cosmos, received a special award from Wallace Dunlap of Westinghouse Broadcasting, president of the Broadcast Pioneers Educational Fund, for his work in the formation and development of the Broadcast Pioneers Library. Cosmos Chairman Batson himself made a special presentation to Richard Edwardes, general manager of WIS(AM).

sors the annual luncheon at which the prestigious Peabody Awards are presented (BROADCASTING, April 21).

It also presents its annual Mike Award for outstanding service over a period of many years, which this year will go to Cosmos Broadcasting and its WIS(AM) Columbia, S.C., at a dinner at New York's Pierre hotel on June 3 (BROADCASTING, April 21).

The Pioneers also makes up to five annual awards to individuals for long meritorious service in broadcasting.

The organization is also expanding the awards program, aimed at selecting one member in each state annually for an award for an outstanding contribution to the industry—"for anything that's innovative and pioneering, and not necessarily 'old.'" From the 50 state award winners the Pioneers leaders plan to choose one for a grand award each year, with the first to be presented during the NAB's 1981 convention.

As part of its ongoing, stepped-up membership campaign, the Pioneers is seeking to expand its roster of local chapters. There are currently five affiliated with the national organization: Chicago, Michigan, Philadelphia, District of Columbia and Indiana. Florida and Nevada broadcasters

have recently expressed interest in setting up chapters.

The "heart" of Broadcast Pioneers is its subsidiary, the Broadcasters Foundation, a charitable organization formed in 1961 "to foster and promote the welfare of persons in need of assistance who have been employed or engaged in the field of radio or television broadcasting."

The foundation's chief source of funds is the annual Mike Award dinner, plus contributions from broadcasters. Over the years, a recent report noted, the foundation has been able "to assist hundreds of persons who found themselves in need of assistance due to circumstances not of their doing.

"It has been required only that they had been working in the broadcasting vineyards, whether stations, ad agencies, as independent performers or wives/widows of above," the report explained. "Most referrals have come from Pioneer members or just plain kind broadcasters across the country, and every area of the nation has received benefices of the foundation.

"Local and, often, medical referees are consulted to determine if the need comes within the general guidelines of the welfare committee of the foundation and if

the foundation has suitable funds. Each case is treated with utmost discretion, and if the proposed recipients are reluctant to 'take charity,' someone from the foundation will assure them not only of the confidentiality but also that they are entitled to the aid under the intention of their fellow broadcasters who established and funded the project."

Co-chairmen of the Pioneers' membership campaign are Reid Chapman of WANE-TV Fort Wayne, Ind., and Arthur Harrison of WWRL(AM) New York. President Lee credited them and their associates for a leading hand in the drive's success thus far, and also singled out Edward M. Cramer of Broadcast Music Inc., who is also chairman of the Pioneers administrative committee, and Robert Kalthoff of Avery-Knodel, Chicago, for individual effort, along with Edward DeGray, the Pioneers' executive director.

The Pioneers was organized in 1942 by newsman H.V. Kaltenborn as The Twenty-Year Club, which became the Radio Pioneers Club in 1947 and Broadcast Pioneers in 1957. Dues are \$35 a year, with life membership available for \$250. Membership is open to all areas of the industry, including legal, programming, artists, owners and managers, public relations and publicity, advertising, engineering, finance and government.

Fast as the growth has been in recent months, it has not been as great as Lee and his associates had hoped. They plan to make up for that with a redoubled effort. Both in the campaign drive and in the revitalization program generally, Lee says the BP officers and board members are "incredibly cooperative."

"This is the warmest board I've ever served on," he says. "There's no in-fighting."

The officers with Lee are Harold Niven of NAB, first vice president; Chapman of WANE-TV Fort Wayne, Ind., vice president; William O'Shaughnessy, WVOX(AM) New Rochelle, N.Y., secretary, and Sol J. Paul, TV/Radio Age, treasurer.

Members of the board are Leslie G. Arries Jr., WIVB-TV Buffalo, N.Y.; Joseph E. Baudino, Westinghouse Broadcasting; Norman E. Cash, Television Bureau of Advertising; Edward M. Cramer, BMI; Roy Danish, Television Information Office; Miles David, Radio Advertising Bureau; James J. Delmonico, WRGB(TV) Schenectady, N.Y.; Sam Cook Digges, CBS Radio; Richard Dudley, Forward Communications; Robert W. Ferguson, Forward Stations; Ralph Guild, McGavren Guild; Art Harrison, WWRL(AM) New York; Ben Hoberman, ABC Radio; Ernest Lee Jahncke Jr., public relations consultant; Robert Kalthoff, Avery-Knodel; Donald E. Mercer, NBC; William J. Mulvey, Capital Cities TV Productions; Edwin W. Pfeiffer, WDM-TV Washington; Paul Ruse, Michigan chapter of Pioneers; Earl R. Stanley, Washington attorney; Marion Stephenson, NBC Radio; Jack Thayer, WNEW(AM) New York; Sybil Trent, Young & Rubicam; Albert Warren, TV Digest; Florence Steck, Philadelphia Pioneers chapter.

Carter, Reagan outline attitudes on regulation of broadcasting

Likely presidential contenders answer NAB questionnaire with answers that show they prefer a hands-off government approach

Both President Carter and White House hopeful Ronald Reagan generally support the stances and issues espoused by broadcasters. That is the over-all tone of responses that the Carter-Mondale Presidential Committee, in behalf of Carter, and the apparent Republican presidential nominee made May 30 to a questionnaire submitted by the National Association of Broadcasters.

On some issues there was not total agreement. Carter reiterated his support of public funding of private groups that participate in proceedings before federal agencies; Reagan saw no need for such funding at the taxpayer's expense. The President would not comment on performer's royalties and cable copyright until he could study the matters further. He also declined to comment on the Justice Department suit against the NAB television code, deeming it inappropriate to express an opinion while the question is

currently being litigated by Justice.

Text of the replies follow. The Carter response is shown with the NAB specific questions (latter inserted by BROADCASTING). The Reagan responses were in a more general letter form.

Carter

I. If elected, describe what you would do to deregulate broadcasting, particularly radio. What action would your administration take to decrease paperwork requirements?

The President's general views on broadcast deregulation were set forth in his speech to the NAB's Dallas convention last year, and his position remains the same. He is in favor of responsible deregulation, where the public interest would not be harmed. As to the reduction of paperwork requirements, this is an important goal of the Carter administration. Since 1977, government paperwork burden imposed on the private sector has been cut by 15%. The President has stressed that all agencies and departments, including the FCC, should take a careful look at their regulations to insure that unnecessary and ineffective paperwork is eliminated.

II. We believe it is obvious that the free enterprise system of broadcasting in this country is superior to the state-run system of any other nation. What would you do to make certain that government does not intrude in broadcast programming decisions and continues the system that has worked so well?

President Carter's respect for the American broadcast community remains very high. Our country has the strongest broadcasting

system of any country on earth. A major theme of the administration in the broadcasting area is to insure that First Amendment rights are protected. The President has firmly supported insulating public broadcasting from any political interference, has proposed legislation that would protect the broadcast and print press from surprise searches and seizures that might result from the *Stanford Daily* Supreme Court decision.

III. The present policy of encouraging locally-oriented broadcast service is a longstanding one, based in both law and our economic system. Do you anticipate changes in this policy and if so, in what way?

The administration anticipates no statutory change in the present policy of encouraging locally-oriented broadcast service, which is embodied in Section 307(b) of the Communications Act of 1934, as amended.

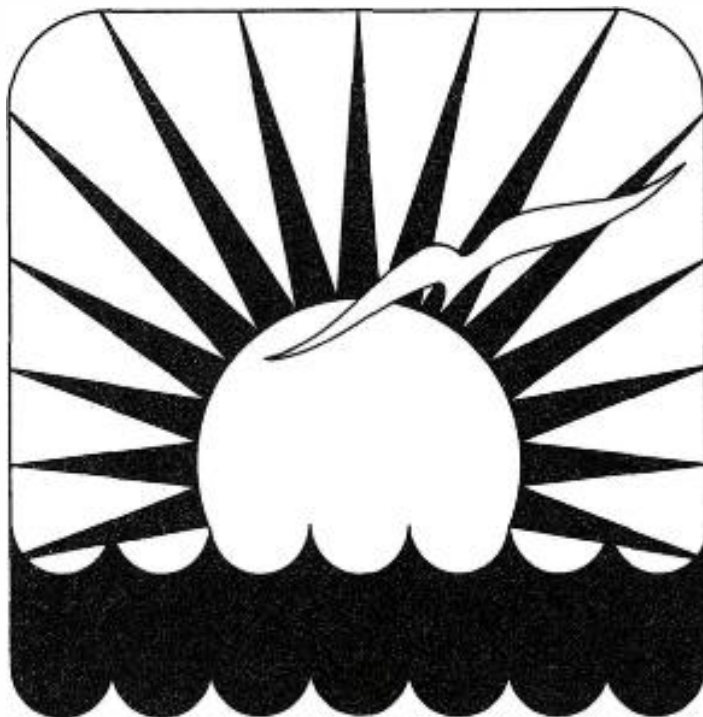
IV. What would you do to increase the stability of broadcast licenses? What should the license term be and why?

The President believes that a vital aspect of maintaining our broadcasting system is assuring stability for broadcast licensees who have rendered meritorious service to their public.

V. An issue likely to face the next President of the United States, which could endanger the future of locally oriented broadcast service, is Comsat's proposal to start satellite-to-home broadcasts. We believe that the policy implications of such a new service regardless of who offers such a service are so far-reaching that the Congress should first decide whether,

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and if so on what conditions, it may be authorized. Would you agree with this position? Do you believe that Comsat has the power in its legislative charter to go ahead with this service without congressional approval? Please give your reasons.

Since there is no pending proposal for satellite-to-home broadcasting, the administration has not been in a position to evaluate the substantive merits of the issue. It is obviously an important one, and the administration is certain that it will generate appropriate scrutiny when the dimensions of an actual system are developed and submitted for FCC approval.

VI. Do you believe that any government official or agency, in the absence of national emergency conditions, should censor or otherwise determine the content of broadcast programming? Are there any situations where you believe the government should have the right to censor broadcasts?

The President strongly believes that as a general proposition, no government official or agency should censor or determine the content of broadcast programming. The obvious exception, as noted in the question, might be in a national emergency situation. Of course, there are some other narrow exceptions such as obscenity, to the extent allowed by judicial standards and safeguards.

VII. Broadcasters have a long history of effective self-regulation. Recently some members of the Congress and the Justice Department have indicated a desire to have the government regulate advertising. Explain your views on such government regulation and describe how you would deal with federal efforts to regulate broadcast advertising problems.

Since the subject matter raised by this question is presently being litigated by the Justice Department, it would be inappropriate for the administration to comment at this time.

VIII. Broadcasters already pay authors and publishers for the right to use their music. Do you see any need for the creation of a performer's royalty to be paid to performing artists and record companies by broadcasters? Please explain your position.

Since the President has not had the opportunity to personally study the issues raised in questions 8 and 10, it would be inappropriate to set forth judgments there.

IX. Broadcasters have found that today there are many organized special interest groups who spend a great deal of time trying to tell broadcasters, other businessmen and government officials how to do their jobs. What is your attitude toward suggestions that the federal government provide funds to these groups in order for them to participate in regulatory proceedings?

The President's position on public participation funding has been set forth in a message sent to Congress on April 11, 1977. In that message he supported "congressional efforts to assist citizen groups to participate in the proceedings of federal agencies, where their participation may lead to a more balanced decision." The President has also reiterated support for the establishment of

public participation funding programs in a memorandum to all executive agencies dated May 16, 1979. President Carter believes that citizens or citizen groups should participate on the basis of providing responsible input and not for purposes of harassment or frivolous complaint.

X. Do you agree that the Copyright Act of 1976 is inconsistent with a policy of fair competition insofar as it allows the cable industry to use all of the television industry's programs for inconsequential small compulsory license payments? Doesn't this amount to a federal subsidy, favoring the cable industry over the competing broadcast television and program production industries? If you do not consider this to be proper, how would you propose to change this unfair competitive situation?

Since the President has not had the opportunity to personally study the issues raised in questions 8 and 10, it would be inappropriate to set forth judgments there.

Reagan

I sense an attitude of indifference on the part of some at the FCC toward the business environment in which broadcasters must operate. Several years ago, in response to complaints from broadcasters about the burden of FCC regulations, the present chairman of the FCC was quoted as saying he saw no "majesty" in meeting the "bottom line." I could hardly disagree more. As I said when I spoke before the 1978 NAB convention, meeting the bottom line means serving the public's needs effectively, and providing jobs and careers for men and women and incomes for themselves and their families. It means creating new jobs and capital plant in other supporting businesses and industries. Meet the bottom line, and the broadcaster may provide income, even a feast, for himself and his family; fail, and he has only a bitter pill to swallow. So, there *is* majesty in the bottom line. It is a noble endeavor.

Many steps can be taken to deregulate broadcasting. Hearing procedures at the FCC are in need of substantial revision, particularly the pleading processes. Questions on FCC application forms can either be eliminated or streamlined, to reduce the burden on the applicant and speed application processing. Attention should be given to reducing the number of reporting requirements, which are another source of unnecessary paperwork. I support current efforts to eliminate ascertainment requirements for radio; consideration should be given to reducing or eliminating such requirements for television, as well. At this time, I understand that the FCC is considering imposing greater financial reporting requirements on broadcasters. In my judgment, new reporting requirements are not needed; rather, a study should be made to determine whether present reporting requirements can be reduced. On this same subject, I believe that financial information reported to the FCC by broadcasters should not normally be made public, unless a compelling public interest need in a specific case requires it. Commission procedures and manpower requirements should be adjusted to eliminate the present intolerable delays in reaching decisions in hearing cases and in granting uncontested applications.

I agree with the position implicit in your

question that government should not intrude in broadcast programming decisions. There are two reasons for my belief. First, I believe that the marketplace works well in broadcasting, and that it is the best and surest means of determining what a particular broadcaster's format should be. This also assures the broadcaster maximum flexibility in changing his format, and attempting new and innovative programming, should the needs and interests of the marketplace so dictate. Secondly, a line of court decisions requiring the FCC to intrude upon choice of format may well have the opposite effect of what is intended by the courts. A broadcaster will be reluctant to attempt a particular format if the law is perceived by him to freeze him in that particular format for all time or make any subsequent change in format difficult to achieve. On the other hand, the marketplace does not impinge upon the listening public's freedom of choice. If a listener does not like a particular programming format of a station, he is free to seek out other stations which may provide a programming format more attuned to his particular tastes. Government intrusion in this sensitive area has the capacity to impinge on the freedoms of both broadcaster and listener alike.

I believe in our present system of locally-oriented broadcast service. Indeed, this is consistent with my general philosophy of government. There are many new and exciting technologies on the horizon, but I do not see them as necessarily incompatible with our present broadcast system. To increase the stability of our present broadcast system, I support proposed legislation, such as that of Senator Goldwater, to improve the certainty of the license renewal process. I support the lengthening of the term of broadcast licenses.

Comsat's proposal to initiate satellite-to-home broadcasting has not yet been submitted by Comsat, and therefore no assessment presently can be made. When submitted, the proposal is a matter for evaluation by the expertise of the regulatory agency and Congress. In any evaluation, we would want to insure that the public is not deprived of quality programming obtained from over-the-air broadcast sources.

I believe that the government should never be a censor of broadcast programming, except in time of war or national emergency.

There is no need to expand present federal law, which, properly administered, is ample to deal with false and misleading advertising. With regard to broadcasters, the media should not be regulated, but rather the advertisers responsible for the advertising broadcast.

I see no need for the federal government to fund participation by private groups in regulatory proceedings. Every group should have the right to organize and speak its piece to the best of its ability, but there is no need to burden the taxpayer to pay for new programs to fund private participation.

Under our free enterprise concept, our broadcast system has become the most creative and least restricted of any in the world. It is no accident that where economic freedom thrives, so, too, do political and personal freedoms. Any regulatory scheme of the broadcast industry must endeavor to preserve and strengthen each of these freedoms.

Cox enjoying the single life

Company ups number of shares of stock by 100%, increases dividend, names first black to its board

Cox Broadcasting Corp. last week was back acting like a company with an independent future after the bust-up of its proposed merger into General Electric Co. It announced a two-for-one stock split, increased the quarterly cash dividend 12%, announced a shareholders meeting, and elected a new director—the board's first black.

At the same time, Cox was notifying GE of the termination of the merger contract. That option became available when May 31, the deadline set in the contract, passed without a final FCC order approving the merger.

Cox also expressed the view the notice was redundant. Cox maintains that both parties, a month earlier, had agreed to terminate the contract after they were unable to agree on terms for closing on the FCC's preliminary order issued on April 29, or for extending the deadline.

Given Cox's unwillingness to close on the basis of financial terms it now feels were grossly inadequate, the merger was effectively killed two weeks ago when Cox, three citizen groups and a cable company with a complaint against Cox variously petitioned the commission to reconsider its preliminary order approving the merger and appealed it to the U.S. Court of Appeals in Washington (BROADCASTING, June 2). Those pleadings barred issuance of a final order.

Under the terms of the stock split, shareholders of record June 30 will receive, on July 31, one share for each share held. The result will be an increase in the number of Cox shares to about 13.5 million. And the new dividend rate amounts to an increase to 23.75 cents per share, equivalent to an annual rate on existing shares of 95 cents—or of 47.5 cents on the split shares. The first dividend at the new rate (11.875 cents on the split shares) is payable July 15 to shareholders of record June 30.

The Cox directors announced that the annual meeting of shareholders will be held Aug. 5 at the company's headquarters in Atlanta. (The new director is Thomas O. Cordy, president of AMC Mechanical Contractors Inc., Atlanta. The firm provides contract installation of commercial and industrial heating, air conditioning, ventilation, plumbing and process-piping systems.

Cordy formerly held positions in

Washington with financial institutions. He was an associate director of the Commercial Lending Division of the American Bankers Association; vice president, Minibanc Capital Corp., and director of finance and treasurer, Minority Contractors Assistance Projects Inc.

Spots via satellite

Blair sets Oct. 1 as start date for delivery to 31 markets of commercials on Westar III

John Blair & Co., New York, has formed Blairsat, a subsidiary that will provide instantaneous satellite transmission and traffic instructions of television commercials to the top 31 television markets, starting on Oct. 1.

Blair officials said in a news conference last week that Blairsat will be competitive in costs with existing methods of distribution. Its basic rate will range from \$15 to \$18 per commercial, including tape duplication and distribution costs.

John T. (Jack) Bray, a vice president of Blair, who conceived the project, has been appointed president of Blairsat. He said major print houses that consolidate the duplication and distribution of TV commercials for agencies and advertisers will be the basic clients. Among the print houses that already have indicated they will use Blairsat, he said, are Winkler Video (on behalf of Bristol-Myers) and MGS Services.

Tape-Film Industries, a subsidiary of



Bray

MPO Videotronics, has agreed to act as the Blairsat control in New York. On the uplink side of its system, Blair will use the facilities of the Hughes Television Network, New York, which transmits via

Western Union's Westar III. On the downlink side, one television station in each of the 31 markets will act as tape distribution center for its area.

Bray said that 21 of the 31 television stations that will maintain tape centers already have earth terminals in operation. The remaining 10 will have the facilities in place by September, he added. Stations will be paid for the local production and distribution services they provide.

Blair officials said the satellite distribution concept has applications beyond commercials. They felt it can be tapped for the relay of syndicated programming but said they wanted the TV commercials service "in place" before undertaking any expansion.

The Blairsat concept of satellite distribution was tested in 1979 over a 13-week period by Blair in cooperation with Ogilvy & Mather Inc., New York, for the latter's client, General Foods Corp. During the test, television commercials and instructions were transmitted from New York to all TV facilities in Seattle, Kansas City, Mo., and Sacramento, Calif.

Foul-up in Phoenix

A canceled radio-sales training seminar in Phoenix was the center of a dispute last week.

Robert A. Podolsky, sales manager of KNIX-AM-FM Tempe-Phoenix, said he and five of his salespeople had arrived at the appointed place and time—along with maybe 25 people from other stations—but could find no sign of the seminar that had been scheduled by Jason Jennings, sales training specialist based in San Francisco.

Jennings said all who had sent checks covering their fees for participation in the seminar were notified of its cancellation ahead of time—and their checks returned immediately—but that Podolsky's check wasn't received in advance. When it did arrive, Jennings said, it was returned, and when Podolsky's letter of complaint arrived he responded with a letter of explanation and an offer of free admission at the next seminar.

Podolsky said last Wednesday he had received only a form letter announcing the cancellation, and with it his returned check for \$365, which he said had been the scheduled fee for six persons. He said the "form letter" was dated May 20—the date on which the seminar had been scheduled—and was received May 23, and that he had seen nothing of any personal letter or offer of free admission next time around.

Jennings, well known in broadcasting circles, spoke at both this year's National Association of Broadcasters convention

and last year's. The cancellation came about, he said, because the company handling advance promotion for him was late getting started, and when he saw the list of stations signed up he considered it "a bad mix" of markets, too diverse to be treated in a single seminar.

In his letter to Jennings, Podolsky wrote: "I cannot believe that the self-proclaimed 'broadcast industry's number one sales and management trainer and retail specialist' pulled a no-show!"

Jennings, responding to inquiries, said out of 900 seminars and speeches in the last five years, he had missed one—because of an airline cancellation. "I resent the implication of a no-show," he said.

Solution proposed for Air Time creditors

The creditors committee of the financially beleaguered Air Time Inc. (BROADCASTING, March 26, et seq.) have recommended to creditors that they accept a plan worked out by the committee and officials of the media-buying service.

The agreement provides for 100 cents on the dollar to all creditors under the following stipulations: media billings for which Air Time has yet to receive payment from either advertisers or their agencies will be paid in full within 10 days of receipt of the funds; debts for which Air Time had received funds prior to

March 31, 1980, will be paid in full over 18 to 24 months, with interest at the rate of 10% per year from July 1, 1980, out of a fund consisting of all of Air Time's income less operating expenses; creditors with aggregate claims of \$1,000 or less will be paid in full upon acceptance of the agreement by the requisite number of creditors, and creditors with claims of \$2,000 or under may reduce their claims to \$1,000 and accept that amount in full.

The committee said that based on Air Time's present cash flow projections, creditors should be paid in full with interest within 18 to 24 months.

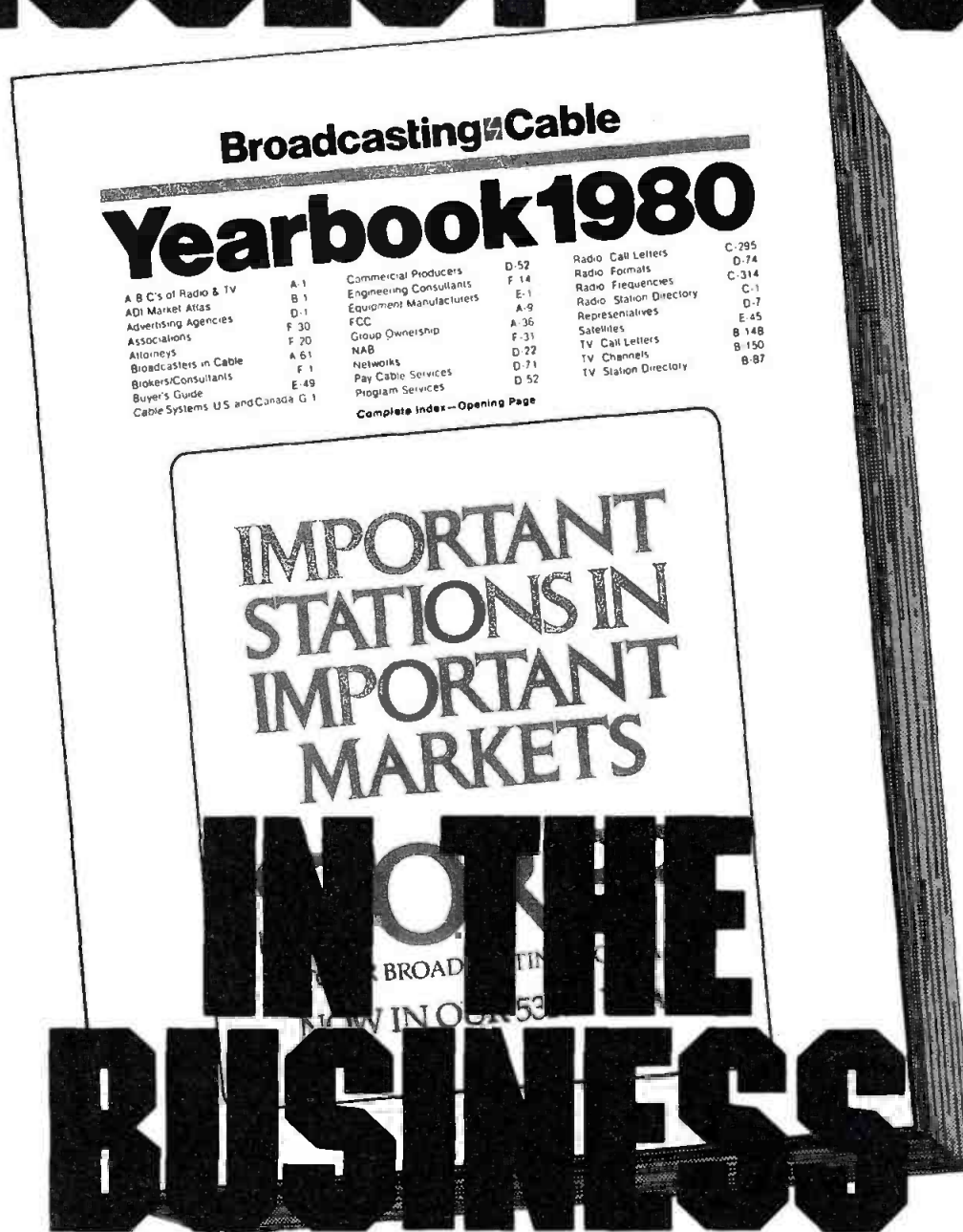
Air Time's liabilities are said to be about \$8.7 million. The company has about 750 creditors.

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
ABC.....	3 mo. 3/31	\$546,893,000	+ 21.0	\$24,332,000	- 4.4	.86	\$451,607,000	\$25,467,000	.91
Adams-Russell.....	6 mo. 3/30	16,389,000	+ 21.6	1,100,000	+ 44.5	.60	\$13,472,000	\$761,000	.30
Affiliated Publications.....	3 mo. 3/30	47,139,000	+ 12.7	1,495,000	- 10.0	.29	41,791,000	1,660,000	.32
Associated Communications.....	3 mo. 3/31	1,410,100	"	-184,100	"	-.08	"	"	"
John Blair & Co.....	3 mo. 3/31	52,297,000	+ 22.2	1,982,000	- 16.0	.53	42,795,000	2,362,000	.64
Capital Cities Communications.....	3 mo. 3/31	106,726,000	+ 18.8	15,111,000	+ 28.1	1.14	89,795,000	11,970,000	.87
Cetec Corp.....	Year 12/31/79	65,376,000	+ 26.6	1,489,000	+ 47.2	.69	51,623,000	1,011,000	.47
Charter Co.....	3 mo. 3/31	1,142,071,000	+115.5	59,045,000	+804.6	2.08	529,772,000	6,527,000	.33
Cohu.....	3 mo. 3/31	6,073,484	+ 20.6	239,400	+ 17.0	.14	5,034,143	204,502	.12
Cowles Communications.....	3 mo. 3/31	3,884,000	+ 15.3	1,323,000	+ 17.0	.33	3,367,000	1,130,000	.28
Cox Broadcasting.....	3 mo. 3/31	69,470,000	+ 24.4	9,231,000	- 1.6	1.37	55,802,000	9,374,000	1.40
Dun & Bradstreet.....	3 mo. 3/31	282,478,000	+ 35.6	23,147,000	+ 17.9	.83	208,388,000	19,627,000	.70
Eastman Kodak.....	12 wk. 3/23	2,137,084,000	+ 29.9	215,885,000	+ 9.3	1.34	1,643,984,000	197,487,000	1.22
Gannett Co.....	3 mo. 3/31	273,429,000	+ 15.3	27,150,000	+ 13.9	.76	237,119,000	23,829,000	.67
Gross Telecasting.....	3 mo. 3/31	2,714,871	+ 19.3	712,914	+ 39.1	.89	2,274,686	512,286	.64
Harris Corp.....	9 mo. 3/28	918,099,000	+ 18.7	56,522,000	+ 18.0	1.87	773,137,000	47,873,000	1.62
Heritage Communications.....	3 mo. 3/31	5,249,218	+ 82.4	403,410	+448.3	.13	2,877,088	73,573	.02
Interpublic.....	3 mo. 3/31	91,513,000	+ 25.4	1,419,000	+ 15.0	.32	72,989,000	1,234,000	.28
Jefferson-Pilot.....	3 mo. 3/31	215,661,000	+ 9.0	23,145,000	+ 7.0	1.06	197,745,000	21,612,000	.99
Marvin Josephson.....	9 mo. 3/31	28,810,700	+ 0.2	3,192,700	- 27.1	1.24	28,745,300	4,376,200	1.71
Kansas State Network.....	6 mo. 2/29	10,833,000	+ 10.2	3,858,000	+257.2	2.05	9,830,000	1,080,000	.60
Knight-Ridder.....	3 mo. 3/31	257,911,000	+ 16.3	19,166,000	+ 17.0	.59	221,662,000	16,379,000	.50
Lee Enterprises.....	6 mo. 3/31	68,191,000	+ 18.8	6,633,000	- 1.4	.92	57,382,000	6,722,000	.93
Liberty Corp.....	3 mo. 3/31	71,148,000	+ 13.7	7,026,000	- 5.9	.55	62,521,000	7,471,000	.57
LIN Broadcasting.....	3 mo. 3/31	12,889,000	+ 15.2	2,435,000	+ 12.3	.88	11,186,000	2,168,000	.79
M/A COM.....	6 mo. 3/29	72,596,000	+ 22.2	5,321,000	+ 48.2	.58	59,365,000	3,590,000	.43
Media General.....	3 mo. 3/31	79,681,000	+ 25.1	6,568,000	+ 38.0	.91	63,673,000	4,758,000	.64
Meredith Corp.....	9 mo. 3/31	263,370,000	+ 9.3	17,249,000	+ 39.8	5.54	240,942,000	12,338,000	3.99
Metromedia.....	3 mo. 3/30	107,369,000	+ 12.1	8,300,000	+ 20.5	1.80	95,343,000	6,883,000	1.50
MPO Videotronics.....	Year 10/31/79	22,838,239	+ 8.6	470,539	- 46.2	.86	21,011,176	873,587	1.58
Multimedia.....	3 mo. 3/31	33,898,631	+ 25.6	3,805,720	+ 17.1	.38	26,988,279	3,249,428	.33
New York Times Co.....	3 mo. 3/31	170,381,000	+ 17.4	10,853,000	+ 42.0	.90	145,117,000	7,641,000	.64
Oak Industries.....	3 mo. 3/31	86,368,000	+ 37.6	3,761,000	+112.4	.72	62,752,000	1,770,000	.46
Ogilvy & Mather.....	3 mo. 3/31	57,835,000	+ 32.6	1,216,000	+ 52.6	.29	43,611,000	797,000	.20
Post Corp.....	3 mo. 3/31	17,798,000	+ 20.6	317,000	- 27.3	.17	14,749,000	436,000	.24
RCA.....	3 mo. 3/31	1,969,100,000	+ 9.8	78,700,000	+ 26.7	.89	1,792,100,000	62,100,000	.81
Reeves Communications.....	9 mo. 3/31	29,931,000	+ 50.7	2,352,000	+ 80.7	.97	19,856,000	1,301,000	.57
Rollins Inc.....	9 mo. 3/31	285,627,186	+ 15.5	21,440,837	+ 18.1	1.59	247,247,235	18,154,808	1.35
Scientific-Atlanta.....	9 mo. 3/31	134,874,000	+ 49.5	8,717,000	+ 63.1	1.79	90,193,000	5,344,000	1.27
Storer Broadcasting.....	3 mo. 3/31	39,523,000	+ 12.6	5,835,000	+ 79.4	.54	35,098,000	3,252,000	.32
Technical Operations.....	6 mo. 3/29	59,751,000	"	539,000	- 37.3	.39	59,784,000	860,000	.64
Time Inc.....	3 mo. 3/31	664,010,000	+ 23.6	28,307,000	+ 6.3	1.00	536,090,000	26,808,000	.95
TOCOM.....	9 mo. 3/29	6,251,000	+ 21.8	-175,081	-167.4	-.06	5,131,000	293,244	.10
Transamerica Corp.....	3 mo. 3/31	1,076,625,000	+ 14.6	58,759,000	+ 1.1	.90	938,766,000	58,105,000	.88
20th Century-Fox.....	3 mo. 3/29	210,247,000	+ 31.7	29,926,000	+ 56.7	3.66	159,546,000	19,090,000	2.33
Viacom International.....	3 mo. 3/29	31,253,000	+ 28.5	3,025,000	- 23.6	.74	24,311,000	3,957,000	1.04
Warner Communications.....	3 mo. 3/31	427,040,000	- 1.9	35,015,000	+ 13.6	1.23	435,144,000	30,818,000	1.16
Washington Post.....	13 wk. 3/30	151,225,000	+ 18.0	3,855,000	+152.3	.27	130,317,000	-5,874,000	-.36
Wometco Enterprises.....	12 wk. 3/22	69,303,000	+ 9.0	3,745,000	+ 10.2	.42	63,536,000	3,398,000	.40
Wrather Corp.....	Year 12/31/79	52,410,000	+ 20.7	-1,025,000	-216.0	-.46	43,415,000	883,000	.38
Zenith Radio.....	3 mo. 3/31	271,000,000	+ 14.1	6,600,000	+ 78.3	.35	237,400,000	3,700,000	.20

* Since Associated Communications did not become operational until March 23, 1979, there are no first quarter comparisons.

THE BIGGEST BOOK



The 1980 Yearbook is off the press and on the market. Thick (1,212 pages). Heavy (5 pounds 7.5 ounces). Fulfilling (everything you need to know about radio, television, cable and their allied arts). **\$55.**

MGM: Now they are two

Metro-Goldwyn-Mayer Film Co. has been spun off from Metro-Goldwyn-Mayer Inc., and will include the MGM Television Division as well as theatrical film production operations.

The spin-off was approved by shareholders at a meeting May 30. They received one share of the new company for each share of MGM stock held. As part of the separation, MGM's name has been changed to MGM Grand Hotels Inc., which will conduct the company's hotel-gambling operations.

Financier Kirk Kerkorian, who owns about 47% of the two companies into which MGM was divided, was set to make a tender offer for up to .5% more of the newly created film company's stock at \$5 per share. He withdrew the offer last Monday when the stock traded at more than \$8 per share on the New York Stock Exchange.

Who views?

The attractiveness of television to the most affluent and better educated segments of the population is underscored in a new report issued by the Television Bureau of Advertising.

TVB used a new R.H. Bruskin study and data from the A.C. Nielsen Co. to buttress

its contention that television leads all other media in terms of upscale viewers reached and time spent with the medium.

The report shows that 82% of adults in households with incomes of more than \$25,000 are reached daily by television, as against 80% for newspapers, 72% for radio and 37% for magazines. With respect to daily time spent by this same demographic group, television totaled two hours and 27 minutes; radio, one hour and 50 minutes; newspapers, 35 minutes and magazines, 20 minutes. Among college graduates, Bruskin found that 82% were reached

daily by TV and spent two hours and 12 minutes with the medium as compared with newspapers, 79% and 36 minutes; radio, 71% and one hour and 93 minutes, and magazines, 45% and 29 minutes.

"Television viewing among the more affluent and better educated is at high levels and increasing," commented Roger D. Rice, president of TVB. "This fact is well recognized by many advertisers who are directing part or all of their TV investments at those particular programs which reach their target audiences effectively and efficiently."

Daily reach, adults, \$25,000+

	1980	1975
Television	82%	77%
Newspapers	80%	89%
Radio	72%	72%
Magazines	37%	55%

Daily reach, college graduates

	1980	1975
Television	82%	81%
Newspapers	79%	84%
Radio	71%	76%
Magazines	45%	54%

Daily time spent, adults, \$25,000+

	1980	1975
Television	147 minutes	115 minutes
Newspapers	35 minutes	37 minutes
Radio	110 minutes	123 minutes
Magazines	20 minutes	29 minutes

Daily time spent, college graduates

	1980	1975
Television	132 minutes	123 minutes
Newspapers	36 minutes	39 minutes
Radio	93 minutes	95 minutes
Magazines	29 minutes	37 minutes

Top 10 network programs—All TV vs. high income households

	Households \$20,000+		All households	
	Rating	Rank	Rating	Rank
Tenspeed & Brown Shoe (ABC)	33.0	1	25.2	8
Three's Company (ABC)	30.9	2	28.0	1
ABC Sunday Night Movie (ABC)	30.5	3	22.6	—
Taxi (ABC)	29.8	4	24.6	10
M*A*S*H (CBS)	29.7	5	25.7	6
Fantasy Island (ABC)	29.2	6	24.2	—
60 Minutes (CBS)	28.0	7	25.9	5
Barney Miller (ABC)	28.0	7	22.9	—
Hart to Hart (ABC)	27.8	9	22.8	—
Happy Days (ABC)	27.6	10	24.4	—
Dallas (CBS)	26.9	—	27.0	2
Little House on the Prairie (NBC)	24.1	—	26.8	3
Dukes of Hazzard (CBS)	25.6	—	26.6	4
Real People (NBC)	26.1	—	25.3	7
Big Event (NBC)	26.5	—	25.0	9

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Broadcasting

The newswEEKLY of broadcasting and allied arts

Name

Company

☐ Business Address

☐ Home Address

City

State Zip

Type of Business

Title/Position

Are you in cable TV operations ☐ Yes ☐ No

Signature (required)

☐ 3 years \$120 ☐ 2 years \$85 ☐ 1 year \$45
(Canadian and international subscribers add \$12/year).

☐ 1980 Yearbook \$55.00
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Bottom Line

Signed, sealed. . . . Sale of Columbia Pictures Industries' Spanish Theatrical Film Division to Telecinco International Distribution Corp. has been completed, meaning that affiliate of Mexico's Televisa S.A. now takes over Columbia's Spanish-language film library of more than 500 titles as well as subdistribution licensing for films starring classic comedian, Cantinflas.

No more travel. ABC Inc. said it had sold its Travel Network Corp. to VAC Vacation America at price that "will result in no material gain or loss to ABC." Price was not disclosed but is believed to be in same range at which ABC acquired unit in 1979—less than \$5 million. TNC, franchisor of 139 retail travel agencies, had operating losses in 1979 and first quarter of 1980.

Reeves record. Reeves Communications predicts record revenues and income for fourth quarter and year ending June 30. Company says it should have revenues of \$14 million for quarter and net income of \$1.5 million (about 63 cents a share). For year, it expects revenues of about \$43 million and net income of \$4 million (\$1.60 a share) compared to 1979 figures of \$30.5 million in revenues and \$2.3 million net income (\$1.01 a share).

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Your Service-Ads in SRDS help your salesmen become
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As compiled by BROADCASTING May 19 through May 23 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TL—transmitter location. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Petersburg, Alaska—Central Alaskan Mission seeks 580 khz, 5 kw-U. Address: Box 369 Glennallen, Alaska 99588. Estimated construction costs: \$94,000; first year operating cost: \$55,600; revenue: \$150,000. Format: Easy listening/rel. Principal: Non-profit educational and religious organization based in Glennallen, Alaska. Rev. Leander Rempel is Alaska director. Applicant is licensee of KCAM(AM) Glennallen. Ann. May 23.

■ Silverton, Colo.—Longhorn Communications Inc. seeks 1450 khz, 1 kw-D 250 w-N. Address: 29 North Slope, Union Gap Village, Clinton, N.J. Estimated construction costs: \$38,230; first quarter operating cost: \$3,500; revenue: \$50,000. Format: Easy Listening. Principals: Theresa S. Kessler (65%), William M. Howell (25%) and two others. Theresa is business manager for WBRW(AM) Somerville, N.J. Howell owns retail and mail order business in Silverton. Longhorn is also applicant for new FM in Silverton. Ann. May 23.

■ Reed City, Mich.—David Carmine seeks 1500 khz, 250 w-D. Address: 209 E. Spruce St. Box 549 Harrison, Mich. 48625. Estimated construction costs: \$10,350; first quarter operating cost: \$11,754; revenue: \$65,000. Format: CW. Principal: Carmine owns WKKM(FM) Harrison, Mich. Ann. May 23.

■ Berlin, N.H.—New England Broadcasting Inc. seeks 1230 khz, 1 kw-D 250 w-N. Address: Box 516 Berlin 03510. Estimated construction costs: \$14,500; first year operating cost: \$200,500; revenue: \$228,500. Format: MOR. Principals: Stephen E. Powell and Deborah J. Stever (45% each) and Robert D. Barbin (10%). Powell is Jackson, N.H., television film producer. Stever is coordinator, public information dept. for WENH-TV Durham, N.H. Barbin is news director for WMOU(AM)-WXLQ(FM) Berlin. Powell and Stever are siblings. Their father Robert Powell is former licensee of WMOU(AM)-WXLQ(FM). They have no other broadcast interests. Ann. May 23.

■ Cobleskill, N.Y.—Schoharie Communications Corp. seeks 1190 khz, 250 w-D. Address: 30 Main St., Dundee, N.Y. 14837. Estimated construction costs: \$67,543; first quarter operating cost: \$17,875; revenue: \$67,500. Format: Pop. Principal: Donald L. Stork and John C. Clancy (45%) and two others. Stork is partner in Penn Van, N.Y., insurance co. Clancy is president and general manager and 49% owner of WFLR-AM-FM Dundee, N.Y. He owns 30% of WWJB(AM) Brooksville, Fla. Stork owns remaining 51% of WFLR-AM-FM and 35% of WWJB. Ann. May 23.

■ Raleigh, N.C.—New Sound Inc. seeks 570 khz, 500 w-D. Address: 126½ East Hargett St., Raleigh 27601. Estimated construction costs: none; first quarter

operating cost: \$50,000; revenue: \$300,000. Format: R&B. Principals: Cressie H. Thigpen, Jr., attorney; Ronald S. Gaither, physician; Daniel T. Blue, attorney; Grady Perkins, realtor; Bertron D. Haywood, physician; James E. Thomas, announcer WLLC(AM) Raleigh; Ervin L. Hester Sr., executive producer public affairs, WTVD-TV Raleigh; and Allie M. Peebles, masonry contractor (10% each). Hester is less than 1% stockholder of Capital Cities Communications, Inc., New York-based group owner. Filed Feb. 1.

■ Beaverton, Ore.—Dale A. Owens seeks 1010 khz, 250 w-D. Address: 1800 W. Hillcrest Dr., Newbury Park, Calif. 91320. Estimated construction costs: \$10,500; first quarter operating cost: \$20,748; revenue: \$120,000. Format: Pop. Principal: Owens is broadcast engineer. He is permittee for new station in Renton, Wash. Ann. May 26.

■ Quebradillas, P.R.—Jose J. Arzuaga seeks 960 khz, 500 w-U. Address: P.O. "W" Quebradillas, P.R. Estimated construction costs \$30,700; first year operating cost \$550; revenue: \$60,000. Format: Pop. Principal: Arzuaga owns WREI-FM Quebradillas, 10% of WXYX-FM Bayamon, P.R. and 33% of applicant for new AM in Miami. Ann. May 14.

■ Algood, Tenn.—Dean & Cravens seeks 1590 khz, 500 w-D. Address: PO Drawer W Crossville, Tenn. Estimated construction costs: \$33,200; first quarter operating cost: \$10,800; revenue: \$60,000. Format: Standard. Principal: Fred W. Dean Jr. and R. Gene Cravens (50% each). Dean is vice president, general manager and 40% owner of WAEW-AM-FM Crossville, Tenn. Cravens is Crossville, physician. He owns 30% of WAEW-AM-FM. Ann. May 23.

FM applications

■ Fayetteville, Ark.—Boston Mountain Broadcasting Corp. seeks 107.9 mhz, 100 kw, HAAT: 1,259 ft. Address: Box 1124 Fayetteville 72701. Estimated construction cost: \$355,700; first year operating cost: \$48,800; revenue: \$461,375. Format: Easy listening. Principals: Four married couples, each owning 16.7% jointly: Vernon and Clara Fitzhugh; Marcus and Billie Walden; A.P. and Marilyn Eason Jr.; William and Barbara Weatherford, and Thomas I. Morgan and Hal C. Douglas (16.7% each). Fitzhugh owns Fayetteville Muzak franchise. Walden is president and principal owner of Fayetteville department store. Eason is Fayetteville banker. Weatherford owns Fayetteville office furniture store. Morgan is manager of J.C. Penny outlet in Fayetteville. Douglas is general manager of Fayetteville investment co. Marilyn Eason is Fayetteville insurance agent. They have no other broadcast interests. Ann. May 29.

■ Calexico, Calif.—Cal-Mex Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 18 Palm Dr. Calexico. Estimated construction cost: \$100,000; first year operating cost: \$208,000; revenue: \$307,800. Format: Spanish. Principals: Armando E. Maldonado, Douglas H. Hanson and Hal Roberts Heywood (one third each). Maldonado is Calexico businessman. Hanson is Bloomington, Calif., realtor. Heywood owns San Bernardino advertising co. They have no other broadcast interests. Ann. May 14.

■ *Le Grande, Calif.—Family Guidance and Educational Media seeks 90.1 mhz, 1 kw, HAAT: 1989 ft. Address: 3836 McDowell St. Le Grande 95333. Estimated construction cost: \$2,380; first year operating cost: \$2,700; revenue: \$2,700. Format: Educational. Principal: Nonprofit educational corporation. Larry Milliken is secretary and treasurer. Ann. May 23.

■ Sedona, Calif.—Red Rock Broadcasting Co. seeks 100.1 mhz, 3 kw, HAAT: 764 ft. Address: 120 S. Plaza, Brawley, Calif. 92227. Estimated construction cost: \$13,000; first year operating cost: \$81,200; revenue: \$73,000. Format: Beautiful. Principals: Dean A. Lepitch (51%) and John B. Stodelle (49%). Lepitch is vice president of Imperial Valley College. Stodelle owns KROP(AM) Brawley. Both have one-third interest in new FM at Brawley. Ann. May 29.

■ Thomaston, Ga.—Radio Georgia Inc. seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: PO 550

Thomaston, Ga. Estimated construction cost: \$118,600; first quarter operating cost: \$19,200; revenue: \$26,000. Format: MOR. Principals: David L. Piper and brother, J.H. (50% each). They also own WTGA(AM) Thomaston and WSSA(AM) Morrow, Ga. Ann. May 14.

■ Ida Grove, Iowa—The B.F. Broadcasting Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 17 Mid Oaks Lane, Roseville, Minn. 55113. Estimated construction cost: \$98,200; first quarter operating cost: \$16,100; revenue: \$170,000. Format: MOR/CW. Principal: Paul A. Green, half brother, Warren V. Nelson, Richard L. Peterson, brother, Donald (25% each). Green is St. Paul, Minn., jr. high school teacher. Nelson is Long Lake, Minn., jr. high school principal. Richard Peterson is rigging foreman for Minneapolis trucking co. Donald Peterson is employed with *KTCI-TV and *KTCATV both St. Paul. They have no other broadcast interests. Ann. May 29.

■ Augusta, Me.—Sterling Broadcasting Corp. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 104 Stratford Dr. Colonial Heights, Va. 23834. Estimated construction cost: \$48,000; first year operating cost: \$1,800; revenue: \$24,000. Format: MOR. Principal: Sterling C. Livingston (100%) who is associated with Washington firm which creates teaching systems for businesses. He has purchased, subject to FCC approval, WDRO(AM) Augusta (BROADCASTING Apr. 14). Ann. May 29.

■ Nevada, Mo.—Kesler Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT: 116 ft. Address: Jefferson St. Box 447 Nevada, Mo. 64772. Estimated construction cost: \$46,230; first quarter operating cost: \$900; revenue: \$50,000. Format: Pop/CW/rock. Principals: Everett G. Wenrick (37.5%); Marvin E. Luehrs (27.5%); Jeffrey F. Kesler (25%); Marjorie W. and Lance E. Luehrs (5% each). Lance is son of Marjorie and Marvin. Wenrick is father of Marjorie. Wenrick is 65% owner of WMNE-AM-FM Menomonee, Wis., 33% owner of KTTN-AM-FM Trenton, Mo., and 28% owner KBOE-AM-FM Oskaloosa, Iowa. Marvin is 50% owner of KTTN-AM-FM and 10% owner of WMNE-AM-FM. Kesler is officer and director of applicant, licensee of KNEM(AM) Nevada, Mo. Marjorie is housewife and Lance, student. Ann. May 14.

■ Palmyra, Mo.—Palmyra Broadcasting Co. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 314 N. Broadway St. Louis, 63102. Estimated construction cost: \$78,000; first year operating cost: \$60,000; revenue: \$20,000. Format: Variety. Principals: St. Louis Suburban Newspapers (65%), James E. Jones (29%) and two others. St. Louis Suburban, publisher of weekly newspapers in St. Louis area, is owned by Bick brothers, Frank, John and James (one-third each). John owns kitchen equipment installation firm and James owns computer equipment installation firm. James is associated with St. Louis-based Sports Network as sales and programing specialist. Network is owned by St. Louis Suburban. They have no other broadcast interests. Ann. May 14.

■ *St. Louis, Mo.—Women In Motion Inc. seeks 89.9 mhz, .010 kw, HAAT: 330 ft. Address: 4040a Greer Ave. St. Louis 63107. Revenue: \$31,520. Format: Educational. Principal: Nonprofit educational institution. Freddie Lee Thompson is founder and president. Ann. May 14.

■ Incline Village, Nev.—Incline Broadcast Service Inc. seeks 93.5 mhz, .7 kw, HAAT: 630 ft. Address: One E. First St. Reno, Nev. 89501. Estimated construction cost: \$37,900; first year operating cost: \$48,000; revenue: \$150,000. Format: Unique. Principal: Raymond W. Scallen (78%) and three others. Scallen is Minneapolis, Minn., physician with no other broadcast interests. Ann. May 29.

■ Cape Charles, Va.—Ronald Smith seeks 96.1 mhz, 5.92 kw, HAAT: 117 ft. Address: 7601 Topion St. New Carrollton, Md. 20784. Estimated construction cost: \$28,600; first quarter operating cost: \$42,800; revenue: \$125,000. Format: Variety. Principal: Smith is sales representative for WHAG-TV Hagerstown, Md. Smith's application for new FM in Amherst, Va. was dismissed on Apr. 14 (see below). Ann. May 29.

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses

TV application

■ San Juan, P.R.—La Fe del Progreso Broadcasting Corp. seeks ch. 30; ERP 2.630 kw vis., 263 kw aural. HAAT: 1,301 ft.; ant. height above ground: 196 ft. Address: Calle No. 1, No. 364 Urb. Hnas. Davila, Bayamon, P.R. 00619. Estimated construction cost: \$180,000; first-year operating cost: \$66,000; revenue: \$330,000. Legal counsel Gammon & Grange, Wash. consulting engineer: Willis C. Beecher. Principals: Ramon Rodriguez-Nieves. He is Bayamon, P.R. merchant and dairyman. He has no other broadcast interests. Filed Mar. 28.

AM action

■ Price, Utah—DART Inc. granted 1080 khz, 2.5 kw-D. Address: 727 North 3rd East St., Price 84501. Estimated construction costs \$92,448; first-quarter operating cost \$32,295 and revenue \$35,802. Format: standard pop. Principals: James M. Dart (30%) and his wife and children. Dart is manager of book store at College of Eastern Utah. None have other broadcast interests. Action Apr. 11.

FM actions

■ Benton, La.—Benton Broadcasting Corp. granted 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 2600 Jewella Ave., Shreveport, La. 71109. Estimated construction cost \$81,080; first-year operating cost \$91,000; revenue not relied upon. Format: MOR. Principals: Louis Flanigan, Hilry Huckaby III and William C. Monroe, each 33-1/3%. Flanigan works at Shreveport Sun. Huckaby is Shreveport lawyer and employs Monroe. None has broadcast holdings. Action Apr. 14.

■ Amherst, Va.—Dismissed application of Ronald Smith for 107.9 mhz, 3.98 kw, HAAT: 1603 ft. Address: 104 Hunter Hill Dr., Hagerstown, Md. 21740. Estimated construction cost \$113,500; first quarter operating costs \$44,834; revenue \$180,000. Format: popular music. Principal is sales rep for WHAG-TV Hagerstown, Md. Action Apr. 14.

FM Licenses

- WBWB Bloomington, Ind.
- KYNG Coos Bay, Ore.
- WBKE Cherry Hill, N.J.

Ownership Changes

Applications

■ KHIL(AM)-KWCX-FM Willcox, Ariz. (AM: 1250 khz, 5 kw-D; FM: 98.3 mhz, 3 kw)—Seeks assignment of license from Coppertone Communications Inc. to Rex K. Jensen for \$340,000. Seller: Burkett H. Wamsley and wife, Elizabeth (48% each) and William Wiseman Jr. (4%). They have no other broadcast interests. Buyer: Jensen owns 52% of KDXT(FM) Missoula, Mont. He is applicant for new FM at Cortez, Colo. Ann. May 29.

■ WLRB(FM) Rehoboth Beach, Del. (FM: 92.7 mhz, 3 kw)—Seeks assignment of license from Marvin Gollub to Resort Broadcasting Ltd. for \$326,000. Seller: Gollub owns WMJS(FM) Prince Frederick,

Md. Buyer: Gene E. McCoy, Joseph C. Giuliani; and David Schoumacher (one third each); McCoy has real estate interests in Burgetstown, Pa. and Washington. Giuliani is Washington architect and realtor. Schoumacher is anchorman for WJLA-TV Washington. McCoy has 25% interest in applicant for new FM in Mullens, W. Va. Others have no other broadcast interests. Ann. May 29.

■ WBSR(AM) Boca Raton, Fla. (AM: 740 khz, 1 kw-D DA-2)—Seeks transfer of control of station from Burbach Radio Inc. (100% before; none after) to Howard J. Kotlicky (none before; 100% after). Consideration: \$500,000. Principals: Robert H. Burstein (45%), John L. Laubach Jr. (30%), D. Larry Deitch (15%) and Estate of Thomas F. Fleming Jr. (10%). Burstein and Laubach have, in separate partnership, purchased, subject to FCC approval, WXIL(FM) Parkersburg, W.Va. (BROADCASTING, May 19). Others have no other broadcast interests. Kotlicky is Boca Raton, Fla. investor with no other broadcast interests. Ann. May 29.

■ WPOM(AM) Riviera Beach, Fla. (AM: 1600 khz, 1 kw-U)—Seeks assignment of license from Riviera Broadcasting Corp. to L.J. Communications for \$1.05 million. Seller: Eugene Bartoli (66.7%) and Alan Kornish (33.3%). They have no other broadcast interests. Buyer: La Marr J. Jackson (61%), Garth C. Reeves (17%), Vincent A. Henry (16%) and William C. Jones (6%). Jackson is affirmative action co-ordinator for Monroe (N.Y.) county government. Reeves is president, publisher and principal owner of Miami Times. Henry is student in Philadelphia. He is son of Ragan Henry who is president and principal owner of Broadcast Enterprises National, group owner of five AM's, three FM's and one TV. Jones is Midlothian, Va., physician. Jackson is director and less than 1% stockholder of Post Corp., Appleton, Wis.-based group owner of two AM's, one FM and five TV's. Jones is 2.3% owner of Broadcast Enterprises National. Ann. May 29.

■ WRAJ-AM-FM Anna, Ill. (AM: 1440 khz, 500 w-D; FM: 92.7 mhz, 3 kw)—Seeks assignment of license from Anna Broadcasting Co. to Union Broadcasting for \$300,000. Seller: Donald C. Michel who has no other broadcast interests. Buyer: Eugene F. Stratemeyer (51%) and wife Charlene (49%). They own Metropolis, Ill. farm and farm service company which sells agricultural related supplies and equipment. They have no other broadcast interest. Ann. May 29.

■ WNON(FM) Lebanon, Ind. (FM: 100.9 mhz, 3 kw)—Seeks assignment of license from Boone Communications Inc. to Broadcast Communications Inc. for \$264,000. Seller: Warren Wright (51%) and wife, Vivian (49%). They have no other broadcast interests. Buyer: James T. Morris, James B. Mathis and Emmett E. DePoy (21.5% each) and 5 others with less than 10% each. Morris is vice president of Lilly Endowment, Indianapolis. Mathis and DePoy are vice presidents and 33.33% owners of WFBM(AM) Noblesville, Ind. Buyers have no other broadcast interests. Ann. May 29.

■ WKDJ(FM) Winchester, Ky. (FM: 100.1 mhz, 3 kw)—Seeks transfer of control of WKDJ Inc. from William Poits, Noah Daniel, Bob Walcott and Richard Albright (100% before; none after) to William H.

Hodgekin, Robert L. Rose and William Caywood (30% each) and Arthur Walson (10%) (none before; 100% after). Consideration: \$31,000. Principals: Transferors each own 25% of station. Poits is 25% owner of WSLV(AM) Ardmore, Tenn. Albright is 25% owner of WDKN(AM)-WTNQ(FM) Dickson, Tenn. and 25% owner of WSLV. Daniel and Walcott have no other broadcast interests. Hodgekin is Clark County, Ky., banker. Rose is Winchester attorney. Caywood is with sales dept. of WTVQ-TV Lexington, Ky. Walson is Clark County court clerk and realtor. They have also purchased, subject to FCC approval, WWKY(AM) Winchester, Ky. Ann. May 29.

■ KNOC(AM)-KDBH(FM) Natchitoches, La. (AM: 1450 khz, 1 kw-D; FM: 97.7 mhz, 3 kw)—Seeks transfer of control of Natchitoches Broadcasting from B. Hillman Bailey Jr. (50% before; none after) to Robert Burk, Karl Bailey and David Bailey (50% before; 100% after). Consideration: \$200,000. Principals: B. Hillman Bailey is father of transferees Karl and David. He has no other broadcast interests. Three transferees are employed at station and have 16.66% stock ownership interest each. Subsequent to transaction each will own one third of station. Burk is commercial manager and supervisor of sales/accounting. Karl Bailey is stations manager and director of engineering. Brother, David is vice president, sales. They have no other broadcast interests. Ann. May 29.

■ WJBQ-FM Scarborough, Me. (FM: 106.3 mhz, 3 kw)—Seeks assignment of license from Greater Portland Radio Inc. to Dirigo Communications Inc. in exchange for WDCS(FM) Portland, Me. Seller: Marjorie Bride (51%) and husband, John (49%). They also own WJBQ(AM) Westbrook, Me., and WMBA(AM) Ambridge, Pa. John owns 20% of WAZE(AM) Clearwater, Fla. Buyer: Frederic A. Miller (100%). He owns WCAS(AM) Cambridge, Mass., and is permittee of WDCI(AM) Gorham, Me. Ann. May 29.

■ WMSA(AM) Massena, N.Y. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Johnson Newspapers Corp. to 1340 Broadcasting Corp. for \$210,000. Seller: Watertown, N.Y.-based publisher/group owner which is liquidating its broadcasting holdings. It has sold, subject to FCC approval, WNNY(AM) Watertown, N.Y., to same buyer (BROADCASTING, Feb. 25). It also owns WNNY-TV Carthage, N.Y. John B. Johnson is president and principal owner. Buyer: McCaffrey and McCall Inc., employee owned New York-based advertising company. David B. McCall is chairman and 37% owner. It has no other broadcast interests. Ann. May 29.

■ WDXY(AM) Sumter, S.C. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from TAGR Corp. to Dailey and Reich for \$493,000 including \$175,000 for consulting and noncompete agreements. Seller: Carter C. Hardwick Jr. (75%) and Harry Fogel (25%). Hardwick has no other broadcast interests. Fogel owns WLNH(AM)-WGMB(FM) Georgetown, S.C. and has sold his interest (38.5%) in WLSC(AM) Loris, S.C. (BROADCASTING, Mar. 24). Buyer: Calvin E. Dailey Jr., and Raymond F. Reich (50% each). They own and operate WLIT(AM) Steubenville, Ohio. Dailey is applicant for new FM in Ripley, W.Va. Ann. May 29.

■ WENR(AM) Englewood, Tenn. (AM: 1090 khz, 1 kw-D)—Seeks assignment of license from Winner Broadcasting Co. to Mel-Lin Inc. for \$149,000. Seller: Sidney R. Kean and wife, Mary Sue (50% each). They have no other broadcast interests. Buyer: Lawrence R. Picus (100%) Picus is principal owner of company that has 49% ownership interest in WOBS(AM) New Albany, Ind. He owns 100% of WFNE(FM) Forsyth, Ga. Ann. May 29.

■ KTUE(AM) Tulia, Tex. (AM: 1260 khz, 1 kw-D)—Seeks assignment of license from Cardiff Broadcasting Co. to JMcC Broadcasting Inc. for \$165,000. Seller: Cardiff Industries, publicly owned publishing and cable TV company, which owns KRDE-FM Spearman, Tex., and is applicant for new FM in Tulia, which it will withdraw upon FCC approval of instant transaction. V. L. Patterson is president. Buyer: Jimmy R. McClendon. He owns farm machinery repair co. and movie theater, both Tulia. He is applicant for new FM in Tulia. Ann. May 29.

■ KNTD(FM) Wichita Falls, Tex. (FM: 103.3 mhz, 100 kw)—Seeks assignment of license from Wichita Radio Corp. to Sunshine Radio Co. for \$300,000 ("distress sale"). Price may decrease, pending completion of appraisals to meet 75% fair market price prescribed for "distress sale" conditions. Seller: Max M. Leon who has no other broadcast interests. Buyer: Minority controlled corporation owned by Karen Dorsey (50%), Christine Stonbely and Anthony S. Brandon (16.67%)

and Lawrence Brandon (16.66%). Lawrence is father of Anthony. Dorsey is Bakersfield, Calif., independent market researcher. Her husband, Terry Dorsey owns 7.3% of KMGH(FM) Shafter, Calif. Stonbely is 33.3% owner of WWWG(AM) Rochester, N.Y., and 25% of KERN(AM) Bakersfield, Calif. Brandons each own 33.3% of Spectracolor, Inc., New York outdoor advertising company which has purchased, subject to FCC approval KKAL(AM) Arroyo Grande-KZOZ(FM) San Luis Obispo, both California (BROADCASTING, May 5). Anthony owns 92.7% of KMGH, 35% of KERN and 33.3% of WWWG. Lawrence owns 33.3% of WWWG and 5% of KERN. Ann. May 29.

Facilities Changes

AM actions

- WTLN(AM) Apopka, Fla.—Dismissed application for CP to increase power and change type trans. (BP-20.259). Action Apr. 17.
- WMCL(AM) McLeanboro, Ill.—Granted change of main SL and operate trans. by remote control from Radio Park. McLeanboro (BRC-800227AJ). Action Apr. 14.
- KLBA(AM) Albia, Iowa—Granted mod. of CP to make changes in standard pattern; conditions (BMP-791026AR). Action Apr. 16.
- WTCM(AM) Traverse City, Mich.—Granted CP to change frequency to 580 khz; increase powers to 2.5 kw, 500 W; install DA-2; change TL: Secor Rd., approximately 5 miles SW of Traverse City; make changes in ant. sys. conditions (BP-790515AD). Action Apr. 16.
- KIRL(AM) St. Charles, Mo.—Granted mod. of CP to make changes in ant. sys. and pattern parameters; conditions (BMP-14.565). Action Apr. 14.
- WAYS(AM) Charlotte, N.C.—Granted request to operate trans. by remote control from 400 Radio Road, Charlotte, N.C. (BRC-800318AQ). Action Apr. 14.
- KSXX(AM) Salt Lake City—Granted request to change main SL and operate trans. by remote control from 3695 S. 13th West, Salt Lake City (BRC-800303AG). Action Apr. 14.

FM actions

- WZWA(FM) Kokomo, Ind.—Granted CP to change TL to 360 ft., East of Dixon Rd., 1000 ft., North of County Rd., Kokomo; increase ant. height 300 ft.; change frequency to 92.7 mhz; conditions (BPH-790710AA). Action Apr. 10.
- KBZN(FM), Bozeman, Mont.—Granted modification of CP to change TL to 4.3 miles S. and 2.5 miles W. of Bozeman, ant. height minus 95 feet; and make changes in ant. sys. conditions (BMPH-791120AH). Action Apr. 10.
- KTXN-FM Victoria, Tex.—Granted CP to change TL & SL to 2.5 miles NW of city limits of Victoria, make changes in ant. sys. (increase height); ERP: 28 kw; ant. height 285 ft.; and change type trans. (BPH-10730). Action Apr. 16.

TV actions

- WCFT-TV Tuscaloosa, Ala.—Granted CP to change ERP 1000 kw, max. ERP 1120 kw, ant. height 540 ft., and change type trans. (BPCT-781113KH). Action Apr. 3.
- KTVW-TV Phoenix, Ariz.—Granted authority to operate trans. by remote control from location specified as 3019 E. Southern Avenue, Phoenix (BRCCT-791226KF). Action Apr. 4.
- WFTV(AM) Orlando, Fla.—Granted authority to operate trans. by remote control from 639 West Central Blvd., Orlando (BRCTV1-790606KE). Action Apr. 2.
- WOFL(AM) Orlando, Fla.—Granted authority to change SL to 2300 Orange Blossom Trail S., Orlando, and operate trans. by remote control from SL (BRCCT-791205KH). Action Apr. 18.
- WUSF-TV Tampa, Fla.—Granted mod. of CP to change ERP to 1050 kw, max. ERP 1620 kw, ant. height 1010 ft., and change type trans. and ant. conditions (BMPET-800124KE). Action Apr. 1.
- KID-TV Idaho Falls, Idaho—Granted authority to operate trans. by remote control from 1255 East 17th Street, Idaho Falls. (BRCCT-791231KF). Action Apr. 3.

■ WBHW(TV) Springfield, Ill.—Granted authority to change SL to 3440 East Clear Lake Ave. Springfield, and operate trans. by remote control from same location (BRCCT-791025KH). Action Apr. 8.

■ WKPD(TV) Paducah, Ky.—Granted mod. of CP to change ERP to 123 kw, max. ERP 145 kw, ant. height 500 ft., and change type trans. and ant. conditions (BMPET-790913KT). Action Apr. 7.

■ WMDT(TV) Salisbury, Md.—Granted authority to operate trans. by remote control from 202 Downtown Plaza, Salisbury (BRCCT-791206KE). Action Apr. 8.

■ WHYN-TV Springfield, Mass.—Granted authority to operate trans. by remote control from 1300 Liberty Street, Springfield (BRCCT-790511KJ). Action Apr. 3.

■ WFUM(TV) Flint, Mich.—Granted authority to operate trans. from 1321 E. Court St., Flint. (BRCET-791001KY). Action Apr. 17.

■ KCIK(TV) El Paso, Tex.—Granted authority to operate trans. by remote control from 3100 N. Stanton, El Paso. (BRCCT-791210KH). Action Apr. 17.

■ KAPP(TV) Yakima, Wash.—Granted authority to operate by remote control from 1610 S. 24th Ave., Yakima (BRCCT-790418KG). Action Apr. 4.

Allocations

Requests

- McNary and Whiteriver, both Arizona—White Mountain Apache Tribe of Ariz. requests amendment FM Table of Assignments to reassign ch. 88.1 mhz from McNary to Whiteriver (RM-3672). Ann. May 28.
- Temecula, Calif.—KRTM-FM requests amendment FM Table of Assignments to assign 88.9 mhz to Temecula (RM-3667). Ann. May 28.
- New Smyrna Beach, Fla.—WTWV Inc. (Fl. Pierce, Fla.) requests amendment TV Table of Assignments to remove ed. reservation from ch. 15 at New Smyrna Beach (RM-3671). Ann. May 28.
- Lahaina, Hawaii—Shoblom Broadcasting, Inc. requests amendment FM Table of Assignments to assign Ch. 240A to Lahaina. (RM-3675). Ann. May 28.
- Liberal, Kan.—Lawrence E. Steckline requests amendment FM Table of Assignments to assign Ch. 264 to Liberal (RM-3674). Ann. May 28.
- Middleton, Mass.—MFP requests amendment TV Table of Assignments to assign ch. 62 to Middleton (RM-3669). Ann. May 28.
- Ponca City, Okla.—Music Sound Radio, Inc. request amendment FM Table of Assignments to assign Ch. 261A to Ponca City. (RM-3677). Ann. May 28.
- Victoria, Tex.—Community TV of Victoria requests amendment TV Table of Assignments to assign ch. 31 to Victoria (RM-3670). Ann. May 28.

Actions

- Indio, Calif.—In response to petition by Gilberto P. Esquivel, proposed assigning 92.7 mhz to Indio, as its second FM assignment, comments due July 18, replies Aug. 7 (BC Doc. 80-235; RM-3414). Action May 16.
- Owensville, Mo.—Denied petition by Gerald W. Hertlein for reassignment of 100.9 mhz from Sullivan, Mo. to Owensville, and denied proposal by Broadcast Bureau to assign 95.3 mhz to Owensville, (BC Doc. 79-215; RM-3360). Action May 16.
- Ticonderoga, N.Y.—In response to petition by Moring Communications Inc., assigned 103.9 mhz to Ticonderoga, N.Y., effective July 3; Canadian concurrence has been obtained (BC Doc. 79-268; RM-3418). Action May 16.
- Wilson, N.C.—In response to petition by BCC Broadcasting Corp. proposed assigning 99.3 mhz to Wilson, as its second FM assignment, comments due July 18, replies August 7 (BC Doc. 80-237; RM-3361). Action May 16.
- Bradford, Kane and Warren, all Pennsylvania—In response to petition by God's Station Inc., proposed assigning 103.1 mhz to Warren, substitution of 103.9 mhz for 103.1 mhz at Kane, and 98.3 mhz for 103.9 mhz at Bradford; Canadian concurrence required; comments due July 18, replies August 7 (BC Doc. 80-

238; RM-3419). Action May 16.

■ Lewistown, Pa.—In response to petition by Central Pennsylvania Broadcasting Co. proposed assigning 105.5 mhz to Lewistown, comments due July 18, replies Aug. 7; Canadian concurrence must be obtained. (BC Doc. 80-233; RM-3436). Action May 9.

■ Mifflintown, Pa.—In response to petition by Mifflintown Broadcasters Association proposed assigning 107.1 mhz to Mifflintown, as its first FM assignment; Canadian concurrence required; comments due July 18, replies Aug. 7. (BC Doc. 80-234; RM-3434). Action May 19.

■ Cameron and Temple, both Texas—In response to petition by Pyle Communications, Inc., proposed assigning 101.7 mhz to Temple, as its second FM assignment and substituting of 105.5 mhz for 101.7 mhz at Cameron, comments due July 18, replies Aug. 7 (BC Doc. 80-236; RM-3481). Action May 16.

■ Malakoff, Tex.—In response to petition by Ed L. Routt assigned 95.9 mhz to Malakoff, as its first FM assignment, effective July 3 (BC Doc. 79-340; RM-3508, 3605). Action May 19.

Translators

Applications

- Sebring, Fla.—Hubbard Broadcasting Inc. seeks CP for new UHF translator on ch. 27 (TPO: 1000 W, HAAT: 419 ft.) to rebroadcast directly WTOG(TV) St. Petersburg, Fla. Ann. May 29.
- Dingle, Idaho—Bear Lake Valley seeks CP for new VHF translator on ch. 9 (TPO: 1w, HAAT: 20 ft.) to rebroadcast directly KUTV(TV) Salt Lake City. Ann. May 29.
- Dingle, Idaho—Bear Lake Valley seeks CP for new VHF translator on ch. 13 (TPO: 1w, HAAT: 20 ft.) to

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rebroadcast directly KSL Salt Lake City, Utah. Ann. May 29.

■ Dingle, Idaho—Bear Lake Valley seeks CP for new VHF translator on ch. 11 (TPO: 1w, HAAT: 20 ft.) to rebroadcast directly KTVX(TV) Salt Lake City, Utah. Ann. May 29.

■ Four Buttes, Mont.—Klear Vu Television District seeks CP for new UHF translator on ch. 60 (TPO: 100 w, HAAT: 25 ft.) to rebroadcast directly KXMD(TV) Williston, N.D. Ann. May 29.

■ Bat Cave, N.C.—Univ. of N.C. seeks CP for new VHF translator on ch. 5 (TPO: 1 w, HAAT: 30 ft.) to rebroadcast directly WUNF-TV Asheville, N.C. Ann. May 29.

■ Laketown, Utah—Bear Lake Valley seeks CP for new VHF translator on ch. 8 (TPO: 10w, HAAT: 30ft.) to rebroadcast directly KUTV Salt Lake City, Utah. Ann. May 29.

■ Laketown, Utah—Bear Lake Valley seeks CP for new VHF translator on ch. 10 (TPO: 10w, HAAT: 30 ft.) to rebroadcast directly KTVX(TV) Salt Lake City, Utah. Ann. May 29.

■ Laketown, Utah—Bear Lake Valley seeks CP for new VHF translator on ch. 12 (TPO: 10w, HAAT: 30 ft.) to rebroadcast directly KSL(TV) Salt Lake City. Ann. May 29.

Cable

■ The following service registrations have been filed:
■ Ruth Cablevision for Brownsville, Pa. (PA0466) add signal.

■ County Cablevision Inc. for Frenchville, Mo. (ME0095) add signal.

■ Southeastern Cablevision Co. for Chester, Pa. (PA1869) new system.

■ Riverside Cable for Little Rock, Ark. (AR0191) new system.

■ American Cablevision of Pennsylvania Inc. for Ridley and Nether Providence, both Pennsylvania (PA1870, 71) new system.

■ Key TV Inc. for Deschutes, Ore. (OR0229) new system.

■ Continental Cablevision of Mass. Inc. for Saugus and Winchester, both Massachusetts (MA0112, 1) new system.

■ Teche Telecable Inc. for Parks, St. Martin and Henderson, all Louisiana (LA0181, 2, 3) new system.

■ Greater Humboldt-Dakota City Cable TV Inc. for Laurens, Iowa (IA0060) add signal.

■ Monmouth Cablevision Associates et al for Freehold, Englishtown and Manalapan, all New Jersey (NJ0428-30) new system.

■ Clear Vision Cable Co. for Gleason, Tenn. (TN0058) add signal.

■ Texas Cablevision Inc. for Harris, Tex. (TX0595) add signal.

■ Centre TV Inc. for Dunbar, W. Va. (WV0105) add signal.

■ U.S. Industries Inc. et al for Delmont, Export and Murrysburg, all Pennsylvania (PA1436, 37, 513) add signal.

■ H and M Cable Service Inc. for Masontown, Independence and Newburg, all West Virginia (WV0324, 6, 5) new system.

■ Mountain Cable for Quicksand, Ky. (KY0430) new system.

■ Muscatine Television and Comm. Corp. for Muscatine, Iowa (IA0107) new system.

■ Sandhill Community Antenna Corp. for Pinehurst and Aberdeen, both North Carolina (NC0045, 3).

■ A and F TV Cable for Beech Creek, W. Va. (WV0626) new system.

■ Cedar Falls Cablevision for Cedar Falls, Iowa (IA0108) new system.

■ Bridgeport Cable TV Assoc. for Fairfield, Conn. (CT0114) new system.

■ Wayne Cablevision Inc. for Taylor, Mich. (MI0434) new system.

■ Vision Cable TV Inc. for Moonachie, N.J. (NJ0427) add signal.

■ William T. Charles et al for Avis, Pine Creek, Dunstable, Wayne, Porter, Watson, Nipponnose, Jersey Shore and Platt, all Pennsylvania (PA1415, 16, 18, 21, 20, 22, 17, 16, 19) add signal.

■ Cable TV of Decatur for Decatur, Tex. (TX0620) new system.

■ General TV of Delaware Inc. for Georgetown, Laurel, Lewes, Milford, Rehoboth, Seaford, and Blades, all Delaware (DE15-20, 35) add signal.

■ Communications Systems Inc. for Gordon, Neb. (NE0025) add signal.

■ Kings Bay Cablevision Inc. for St. Marys and Kingsland, both Georgia (GA0214, 20) add signal.

■ Okanogan Valley TV Cable Inc. for Okanogan and Omak, both Washington (WA0129, 61, 30).

■ Elkhorn City Cable Service Inc. for Elkhorn City, Ky. (KY0035) add signal.

■ General Electric Cablevision Corp. for Contra Costa and Walnut Creek, both California (CA0346, 50) add signal.

■ Cablecom General of Altus Inc. for Altus, Okla. (OK0012) add signal.

■ Community Antenna Inc. for Laurinburg, Maxton Scotland, Robeson and East Laurinburg, all North Carolina (NC0020, 116, 7, 8, 9) add signal.

■ Ark City Cable TV Inc. for Newkirk, Okla. (OK0007) add signal.

■ Junction City Television Inc. for Junction City and Grandview, both Kansas (KS0040, 39) add signal.

■ Bunkie Cablevision Inc. for Bunkie, La. (LA0014) add signal.

■ Delta Cablevision for McHee, Lake Village and Dumas, all Arkansas (AR0034, 33, 121).

■ United Cable TV Corp. for Eagle, Idaho (ID0099) new system.

■ Jones Intercable Inc. et al for Buckner, Christopher and West City, all Illinois (IL0160, 224, 215, 223) add signal.

■ Ft. Riley Cable TV Service Inc. for Ft. Riley and Ogden, both Kan. (KS0031, 2).

Satellites

Earth Station applications

■ Crescent, Calif.—Stadonick Inc. (5m; Hughes; E2142).

■ Tehachapi, Calif.—American Television and Comm. Corp. (7m; E2143).

■ Georgetown, Ohio—Flinn Comm. of Ohio Cable (5m; S-A; E2144).

■ Savannah, Mo.—New-Press and Gazette Co. (4.6m; S-A; E2145).

■ Sophia, W.Va.—Mountain State Cable Inc. (5m; AFC; E2146).

■ Sanger, Tex.—TV Cable of Sanger (5m; Comtech; E2147).

■ Greenville, S.C.—American Satellite Corp. (10m; S-A; E2174).

■ Kirkwood, Mo.—Hi-Net Comm. (5m; AFC; E2175).

■ Woodruff, Wis.—Pine Tree Comm. Inc. (4.5m; Andrews; E2176).

■ Marysville, Wash.—Liberty TV Cable Inc. (5m; S-A; E2177).

■ Fillmore, Calif.—Hughes Comm. Inc. (11m; Hughes; E2178).

■ La Vista, Neb.—Tele-Communications Inc. (4.6m; S-A; E2179).

■ Metlakatla, Alaska—Metlakatla Indian Community (6m; U.S. Tower; E-2180).

■ Aztec, N.M.—San Juan Cable TV Inc. (4.5m; Andrews; E2181).

■ King City, Calif.—Communications Systems Inc. (5m; Microdyne/AFC; E2182).

■ Greenfield, Calif.—Communications Systems Inc. (5m; Microdyne/AFC; E2183).

■ New Hope, Ala.—Valley Cable TV Co. (5m; AFC; E2184).

■ Gallman, Miss.—Lamar Cable TV Inc. (5m; S-A;

E2185).

■ Long Beach, Calif.—Long Beach/Signal Hill Cable (5m; Hughes; E2186).

Earth station grants

■ Delta, Ohio—Community Cable TV Inc. (E2029).

■ Bragg's Furniture Inc.—McConnellsville, Ohio (E2031).

■ Pinckneyville, Ill.—Jones Intercable Cable Cable TV fund VI (E2032).

■ Jerseyville, Ill.—Jones Intercable Inc. (E2033).

■ Revere, Mass.—Colonial Cablevision of Revere Inc. (E2040).

■ Buckhorn, Ariz.—Western Savings & Loan Assoc. (E2041).

■ Bandon, Ore.—Teleprompter Corp. (E2042).

■ Raton, N.M.—Mesa Cable Inc. (E2043).

■ Stanford, Calif.—Equatorial Comm. Services. (E2045).

■ Lexington, Ky.—Appalachian Regional Commission (E2173).

■ Katy, Tex.—Katy Cable TV Inc. (KQ87).

■ Hudson, Iowa—Full Gospel Businessmen's Fellowship (KV44).

■ Hollywood, Calif.—RCA (KZ53).

■ Greensburg, Kan.—Cable Systems Inc. (KZ98).

■ Clayton, N.J.—Garden State Micro-relay Inc. (WR50).

■ Durham, N.C.—Satellite Business Systems (WY62).

■ Harrison, N.Y.—Satellite Business Systems (WZ28).

■ Montcoal, W. Va.—A & W TV Inc. (WZ39).

Call Letters

Applications

Call	Sought by
New AM's	
WCTA	Crockett Broadcasting, Alamo, Tex.
KELG	Bastrop County Communications, Elgin, Tex.
New FM	
KZIG	Cave City Public Schools, Cave City, Ark.
New TV's	
KNAZ	William H. Sauro, Prescott, Ariz.
KOKI	Tulsa 23, Tulsa, Okla.
Existing AM's	
WAFL	WTHD Milford, Del.
WWZZ	WYND Sarasota, Fla.
WGWY	WCER Charlotte, Mich.
WCKG	WFFM Braddock, Pa.
WEHA	WENR Englewood, Tenn.
Existing FM's	
WGMD	WLRB Rehoboth Beach, Del.
WHIA	WDWD-FM Dawson, Ga.
WYYS	WLTV Fairfield, Ohio
KLNK	KTLS Oklahoma City

Grants

Call	Assigned to
New FM's	
KOZN	Richard E. Green, Imperial, Calif.
WBSU	State Univ. of N.Y., Brockport, N.Y.
KYSC	Yakima School District 7, Yakima, Wash.
New TV	
WFLX	Malrite of Fla., West Palm Beach, Fla.
Existing FM's	
WRIT	WMCF Stuart, Fla.
WDGM	WWLM Canton, Miss.
KMCX	KIBC Ogallala, Neb.
WOSE	WRWR-FM Port Clinton, Ohio
WKOS	WMTS-FM Murfreesboro, Tenn.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Station Manager, WUSI-TV, Olney, Illinois: Masters degree in Radio-Television preferred with a minimum of four years experience in Public Broadcasting. Must have strong background in programming and all facets of production. Must have good knowledge of CPB and PBS and the structure of public broadcasting. Be able to work with budgets and be comfortable working with people in a small community. The person hired for this position will be responsible for taking an existing station which in the past has been little more than a straight translator and turning it into a full fledged autonomous station complete with staff and production. Responsible for maintaining compliance with all rules and regulations of licensing agents, supervise daily operations, implement budget, and supervise staff. Planning for growth and development of the station is the most important duty in this position. Deadline for application: July 1, 1980. Letter of application, complete credential, and names of at least three professional references should be sent to: H. Eugene Dybvig, Search Committee-SIU-C Broadcasting Service, Communications Bldg Rm 1056, Carbondale, IL 62901. WUSI-TV is an equal opportunity employer.

New Alaskan Public AM radio station seeks a manager or Manager/Engineer combination. Successful applicant will implement NTIA grant, oversee all phases of construction and pre-operational planning, and be in charge of operational station. Requirements: At least three years experience in broadcast management, including supervision of personnel. Familiarity with FCC and NTIA rules. Good track record of administrative ability. Personal flexibility allowing to adapt to rural Alaskan life-style. Ability to provide leadership to board of directors of owner corporation, Kuskokwim Public Broadcasting Corporation, and willingness to carry out its policies. Engineering applicant should have First Phone license and good engineering background. Location: McGrath, Alaska, Central Interior region. Send resume, discussing the manner in which you can meet each requirement, to: Alaska Public Broadcasting Commission, 400 Gambell St., Suite 302, Anchorage, AK 99501. Attn: Michael F. Porcaro, Executive Director. Include at least three work references. KPBC is an Equal Opportunity Employer. Applications must be received by June 20, 1980.

Aggressive, experienced, sales-oriented person to manage a successful FM station in medium-size Northern Wisconsin City. Send a confidential resume to: Box E-142.

Public Radio Station manager. Supervise six full-time, 50 part-time employees at University's 30KW, stereo, CPB, NPR, jazz, classical and public affairs-oriented station. Satellite. Newly-remodeled facilities and studios from HEW Facilities grant. Bachelors in broadcasting or other appropriate area; five years broadcast experience, two of which are in management/supervision; Third Class. \$17,000-\$20,000. Immediate opening. Letter of application, resume, list of three references to: Les Bradley, Acting Station Manager, KUOP-FM, University of the Pacific, Stockton, CA 95211. Phone: 209-946-2582. An equal opportunity and affirmative action employer.

General Manager, Southeast, growing station in growing market. Must be able to supervise staff and program. Salary plus incentive and car Opportunity for advancement. Strong sales background preferred. Submit resume and references in confidence. Box E-204.

HELP WANTED SALES

Midwest—established AM/FM looking for bright, articulate self-starter to handle AM & FM sales. Some experience or education desired. If interested, send resume to R. Vickrey, Sales Manager, WLPO/WJLK, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F.

Central California FM: Q-104, 24-hour, MOR, expanding sales. Self-starting, creative individual who can also write & voice. Garry Brill PO Drawer Q, Atascadero, 93422. 805-466-6511.

One of Houston's dynamic and respected radio station's is expanding. Two professional sales executives needed—experienced direct and agency accounts. \$30,000 first year—immediate openings. Send resume to KCOH, 5011 Alameda, Houston, TX 77004 or call Sales Manager, 713-522-1001. EOE.

Account Executive needed immediately for Tallahassee's Number One AOR Station, WOWD/FM, Account list commensurate with experience. Call Bill Stoefhaas at 904-386-5141.

Sales Manager interested in potential ownership contact GM at KFIR (503) 258-8585. Must like to sell, train, motivate salespeople.

Southern California—50kw Adult Contemp. AM and Btl. Music FM needs experienced sales people to handle established lists. We're No. 1 and 2 in Ventura County and want experienced only radio sales people. EOE/M/F. Resume and salary requirements to Craig Whetstone, Gen'l Sales Mgr., KACY, Box 1520, Oxnard, CA 93034.

Real opportunity with one of New Jersey's major AM-FM facilities. Right person will earn 25K first year. EOE/RAB/BMC. Experience preferred. Send resume to Box F-65.

Experienced Sales Manager, for California daytimer, who can and will personally sell, recruit, motivate, direct sales staff, community oriented, with successful history of promotional, merchandising programs. Resume, references. Box E-148.

HELP WANTED ANNOUNCERS

KLMR AM-FM requires immediate experienced first phone announcer. Resume and tape to Russ Baldwin, KLMR, PO Box 890, Lamar, CO 80152.

Top 40 Station in market 60 miles from Pittsburgh still looking for right midday person. First opening in 5 years. T/R to Mike Farrow, WCRO Johnstown, PA 15901. EOE.

Staff Announcer needed for non-automated Beautiful Music/MOR station. Need a night owl with news-writing ability. Also would like tapes from announcers interested in filling any future openings, all shifts. Must have solid experience and mature voice. EOE. Tape & resume to WSRS West Side Station, Worcester, MA 01602.

Morning Personality for suburban Washington, D.C. station. Experienced person ready to grow. Tape and resume to J. Long, WPRW, Box 1460, Manassas, VA. 22110. EOE.

Immediate opening for all-night air personality. Leading Adult Contemporary. Top 40, heavy emphasis on oldies. Experienced preferred. Minorities are encouraged to apply. Send tape, resume, and salary requirements to Bill Craig, WITY, Box 142, Danville, IL 61832. EOE M/F.

Full-time air talent must have 2 yrs exp w/ability to read live copy. FCC 3rd class license required. EEO M/F. Send tapes w/resumes to Jeff King, KPLZ Radio, Plaza 600, 600 Stewart St., Seattle, WA 98101. No calls please.

Unique individual to complement unique station in America's finest resort community. We seek a mature, well rounded, fully experienced person to fill a demanding position. Quality and versatility a must. Complete resume, tape and references to WHHR, Box 5683, Hilton Head Island, SC 29928.

Looking for young, bright replacement for "Queen of the Night" at 5KW, No. 1 rated Country station. Good production. Send tape and resume: Station Manager, WGEE, 115 South Jefferson Street, Green Bay, WI 54301. EOE.

50,000 watt Modern Country AM needs air personality (Male/Female) with production skills. Remote ability helps. If you think you're good, rush tape, background to: Bill Brink, KYAK, 2800 E. Dowling Rd., Anchorage, AK 99507.

WRGI, Naples, Florida—Just lost our fabulous night man (8PM to 1AM) to our great sales team. Our announcers are major market talent (Green Bay, Minneapolis, Augusta) and we are looking for a jock who appeals to the 18 to 35 market. Professional, adult approach to Top 40. Send tapes and resume to Brian Lang, PD, WRGI, 950 Manatee Road, Naples, FL 33942. No phone calls, please. EOE.

AM Late-night Announcer with minimum two years experience and knowledge of country music a must. Tapes and resume to Personnel Director, Broadcasting, Box 100, Nashville, TN 37202. Equal Opportunity Employer.

Morning announcer for central Virginia daytime country music station. Salary commensurate ability. Send resume, air tape, requirements to Box 8, Crozet, VA 22932.

WBT is now accepting tapes and resumes for their 5th (only) morning personality in our 58 year history! Only the best will be considered. Please send tapes and resumes to Andy Bickel, WBT, 1 Julian Price Place, Charlotte, NC 28208. EOE.

Are you a witty, mature and creative morning announcer? Do you have the ability to be one? If so, KEWI Radio has the perfect opening for you. Send a recent aircheck tape to J.R. Greeley, KEWI Radio, PO Box 4407, Topeka, KS 66604. Even if you're happy in your present position, call 913-272-2122. KEWI is an equal opportunity employer.

Umbrella of big city. 250,000 market adjacent to Top 10 needs to sound great and willing to pay for it. A/C station. Replies to Box F-7.

Announcing opportunity. Evening shift. Knowledge of automation helpful. PBP experience makes you second sportsman. Minimum two years experience. Tape and resume to: Tom Parker, KTTT/KZNN, Po Box 727, Rolla, MO 65401 314-364-2525.

HELP WANTED TECHNICAL

Chief Engineer—AM/FM in the Sunbelt's fastest growing area. Class C FM & 5,000 Watt AM DN Contemporary stations with the latest equipment. Candidate must be aggressive, into construction program, state-of-the-art in a competitive market. Top salary, profit and pension plan. EOE. Resume and references to Box F-61.

Lost our Chief after years! We need a pro who knows AM directional, FM, studio, and all aspects of same. It's a beautiful place to live and nice people to work with. Clay Media Inc., PO Box 5387, Charlottesville, VA 22905 Equal Opportunity Employer.

Chief for growing AM/FM in prosperous Rochester, NY. New office/studio facilities under construction, state of the art equipment. WPXN/WPXY, 201 Humboldt, Rochester, NY 14610. EOE.

Chief Engineer, FM88/WBFO Public Radio, Buffalo. Good stable position. Send resume and salary requirements to General Manager, WBFO, 3435 Main, Buffalo, NY 14214. EOE.

Radio King: Immediate opening studio maintenance. Only applicants with experience in construction and maintenance of an on-air and 8 + 4 track recording studios need apply. EOE. Send resume to: Bill Bartels, Chief Engineer, PO Box 24525, Seattle, WA 98124.

Chief Engineer needed AM-FM operation beautiful Western Maryland. Excellent opportunity for audio technician who takes pride in good sound. Experience in transmitters, STLs, audio processing, automation a must. We are looking for winning attitude. Send letter and resume to Roy Knotts, WTBO-WKGO Corporation, Box 1644, Cumberland, MD 21502.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer, 2 tower directional AM, Class C FM, group stations in midwest. Prefer combo with first ticket for minimum announcing time on our religious variety stations. Equal opportunity employer. Send resume, references and air check, if applicable, to Gary Herr, KFNW, Fargo, ND 58108.

Assistant Chief Engineer for modern 5KW AM DA and 50 KW FM-Stereo facility. Must have first class FCC license, be comfortable with solid-state and digital circuitry and have maintenance experience. Contact Lew Owens WLAP AM-FM, P.O. Box 11670, Lexington, KY 40577. EOE. 606-293-0563.

Chief Engineer: WJTN/WWSE, Jamestown, New York seeks First Class engineer with automation, STL knowledge. EOE. Send resume, including salary requirements, to: Simon Goldman, President, Goldman Group, Box 1139, Jamestown, NY 14701.

Chief Engineer full-time AM/FM, must have experience and expertise in equipment and transmitter maintenance repair. Send resume, to Calvin Booker, WYLD Radio, 2906 Tulane Ave. New Orleans, LA 70119.

Growing, FM, Midwest, needs chief engineer with selling or sports. Send resume to Professional Communications, Inc., KIEE - FM, 207 East Pearl, Harrisonville, MO 64701. Equal Opportunity Employer.

Chief Engineer—for the leading AM/FM facility in one of the most attractive medium markets of the Pacific Northwest. Directional 10KW AM, Class C automated FM with transmitter on ski resort. Need permanent, hard working individual with good track record and good ears. This is a super opportunity with an excellent group organization. Send resume and salary requirements to Jeff Hatch, Communications Investment Corp., 312 East South Temple, Salt Lake City, UT 84111.

Hands on 1st ticket desired, some announcing experience helpful, college degree preferred. Great working conditions in beautiful Central Virginia college town. Minorities are urged to apply. Forward tape, resume & references to: WXAM, PO Box 1294, Charlottesville, VA 22902.

Chief Engineer for AM/FM in large Midwest City. DA hands-on experience and state-of-the-art expertise necessary. Must be able to take charge of engineering department and staff. Excellent opportunity and employee benefits. Resume to Box F-19.

HELP WANTED NEWS

Midwest AM-FM combination looking for experienced newperson to fill afternoon drive position in medium market. EOE. Susan Giovali, WHUT Radio, Box 151, Anderson, TN 46015.

News Director for top Montana, 5KW. Salary open; extra benefits; send tape and resume to Jerry Black, KSEN/KZIN-FM Radio, Box T, Shelby, MT 59474 or call 406-434-5241. EOE.

News Director—Pacific Northwest, superb lifestyle. AM-FM powerhouse. A minimum of 10 years broadcast journalism experience and 5 years news-director or assistant news director experience required. Salary commensurate with qualifications. Send resume and recent aircheck to Dave Woodward, KPNW AM-FM, PO Box 1120, Eugene, OR 97440. No calls please. Equal Opportunity Employer.

Street Reporter needed to join great news team. 1st ticket and college degree preferred. Great working conditions in beautiful Central Virginia college town. Minorities are urged to apply. Forward tape, resume & references to: WXAM, PO Box 1294, Charlottesville, VA 22902.

WGIR News 61, New Hampshire's leading news station, is looking for a strong morning co-anchor. The successful applicant will be an aggressive broadcast journalist who works hard and enjoys the company of award-winning reporters, surrounded by the state's finest news-gathering facilities. Send tape, resume, and references to Barry Birr, News Director, WGIR, Box 610, Manchester, NH 03105. A Knight Quality Group Station and Equal Opportunity Employer, WGIR particularly welcomes applications from top female news broadcasters.

Experienced News Director, (California daytimer) to gather, dig, write, produce actualities, community participating. Resume, references. Box E-162.

Fully bilingual newscaster for Spanish language radio network. Writing, producing, delivering daily newscasts in Spanish to large Texas audience. Extensive broadcast journalism background preferred. Write: Manager, Spanish Information Service, 8585 North Stemmons, 901 North Tower, Dallas, TX 75247. Enclose resume and tape.

Need experienced news reporter dedicated to news to fill mid-day news slot with some night work. Three person news staff. Tape and resume to: Dave White, KTRR/KZNN, PO Box 727, Rolla, MO 65401.

Newspeople, anchors, reporters, writers, for expanding staff at Northeast news/talk station. Heavily equipped, solid commitment, top 50 market. Box F-14.

Extraordinary News Operation in AP-award-winning, Billboard's "Station of the Year" needs experienced pro who can dig, read, and write by our standards. If you're good enough to join our expanding department, send tape and resume to Bob Bender, WDIF Radio, PO Box 10,000, Marion, OH 43302. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Fulltime opening for individual to handle commercial production plus air shift. Some experience or education helpful. Established AM/FM. Send resume & tape to J. Hogan, WLPD/WAJK, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F.

Sarasota-Bradenton leader anticipates openings for Program Director and Production Director. AM: Contemporary Country; FM: automated Beautiful Music. Must be creative, yet attentive to detail. Experience necessary. Tapes and resumes (no calls). Bob Barnes WBRD/WDUV, Box 1038, Bradenton, FL 33506. EOE.

Operations Manager. News/talk station. Major market opportunity. Talk experience helpful. Equal opportunity employer. Box F-17.

Copywriter for Eastern small market radio stations within 45 miles two major cities; person desired should be able to paper mill copy as well as some creative design copy; good typing required; salary open, EOE; Send resume to Box F-68.

Successful AM-FM station in the west needs experienced production director of superior creative ability. Reply Box F-67.

SITUATIONS WANTED MANAGEMENT

General Manager—Experienced, sales promotional minded, dollar conscious, community involved manager who will win with your present staff or build new. Southeast only. Box F-34.

General Manager: Highly experienced, responsible, successful general manager, with excellent track record. Over twenty two years radio station management experience, desires change to another general manager position. Box E-45.

Chief Engineer with BSEE, industry experience, and 10+ years of high power AM, DA's, FM, some TV, and consulting work looking for creative outlet in management/administration or systems/project engineering with progressive growing concern. Reply F-50.

General Manager, sales pro with excellent credentials, desires small, middle market Virginia, East Tenn. 919-633-4736.

38-yr old pro, married, 16 yrs radio experience including GM-seeks GM or stn mgr position. Mr. Lynn Bobo, 719 Sycamore No. 104, Highland, IL 62249. Ph. 618-654-7104.

Successful broadcast executive (36) Eight years San Francisco radio station general manager. Current management for LA indie TV station with no expansion opportunity. Aggressive in sales management, programming, promotion and leadership. Seeking growth opportunity. Box E-209.

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

Aggressive salesperson seeking a future. Over 12 years of successful broadcast sales & management. Degree in marketing. Experience in local and national sales, promotion, advertising and merchandising. Willing to travel. Bottom line oriented. Growth position desired. Box E-171.

Motivated and motivating, experienced and successful general, sales and operations manager seeks position of growth and leadership in small or medium market. Box F-2.

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.

Successful Salesmanager currently breaking sales records looking for GM position with buy in, have heavy programming experience and 1st phone. Prefer Texas or South. Reply Box F-60.

SITUATIONS WANTED ANNOUNCERS

Young experienced Top 40 air talent. Energetic communicator, warm personality. Available now. 315-232-4181.

Professional stable, creative communicator with good track record and four years experience looking for morning drive/production in medium market MOR or adult contemporary. Box F-64.

Goodbye Japan, Hello America. He reads, writes, talks. Self-winding. BA in journalism. Returning to U.S. after 19 years in Japan. Presently news editor, announcer, jock. Proven creative commercial writer. Minimum \$20,000. Prefer West Coast. For tape and resume, please write or phone: John Leinfelder, 746 Pinta Lane, Foster City, CA 94404. Tel 415-574-2861.

Broadcast graduate with first phone seeks news/announcer position in Northern California. Call Bob 415-626-8906 evenings.

Air personality desires position within 120 mile radius of Chicago. Prefer top 40, AOR, all inquiries welcome. 3rd Will relocate immediately. Tape and resume. Call Kevin, anytime 414-437-0566.

Annxing/producing: classical & jazz; wide knowledge of CM; some experience; good written communication skills, audio editing, intercultural/cross-cultural sensitivity; also familiar with film/theater. Location less important than growth potential. Salary negotiable. McDonald, 201 Blackwood, Trinidad, CO 81082.

Latino air personality, 7 year pro. Spent 2 years with one of Sacramento's leading AORs. Adult communicator, reliable, hard working. Seek position in medium or large market. Prefer West Coast but will consider all opportunities. Rick Osuna, 916-456-4942.

I want to be in Radio—presently working disco roller rink. Some prior radio sales experience. Need a break—trade long hours for break and experience. Kevin McAteer, 12 Whitford St., Warwick, RI 02886.

Immediate availability. Eager and capable announcer, news, production sports, writing. Broadcasting grad with live experience during 8-week station internship. John O' Rourke 507-437-6681.

Trained talented female. Willing to relocate. 3rd ticket. AOR, MOR. Dana Copeland, 411 Ventura Pl. San Ramon, CA 94583, 415-828-1112 Messages at 415-431-9933.

Ted Lux, 13 years major market experience in all adult formats. Strong on live commercial delivery. 216-238-0625.

Top notch announcer with production, traffic skills. Versatile, dependable, energetic. Peter Bernard 213-385-0101.

Young, dependable, energetic announcer, 9 months experience, seeking position in Southeastern Wisconsin. 414-782-1182, ask for Matt.

4 years experience. Strong on music, interviewing, community service. Available now. Will relocate 513-631-4657 nights.

SITUATIONS WANTED TECHNICAL

Transmitter Engineer—full/parttime. Rural. Bare, 2244 Greenbrae Nr. 19, Sparks, NV.

SITUATIONS WANTED TECHNICAL

Radio Engineer—BA. First ticket, broadcast school, first job behind me in TV as operations technician. Willing to learn maintenance or combo, affirmative action employer. Willing to travel & relocate. Box F-23.

SITUATIONS WANTED NEWS

Major League Team Sportscaster looking for pro or major college PBP position(s). Basketball, hockey, baseball, football, or combination. Also interested if sports talk is available. Knowledgeable with top credentials. Contact Box F-57.

Experienced Chicagoland Sportscaster seeks college play by play position in medium to major market. Box F-35.

Excellent reporting skills—News Director with medium market experience and network exposure wants major market reporting job. Prefer East Coast. Box F-32.

News and Sports reporter seeking position in large or medium market. Am young, dedicated. 6 years commercial experience. Box F-56.

Sports Producer/Reporter—Reporting or production position desired in major or medium market. Excellent interviewer and writer. Produced MLB and NBA audio services. College grad with remote engineering experience. Contact Stu Miller: PO Box 1149; Union, NJ 07083. 201-372-2852.

Minority female, two years experience in small and top 20 market desires reporter position with opportunity to anchor in top 50 market. 216-851-3884. Box F-63.

Anchor, Reporter, sports, network experience. Fast, accurate. B.A. or call 914-793-2534 Eves. or Box F-59.

Former News Director with Colorado AM/FM/TV for five years. Currently with Congressman in Washington, D.C. Seeking return to small-medium market broadcast journalism in West. Jim Huska, 703 Morningside Court, Herndon, VA 22070. 703-435-1018.

Experienced Reporter-Producer seeks creative position in radio news and/or public affairs. Strong track record in writing, production, and interviewing. Intelligent, probing approach. Dave Glenn, 501-378-0915.

Hard working sportscaster with strong writing skills. 3 years sports, news experience in Milwaukee. Some PBP. Will relocate. Afternoons calls 414-276-8294.

Sportscaster for all seasons. Currently play-by-play and producer for state-wide major college network. Award winner. Box F-22.

Major College or pro football-basketball play-by-play. Available now. Currently own sports production company originating college football and basketball. M.S. Communications. 7 years experience. 316-231-9200.

Major market newswoman, 8 years experience including Milwaukee, Tampa. Seeking street reporting or anchor position in top 35 market. Call 414-282-0508 after 6:30 CST.

Experienced female news anchor. Talented, ambitious. Strong air work and reporting skills. Available now. 315-232-4181.

Medium market sportscaster seeks stable position with quality top 200 station. 516-781-0037. Gary.

Dedicated, enthusiastic individual with law degree looking for entry level position in sportscasting. College experience. 301-493-4948.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Proven winner ready to contribute to your station. Call Cliff 405-799-5133.

Former W.W.R.L., W.L.I.B. N.Y. D.J. Ready for programmers position. Box E-190.

Program Director. Station sale makes available PD/O.M. Solid experience includes motivation, budgeting, promotions, community service, sales, Arbitron No. 1, engineering, A.A., dedication. Box E-19.

Announcer with degree desires full time air-shift and other responsibilities. Experience in production and commercial AM university stations. Interested in sales also. Will relocate. Box F-4.

Elizabeth Good, News/Talk Editor, *Radio and Records*, says of Don Karnes: "... he's innovative, creative, an excellent News/Talk personality, an effective administrator as Program/Operations Manager. Karnes has done an excellent job with Miami's 1360/WKAT Talkradio and he made Salt Lake City's KSXX-Talk/63 dramatically more interesting and community involved with his on-going staff training program. He has an excellent promotional sense for programming and he creates sales oriented concepts designed to increase both ratings and billings." Don Karnes is available for a new programming/news challenge. Call 717-547-6289.

TELEVISION

HELP WANTED MANAGEMENT

National Sales Manager job opportunity for a 4-station regional TV network 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, KFYR-TV, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

Major market television station seeks top level promotion manager. Person must be experienced in management and administration in all phases of program and sales promotion, publicity, art, station image, etc. Person must be creative and conceptual, well-organized and detail-minded, with ability to train and motivate others. Salary commensurate with experience. An Equal Opportunity Employer. If you're ready for a new challenge write Box F-10.

Executive Director, Friends of Channel 21, Inc. Community support group for WHA-TV, Madison, Wisconsin seeks full-time Executive Director. Primary responsibilities are administration of Friends' office and staff, coordination and support for Board and committee activities, membership drives and an auction; development of individual and corporate memberships, public information functions, liaison functions with WHA-TV staff and general public, and coordination and development of an effective local underwriting program. Bachelors degree in communications, business administration or related field, and three years full-time demonstrated experience in community relations, volunteer leadership and program coordination required, five years preferred. Demonstrated knowledge and experience in fiscal, program and personnel planning, and administration essential. Flexible work schedule required. Salary range \$21,000 to \$25,000 depending on qualifications and experience. Deadline for completed applications July 7, 1980. For complete position description and formal application, write to Richard Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Employment Opportunity Employer.

Director of Development to pursue TV program underwriting, supervise membership office, and initiate other fund raising activity. Minimum of B.A. and three years public broadcasting experience preferred, but relevant commercial nonprofit development background considered. Must be self-starter with excellent writing skills. Salary range \$16,500-\$23,000 plus outstanding benefits. Resume by July 4 to General Manager, WNEO/WFAO, 275 Martine Drive, Kent, OH 44240. EO/AA Employer.

South Florida TV Station needs an experienced Traffic Manager. Must be familiar with BIAS computer systems and communications production. EOE. Send resume and salary requirements to Box F-58.

HELP WANTED SALES

General Sales Manager: WLBT-TV, Mississippi's No. 1 television station is seeking an aggressive GSM. Must be experienced in both national and local sales with managerial background in television. Send resume and salary requirements to: General Manager, WLBT-TV, Box 1712, Jackson, MS 39205.

HELP WANTED TECHNICAL

ENG Technician for major market television station in Florida; minimum 2 years experience in ENG or other electronic equipment maintenance. Equal Opportunity Employer. Send resume to Box F-40.

CMX Editor—Progressive public television station seeking right person to be trained as CMX Editor. Minimum 2 years experience in video tape operations plus some knowledge in tape editing. First Class FCC license required. Good benefit package and long term growth in a beautiful south Florida environment. Salary range up to \$19,760 depending on experience and expertise. Send resume in confidence, Administrative Services, WPBT/TV2, PO Box 610001, Miami, FL 33161. An equal opportunity employer, M/F.

Pacific Northwest new VHF commercial TV station has exceptional opportunities in the 16th largest market for: Engineering Crew Chief, Transmitter Maintenance Engineer, Studio Maintenance Technicians. Experienced applicants only. Send resume today to: Al Bednarczyk, KCPO-TV Channel 13, P.O. Box 98828, Tacoma, WA 98499. Equal Opportunity Employer.

Maintenance Supervisor, Univ. TV Production studio doing ITV and PTV broadcast programs. 1st Class License, 3 yrs. maintenance experience, 1 year supervision required. Submit resume with two references to: Donald N. Lehmier, 225 S. Forge St., Akron, OH 44325.

Unusual opportunity—Washington, D.C. consulting firm seeks versatile broadcast engineer for station appraisal and inventory work. FCC first phone, 3-5 years experience, and ability to do detailed work required. Some travel, pleasant professional environment. Call Jim Bond at 202-966-3196.

Maintenance Engineer: Denver post-production and R/T satellite facility. 1st phone and experience with AVR-1's and -2's, VPR-2's, Ampex and Grass Valley switchers, time code equipment, multi-track audio systems, microwave and earth station equipment. Salary commensurate with experience. Excellent benefits. Send resume to: Rocky Mountain Broadcast Center, 2480 West 26th Avenue, Suite 50-B, Denver, CO 80211. EOE/AA.

Television Engineers needed. Chief Engineer, Asst. Chief, TV Technicians. Locations including Rochester, NY, New Bern, NC, Jacksonville, FL, W. Palm Beach, FL. Compensation negotiable according to ability. Excellent fringes. Send your resume to Jim Somich, C.E., Malrite Broadcasting Co., Cleveland Plaza, Cleveland, OH 44115. EOE-MF.

Maint. Engr. ENG. Expr with Sony 2850A-200A 50 Machines: HL-77 & HL-79 cameras, microwave, 1st FCC, TV studio & transmitter expr desirable. KFMB AM/FM TV, PO Box 80888, San Diego, CA 92138. Attention: J.D. Weigand, An Equal Opportunity employer M/F.

Looking for good Assistant Chief Engineer, familiar with RCA transmitter—TR 600, TK 630, Sony, Phillips Engineer. Contact: Jim Robinson/WCEA-TV 904-893-3127.

Chief Engineer—TV. VHF group owned Rich. Va. TV station. Strong administrative and technical skills required. Modern, well-equipped facilities. Excellent opportunity for the right individual. Forward resume to or contact Don Watkins, PO Box 2349, Knoxville, TN 37901; phone—615-637-9666. EOE.

Assistant Chief—immediate opening on the beautiful California Coast. Modern well equipped VHF network affiliate seeks a fully qualified working engineer capable of supervising maintenance operations. Self starter with minimum 5 years maintenance experience, maintenance supervisor background preferred. Electronics school graduate or equivalent technical education, including digital technology. Career opportunity with excellent salary and company paid benefits, including pension plan. EOE/M/F. All replies in confidence to Box E-176.

Associate needed for San Francisco consulting engineering firm specializing in AM-FM-TV broadcasting, cable television, and microwave systems. Bachelor degree essential, advanced degrees welcome. Systems design, FCC applications, forensic engineering, limited field work and travel. PE registration essential but may be obtained later. Salary commensurate with qualifications and experience. Participation in ownership possible. Enjoy the benefits of a small specialized professional firm with an established nationwide practice. Entry level position also available. Send resume in confidence to: Hammett & Edison, Inc., Box 68, San Francisco International Airport, San Francisco, CA 94128.

HELP WANTED TECHNICAL CONTINUED

Maintenance technicians needed immediately for the Space Shuttle program. Experience desired in CCTV systems, monochrome and color cameras, microwave, audio, digital electronics. Broadcast background preferable. Salary to \$23,000 per annum. Call 713-488-1625 for appointment.

HELP WANTED NEWS

Photographer/ENG Editor: All ENG group owned station. Heavy commitment to news with large staff and live microwave. The right person has excellent opportunity for advancement. Box F-71.

Producer—West Coast medium market network affiliate looking for aggressive, innovative leader with at least 2 years experience producing a fast-paced, people-oriented one hour newscast. This position will be filled by someone who is used to having a lot of input into assignments and content. EOE M/F Resumes and salary history to Box E-201.

Weather: M-F 6 and 10 p.m. Looking for weather person with versatility in either ENG photography, reporting, or fishing and hunting interest. Salary in low teens depending on qualifications. Send tape, resume to: Bob Nelson, News Director, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

Reporter/Anchor—Prefer some broadcast reporting experience for our net-affiliated station in Northern New England. Knowledge of ENG equipment a plus. Tape and resume to Director of Marketing/Operations, PO Box 906, White River Junction, VT 05001. No phone calls.

Executive Producer: Responsible for producing two nightly news casts. We're looking for an energetic person strong in writing and ENG production who can step in and take charge of putting out a fast-moving, contemporary newscast. No beginners. Send resume to News Director, WOC-TV, 805 Brady, Davenport, IA 52808. No phone calls, please. An EOE, affirmative action employer.

Meteorologist/Weathercaster: group owned medium market station with strong commitment to news and weather. Color radar, live microwave, and large staff. Excellent pay, benefits and future for the right person. No beginners, please. Box F-66.

Experienced, innovative, creative producer to help lead a news department with a strong staff and equipment ranging from color radar to live ENG. EOE. Box F-71.

Innovative major market station looking for 6 & 10PM Anchor; need someone who can write, report and deliver the news with *credibility and flair*. An equal opportunity employer. Send resumes to Box F-69.

Reporters—WVTM-TV, Birmingham, has openings for two reporters. Must be aggressive and have on-street reporting experience. Not an entry level or training position. Send tape and resume to Wendell Harris, WVTM-TV, PO. Box 10502, Birmingham, AL 35202. An equal opportunity employer.

Reporter to prepare features and interviews for weekly energy series. On-air experience, strong writing background and samples of work required. Send resume to Donna Faw, Md. Public Broadcasting, Owings Mills, MD 21117. EOE, M/F.

Ambitious News Director needed for Northeast Radio-TV Stations. Must be experienced, aggressive and a true leader. Excellent opportunity with expanding group. EOE. Box F-38.

Producer—1-3 years experience. Growth market. Tape, resume and salary first letter. No calls. EEO. News Director, KGUN TV, Box 5707, Tucson, AZ 85703.

Producer/Reporter—Research, investigate and produce programs examining issues and topics of statewide interest. BA in Journalism, Broadcasting or Mass Communications plus three years experience. Experience as broadcast journalist preferred. Strong research and writing skills. Additional experience may substitute for degree on year for year basis. Salary: \$15,840 Minimum. Apply by June 30th. Contact: Paul E. Few, Assistant Manager-Administration, University of Nebraska, Box 83111, Lincoln, NE 68501. Equal Opportunity/Affirmative Action Employer.

News Director/Anchor: For small market television station. Send resume and tape to General Manager, WAEO-TV, Rhineland, WI 54501. Equal opportunity employer.

News Director/Anchor, Reporter (1-3 years experience), personality weather for small but politically active Florida market. Come grow with us. EEO. Call: Jim Matthews 904-893-3127.

Reporter/Anchor: For general assignment and feature work—possibly weekend anchor—must be experienced. Send resume and tape to News Director, KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108.

Executive Producer ... Top-rated station looking to increase its dominance. Need an innovator with strong people skills who thrives on competition. Send tape and resume to Steve Ridge, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. EOE.

Producer ... Top thirty market leader looking for aggressive, innovative, people oriented leader to produce a fast paced newscast. Send tape and resume to Steve Ridge, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. EOE.

Reporter/Associate Producer for Public TV nightly news magazine. Requirements: Journalism, ENG experience, ability to produce 10 minutes analytical news and feature stories. Resume and tape to Director of Finance, WYES-TV, 916 Navarre Avenue, New Orleans, LA 70124. Applications close June 20, 1980. WYES-TV is an equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

A Middle Market CBS Affiliate seeks an art director. Responsible for developing and creating art work for commercial production, promotion, news, sales and special projects. Salary open. EOE. Box F-55.

Broadcast Specialist for PTV and public radio station in Minnesota. Duties: produce TV and radio programs as well as supervise student work. Minimum requirements: certificate or degree in broadcasting from college or trade school plus 2 years broadcast experience. Resume tape and recommendation of previous employers required upon request. Ability to work with students and public. Ability to maintain strong interpersonal relationships. Salary \$10,000. KAVT-TV/FM is owned and operated by Austin's Independent School District 482 and is an Equal Opportunity Employer. Deadline for applications is July 15, 1980. Send resume to Barry Baker, KAVT-TV/FM, 1900 Eighth Ave., N.W. Austin, MN 55912.

Co-host for established 60 minute, fresh, live, topical, talk/variety magazine. If you're a strong, creative, versatile talent with experience and, perhaps, a news background and ready for a top ten network affiliate, send your tapes and resume to: Dick Dietrich, Executive Producer, WJBK-TV, Box 2000, Southfield (Detroit), MI 48037. EOE.

PM Magazine Co-hosts: Bright and energetic people (2) to co-host PM Magazine. On-air experience or entertainment background helpful. Ability to communicate to viewer a must! If you want to work for the best TV station in the South, send tape and resume to Personnel, WRAL-TV, PO Box 12000, Raleigh, NC 27605. EOE.

Producer/Director—Beautiful Gulf coast of Florida, and fastest growing area in the nation. Must have 5 years directing experience and/or education, and be highly knowledgeable in news and public affairs production. Must have good technical knowledge of all the equipment necessary to perform duties of this position. Strong leadership and supervisory skills are an absolute must. Good company benefits. No phone calls. Send resume and salary requirements to Clarence Mosley, WINK-TV, PO Box 1060, Fort Myers, FL 33902. Only qualified applicants need apply. Equal Opportunity Employer.

Position open for writer, co-producer of film, video productions depicting research, instruction and clinical efforts of faculty, University of Florida Health Center. Must be skilled in writing, cinematography and film editing. Masters degree required. Starting date 6/20/80, Title, Assistant-In. Send resume by 6/2/80, to J. Chance, College of Journalism, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

Tired of routine production? Need Producer/Director for University Television Center. Will do weekly magazine format public affairs program, university advertising and a variety of other productions. Submit resume to William C. Lewis, Director of Telecommunications, Wright State University, Dayton, OH 45435 by June 16.

Women's Director position at Great Lakes area VHF. Applicants must be skilled at interviewing children and adults for two daily shows. Must be interested in community affairs and have a strong sense of public relations. Resume, references. EOE. Box F-43.

Producer-Director for NBC Affiliate. Work in commercial, promo, public affairs, and news. Send resume, tape, and salary requirements to: Production Mgr., WOC-TV, 805 Brady St., Davenport, IA 52808. No phone calls. M/F EEO.

SITUATION WANTED MANAGEMENT

General Manager with outstanding credentials! Television—26 years; Radio—10 years; Broadcasting—36 years, including Management 20+ years. Now 49. Thoroughly experienced all aspects: ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In markets small, medium and large, overcame overwhelming obstacles, achieved revitalization/rapid-turnarounds; produced spectacular sales and profits, plus prestige. Very competitive! Quality-leader in industry. Accustomed to full responsibility. Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend interviews. Box F-42.

Aggressive 10 years radio & television station & sales management. Experience in local/regional and national sales. Excellent references. Box E-196.

General Manager—young experienced professional with outstanding track record seeking challenge and opportunity. Box E-206.

Sales Manager experienced in local, regional, national sales. Knowledgeable in all areas of television operation. Box F-15.

SITUATIONS WANTED SALES

Young, experienced, Hispanic female. Radio, ethnic programming, news & public affairs, promotion and programming research. TV, sales and audience research. College degree. Box F-41.

Radio Broadcasting Pro—7 years management and an additional 6 years in sales is ready to make move into TV. Experience in medium and major markets. Wants account exec or sales managers job. Box F-51.

Organized AE—(50 kw sold)—print, R-TV, Agency PR, on-air experience—seeks R-TV. All offers considered. Credentials, References, Degree. Box E-129.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2969.

Twenty years experience, VHF, UHF, AM, FM, short-wave (VOA). Construction, maintenance, facility design, chief engineer. Field engineering service, will consider responsible permanent position. Jim Cason, POB 1254, New Bern, NC 28560. 919-638-5956.

SITUATIONS WANTED NEWS

Woman, ENG editing and other non-tech skills seeks entry level position in northeast market. Box F-39.

Are you looking for a young experienced anchorman who is more than just a reader, and has good ratings ... then I am who you are looking for ... Call 609-561-0619.

Dynamic young anchorman with current major market experience seeks same position, in respectable market, with more visibility and growth potential. 213-395-2687. Leave message.

SITUATIONS WANTED NEWS CONTINUED

Recent graduate—seeks general assignment or sports reporting position. Reporting internships in 64th & 17th markets. Proven experience in ENG shooting and packaging. Mike 813—988-6710.

Willing to work hard for first break in news/public affairs. Anchor/reporting/public affairs experience. BA in Mass Communications. Cheryl Tidd, 1223 E. Cox, Peoria Hgts, IL 61614, 309—686-0405.

Reporter/morning anchor in low-100s market seeks medium-market reporting position—strong writer, anchor capability, experienced, 2 BAs. Prefer Midwest or South. Box F-44.

I am a 28 year old Sony executive who fills-in part time doing sportscasts at a major market station. I seek a full time position with a station, regardless of market size, that employs people who are positive, confident and enthusiastic. Have a college degree, know ENG, Paul Sherry 707—584-9481.

Degreed journalist with a fervor for features desires reporter spot. Reared in radio news. Currently CATV reporter. Box E-192.

Qualified black man: Producer-director turned reporter and on-camera talent. M.A. degree. Eleven years of commercial, public, and corporate TV preparing investigative documentaries, public and cultural affairs shows, and corporate CCTV news programs. Seek medium market or corporate communications management position. Box E-145.

Looking for a unique weathercaster? I draw while I talk. Bron Smith. 213—961-5132/796-7441.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Graduate to new grades of class production. Innovative, well schooled Producer, Director, Editor, Technical Director, Cameraman seeking interesting growth position. Box F-53.

Host of Number 1 rated TV magazine show, would like bigger challenge; variety talk, game show, fully qualified and experienced. Call 614—457-9131.

BS, MLS with experience in film and tape at top network seeks research related position in northeast market. Box F-46.

CABLE

SITUATIONS WANTED SALES

Chicago Land Cable Companies—Sales-marketing minded individual with knowledge of Chicago and suburbs wants to be part of your sales team. Six years Radio-Television experience in programing and sales. Four years experience in business management. Proven capabilities. Employed in Chicago. Contact Mr. Jody Duke, 312—475-1834, after 7 PM. (CST).

ALLIED FIELDS

HELP WANTED MANAGEMENT

Broadcasting Director—The Oregon Commission on Public Broadcasting is seeking an executive director for the development and operation of the Oregon Educational and Public Broadcasting Services. Minimum qualifications: Five (5) years administrative experience, and educational experience. Application deadline: November 1, 1980. Appointment will be effective after January 1981. Competitive salary and full state employee benefits. Candidates for this challenging position must mail complete applicant resume, college transcripts, and three-page statement of candidate's philosophy regarding the public broadcasting system to: Oregon Commission on Public Broadcasting, c/o Dr. I. S. Hakanson, Screening Chairman, Umpqua Community College, P.O. Box 967, Roseburg, OR 97470 (503—672-5571). An Equal Opportunity Employer.

Administrative Assistant, University Relations—Director of Mississippi State University's public relations division seeks professional who can assist in coordinating efforts in publications, news bureau, radio/television and governmental relations. Applicant should have well-rounded journalistic background, preferable with emphasis in television news and/or production. Bachelor's degree required, master's preferred. Well-documented experience essential. Send resume and salary requirements by June 25 to: W. G. Gilmer, P.O. Box 5328, Mississippi State, MS 39762. An Equal Opportunity, Affirmative Action Employer.

Director of Division of Information and publications services, University of Florida: With its own studio and complete ENG and editing facilities, the Division disseminates research news and other campus information through newspapers, magazines, radio and television stations and production of publications. Division also operates shop for photo-typesetting and preparation of camera-ready mechanicals and photography studio and labs. Seeking applicants with a wide variety of mass communications skills and knowledge, with extra consideration for commercial television experience. Position requires supervision of staff of 14 full-time employees plus student assistants and \$400,000 annual budget. Must have at least a BA degree, five years media experience, including proven personnel and fiscal management responsibilities. Salary: \$18,000-\$29,000, commensurate with experience. Send complete resume by June 26, 1980 to: Robert L. Willits, Assistant Director, Personnel Relations, Second Floor HUB, University of Florida 32611. The University of Florida complies with Section 502 of the Rehabilitation Act of 1973 and Section 402 of the Vietnam Era Veterans Readjustment Act of 1974. Equal Employment Opportunity/Affirmative Action Employer.

Coordinator for State Public Telecommunications: Staff position to Idaho State Board of Education located in Boise, Idaho. The Coordinator acts as liaison between the public broadcasting stations, other public telecommunications entities, State Board of Education, state legislature, and other state agencies. Administers state microwave interconnect. Reviews and recommends state budget requests, and provides planning services for the licensee in facilities, broader policy areas, governance and financing. Qualifications: Education: Bachelors degree in a relevant field. Experience: Six years telecommunications experience, with a minimum of two years administrative experience. Salary \$25,000-\$28,000. Applications close July 16, 1980. Send complete resume with employment history, educational background, and references to: Mr. Nels Solberg, Chairman, Search Committee, Office of the State Board of Education, Len B. Jordan Building, Room No. 307, 650 West State Street, Boise, ID 83720. Phone: 208—334-2270. An equal opportunity employer.

HELP WANTED SALES

Salesperson: Top performer to sell services to NY advertising agencies. Minimum 5 years experience selling time, print or similar. Knowledge audio-visual helpful, not necessary. Salary \$40M. Adept Media Agency, 441 Lexington Avenue, New York, NY 10017.

HELP WANTED TECHNICAL

Unusual Opportunity—Washington, D.C. consulting firm seeks versatile broadcast engineer for station appraisal and inventory work. FCC first phone, 3-5 years experience, and ability to do detailed work required. Some travel, pleasant professional environment. Call Jim Bond at 202—966-3196.

Technical Operations Supervisor needed for major videotape facility. Requires knowledge of all facets of studio production and post production. Will be liaison between client and sales; re: techniques and available equipment; supervision of stage crews. Minimum experience: 3-5 years. Send all resumes to MetroTape West, Division of Metromedia, Engineering Dept., 5746 Sunset Blvd., L.A. CA 90028 EOE M/F.

A National Organization is looking for a Broadcast Technician with two years of electronic training (technical school or military) and at least one year of television engineering experience. The person must also have a basic knowledge of radio production facilities. Send resume to: Box E-138.

HELP WANTED PRODUCTION

Are you the best? Needed: Field Producers. Videographers. Editors for a new daily nat'l synd reality strip. Experience in location production a must. Don't wait a min. If you are the best, send resume at once! Box F-36.

HELP WANTED INSTRUCTION

Visiting instructor/producer: term appointment in a non-tenure track. Graduate degree in Radio-Television or closely allied field and experience in professional broadcasting required. Teach two courses in the areas of radio and television production and direction. Act as producer/director for radio and television local production. Deadline for application: July 1, 1980. Salary is competitive. Letter of application, complete credentials, and the names of at least three professional references should be sent to: H. Eugene Dybvig, Departmental Executive Officer, Dept. of Radio-Television, Southern Illinois University, Carbondale, IL 62901. SIUC is an Equal Opportunity/Affirmative Action employer.

Faculty position in growing broadcast journalism program. Professional experience and master's necessary. Salary and rank negotiable. Deadline for applications: July 1, 1980. Position Available: August 20, 1980. Contact: Chairman, Dept. of Journalism, CC 116, University of Arkansas, Fayetteville, AR 72701. Equal Opportunity/Affirmative Action Employer.

Inst./Asst. Prof. Description: Supervise and train students in FM radio station and color-television studio. Teach undergraduate courses in Radio/Television. Duties include advisor to WWCU-FM, student-managed/operated radio stations. Qualifications: M.A. Radio/Television—Ph.D. preferred. AA/EEO. Deadline, July 7, 1980. Position begins August 11. Contact: Dr. Donald L. Loeffler, Head, Speech and Theatre Arts, Western Carolina University, Cullowhee, NC 28723.

Electrical Technology Instructor: To instruct students of Electrical Technology—Communications and Telecasting in Electronics and state-of-the-art applications to broadcast electronics. Will also instruct in open and closed circuit broadcasting subjects related to Telecasting. Will be responsible for the coordination of student workshops in television. Must hold First Class Radio-Telephone license and have 4 years of broadcast electronics experience, plus a Bachelor's degree with major in Electrical Engineering or Electrical Technology. Excellent fully paid benefits, with salary based on training and experience, for example: a Bachelor's degree and 5 years of experience would earn \$18,951 for 10 months of teaching. Apply to: Milwaukee Area Technical College, Office of Employee Services, 1015 North 6 Street, Milwaukee, WI 53203.

Telecommunications Instructor to teach television production utilizing broadcast facilities. Requirements: Master Degree, full time experience in commercial or public television, eligibility for California Community College Instructor Credential. Salary Range \$16,026 to \$24,116 for 10 months. Applications must be postmarked no later than June 21. Contact Winston Carl, Personnel Officer, San Bernardino Community College District, 631 South Mt. Vernon Ave., San Bernardino, CA 92410. 714—885-0231 Ext. 105. An equal opportunity affirmative action employer.

Instructor—11 month TV Production course in a Vocational-Technical Institute. Salary commensurate with experience. Excellent fringe benefits. Minnesota Vocational Teacher Licensure required (min. 6000 hours industry experience). Teach production in PTV station facilities, studio and remote, to classes averaging 10-14 students. Produce/direct associated production load. Prepare and administer own curriculum and budget. Consult and plan with faculty and industry advisors. August start. Contact: Mrs. Marge Kirchhoff, Assistant Director, Austin Area Vocational-Technical Institute, 1900 8th Avenue, NW, Austin, MN 55912 507—437-6681.

Instructor—11 month Advertising Design/Professional Sales course in a Vocational Technical Institute. Salary commensurate with experience. Excellent fringe benefits. Background must include a demonstrated record of successful selling (min. 3 years), as well as the ability to organize and present materials and ideas effectively. Teach sales skills and techniques of advertising to classes averaging 15 students. Position begins August 18th. Application deadline June 20th. Contact: Mrs. Marge Kirchhoff, Assistant Director, Austin Area Vocational-Technical Institute, 1900 8th Avenue NW, Austin, MN 55912, 507—437-6681.

HELP WANTED INSTRUCTION CONTINUED

Mass Communication: Director of Program; Associate Professor. Ph.D. desired. Nine month tenure track position beginning August 16, 1980. Experience in teaching, commercial or public broadcasting and research desirable. Teach undergraduate and graduate classes, preferably in advertising and broadcasting. Salary negotiable. Send application letter, transcripts, Vita, and three letters of recommendation to Dean Lockwood, Ph.D., Department of Communication, The University of South Dakota, Vermillion, SD, 57069. Application deadline: July 1, 1980. An AA-EOE employer.

SITUATIONS WANTED SALES

Broadcast Equipment Sales—employed salesman with extensive broadcast background, including engineering and management, wants change. Now in Chicago. Box E-172.

WANTED TO BUY EQUIPMENT

Ampex 1021 Intersync plus VR-1100 Control Panel. Dave Castellano 209-957-1761.

TV Equipment Wanted: Need Norelco PC72 Camera Chain. Contact Hugh Cleland, WCNY-TV, Syracuse, 506 Old Liverpool Rd., Liverpool, NY 13088. 315-457-0440.

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

FOR SALE EQUIPMENT

Two SMC 252 (Stereo) Carousels. IGM interface boards available. 501-239-8588 or 501-486-5496.

Wilkinson stereo generator, Wilkinson TSC-4 stereo console, Moseley wireless PBR-15, Remote control Chief Engineer/WVVIS, Box 487, Frederiksted, St. Croix 00840.

4-Revox A-77's, 1-Nakamichi 550, 1-B. E. 5 BES-100, 1-Orban 418-A, 1-Orban 111-B, Call Ricky 201-992-7641.

Two Ikegami HL-35 Cameras. Most options available including Paint Boxes, Battery Pack, Charger. \$10,500 ea. Dave Castellano 209-957-1761.

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

For sale: Harris system 90 automation equipment with two NTI "go carts", logging and full encoder, less than one year old. Call George Langan 217-789-0880.

3 KW FM CSI FM 3000E, 3 yrs. old w/exciter and stereo. Excellent condition. M. Cooper 215-379-6585.

FM Equipment, used-Collins 31021 exciter, with factory warranty, Spectrosonic 610 comp limiter, Microtack 6401 stereo preamp, Wilkinson SR-20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

Ampex RA-4000 Editing Systems, Ampex HS-100 Slo-Mo Disc Recorders, Ampex VR-2000 Video Tape Machines, Ampex VR-1200 Video Tape Machines, Mobile Unit-1969 Reliance 40 feet complete with 6 PC-70 Cameras, excellent operating condition. For more detailed information and inventory list contact: Jim Richards/ABC, 40 West 66 Street, NYC 10023, 212-887-4906.

RCA TT-10AL VHF Transmitter—Working good, Channel 6, many spares, \$5,000.

RCA TT-35CH VHF Transmitter—All spares, good condition, Channel 10, \$20,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares, Channel 11, \$12,000.

Complete film island—PE 240, Eastman 285's. TP7, Eastman multiplexer, \$30,000.

CVS 504B Time Base Corrector—Recently reconditioned, \$4,000.

GE PE-400 Color Cameras—Pedestals, racks, super low price! ea. \$7,000.

GE PE-350 Color Cameras—All accessories, good condition, ea. \$4,000.

GE PE-240 Film Camera—Automatic gain & blanking, \$8,000.

ADC 558-3 Switcher—\$40,000 if new, loaded, perfect, \$20,000.

CDL VSF 741 Switcher—12 input, chroma key, \$4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, \$12,000.

RCA 1600 Film Projectors—New, factory cartons, TV shutter, ea. \$900.

Eastman 250 Projectors—Recently removed from service, ea. \$2,000.

Eastman CT-500 Projector—Optical and mag sound, ea. \$7,000.

RCA TP-6 Projectors—Reverse, good condition, ea. \$1,000.

Ampex 1200 A VTR'S—Amtec, Colortec, one with editor, ea. \$22,000.

IVC 960C VTR'S—Portable model, working good, ea. \$3,000.

Norelco PC-70 Color Camera—16x1 200M Lens, 2 available, new low price, ea. \$14,000.

Norelco PCP-70 Color Camera—Portable or studio use, \$4,000.

VHF Antenna—RCA Batwing. Available now, \$8,000.

UHF Antennas—Various Models and Prices.

JO Brands of New Equipment—Special Prices We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation In GA call 404-324-1271.

Remanufactured Ampex 1200B VTR, Amtec, Colortec, Mark II Editec, overhead bridge, spare head, compressor, Venturi Vacuum System, manuals, and extenders. Less than 125 hrs. use since AFA rebuild, mint condition. Call Bob Chetrick 616-774-8338.

Videotape machines: Three Ampex VR-2000 with velocity compensator, auto chroma, VHO, venture vacuum systems and 3M DOC. One with editor, one with editor editec. Excellent condition. Call Merle Thomas. PBS, 202-488-5120.

Collins 10 kw FM transmitter with solid-state exciter. 830-F-1 in perfect condition. Transmitter used for only 9 years. Spare final tubes. Delivery from our inventory. Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248, 214-630-3600. Other AM and FM units in stock ready for delivery. Thank you for doing business with Besco.

Ampex ATR 100 audio recorders: Mono Recorders: 6 fully loaded mono recorders at \$3,400 each. Contact Robin Stow at 213-577-5575.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

EMPLOYMENT SERVICE

Disc-Jockey and News openings—all formats—all markets—rush your tapes and resumes—Air Talent Placement, Box 87121, Chicago, IL 60680.

MISCELLANEOUS

Attention station managers: obtain exclusive franchise rights to live 1950's rock concert for your market. Jimmy Clanton hosts original name acts. Franchise information from Box F-54.

Wanted: Humorous Responses from viewers for national magazine article. Will receive station mention. Send asap M. Burlon, 1031-6th Ave., Laurel, MS 39440.

Beatles: A very special cooperative Radio Promotion available. Call for details. R.M. Rund & Co., 212-988-6810.

Commercials . . . Promos . . . by major market talent . . . Impersonations, female voices; more! As low as \$4.50. Low cost consultations. B.B.C., 16508 Cannons Mill Road, E.L.O. 43920. 216-385-1397.

Custom, client jingles in one week. PMW, Inc., Box 947, Bryn Mawr, PA 19010 215-525-9873.

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Records wanted—Have format changes left you with unwanted records? Top dollar paid for all types LP's. We'll travel for quantity Nuggets—Boston 617-536-0679.

Air Checks of America's Top Jocks! From 1960 to present! Send for free catalog . . . Air Checks Unlimited, Box 87121, Chicago, IL 60680.

Jock Shots! Fantastic, low-cost audio effects for sharp jocks. Free demo disc: LA Air Force, Box 944-B, Long Beach, CA 90801.

RADIO PROGRAMING

"The Soviet objective is world domination by 1985"—Leonid Brezhnev. "It does not matter if three-quarters of mankind is destroyed; all that counts is that ultimately the last quarter becomes Communist"—Lenin. Robert Cunningham, former NBC correspondent, newspaper publisher and expert on communism analyzes the likelihood of a Soviet nuclear missile attack on the United States from Cuba and the Caribbean. Write on your station letterhead to Action 80, PO Box 597, Pawleys Island, SC 29585 for free 8 minute public affairs cassette; no obligation.

Big band breaks. Stereo library of newly recorded arrangements for adult radio. Sales/Programming feature. Demo: Toby Arnold & Associates, 4255 LBJ, Dallas, TX 75234 214-661-8201.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. License and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 17 and September 2. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

San Francisco, FCC License 6 weeks 6/23/80. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105. 415-392-0194.

Announcers: Get a better job. My publication tells how. Send \$7. 2355 Ala Wai, Suite 206, Honolulu, HI.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Announcers

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needs Morning Personality. Strong signal, promotion-minded management, top salary and Southern California life-style in a very competitive market. Send resume, salary requirements to: General Manager, Box F-11. M/F—E.E.O.

Help Wanted Announcers Continued

MAJOR GROUP TALENT SEARCH

Susquehanna Broadcasting continues growth with strong communicators.

Music personalities, talk personalities and news people, send your tapes and resume to: Bob Shipley

Susquehanna Broadcasting Co.

Radio Division

140 East Market Street

York, PA 17401

Equal Opportunity Employer

Help Wanted Management

SALES MANAGER

Growing broadcast group looking for Sales Manager to run Sales department of AM/FM property in the East. We are only interested in someone with experience. This career opportunity offers salary and benefits commensurate with experience. Opportunity for advancement to Station Mgr. or G.M. All applications should include an extensive resume and personal references. We are only interested in success-oriented people. Please reply to Box E-224. Equal Opportunity Employer.

GENERAL MANAGERS— PROGRAM DIRECTORS— SALES MANAGERS

We are seeking aggressive, bright management personnel to join our expanding company. Our stations are located in medium sized Sunbelt and Midwestern cities and we will continue to expand in these two areas. You will be expected to work hard, be eager to learn, to be effective and committed to winning fairly and honestly. We in turn will give you the tools you need to work with, all the growth opportunities you can handle and major market remuneration and benefits. Box F-16.

Help Wanted News

Metromedia's WASH Radio Washington, D.C.

is looking for a warm-sounding, creative newscaster/reporter; should have solid background of air work, writing and street work; send tape of newscast and features with resume to: Joe Ewalt, News Director, WASH Radio, 5151 Wisconsin Avenue, N.W., Washington, D.C. 20016; EOE

Help Wanted Programing, Production, Others

DRIVE TIME TALK HOST

Major news/talk facility, WRNG Atlanta, is looking for experienced talk host. Strong interview ability, personality and news orientation a must. Send resume, tape and salary requirements immediately to: Ed Dunbar, WRNG, 3954 Peachtree Rd., Atlanta, Ga. 30319.

Situations Wanted Management

GM, GSM, Corp. Officer

Experienced, ambitious, hard-working self-starter, leader. Knowledgeable in sales, programming, eng. regis. labor, acquisition. Currently GSM, increased sales 42% first year, in second 21%. Earning 45k. Single, 29, anywhere USA. 601-442-0336 after 7 PM, Peter.

TOP 20 MARKETS

General Manager with wide-ranging experience in major markets now available due to sale. Will consider all major market challenges. P.O. Box 570942, Miami FL 33157.

Asset Sitter

Selling your station? Manager departed or wants to? Not to worry! I'll move in and preserve your assets in the critical period until closing. Proven management skills, especially sold stations. Contact Charlie Macatee, 4927 Sedgwick St., N.W., Wash., D.C., 20016, 202-363-6424

Situations Wanted News

Sports Director

employed but looking after ...

- taking Chicago FM station to major league sports status and ...
 - increasing sports billing by 700% into 6 figures. Did it with ...
 - 70 hour work weeks, intelligent news approach, creative programs i.e. ...
 - Big 10 basketball pop. talk shows w/prominent guests, daily reports, prep games, racing coverage. Plus ...
 - as part-time sales, rank No. 1 on staff.
- Bruce Blair, (312) 664-0265 evenings or 1255 N. Sandburg, No. 2206, Chicago 60610

Situations Wanted Programing, Production, Others

Free-lance in N.Y. Area

Experienced young pro, employed by major syndicator, seeks additional challenges in radio production. Excellent editing, mixing, and writing skills, combined with "great ears" and ability to "follow through" - Box F-73.

AVAILABLE NOW

Talk show host rated one of the top ten in the country. Consistent high ratings for north eastern power house station serving 32 states. Interviewed everyone from Carter to Redford. Excellent references. Right offer will increase your numbers. Represented by Erwin Zucker Promotions, 9255 Sunset West, Hollywood, CA 90069. Telephone 213-858-7112.

TELEVISION

Help Wanted Programing, Production, Others



**One of the nation's
top independent
stations is seeking
PRODUCTION MANAGER
applicants**

**SEND RESUME TO:
DOUGLAS KNIGHT
PROGRAM MANAGER
WFLD TV
300 NORTH STATE STREET
CHICAGO, ILLINOIS 60610**

**AN EQUAL OPPORTUNITY EMPLOYER M/F
FIELD COMMUNICATIONS**

PROGRAM MANAGER

Major TV affiliate in Miami, FL, has an opening for a program manager. The ideal candidate will have previous programming or station management experience. Good salary and company employee benefits. Send resume in confidence to:

**Manager of Employment
P.O. Box 010787
Miami, FL 33101
An Equal Opportunity
Employer M/F**

PROGRAM MANAGER

CBS Affiliate in top 24 California Market—Strong production background and local/syndicated programming experience essential. Send resume to Box F-31. Equal Opportunity Employer—Male/Female.

**Help Wanted Programing,
Production, Others
Continued**



KSTP-TV

CO-HOSTS WANTED

Twin Cities top-rated daily talk/variety television program has openings for co-hosts. Talent should have at least two years broadcasting experience and be able to work well with a live studio audience. Send resume, salary requirements and video tape to—John Degan, Production Manager, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. EOE.

Help Wanted News

**METEOROLOGIST/
ENVIRONMENTAL
REPORTER**

Top 25 market station searching for Meteorologist/Environmental Reporter who can communicate. We are committed to News/Weather. Our commitment includes Color Radar, NAFAX, UNIFAX II, ACCU-WEATHER, several microwave mobile units and live helicopter. Please send resume to Box E-178. An Equal Opportunity Affirmative Action Employer. M/F.

**TROUBLE SHOOTER
REPORTER**

Must have the desire and ability to solve other people's problems. Be fair but firm with rip-off artists and present a story which is interesting and well produced. East Coast net affiliate. If you have proven skills as a problem solver, send resume to Box E-78.

Equal Opportunity Employer

**SPORTS ANCHOR/
REPORTER.**

Excellent position opening for talented, personable sports anchor/reporter. Must have anchor experience with bright, energetic delivery. Must have ability to dig out interesting local sports material. Must be experienced with ENG reporting procedures. Sports conscious community wide open for right person. Send resume, video tape and salary requirements to Don Edwards, Program Director, WSTM-TV, 1030 James Street, Syracuse, N.Y. 13203. WSTM-TV is an Equal Opportunity Employer.

**Help Wanted News
Continued**

NEWS DIRECTOR

Top 25 California market seeking experienced TV news professional with proven administrative ability. Responsible for 2 hours of news daily in all ENG operation. Please send resume to Box F-74. An Equal Opportunity Affirmative Action Employer, M/F.

SPORTSCASTER

To join growing staff in pro sports top 20 market. Must have the ability to do exciting highlights and action-packed sportscast. Looking for winning personality with unique production skills. Send reply and resume to Box F-75.

Equal Opportunity Employer

TELEVISION NEWS PRODUCER

California sunbelt market, top 25, seeking experienced TV news producer. Experience in news production should include writing, editing and ENG production, both tape and live. Ability to work well with people a must. Send resume to Box F-76. An Equal Opportunity Affirmative Action Employer.

Situations Wanted News

**Anchorman/News
Director**

Attention small to medium market stations seeking a man who can combine both jobs and do them well. Excellent track record in both areas. Top references. Box F-72.

Help Wanted Management

**Georgia Educational Television
Network
Director of Public Programming**

The Georgia Educational Television Network, an equal opportunity employer, is seeking applications for the position of Director of Public Programming.

Duties include: Setting goals and directions for public television in Georgia, selecting program material for broadcast, administering budget and preparing grant applications. This position supervises a staff of thirty professional people. A minimum of two years of supervising or consultative experience in educational or commercial television production, promotion or programming is required.

Salary range \$20,000 to \$28,000. Liberal fringe benefits. Application deadline is June 30, 1980 and must be submitted on Merit System Form MS27-1. To obtain the Merit System Form and more information please contact: Frank Bugg, Director of Operations, Georgia ETV Network, 1540 Stewart Ave., S.W. Atlanta, Georgia 30310. Phone: (404) 656-5943.

**VICE PRESIDENT
SALES PROMOTION
AND
SALES DEVELOPMENT**

Immediate opportunity for a uniquely creative media marketing professional to head up the promotion and sales development activities of our Television Network Division.

Prime responsibilities include planning and creating all sales promotional and presentation tools for the TV Network directed to clients, ad agencies, and affiliated station management through all media and means. Additional duties involve working closely with sales management on development and implementation of sales strategy; producing special materials and presentations for other TV Division departments; and supervising the creation and production of special Corporate presentations, films, brochures, etc.

Candidates for this highly visible management opportunity must possess a solid knowledge of broadcast research; superior writing and editing skills; demonstrated managerial expertise; and have a verifiable track record (at least 10 years) encompassing a broad range of knowledge and understanding of all media promotional techniques and potentialities. Additional requirements include knowledge of graphics and a related degree.

We offer an extremely fine compensation package commensurate with background. Qualified candidates should send resume, plus a cover letter specifying salary requirements and detailing how background and achievements relate to our needs to: Ms. Margie Stern, Manager, Personnel, American Broadcasting Companies, Inc., 1330 Avenue of the Americas.

Equal Opportunity
Employer M/F



ALLIED FIELDS
Help Wanted Management

PRODUCT MANAGER

OUR GROWTH IS ON YOUR SIDE

We're Arbitron, one of the nation's leading radio and television audience measurement firms. Expanding activities have created an opportunity for a proven manager. Position involves the management of a professional staff whose primary responsibility is the publication of audience measurement reports. This person must be able to plan, communicate and implement effectively.

Planning—both short and long term

Communicate—involves highest levels internal and external

Implement—timely, accurate production preserving total product integrity

A degree plus managerial experience is required. A broadcast industry background is essential. We offer excellent benefits and a convenient suburban location. Our continuing leadership in the field provides your key to professional growth. Send resume indicating salary requirements, in confidence, to C. M. Poske, Personnel Administrator.

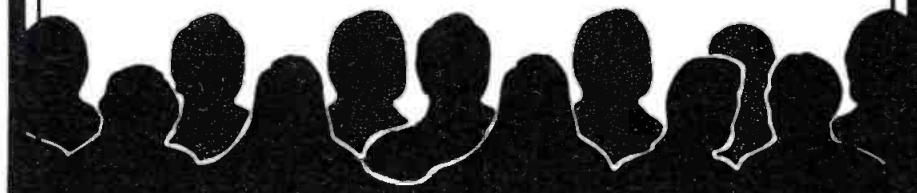
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CUSTOMER SERVICE ENGINEER

RADIO AUTOMATION

If you enjoy working with program automation equipment and have a technical background with a good command of digital electronics, you could be the person for this challenging position.

Broadcast Electronics is located in a pleasant, small midwestern town. We have a good team and are enthusiastic about our future. The overwhelming success of our "Control 16" Program Control System has resulted in an opening for a Customer Service Engineer. Get in on the ground floor with a growing company. We offer excellent working conditions and benefits.

If you're experienced in the technical operation of program automation equipment and interested in a challenging career position, please send resume, including salary history in confidence to:



a **FILMWAYS** company

Dow Jones
Manager, Automation Service
Broadcast Electronics, Inc.
4100 North 24th Street
P.O. Box 3606
Quincy, IL 62301

Help Wanted Technical Continued

Broadcast Engineers

Bored With Your Job Or Career?

If you feel confined in your present job, sitting behind a desk or trapped in a day-to-day routine with no future in sight, then a career with RCA Service Company may be your ticket out.

RCA Service Company's Broadcast Engineers travel all over the world to install, maintain and service transmitting systems, television cameras, and/or television tape recording equipment. Experience in the maintenance of television broadcast and related equipment necessary. Digital background helpful.

We are looking for a few of the best Broadcast Specialists, who are able to work without close supervision and who would enjoy working from home to travel throughout the U.S. and occasionally to many foreign countries. A first class radio-telephone license is required.

Naturally we provide excellent salaries and Company paid benefits including medical and life insurance, vacations, holidays, and an income savings and retirement plans.

For immediate consideration, call collect, or send a letter or resume to: Mr. Rob Robinson, (609) 338-6517. RCA Service Company, Building 201-2, Rt. 38, Cherry Hill, NJ 08358. An Equal Opportunity Employer.

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MEDIA RELATIONS WRITER

Major Midwest Utility seeks experienced News Reporter to join the Media Relations Section of its Public Affairs Department.

Duties involve preparing news releases and background papers, handling inquiries from news representatives, arranging press conferences and making recommendations on public relations programs. Must have excellent writing skills. Require degree in Journalism or English and at least 3 years of media experience. Must be a self starter.

Salary is competitive and benefits are excellent. Good opportunity for professional growth and advancement. Send resume and clips to: Box E-77

An Equal Opportunity Employer M/F

THE THREE BIGGEST WORDS IN TELEVISION CABLE - CABLE - CABLE

There are more than 4,200 cable television systems in operation throughout the country. Hundreds more being built in the planning stages.

What does this mean to you? Opportunity. An opportunity to capitalize on localized television guides in your area.

How do you do this? By becoming a local Associate Publisher for your area and producing a localized T.V. magazine. Each locally owned and operated magazine acquired advertising for insertion in his/her local edition. T.V. Tempo supplies all scheduling and information about the happenings in T.V.

You will receive complete training. An investment of \$10,500.00 is required. Call 800-241-7089 for complete information or write T.V. Tempo, Inc., PO Box 5443, Athens, Georgia 30604

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Situations Wanted Management

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25 years experience in professional TV-CATV-CCTV-radio and telecommunications education/training in management, regulation, operations, production, technology, franchising, etc. Possess Ph.D., FCC, First, impressive credentials from industry, government, education. (205) 767-0206.

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Services

Public Notice

PUBLIC NOTICE

The City of Baltimore, Maryland is seeking a consultant to provide assistance in all phases of the development of cable television in that City. Consultants interested in this contract may contact the address below for more details. A pre-bid meeting will be held at 10:00 a.m. on June 26, and work is tentatively scheduled to begin on September 1. Ref: BP-10481

Bureau of Purchases
City of Baltimore
ATTN: Mr. Summers
111 N. Calvert St.
Baltimore, MD 21202
PH: (301) 396-5704

PUBLIC NOTICE

The City of New York, acting through its Board of Estimate, on March 24, 1980 adopted a resolution seeking applications for cable television franchises in the Borough of Queens, City of New York. Copies of the Request for Proposals are available on request from Mr. Morris Tarshis, Director, Bureau of Franchises, City of New York, 1307 Municipal Building, New York, N.Y. 10007, telephone number (212) 566-2654. Applications must be submitted in writing in the form specified in the Request for Proposals and must be received no later than September 2, 1980. All applications received will be available for public inspection during regular business hours at the Bureau of Franchises, 1307 Municipal Building, Chambers and Centre Streets in Manhattan.

NOTE: The Request for Proposals was previously published in The City Record on April 11, 1980 and April 17, 1980, in Broadcasting on April 21, 1980, and in TVC Magazine on May 15, 1980, but because of an unforeseen delay in the publication schedule, the deadlines contained therein for the submission of applications are no longer applicable. Interested applicants should guide themselves by the deadlines published in the revised Request for Proposals.

Morris Tarshis
Director of Franchises

RADIO STATION OWNERS ... WE CAN INCREASE YOUR SALES WITH NO CASH OUTLAY ON YOUR PART

We have a two fold sales approach where we sell safety campaigns by telephone, and then follow up selling these accounts in person for long periods.

We will furnish you with complete references, and then arrange to meet you in person at your office or ours, at our expense, before we start our sales effort.

All sales will be done by principals of our company only. If you would like to increase your sales, at no cost, call us collect.

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Community Service Broadcasting
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Northbrook, Illinois 60062
(312) 564-3904

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WANT TO BUY OR INVEST

I am interested in buying a radio station or becoming an active investor in a radio station in Atlanta, Georgia or a surrounding community. Will consider all types of situations. Box F-33.

For Sale Stations

ORLANDO ADI

We have for sale a Class C FM now operating below full power. A lease is available on a 1000 foot tower which will deliver a six county central Florida signal with 100,000 watts ERP. This is not a mature station; it needs to be developed. Box F-30.

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100 CALLS \$395.00 TERMS
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S-A-M-S

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H.B. La Rue, Media Broker

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East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

Dan Hayslett

a Associates, Inc.

Media Brokers
RADIO, TV, and CATV
(214) 691-2076

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5kw A.M./100kw F.M. now available in excellent Florida market. Box F-37.

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Full-power class C F.M. in Southeast for sale due to special circumstances. Box F-47.

SELECT MEDIA BROKERS

NC	Daytime AM	165K	Small
MO	Daytime AM	225K	Small
WY	Fulltime AM	235K	Small
MS	Daytime AM	295K	Medium
KS	Non-Commercial FM	350K	Metro
GA	Daytime AM	400K	Medium
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	340K	Medium
SC	Daytime AM	375K	Medium
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Fulltime AM	750K	Medium
IN	Daytime AM	1.25 M	Major
CO	Daytime AM	300K	Small
CO	Fulltime FM	500K	Metro

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- Fulltimer. Major market ID. \$660,000 terms.
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- S.E. 50,000 watt AM. 3.8 million.
- Fulltimer. City in Iowa. \$680,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Atlanta area daytimer. \$680,000.
- Louisville area daytimer. \$450,000.
- Fulltimer W. Va. city. \$420,000.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Atlanta area. \$980,000. Terms.
- AM/FM both powerful. N.C. \$800,000. Unusual situation. Lots of leverage.
- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Fulltimer. Wyoming. \$260,000. Terms.
- Class C in Colorado. \$590,000. Terms.
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- AM/FM near North Florida resort city. \$340,000. \$35,000 D.P.
- Super "Powerhouse" FM with AM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Powerful Daytimer in Eastern central New Jersey. \$650,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Ethnic station in large Northern city. \$1,900,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Indiana. Large metro. \$200,000 down. Good coverage.
- Daytimer. Boston area. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
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S	Small	AM/FM	\$395K	\$114K	Bill Whitley	(214) 387-2303
MW	Small	Am/FM	\$1100K	Nego.	Peter Stromquist	(218) 728-3003
SW	Small	AM/FM	\$375K	29%	Dan Rouse	(214) 387-2303
W	Metro	Fulltime	\$1000K	Cash	Larry St. John	(206) 881-1917
W	Suburban	FM	\$2300K	Terms	Ray Stanfield	(213) 363-5764

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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.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

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Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$80.00 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 35mm, 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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for
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T419. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. **\$12.95**

T426. MODERN RADIO BROADCASTING: Management & Operation in Small to Medium Markets by R.H. Coddington. A comprehensive guide to successful practices of radio stations in small-to-medium-sized markets. 288 pages, illustrated. **\$12.95**

T428. ORGANIZATION & OPERATION OF BROADCAST STATIONS by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$14.95**

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Fates & Fortunes

Media



Shapiro

Mike Shapiro, president and chief operating officer of Belo Broadcasting, Dallas-based group owner, elected chief executive officer ("Closed Circuit," April 28). **James Moroney Jr.**, former chief executive officer, will continue as chairman of board. **Ward Huey Jr.**, executive VP of Belo, elected chief operating officer.



Huey

David Lane, VP-station manager of Belo's WFAA-TV Dallas, named general manager. **Phillip Keller**, general sales manager of WFAA-TV, named station manager. Named general managers of other Belo stations: **Terrence Ford**, VP-station manager of KFDM-TV Beaumont, Tex.; **Hal Mayfield**, station manager of WFAA(AM) Dallas, and **Jeffrey Poll**, station manager of KZEW(FM) Dallas.



Lane



Pancratz

Ronald R. Pancratz, general sales manager of Capital Cities Communications' WJR(AM) Detroit, named general manager, replacing **William R. James**, promoted to Capcities senior VP, responsible for cable TV operations (BROADCASTING, June 2).

Jim Kime, VP-general manager of King Broadcasting Co.'s KYA-AM-FM San Francisco, named to newly created position of VP-radio for King. He will be in charge of company's five AM and four FM stations. King is headquartered in Seattle.

Ron Grubbs, general sales manager, WRTH(AM) St. Louis, joins KSLQ(FM) there as executive VP-general manager.

Joseph Abel, VP of KIRO Inc., and station manager of its KSEA(FM) Seattle, named station manager of its KIRO(AM) Seattle.

Aaron Goldman, vice chairman of board of trustees of noncommercial WETA-TV Washington, named chairman, succeeding **Stephen Alles**, who resigns to devote more time to his law practice.

Tony Esposito, associate director of system research, Public Broadcasting Service, Washington, joins noncommercial KBDI-TV Broomfield, Colo., as general manager.

Dave Kessel, program director, KAZM(AM) Sedona, Ariz., named assistant general manager.

William Lockett, director of personnel, Mutual Broadcasting System, named VP and director of personnel.

Robert Washington, special assistant for human resources development, Corporation for Public Broadcasting, Washington, resigns.

Roberta Leblang, director of research for WGN Continental Sales Co., joins WTBS(TV) Atlanta as research director.

Roy E. Morgan, one of founders and current president of Wyoming Valley Broadcasting Co., licensee of WILK(AM) Wilkes-Barre, Pa., awarded honorary Doctor of Humane Letters degree at Wilkes College, Wilkes-Barre, commencement.

New officers, Wisconsin Broadcasters Association: **Charles Dickoff**, WEAQ(AM)-WIAL(FM) Eau Claire, president; **Terry Shockley**, Liberty TV, Madison, VP-TV; **Jack Gennaro**, WFHR(AM)-WWRW(FM) Wisconsin Rapids, VP-radio; **Henry Davis**, WITI-TV Milwaukee, secretary, and **Nathan Goetz**, Goetz Broadcasting Corp., Naples, Fla., treasurer.

New officers, Puget Sound Radio Broadcasters Association: **Edith Hilliard**, KJR(AM) Seattle, president; **Bill Knudsen**, KVI-AM-FM Seattle, VP and treasurer, and **Al Chapman**, KBRD(FM) Tacoma, Wash., secretary.

New officers, California Community Antenna Television Association: **Raymond E. Joslin**, Joslin Communications, president; **Marc B. Nathanson**, Falcon Communications, VP; **Ross Willemann**, Storer, VP/technical; **Anna Marie Hutchinson**, Eagle North Cable TV, VP/special services; **Allen Gilliland**, Gill Industries, secretary; **Gail E. Oldfather**, Televents, treasurer.

Advertising

Elected senior VP's at J. Walter Thompson U.S.A. Inc., New York: **Stephen G. Brown** and **Garth R. Halberg**, VP's and group account directors, and **Edith M. Gilson**, VP and coordinator of research and planning.

Edward Littleford, senior VP-creative director, Foote, Cone & Belding, New York, named deputy executive creative director. **William Foster**, VP-executive art director, named VP-creative director. **Hector Robledo**, senior VP-executive art director, assumes additional duties as graphics director.

Nancy Brenner, account supervisor, Grey Advertising, New York, named VP.

Howard Kuntz and **Michael Gross**, associate media directors, N.W. Ayer ABH International, New York, named VP's.

Ronald Bess, VP-account director, Needham, Harper & Steers, Chicago, named management representative.

Bob Nelson, executive producer, Huntley, Schmidt, Plapler & Beaver, New York, named VP. **Terry Bonaccolla**, from Doyle Dane Bernbach, New York, joins Huntley as account supervisor on Subaru business.

Raymond Lewis Jr., director of account services, D'Arcy-MacManus & Masius, Atlanta, named VP. **Douglas Sweetbaum**, formerly with Pitney Bowes as marketing representative, joins DM&M in New York as media planner. **Andrea Brecker**, formerly with SSC&B in New York, joins DM&M there as research supervisor. **Noel Nauber**, associate creative director, DM&M in St. Louis, and **Bruce Duffey**, senior writer there, named creative director and associate creative director, respectively. **Jeffrey Lee**, from Doyle Dane Bernbach/West, Los Angeles, joins DM&M there as copywriter.

Evan James, former account executive, Ketchum MacLeod & Grove, Pittsburgh, named VP-management supervisor.

Michael Moran, network TV buyer, Kenyon & Eckhardt, Birmingham, Mich., named account executive.

David Throop, assistant account executive, Tatham-Laird & Kudner, Chicago, named account executive.

Susan Gill, associate research director, Air Time, New York, joins Rosenfeld, Sirowitz & Lawson there as director of media research.

Judith Butin, assistant at Liller Neal Weltin, Atlanta, named broadcast production manager. **Linda Hensy**, formerly with McDonald & Little, Atlanta, joins Liller Neal Weltin as assistant account executive. **Margaret Gearing**, from Tucker Wayne, Atlanta, joins Liller as copywriter.

Fred Sherwood, associate creative director, Weber Cohn & Riley, Chicago, named creative director.

June Burkeen, general sales manager, WRCI(FM) Midland, Mich., joins Parker, Willox, Fairchild & Campbell, Saginaw, Mich., as account executive and media buyer.

Williams Cummings, director of national packaged goods advertising, Radio Advertising Bureau, New York, named VP.

Jay Higgins, *Houston Business Journal*, elected president of Houston Advertising Federation. **Charles Lutz**, Ketchum, MacLeod & Grove, and **June Cerrato**, Rives Smith Baldwin & Carlberg, elected first and second VP's, respectively.

Alan Zaretsky, VP-marketing services, Air Time, New York, named VP-marketing.

Kevin Hale, account executive, team A, MMT Los Angeles, named team A sales manager. **Julie Ballard**, account executive, team A, MMT in Chicago, joins Los Angeles office in same capacity.

Robert Gould, account executive with The Christal Co. in Chicago and St. Louis, named Dallas office manager.

Fred Taylor, account executive, Petry Television, Los Angeles, joins HR Television there in same capacity.

William Kehlbeck, account executive, WRKO(AM)-WROR(FM) Boston, joins sales staff of Roslin Radio Sales, New York.

Cecilia Voccoili, research analyst, TeleRep, New York, named assistant research director.

Warren W. Spellman, VP, marketing services administration in CBS/Broadcast Group's marketing and communications design department, New York, named to newly created CBS corporate staff post of VP, marketing communications department, responsible for administration and coordination of several major areas in advertising and marketing with emphasis on consolidation of all CBS media activities.

Elio Betty, sales manager of Chicago offices of ABC Television Spot Sales, named general sales manager of unit based in New York, filling post that had been vacant for some time.

Anita Harris, account executive, WVON(AM) Chicago, joins Radio Advertising Representatives there as account executive.

Dennis Siewert, national sales manager, KSAT-TV San Antonio, Tex., joins WRCB-TV, Chattanooga as general sales manager.

Eugene Hegedus, account executive, WWOL(AM)-WWOR(FM) Buffalo, N.Y., joins WHLD-AM-FM Niagara Falls, N.Y., as VP-general sales manager.

Scott Trentadue, sales manager of Goetz Broadcasting Corp.'s WFAW-AM-FM Fort Atkinson, Wis., named director of sales and marketing for Goetz, which owns three AM's and three FM's in Wisconsin.

Jack Minish Jr., account executive in Owensboro, Ky., for WFIE-TV Evansville, Ind., named Owensboro sales manager.

Richie Allen and **John Krogstad**, in local sales department of KFJZ-AM-FM Fort Worth, named Fort Worth and Dallas sales managers, respectively.

Barbara Gustafson, account executive, KTWO-TV Casper, Wyo., named marketing director for KCWY-TV there, new station scheduled to go on air in August.

Stephen Weber, account representative, ABC-TV Co-Op Sales, New York, joins KGTV(TV) San Diego as account executive.

Dick Bailey, formerly with WEEI(AM) and WCVB-TV, both Boston, named VP-sales manager of WLYN-AM-FM Lynn, Mass.

Kathy Wood, account executive in Dallas office of KXAS-TV Fort Worth, named regional sales representative.

James Smith, account executive, Northwest Television Sales, Seattle, and **Dennis McCormick**, media planner, Kraft Smith Advertising, Seattle, join KING-TV there as account executives.

Lawrence Kiel, sales representative, J.J. Keller & Associates, Neenah, Wis., joins WFRV-TV Green Bay, Wis., as account executive.

John Kimbell, account executive, KOMA(AM) Oklahoma City; **Ed Hooper**, sales manager, National Pontiac Motor Division in Fort Worth; **Gail Edwards**, account executive,

International Bitter Drink Corp., and **Rita Racana**, director of marketing, Jockey Club, Las Vegas, join KMGC(FM) Dallas as account executives.

Bruce Randolph, account executive, WAAM(AM) Ann Arbor, Mich., joins WCXI(AM) Detroit in same capacity.

Patrice Butkiewicz, production intern, WMUK(FM) Kalamazoo, Mich., joins WNIC-AM-FM Dearborn, Mich., as account executive.

Phyllis Jackson, former account executive, KCLE(AM) Cleburne, Tex., joins KFJZ-AM-FM Fort Worth in local sales position.

Bob McAllister, with WQID(AM)-WVMT(FM) Biloxi, Miss., joins WGSO(AM)-WQUE(FM) New Orleans as co-op director.

Charles W. Weidman, general sales manager, WBMG(TV) Birmingham, Ala., joins WCRT(AM)-WQEZ(FM) there as director of sales development.

Maynard Hacker, account executive, WUAB-TV Cleveland, joins KHTV(TV) Houston as local sales manager.

David Hill, sales manager, WIYQ(FM) Ebersburg, Pa., joins WAMQ(AM) Loretto, Pa., as general sales manager.

Bob Eurich, owner of radio-TV sales packaging firm in Fresno, Calif., named local sales manager, KMI-TV there.

William F. Howard III, salesman, WPOC(FM) Baltimore, named local sales manager.

Gary Coleman, account executive, KCMO(AM) Kansas City, Mo., named local sales manager.

Jim Swallow, national sales manager, KWOW(AM) Pomona, Calif., joins WSRZ(FM) Sarasota, Fla., as local sales manager.

Kathy Wood, account executive, KXAS-TV Dallas, named regional sales representative.

Mitch Lambert, account executive, WFRV-TV Green Bay, Wis., named national sales manager.

Monroe Looney, sales manager, KLRA(AM) Little Rock, Ark., joins KAAV(AM) there as business development manager. **Linda Bonilla**, office manager of Avis Leasing, Atlanta, and **Joe Stuckey**, from KMCK(FM) Fayetteville, Ark., join KAAV and co-owned KLPQ(FM), respectively, as account executives.

Doug Berle, from KIQQ(FM) Los Angeles, named national sales manager, WSNV(AM)-WAVI(FM) Jacksonville, Fla.

Marie McClenaghan, from Citizens & Southern National Bank, and formerly with WIS-TV Columbia, S.C., joins WRNB(AM)-WAZZ(FM) New Bern, N.C., as account executive.

John Trinsey III, Lancaster, Pa., realtor, joins WLYH-TV Lancaster as account executive.

Susie Pryor, account executive, reporter and photographer, KOMU-TV Columbia, Mo., joins WPNT-FM Pittsburgh as account executive.

Steve Skelly, on sales staff of KYYX(FM) Seattle, named account supervisor, KPLZ(FM) there. **Bob Ferguson**, director of group sales and special events, Seattle Seahawks football team, joins KPLZ as account supervisor.

Peggy Moeller, from KRKE(AM) Albuquerque, N.M., and **Jeff Shuster**, from Steamboat Springs Ski Co., join KZZX(FM) Albuquerque as account executives. **Sandy Scafione**, account executive, KZZX, named to same position for co-owned KQEO(AM) there.

Programing



Gershman

Lawrence Gershman, vice president, international, Viacom Enterprises, named executive VP, worldwide syndication, MGM-TV, New York, effective June 15.

Al Burton, senior VP-creative affairs, Tandem Productions and T.A.T. Communications Co., Los Angeles, named executive VP.

Glenn Padnick, program executive in creative affairs working on development and production of network series, named senior VP-current programs.

Richard A. Harper, VP of worldwide syndication, 20th Century-Fox Television, named senior VP for international division. **Roberta Haynes**, VP of TV movies and miniseries, based in Los Angeles, has vacated post and signed contract as independent producer for Fox TV. **Richard Rosetti**, director of movies for TV, succeeds Haynes as VP of TV movies and miniseries.

Bert Wasserman, senior VP-finance, Warner Communications, New York, named executive VP-chief financial officer. **Gene Voris**, purchasing manager, MCA Records, Los Angeles, joins WCI Home Video, division of Warner Communications, as production manager in Los Angeles office.

John Chickering, who has worked in financial position for Warner Communications, named director of financial administration, Warner Bros. Television Distribution, Los Angeles.

Thomas G. Kuhn, executive VP, Alan Landburg Productions, Los Angeles, named staff VP, West Coast, RCA SelectaVision videodisks.

Chuck Good, VP-general sales manager of Buena Vista Distribution, Los Angeles, named president. He succeeds **Irving Ludwig**, who has been president since 1959 and plans to retire next fall.

Nat Cavalluzzi, director of station sales for Syndicast Program Services, New York, until 1973, and recently in sales posts outside television, returns to Syndicast as general broadcast executive in New York.

Martin Berman, former film editor for WABC-TV New York, named producer of Group W Productions' new syndicated daytime series, *Hour Magazine*, scheduled to begin in September. **Bob Carman**, former associate producer and staff producer for Tom Snyder's *Tomorrow*, **Karen Cadel**, associate producer for 1980 Easter Seal Telethon, **Larry Ferber**, associate producer for Group W's *The Mike Douglas Show* and *Everyday*, and **Rosalind Karson**, former associate producer for Public Broadcasting Service's *Behavior Control*, named associate producers of *Hour Magazine*.

Ken Wolfe, associate director, ABC Sports, New York, named producer.

Hilary Schacter, producer of on-air promotion for Movie Channel, satellite service of Warner Communications, New York, named

executive producer at WGBS-TV New York.

Evelyn Keller, program coordinator, WNGE-TV Nashville, Tenn., named program manager.

Stephen Kulczycki, deputy director of programming for Twin Cities Public Television, KTCA-TV and KTCI-TV St. Paul, named director of broadcasting. He will be responsible for KTCA-TV's broadcast schedule and development of programming for KTCI-TV. **Jim Russell**, director of public affairs division and executive producer of weekly series, KTCA-TV, named director of program production for KTCA-TV. **Donald Knox**, director of cultural programming, KTCI-TV, and former executive producer for noncommercial WTTW(TV) Chicago, named director of program development and specials.

Karen Carns, former producer and co-host of morning program on WTVM(TV) Columbus, Ga., joins WFMV-TV Greensboro, N.C., as co-host and assistant producer of morning program.

Karim E. Karim, assistant chief photographer, KOCO-TV Oklahoma City, joins KTVY(TV) there as producer of *PM Magazine*.

Jim DeSchepper, producer, *Weekend Magazine*, WFRV-TV Green Bay, Wis., named producer of *PM Magazine*.

Jack Felker, creative services director, WLOX-TV Biloxi, Miss., joins KCWY-TV Casper, Wyo., as production manager. Station is scheduled to go on air in August.

Bill Patrick, sports anchor, WABI-TV Bangor, Me., joins WOWK-TV Huntington, W.Va., as sports director.

Ed Coleman, program director, WCCM(AM)-WCGY(FM) Lawrence, Mass., and sports director, WCCM, assumes additional duties as host of weekend sports program on WBZ(AM) Boston.

Jennifer Roth, director, noncommercial WVRU(FM) Radford, Va., joins noncommercial WKAR-AM-FM East Lansing, Mich., as associate director, responsible for program and production activities.

Brock Whaley, morning air personality, KAZY(FM) Denver, joins WMET(FM) Chicago as afternoon air personality.

Candi Chamberlain, air personality, KYA-AM-FM San Francisco, joins KFRC(AM) there in same capacity.

Brian Krueger, air personality, WHCO(AM) Sparta, Ill., joins announcing staff of KFRU(AM) Columbia, Mo.

Jim Tsalapinas, announcer, KBMC(FM) Eugene, Ore., assumes additional duties as weekend air personality, KATR(AM) Eugene, Ore.

Alan Sneed, program director, WKDA(AM)-WKDF(FM) Nashville, Tenn., joins WKLS-AM-FM Atlanta in same capacity.

Chuck Anderson, program director, KXEL(AM) Waterloo, Iowa, joins KOLM(AM)-KWVK(FM) Rochester, Minn., as operations manager.

William Arnold, who left WEZF-FM Burlington Vt., in 1978 to pursue musical career, returns to station as director of programming and production.

Neil Bobrick, producer/director, KYW-TV Philadelphia, joins WNAC-TV Boston as producer/director.

Ulysses (Ukee) Samuel Washington III, graduate, University of Richmond, Va., and former intern with WTVR-TV Richmond, joins

WTVR-TV as weekend sports announcer.

Laurie Kaye, news anchor and producer for KFRC(AM) San Francisco, joins Drake-Chenault, Canoga Park, Calif., as special features producer. **Len Boardman** joins D-C as account executive in special features. **John Leader**, music director for KHJ(AM) Los Angeles, joins D-C as announcer for *XT=40*.

Don Chapman, operations manager and announcer, KSEA(FM) Seattle, joins KOMO(AM) there as air personality.

News and Public Affairs

Dorrance Smith, Washington producer of ABC News's *The Iran Crisis: America Held Hostage*, named executive producer of weekend news programming for ABC-TV. **Lionel Chapman**, associate producer of ABC's *World News Tonight* in Washington, named producer of ABC's *Nightline*, based in Washington. **Pam Kahn**, 11 p.m. news producer, WBZ-TV Boston, joins ABC News in Washington as associate producer of *Nightline*. **Tom Yellin**, associate producer of *CBS Reports* in New York, and **David Bohman**, news producer for CBS-owned KNXT(TV) Los Angeles, join ABC News in New York as producers of *Nightline*. Associate producers for *Nightline*, based in New York, are **Diane Pisano-Mendex**, former on-air promotion producer for WOR-TV New York, **Martha Voss**, production associate for ABC-TV's *Good Morning America* in Washington, and **Nadine Muchin**, talent coordinator for *Good Morning America*. **Ed Freedman**, associate producer of *CBS Morning News*, and **Charles Stewart**, producer, WGBH-TV Boston, join ABC News in New York as producers.

Bill Peterson, news director, WKYC-TV Cleveland, joins WPLG-TV Miami in same capacity.

Rich Caughron, former news director for KTCM(TV) Helena, Mont., named news director and anchor for KCWY-TV Casper, Wyo., scheduled to go on air in August.

Chris Laudani, reporter, WILX-TV Onondaga (Lansing), Mich., named assistant news director. **Kathi Tiplady**, noon anchor, named 6 and 11 p.m. co-anchor. **Nancy Graser**, reporter, succeeds Tiplady as noon anchor. **Glenn Ray**, reporter, WJIM-TV Lansing; **Gary Koplin**, news director, WAGM-TV Presque Isle, Me.; **Regina Benjamin**, news production assistant, WXYZ-TV Detroit, and **Lisa Telder**, from noncommercial WKAR-TV East Lansing, Mich., join WILX-TV as reporters. **Peter Jaroff**, reporter, WILX-TV, named producer. **Randy Leist**, from Lansing Community College media department, joins WILX-TV as news photographer.

Bill Thompson, anchor-reporter, KRMG(AM) Tulsa, Okla., joins WTMA(AM)-WPXI(FM) Charleston, S.C., as news director.

Cheryl Boone, announcer and reporter, non-commercial WIAN(FM) Indianapolis, named news and public affairs director.

Peter Kappesser, graduate, Newhouse School of Public Communications, Syracuse (N.Y.) University, joins WSCP(AM) Sandy Creek, N.Y., as news director. **Jeff Zufelt**, news director, WSCP, named farm director.

Jack Penland, news editor, KTAR(AM) Phoenix, named assistant news director.

Alec Gifford, anchor, WVUE(TV) New Orleans, joins WDSU-TV there as 5, 6 and 10 p.m. anchor.

Gwen Booker, reporter, KCRG-TV Cedar Rapids, Iowa, joins WDSU-TV as reporter.

Walt Hunter, former reporter for WCAU(AM) Philadelphia, joins KYW-TV there as general assignment reporter. **Lauren Lipton**, co-producer of 5:30 and 6 p.m. news on KYW-TV, named producer of 11 p.m. news.

Michael Flannery, labor writer, *Chicago Sun-Times*, joins WBBM-TV Chicago as political editor. **Judy Cole**, research and field producer, WLS-TV Chicago, joins WBBM-TV as investigative field producer.

Tom Greene, Lansing, Mich., bureau chief for WJBK-TV Detroit, joins WDIV(TV) Detroit as Lansing bureau chief and senior political reporter.

David Jackson, 11 p.m. co-anchor of Fisher Broadcasting's KATU(TV) Portland, Ore., named Washington correspondent for Fisher, licensee of KATU and KOMO-TV Seattle. **Ruth Berry**, former scheduling secretary for Rosalynn Carter in White House, joins Fisher as producer and researcher in Washington, assisting Jackson.

Gary West, anchor, KING(AM) Seattle, joins KAYO(AM) there as co-anchor.

Ben Harold, from KNUZ(AM) Houston, and **Leland Stafford**, former Detroit police officer, join KENR(AM) Houston as reporters.

Wendie Feinberg, 11 p.m. news producer and public affairs producer, WKCT(TV) Miami, joins WPVI-TV Philadelphia as news producer.

David Nolan, anchor of late news on WHEC-TV Rochester, N.Y., assumes additional duties as producer. **Wadi Sawabini**, reporter, WCAX-TV Burlington, Vt., joins WHEC-TV as investigative reporter.

Bob Cook, news producer, KVOA-TV Tucson, Ariz., joins KTXL(TV) Sacramento, Calif., in same capacity.

Christine Harris, assistant director of Consortium: Opportunities for Minorities in Journalism and executive director of Chicago Association of Black Journalists, joins WBBM(AM) Chicago as commentator.

Philip Buchanan, former news director, WBEN-AM-FM Buffalo, N.Y., named news consultant for WHLD-AM-FM Niagara Falls, N.Y. He will also anchor morning news.

Dave Stewart, reporter, WJRC(AM) Joliet, Ill., joins WIND(AM) Chicago as news writer and weekend editor. **Helen Kriz**, broadcast editor, City News Bureau, Chicago, joins WIND as news writer.

John M. Hightower, retired diplomatic affairs reporter for AP, elected to Hall of Fame of Washington professional chapter of Society of Professional Journalists, Sigma Delta Chi. He retired in 1971 to Santa Fe, N.M., where he teaches journalism at University of New Mexico. Also named to Hall of Fame: **Theodore Koop**, one-time CBS News Washington bureau chief and retired CBS Inc. VP, Washington, and **Bryson Rash**, correspondent for ABC and NBC.

Marilyn Berger, anchor, WNET(TV) New York's *City Edition*, named recipient of Communications Award from Women's Division of Anti-Defamation League of B'nai B'rith.

Sam Hall of WDHN(TV) Dothan, Ala., has received Hector Award for meritorious broadcast news reporting from Troy State University

Hall School of Journalism, Troy, Ala.

Roy Morgan, WILK(AM) Wilkes-Barre, elected president of Pennsylvania Associated Press Broadcasters. **Tim Cain**, WEST(AM) Easton, **Bob Feldman**, WPVI-TV Philadelphia and **Sam Altdorfer**, WLAN-AM-FM Lancaster, elected VP's. **Jlm Buratti**, WPLO(AM) Atlanta, and **Cliff Windham**, WTVM(TV) Columbus, elected president and president-elect, respectively, of Georgia AP Broadcasters.

Don Ell, WNHV(AM) White River Junction, Vt., elected president of Vermont Associated Press Broadcasters. **Dale Houston**, WKVT(AM) Brattleboro, and **Andy Potter**, WJOY(AM) Burlington, named VP's.

Steve Caminis, WJAR-TV Providence, R.I., elected chairman of UPI New England Broadcast Advisory Committee. **Jeffrey Reynolds**, assistant bureau manager in Washington for UPI, named mid-Atlantic newscenter editor in Washington. **Allan Papkin**, assignment editor in Washington, named assistant managing editor for UPI Newspictures.

Promotion and PR

Rick Squire, producer-director who has done work for Group W Productions, joins Group W Productions in Los Angeles as manager of creative services for *Hour Magazine*, new daytime syndicated information-entertainment series. **Cece Hugo**, sales representative and promotion and publicity adviser in Hawaii for Camp Cable TV, and formerly with KABC(AM)-KLOS(FM) Los Angeles, named director of publicity for *Hour Magazine*.

Virginia Karp, administrative assistant to Cincinnati council member and former mayor, joins Taft Broadcasting Co. in Cincinnati as director of corporate communications.

Nancy Gullick, director of advertising and promotion, KING-TV Seattle, elected chairman of NBC-TV affiliates promotion committee, succeeding **Jerryanne Hadley**, promotion manager, KARD-TV Wichita, Kan., who becomes chairman emeritus.

Pat Gaines, formerly with WASH(FM) Washington, joins WMZQ(FM) Washington as promotion director.

Roz Boyle, publicity manager, WOR-TV New York, named project coordinator in public information department of noncommercial WNET(TV) Newark, N.J.-New York.

Kirby Smith, communications director, McCarter Theater, Princeton, N.J., and **Judith Karp**, contributing editor in Paris for *Paris Metro* and *Fugue* magazines, join noncommercial WHY-TV Wilmington, Del.-Philadelphia as public information director and associate director, respectively.

Claudia Martinez, public affairs director, WRIF(FM) Detroit, joins KOAX(FM) Dallas as promotions coordinator.

Cynthia Goodman, copywriter, Jack Trustman Advertising, Tucson, Ariz., joins KGUN-TV there as promotion assistant.

Henry deLagarde, public relations account executive, NW Ayer ABH International, New York, named VP.

Ray Cubberley, assignment editor and reporter, WEHT(TV) Evansville, Ind., joins office of public information, Purdue university, West Lafayette, Ind., as broadcast editor.

Technology

John McCallister, VP-sales plans, Zenith Sales Co. division of Zenith Radio Corp., Glenview, Ill., named to head marketing activities for Zenith.

Cornelius Bellas, VP-operations for Versatec, Xerox company in Santa Clara, Calif., joins Micro Consultants Inc. as president of company's new manufacturing company, Micro Consultants Technology, Santa Clara. It will produce Quantel digital video products.

Dr. Patrick Nettles, engineering manager, Scientific-Atlanta, joins Microwave Associates Communications, Burlington, Mass., as product line manager of microwave data products.

Joseph Krier, broadcast contract administrator, McMartin Industries, Omaha, named to new position of audio products specialist.

Thomas Burton, associate director of department of instructional media resources, University of Maryland, Baltimore campus, joins Video Systems Division of Peirce-Phelps as service manager in Washington office.

Robert Martin, assistant chief engineer, KNTV(TV) San Jose, Calif., named chief engineer.

Allied Fields

A. J. Rick Aurichio, VP-general manager of Arbitron Television, New York, named executive VP.

John Trattner of International Communications Agency, chosen by Secretary of State Edmund Muskie to be State Department spokesman. He will succeed Hodding Carter, who has announced plans to leave in July. Trattner has been staff aide to Deputy Secretary of State Warren Christopher for past two years.

Steven Simmons, assistant director of White House domestic policy staff, named associate director.

Erwin G. Krasnow, senior VP-general counsel of National Association of Broadcasters, Washington, named chairman of Communications Committee of American Bar Association for 1980-81 fiscal year. Named vice chairmen: **Gene Bechtel**, **Edward Hummers Jr.**, **Aloysius McCabe** and **Lois Schwartz**, all of Washington, and **Howard A. White**, of New York.

Arthur Best, associate professor of law, Western New England College of Law, Springfield, Mass., joins New York Law School's Communications Media Center as associate professor of law and associate director of center.

E. J. Galins, engineer in charge of Chicago district office of FCC, retired May 17 after 40 years with FCC. He had worked at several offices of FCC and had been in Chicago since 1962.

John Ryman, with R.D. Hanna Co., Dallas, named president of R.D. Hanna and Associates, media management and consulting subsidiary of R.D. Hanna Co.

New officers, American Women in Radio and Television, Chicago chapter: **Marlon Allen O'Neill**, communications department of archdiocese of Chicago, president-elect; **Charlotte O'Brien**, WGN Continental Broad-

casting Co., VP; **Jill Krotich**, Greene Communications advertising agency, secretary, and **Carole Thomas**, Foote, Cone & Belding, treasurer.

International

Barrie Heads, managing director, and **Joyce Wooller**, director of program services, Britain's Granada Television International, elected to board of directors of Granada.

Tom Hadley, former promotion manager for Sony Broadcast Ltd., joins consulting company, David Whittle Associates, London, in directorship.

Deaths



Nielsen

Arthur C. Nielsen 83, founder of A.C. Nielsen Co., Northbrook, Ill., pioneer marketing and audience research firm, died June 1 in Chicago. He had been in ill health for several years. Nielsen founded company with five associates in 1923, when role of marketing research in business decision-

making was little understood, and built it into world's largest producer of marketing research, now operating in 23 countries. Its primary product is Nielsen Retail Index, which monitors food and drug sales, but it is best known to public for Nielsen TV ratings, which it has produced since 1950. It also was a leader in radio-audience research from 1943 until it left that field in 1963. Survivors include his wife, Gertrude; two sons, A.C. Jr., chairman of A.C. Nielsen Co., and Philip R., VP, and three daughters.

George Comte, 66, retired president of WTMJ Inc., licensee of WTMJ-AM-FM and WKTU(FM), all Milwaukee, died of cancer May 24 in Palm Springs, Calif. He joined WTMJ(AM) in 1935 as announcer and retired in 1975. He had been president of WTMJ Inc. since 1973, and was also VP and director of parent company, Journal Co. Comte was co-founder of Association of Broadcast Engineering Standards in Washington, and was active in National Association of Broadcasters and Radio Advertising Bureau. Survivors include his wife, Rita, one son and daughter.

Walter J. Rothschild, 71, retired VP of Lee Enterprises, Quincy, Ill., died of heart attack May 29 at his home there. He began his career in 1926 as announcer for KMOX(AM) St. Louis. He joined Lee Broadcasting's WTAD(AM) Quincy in 1929. He assisted in construction of Lee's WTAD(FM), now WQCY, in 1948, and also supervised construction of company's KHQA-TV Hannibal, Mo.-Quincy in 1953. When Lee Broadcasting merged with Lee Enterprises, he became VP and member of board of Lee Enterprises, and retired in 1973. Survivors include his wife, Irene, and three children.

Harry C. Groome Jr., 71, retired senior VP-director of finance and administration, N W Ayer ABH International, New York, died May 26 at his home in Chestnut Hill, Pa. He joined Ayer in 1935 but left from 1942 to 1945 to serve in Air Force. Survivors include his wife, Sarah, two sons and one daughter.

Stock Index

Exchange and Company	Closing Wed. June 4	Closing Wed. May 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	29 1/2	29 1/4	+ 1/4	+ .85	6	831
N Capital Cities.....	54	52 1/4	+ 1 3/4	+ 3.34	14	714
N CBS.....	48 1/2	48 3/8	+ 1/8	+ .25	7	1,405
N Cox.....	79 3/8	76	+ 3 3/8	+ 4.44	16	535
A Gross Telecasting.....	26 1/8	23 1/4	+ 2 7/8	+12.36	8	20
O LIN.....	45	44 3/4	+ 1/4	+ .55	11	124
N Metromedia.....	69 5/8	70	- 3/8	- .53	10	320
O Mooney.....	8 1/2	7 3/4	+ 3/4	+ 9.67	3	3
O Scripps-Howard.....	53 1/2	57	- 3 1/2	- 6.14	10	138
N Storer.....	27 3/8	26 7/8	+ 1/2	+ 1.86	14	298
N Taft.....	30	29	+ 1	+ 3.44	10	261

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	19 1/8	19 3/8	- 1/4	- 1.29	16	34
A Affiliated Pubs.....	18 3/4	19	- 1/4	- 1.31	7	96
N American Family.....	8	7 1/2	+ 1/2	+ 6.66	4	84
N John Blair.....	19 1/8	17 5/8	+ 1 1/2	+ 8.51	4	71
N Charter Co.....	25 7/8	25 1/8	+ 3/4	+ 2.98	22	720
N Chris-Craft.....	20	20 7/8	- 7/8	- 4.19	11	54
N Coca-Cola New York.....	5	5			6	88
N Cowles.....	23 1/2	22	+ 1 1/2	+ 6.81	19	93
N Dun & Bradstreet.....	46 1/2	44 5/8	+ 1 7/8	+ 4.20	18	1,293
N Fairchild Ind.....	48 1/4	48 1/4			10	275
N Fuqua.....	14 5/8	15	- 3/8	- 2.50	4	186
N Gannett Co.....	45 1/2	44 1/2	+ 1	+ 2.24	15	1,580
N General Tire.....	17	16 5/8	+ 3/8	+ 2.25	4	402
O Gray Commun.....	35	34	+ 1	+ 2.94	11	16
N Harte-Hanks.....	23 1/4	23 1/2	- 1/4	- 1.06	13	217
O Heritage Commun.....	11 5/8	11 5/8			35	
N Insilco Corp.....	12 3/8	12 7/8	- 1/2	- 3.88	5	133
N Jefferson-Pilot.....	26 3/4	27 1/8	- 3/8	- 1.38	7	586
O Marvin Josephson.....	13 1/2	14 3/4	- 1 1/4	- 8.47	7	34
O Kansas State Net.....	27 1/2	28	- 1/2	- 1.78	23	51
N Knight-Ridder.....	23	24	- 1	- 4.16	10	748
N Lee Enterprises.....	19	19			10	136
N Liberty.....	14 1/2	15	- 1/2	- 3.33	6	187
N McGraw-Hill.....	29 1/2	30 1/2	- 1	- 3.27	11	726
A Media General.....	27	26	+ 1	+ 3.84	11	194
N Meredith.....	38 1/4	37 3/4	+ 1/2	+ 1.32	8	119
O Multimedia.....	21	21 3/4	- 3/4	- 3.44	9	209
A New York Times Co.....	22 1/8	23 1/8	- 1	- 4.32	17	265
N Outlet Co.....	20 3/8	19 1/4	+ 1 1/8	+ 5.84	6	51
A Post Corp.....	13 7/8	13 7/8			6	25
N Rollins.....	26 7/8	24 1/4	+ 2 5/8	+10.82	13	360
N San Juan Racing.....	16	16			21	40
N Schering-Plough.....	38 1/8	39 3/8	- 1 1/4	- 3.17	11	2,024
O Stauffer Commun.....	35	35			9	35
A Tech Operations.....	7 1/4	7 7/8	- 5/8	- 7.93	18	10
N Times Mirror Co.....	34	34			9	1,154
O Turner Broadcasting.....	15 1/2	15	+ 1/2	+ 3.33	15	153
A Washington Post.....	17 1/4	17 7/8	- 5/8	- 3.49	6	244
N Wometco.....	20 3/8	21 3/8	- 1	- 4.67	9	180

CABLECASTING						
A Acton Corp.....	10 5/8	11 5/8	- 1	- 8.60	7	31
O Ameco.....						
N American Express.....	34 1/8	33 7/8	+ 1/4	+ .73	7	2,432
O Burnup & Sims.....	6 5/8	8 7/8	- 1/4	- 2.81	45	74
O Comcast.....	18 3/4	19 3/4	- 1	- 5.06	18	71
O Enton.....	5	5			5	4
N General Instrument.....	47 1/8	47 5/8	- 1/2	- 1.04	12	395
O Geneve Corp.....	34 3/8	30 5/8	+ 3 3/4	+12.24	15	38
O Telecommunications.....	22 3/4	22 3/4			28	251
N Teleprompter.....	17 3/8	17 7/8	- 1/2	- 2.79	23	295
N Time Inc.....	45 3/4	44 3/8	+ 1 3/8	+ 3.09	8	1,289
O TOCOM.....	16	16			34	47
O UA-Columbia Cable.....	49 1/2	52 1/4	- 2 3/4	- 5.26	23	166
O United Cable TV.....	30 3/4	31	- 1/4	- .80	22	126
N Viacom.....	38	36 1/2	+ 1 1/2	+ 4.10	19	144

Exchange and Company	Closing Wed. June 4	Closing Wed. May 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Chuck Barris Prods.....	3 1/2	3 3/4	- 1/4	- 6.66	2	11
N Columbia Pictures.....	28 7/8	29 5/8	- 3/4	- 2.53	5	290
N Disney.....	50	51 3/8	- 1 3/8	- 2.67	16	1,623
N Filmways.....	8	8			5	53
O Four Star.....	1 5/8	1 5/8			16	1
N Gulf + Western.....	17	16 1/2	+ 1/2	+ 3.03	4	761
N MCA.....	45 1/2	50 1/8	- 4 5/8	- 9.22	8	1,069
O Medcom.....	3 3/4	3 3/4			15	6
N MGM Film****.....	7					
O Reeves Commun.....	20 1/4	21	- 3/4	- 3.57	19	49
N Transamerica.....	17 3/4	18	- 1/4	- 1.38	6	1,159
N 20th Century-Fox.....	42 1/4	46 1/2	- 4 1/4	- 9.13	6	339
O Video Corp. of Amer.....	4 5/8	4 7/8	- 1/4	- 5.12	15	4
N Warner.....	42	44 1/2	- 2 1/2	- 5.61	9	1,194
A Wreather.....	14 7/8	15	- 1/8	- .83	40	33

SERVICE						
O BBDO Inc.....	34 1/2	35 3/4	- 1 1/4	- 3.49	8	86
O Compact Video.....	13 3/4	13 1/8	+ 5/8	+ 4.76	8	26
N Comsat.....	34	33 3/4	+ 1/4	+ .74	8	272
O Doyle Dane Bernbach.....	25	25 3/4	- 3/4	- 2.91	9	65
N Foote Cone & Belding.....	24 1/2	24 7/8	- 3/8	- 1.50	8	65
O Grey Advertising.....	45 1/2	44	+ 1 1/2	+ 3.40	5	28
N Interpublic Group.....	29 1/4	29 3/4	- 1/2	- 1.68	6	130
O MCI Communications.....	8 1/8	7 1/4	+ 7/8	+12.06	102	247
A MovieLab.....	6	6			11	9
A MPO Videotronics.....	6	6 1/4	- 1/4	- 4.00	6	3
O A. C. Nielsen.....	26	25 1/2	+ 1/2	+ 1.96	12	286
O Ogilvy & Mather.....	25 1/2	25 3/4	- 1/4	- .97	8	104
O Telemation.....	1 1/2	1 1/2			2	1
O TPC Communications.....	6 1/2	6 1/2			12	5
N J. Walter Thompson.....	30	30			7	91
N Western Union.....	21 3/8	21 1/4	+ 1/8	+ .58	9	324

ELECTRONICS/MANUFACTURING						
O AEL Industries.....	7 5/8	7 1/2	+ 1/8	+ 1.66	6	12
N Ampex.....	20 1/8	20 7/8	- 3/4	- 3.59	14	230
N Arvin Industries.....	11 1/2	10 7/8	+ 5/8	+ 5.74	3	89
O CCA Electronics*.....	1/8	1/8			1	
A Cetec.....	5 5/8	5 1/2	+ 1/8	+ 2.27	12	11
A Cohu.....	5 1/2	6	- 1/2	- 8.33	18	9
N Conrac.....	18 1/8	18 1/2	- 3/8	- 2.02	29	37
N Eastman Kodak.....	52 7/8	52 7/8			9	8,533
B Elec Missile & Comm.....	3 5/8	3 5/8			33	10
N General Electric.....	49 5/8	49 3/4	- 1/8	- .25	9	9,159
N Harris Corp.....	33 3/4	33 1/4	+ 1/2	+ 1.50	15	1,020
O Harvel Ind.....	6 1/2	6 1/2			17	3
O Intl. Video*.....	7/8	7/8			2	
O Microdyne.....	20	19 1/4	+ 3/4	+ 3.89	21	2
N M/A Com, Inc.....	25	25 5/8	- 5/8	- 2.43	32	228
N 3M.....	54 5/8	55 1/8	- 1/2	- .90	11	6,362
N Motorola.....	48 3/8	48	+ 3/8	+ .78	12	1,380
O Nippon Electric.....	45	44 7/8	+ 1/8	+ .27	41	1,477
N N. American Philips.....	28 1/4	27 1/2	+ 3/4	+ 2.72	5	339
N Oak Industries.....	26 7/8	30 3/4	- 1 7/8	- 6.09	20	150
A Orrox Corp.....	5 3/4	5 1/2	+ 1/4	+ 4.54	8	9
N RCA.....	22 1/2	23	- 1/2	- 2.17	6	1,684
N Rockwell Intl.....	54 3/4	48 5/8	+ 6 1/8	+12.59	8	1,927
A RSC Industries.....	4	3 3/4	+ 1/4	+ 6.66	22	9
N Scientific-Atlanta.....	47 1/4	46 3/8	+ 7/8	+ 1.88	27	230
N Sony Corp.....	9	9 1/8	- 1/8	- 1.36	15	1,940
N Tektronix.....	47 3/4	49	- 1 1/4	- 2.55	12	859
O Texscan.....	7 3/4	8	- 1/4	- 3.12	46	6
O Valtec.....	23 1/4	21	+ 2 1/4	+10.71	49	92
N Varian Associates.....	26 1/2	27 1/4	- 3/4	- 2.75	147	181
N Westinghouse.....	23 1/8	24	- 7/8	- 3.64	6	1,988
N Zenith.....	11 1/4	10 7/8	+ 3/8	+ 3.44	11	211








Standard & Poor's 400 Industrial Average 126.31 126.03 + 28

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. *** Stock split. **** MGM Film spun off May 30 as separate division of company. + Stock traded at less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Jun 16  **The Washington Lawyers.** Who's who among the influential legal elite populating the communications corridors of the nation's capital, who occupy so pivotal a role in affecting both the country's telecommunications policy and protecting their clients' interests.
- Jun 30  First in a series of annual reports on the **state of the art in national television programming.** Surveying the networks in all their dayparts, syndication in all its manifestations, cable in its new bloom. Both the business and the art—the money as well as the muse.
- Jul 7  A long hard look at the prospects for **satellite-to-home TV**—whether, when, how and why.
- Jul 14  The annual **Awards Issue**, pulling together in one place all the major winners of the principal national awards competitions during the preceding 12 months.
- Jul 28  A special report on **local TV journalism**—a national canvass of extraordinary news coverage and public affairs efforts on the local firing line.
- Aug 25  **Radio 1980.** The latest word on AM versus FM. The new radio networks. Satellite interconnection and the other new audio technologies. How things stand in the oldest of broadcasting's family of Fifth Estate media, at the beginning of its newest and most competitive decade.
- Oct 13  The beginning of BROADCASTING magazine's celebration of its own **first 50 years**—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in **BROADCASTING's 50th Anniversary Issue** on Oct. 12, 1981.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.

CBS's Tom Dawson: in the beginning of BPA

Back in 1956, Tom Dawson was a 28-year-old promotion manager of CBS-owned WBBM-TV Chicago who shared a dream with half a dozen other youthful broadcasters.

They felt the time was appropriate to form an industry organization that would advance television and radio promotion. From a series of discussions evolved the Broadcasters Promotion Association, which meets this week in Montreal for its 25th annual seminar.

Dawson has been a leading figure in BPA all these years. His professional career has been forged largely in promotion and advertising, although his current post as vice president, division services, CBS Radio Division, cuts across other broadcast activities. But it's fitting that BPA founding father Dawson will be the pivotal figure at this year's seminar as president of the association.

He recalls that the first BPA seminar, in Chicago in 1956, attracted an attendance of about 300. He estimated that this year's gathering will total more than 800.

Dawson has been immersed in broadcast promotion and advertising for more than 30 years, and one of his particular delights is the growth in the membership of the BPA in the past five years.

"When I joined the board in 1976, BPA had 474 members," he says. "At the end of 1979 we had 779. I believe we can go to a thousand within a year. We have been pursuing a solid letter-writing campaign in the past year and the results have been gratifying."

Dawson is understandably enthusiastic about the value of BPA membership. He points out that competition for viewers and listeners is going to intensify in the future, and access to the "best ideas in the broadcast industry" can be of invaluable assistance.

Dawson cites an assortment of services that can be helpful to members, including the annual seminars with presentations on outstanding advertising and promotion and the opportunity to exchange ideas with colleagues; the monthly *BPA Newsletter*, which contains descriptions of currently successful campaigns, and the BPA library located at San Diego State University.

"Another project we're excited about is a textbook called 'Broadcast Advertising and Promotion,' which BPA is underwriting," he reports. The authors are Fred Bergendorff, director of information services at KNX(AM) Los Angeles; Charles



Wilfred Thomas Dawson—vice president, division services, CBS Radio Division, New York; b. Sept. 14, 1928, Galveston, Tex.; BA, broadcasting, University of Texas, 1949; announcer, KTBC(AM) Austin (now KLBJ), 1947-48; announcer, KTXN(AM) Austin, 1948-49; announcer, program director, KGBC(AM) Galveston, 1949-52; research manager, KTTV(TV) Los Angeles, 1952-53; director of client services, Arbitron, Los Angeles, 1953-54; sales promotion manager, KHJ-TV Los Angeles, 1954; sales promotion manager, WBBM-TV Chicago, 1954-57; sales promotion director, CBS Television Spot Sales, New York, 1957-60; vice president, information services, CBS Radio Network, 1960-69; director of sales development, CBS Radio Spot Sales, 1969-73; present post since 1973; m. Nita Logan, 1949; children—June, 29; Diane, 27.

Harriman of San Francisco State Teachers College, and Dr. Joe Johnson of San Diego State.

Only half-jokingly, Dawson says he has been holding down two full-time jobs for the past three or four months. He puts in a full stint at CBS's headquarters in New York and long hours overseeing many of the arrangements for the BPA seminar.

"I think we are moving rapidly to the day when a full-time executive director of the BPA will be hired," he says. "I think the group has grown so large and our activities so varied that a volunteer staff can no longer handle it."

Although promotion and advertising on the radio side have been principal activities of Dawson for a long time, he has had experience in television and in radio announcing and programing. In fact, in his current post at the CBS Radio Division, his responsibilities stretch over advertising, marketing services, press information, program practices, promo-

tion and retail sales development.

At 51, the youthful-looking Dawson can look back on a career spanning 34 years, beginning in 1947 when he was a student at the University of Texas and holding down an announcing job at KTBC(AM) Austin (now KLBJ). He held a variety of promotion and research positions in Los Angeles with KHJ-TV, KTTV(TV) and the American Research Bureau before joining CBS in 1954 as sales promotion manager of WBBM-TV Chicago.

George Arkedis, retired vice president and general manager of CBS Radio, remembers Dawson from the days when both were with WBBM-TV Chicago: "Tom had the makings of an all-around executive—high on ideas and follow-through, bright and hard-working." CBS Radio Division President Sam Cook Digges calls Dawson "a man for all seasons" because he "can function so well in so many areas and once given a project, you know he will do it promptly and very well."

It's the diversified nature of his present job that pleases Dawson. "I can be working on a print ad for the radio network for an hour or so and then confer with one of my colleagues on a marketing presentation," he points out. "The rest of the day could be taken up with reviewing a radio commercial with an associate in program practices and later on dealing with another co-worker on a retail advertising promotion."

Dawson is particularly proud of some of the achievements made at CBS Radio by the sales development department. He cites such new-to-the-medium advertisers cultivated by CBS Radio as: Automatic Data Processing, Control Data, IBM, TRW, U.S. Steel and Western Union Mailgram.

"Much as I enjoy and encourage national advertiser sales development, a radio station's most significant sales growth is going to come from large local retailers," Dawson says. "Those presently using radio must show how they can employ our medium much more effectively by doubling or tripling their radio budgets."

He is optimistic about radio's future in a communications environment that will become more competitive with the advent of new media.

"Radio has learned to adapt and cope for a long time," Dawson observes. "Radio has learned to develop programs that reach targeted audiences that serve the advertisers best. The new voices being added to the communications spectrum will simply make us work harder for available advertiser dollars and in the development of a new business."

Cruel and unusual

The same four members of the FCC who voted last January to take three television licenses from RKO General and imperil 13 others held by the licensee voted last week for final execution. The wrongs described in the final orders, prepared in four months of intensive legal work, no more deserve the ultimate penalty than those described at shorter length in the first action. Still, for whatever private reason each may have, the majority chose to swing the headsman's axe.

It is evident, however, that the majority is worried that lesser minds may perceive a discrepancy in this case between the magnitudes of crime and punishment. In the public announcement issued after the vote, it was carefully said: "The commission emphasized that its decision was 'not "punishment" for past wrongs.' It said its 'sole and proper concern was with the prospective operation of WNAC-TV and the other broadcast stations affected by this decision.'"

If those two sentences survive the appellate review that RKO has said it will seek, the law, sir, will prove to be the ass that Dickens's Mr. Bumble called it. Do not feel, sir, that we are drawing a judgment about your past performance. We are merely applying preventive medicine. Swish.

Nowhere in the FCC's final orders is it suggested that the audiences of RKO stations were deceived, defrauded or poorly used by the actions ascribed to officials of the parent company. How then can it be determined that the public interest will be served by removal of the licensee?

As Commissioner James Quello pointed out in his dissent, the loss of \$400-million worth of properties is at issue. That is not only punishment. It is punishment in the extreme.

Launched

Now that the gusts of introductory publicity have subsided, Ted Turner's Cable News Network has settled down to its job. Two million homes are connected to the cable systems that are carrying this novel alternative to other television fare. That leaves 74.3 million television homes beyond Turner's present reach. The figures tell something about the problems that this ambitious venture faces.

Turner has repeatedly said he is prepared emotionally and financially to lose a lot of money before his news service gets into the black. But simple arithmetic, as presented elsewhere in this magazine, adds up to an immense loss unless the Cable News Network can rapidly expand its universe. The network needs much more subscriber revenue and higher advertising rates than its starting circulation can provide.

Most of the missing 74.3 million television homes are in urban centers which cable television is only beginning to penetrate. That condition presents Turner with another problem. No matter how desirable a service the Cable News Network provides, it cannot be physically delivered to most urban television sets. That means it cannot be seen live by many of the people who make media decisions in this country.

The question is whether Turner can afford to wait for cable systems to be extended in such cities as New York and built in such other centers of influence as Washington, Los Angeles and Chicago, not to mention Atlanta, his hometown. The guess here is that he may have to strike some alliances with the people he maligns above all others, the commercial broadcasters. The quickest way for the Cable News Network to achieve urban

exposure on a significant scale is to clear time on selected television stations.

Nobody is predicting that will happen, but it could logically develop from the arrangements that the Cable News Network has already made to obtain news material from 30 or more television stations.

Predicting anything Turner may do is uncertain at best. But what he has done can be appraised. He has hired a large group of professional journalists and put them to interesting work. The hope here is that the Cable News Network stays in business.

Dicey choice

A divided FCC has probably voted itself into a court test by electing to choose a winner of a new FM in Media, Pa., by lottery. The four-member majority took action on decidedly conflicting advice. The comments evoked by the agency's solicitation last year (BROADCASTING, Oct. 1, 1979) reflected a serious disagreement in the legal community over the commission's statutory power to end a six-year comparative hearing with the spinning of a wheel.

Legal opinions aside, a question of equities is involved when the FCC suddenly suggests a radically new way to make a choice among applicants that have been in contest under other rules for so long a period. True, the idea of using a lottery to decide comparative cases is far from new. It has been suggested by former FCC commissioners and has reached the status of legislative draft in Lionel Van Deerlin's first attempt to rewrite the Communications Act in the House and in the original version of the Senate communications bill submitted by Barry Goldwater and Harrison Schmitt.

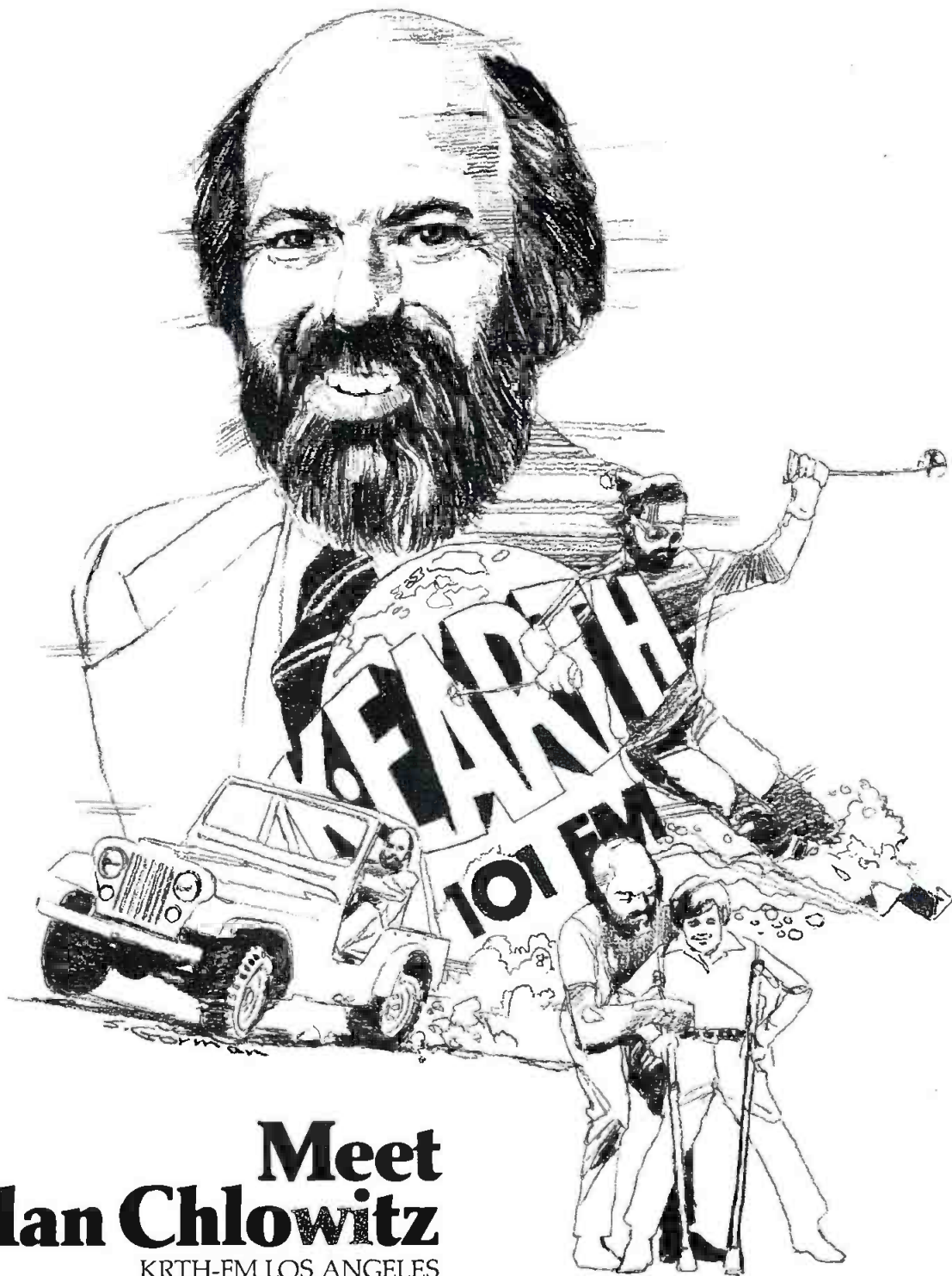
The lottery, however, was still no more than an idea when the FCC last year first considered its adoption in the Media case. The contestants in that proceeding are entitled to wonder why they happened to be picked for the testing of a novelty.

Whatever happens in the Media case, however, the principle of decision by lottery deserves the serious consideration that would be provided by either an FCC rulemaking or legislative hearing. More than one participant and observer have questioned the FCC's conventional way of picking winners for the time it takes, the money it costs and the vagaries of outcome that are possible. A lottery to choose among candidates that have established basic qualifications would surely simplify the process and probably produce broadcasting operations at least as good as those the system has produced up to now.



Drawn for BROADCASTING by Jack Schmidt

"Sorry, I was trying to see if you had one of our prize-winning 'drive safely' bumper stickers."



Meet Allan Chlowitz

KRTH-FM LOS ANGELES

Los Angeles has been called a lot of things, some nice and some not so nice. But, in fact, it ought to be called "Radio City" because eighty-four radio signals penetrate the market. To maintain an identity in this morass of stations is difficult, to be a leader, near impossible. KRTH-FM has accomplished this feat through the awareness and expert guidance of Vice-President and General Manager Allan Chlowitz. A true professional, Allan has dedicated his broadcasting career to the gathering of knowledge and its application to KRTH.

Awareness is a good word to also describe Allan's sense of obligation to the community. Through service on the Board of the California Broadcaster's Association, the American Cancer Society Board for Southern California and the Marina Del Rey Chamber of Commerce he has applied what he has

learned to KRTH and helped the station maintain its position as the leading adult contemporary music station in Los Angeles.

He is also active in the theatrical side of Los Angeles as well and is deeply committed to the charitable work of the Variety Clubs International and The Friars. For his participation in these outstanding organizations Allan has been recognized with inclusion in "Who's Who in America." When it's time to relax, it's the out-of-doors for Allan where he four-wheels off-road or downhill on skis.

RKO Radio has been delighted to afford you this opportunity to meet Allan Chlowitz and is proud of his dedication to the radio profession which is mirrored in his leadership of KRTH-FM.



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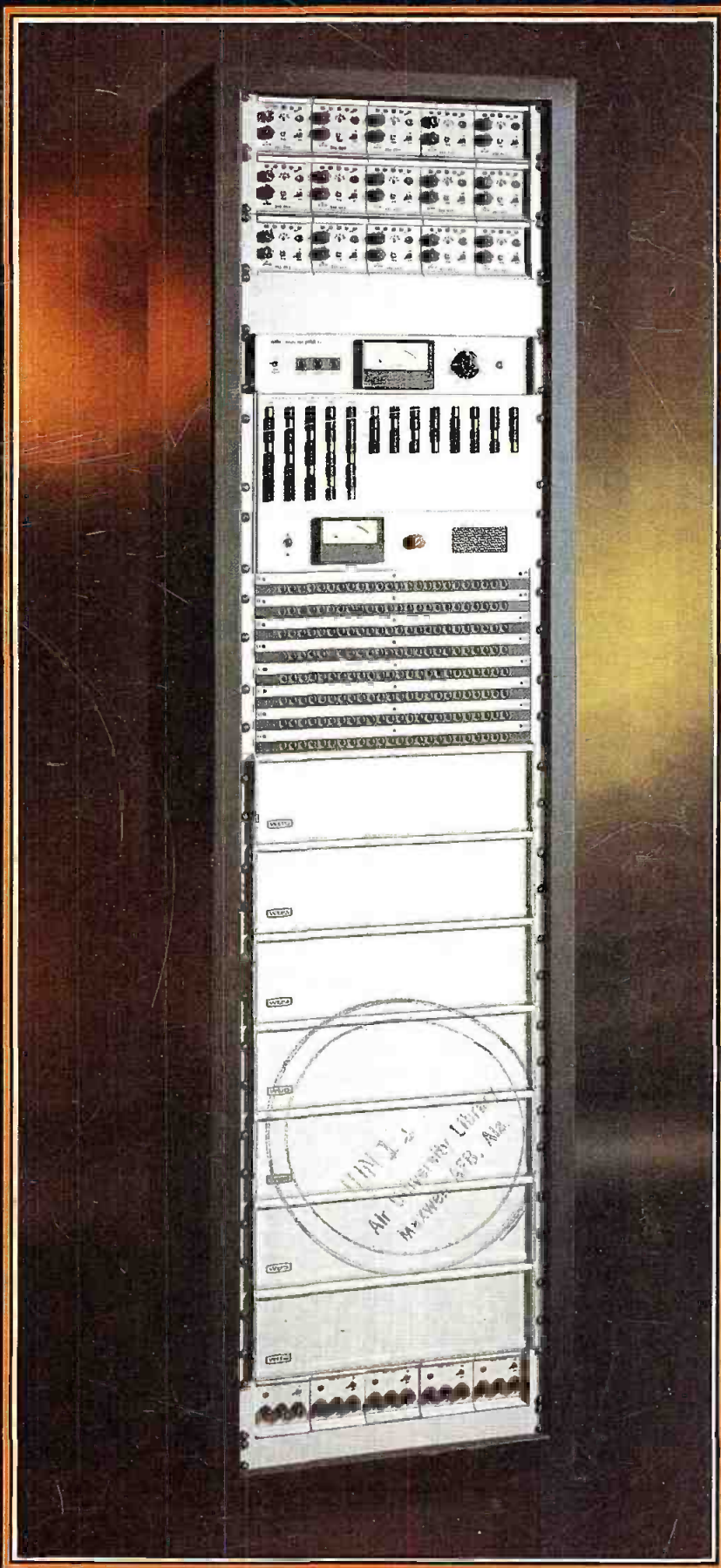
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