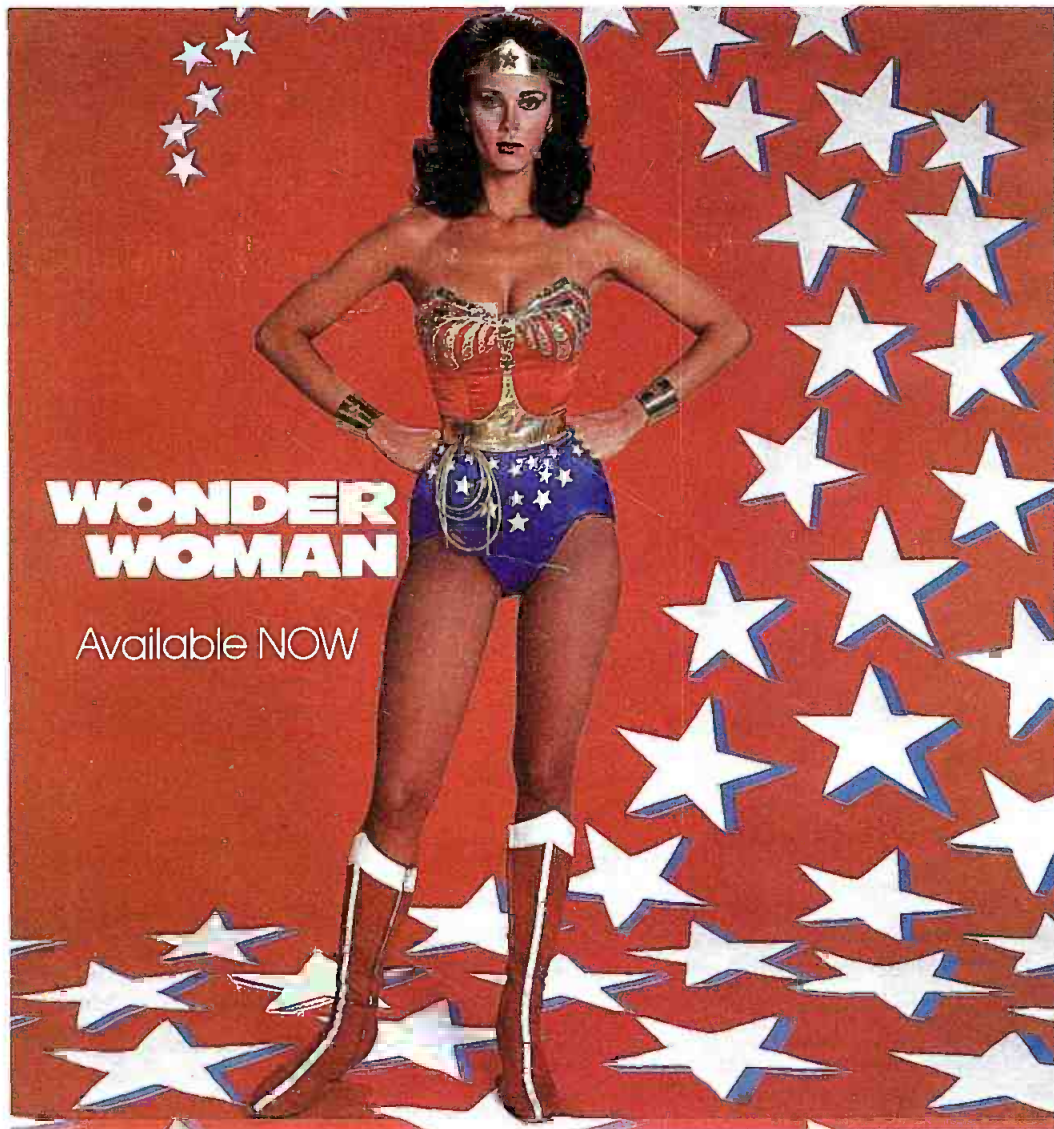


Bitter ending at NBC ☐ GOP convention dominates
broadcast week ☐ Cable deregulation coming up at FCC

Broadcasting Jul 14

The newsw Weekly of broadcasting and allied arts

Our 49th Year 1980



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WUHF-TV/Rochester, N.Y.
WAWS-TV/Jacksonville, Fla.
WFLX-TV/W. Palm Beach, Fla.
Outer Banks Cablevision
Malrite Television Productions
Cleveland Browns Radio Network
Corporate Headquarters/Cleveland

The Week in Brief

TOP OF THE WEEK

GOP UP TO BAT □ The media have descended on Detroit for a Republican National Convention expected to produce little dramatic or hard news. But the broadcasting story could be how independent stations and networks meet the coverage challenge. **PAGE 20.** As a warm-up, ABC News holds a mirror to the networks and political campaigning. **PAGE 21.**

FIRST TO GO? □ The acrimonious ouster of NBC Chairman Pfeiffer shortly after the blunt firing of RCA President Valente stirs speculation about the job security of other top executives in the organization. **PAGE 22.**

DECISIVE DAYS FOR CABLE □ The FCC is about to bite the bullet on distant signals and syndicated exclusivity. They're on the agenda for consideration July 22. **PAGE 24.**

SPECIAL REPORT

AND THE WINNER IS... □ Excellence in broadcasting and related fields has been recognized in another bumper crop of honors. BROADCASTING's fourth annual round-up of awards documents winners in the past 12 months. **PAGE 26.**

LAW & REGULATION

PIE-CUTTING NEAR □ The Copyright Royalty Tribunal, working its way through the stacks of conflicting claims to 1978 cable royalties, says it will categorize the claimants by the end of this month. Then it plans to make divisions within each category some time in September. **PAGE 45.**

RKO'S SPIN-OFF PROPOSAL □ The FCC's Broadcast Bureau believes the three revocations are punishment enough and that putting the other 13 licenses into an independent company is a possible alternative. However, NBMC and groups vying for the licenses see things differently. **PAGE 46.**

MEDIA

GETTING FOOT IN DOOR □ A White House conference on minority women in broadcasting is offered advice on expanding their position in the ownership ranks. **PAGE 49.**

STOP THE PROMOTION □ The publisher of the commercial *Washingtonian* magazine complains to the FCC about a new monthly publication of four of the nation's largest noncommercial stations. He claims on-air promotions support an enterprise that is commercial and competitive to him. **PAGE 51.**

SMOKE OVER PITTSBURGH □ A law suit and a federal probe cloud cable's future there. However, franchise winner Warner Cable carries on. **PAGE 52.**

BUSINESS

NARROWING THE GAP □ Media analyst Anthony Hoffman offers predictions on TV network billings next season. He expects ABC's prime-time total to decline to \$302.7 million, CBS to climb to \$275.7 million and NBC to gain to \$256.7 million. **PAGE 53.**

MINIMAL THREAT □ A Young & Rubicam analysis concludes pay TV will have little impact on network television viewing through 1985. **PAGE 55.**

TECHNOLOGY

IFRB'S UPHILL PULL □ The international board faces manpower problems and computer complexities in its quest for an AM hemispheric plan. **PAGE 56.**

DBS STUDY CRITICIZED □ The NAB and NBC contend the FCC staff report on satellite-to-home service did not consider impact on local TV. **PAGE 57.**

JOURNALISM

REBUTTAL □ Accused last November by CBS News's *60 Minutes* of mismanaging its first nuclear plant, Illinois Power distributes its own *60 Minutes: Our Reply* that is put on blank videocassettes submitted by viewers. **PAGE 58.**

PROFILE

PEER POINTS FOR PIERPOINT □ Keeping a low profile, but maintaining high visibility at CBS since 1949, has earned respect for Robert Pierpoint at all levels of journalism and government. One manifestation of that came 10 weeks ago, when his colleagues accorded him the presidency of the White House Correspondents Association, a first for a broadcaster. **PAGE 81.**

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Start cashing in on the latest boom in Sci-Fi movies— right now!

There's no need to wait years for today's big Sci-Fi movie hits to make their way to local television.

The 12 network-proven, **BATTLESTAR GALACTICA** movies are ready for action whenever you say the word! 46 stations have already said yes!



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Strike now in the outerspace wars!

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Closed Circuit®

Insider report: behind the scene, before the fact

Hot news

Thanks in particular to impressive gains made by ABC since format switched to *World News Tonight* two years ago last Thursday (July 10), total TV network early-evening news audience has jumped considerably. For second quarter this year, network ratings totaled 36.0, up 8% from same period in 1979 and 14% over 1978 quarter.

ABC is claiming biggest jump, with *World News Tonight* in second quarter 1980 up 43% in rating over 1978 quarter when broadcast still was *ABC Evening News*. ABC said CBS News gained 6% in rating and NBC News 4%. As for audience share, ABC was boasting 26% improvement and said CBS and NBC were down 3% and 4% respectively. ABC said its homes increased 49% (5.8 million to 8.7 million), CBS's increased 11% (9.2 million to 10.1 million) and NBC's 9% (7.9 million to 8.6 million).

Preference for women?

American Women in Radio and Television is readying appeal to FCC to give women equal status with favored minorities in seeking broadcast ownership. AWRT will ask for same rights blacks, Hispanic Americans and other selected minorities get in station distress sales, tax certificates, expedited processing and original grants.

High gains

UHF broadcasters are about to get news of significant improvements at both receiving and transmitting ends. Panasonic has developed high-performance tuner that is said to surpass existing tuners by wide margins in noise and other performance measurements.

Public Broadcasting Service will soon issue claim of 40% improvements in UHF transmitter efficiency to be made possible by PBS collaboration with other broadcasters, including BBC, and equipment makers.

Peace plan

National Association of Broadcasters, so far rebuffed in request to FCC to form government-industry advisory group on expansion of AM allocations, will make similar approach to State Department, which is in charge when U.S. enters international negotiations on broadcast frequencies. NAB delegation led by Vincent T. Wasilewski, president, will meet with Under Secretary of State for Security, Science and Technology Matthew Nimeiz July 30.

NAB ran afoul of State Department and

FCC at Region 2 conference of International Telecommunication Union last March in Buenos Aires when association lobbied other national delegations, successfully, for delay in adoption of U.S. government's proposal to narrow AM channels from 10 khz to 9. Subject is to come up again in November 1981 at next Region 2 meeting in Rio de Janeiro. This time NAB will propose formation of State Department-broadcasting advisory committee.

No!

Commercial television networks are taking tough stands this summer in annual contract renegotiations with on-screen talent as part of stiffening resistance to rising production costs. Leading fight is said to be CBS Entertainment President Robert Daly who has taken active role in contract negotiations. At least one talent agent could recall no other time that network executive of such high rank has sat repeatedly at bargaining table. Daly is only one of three entertainment division heads with business affairs background.

Threats of law suits persist, and at least five major series stars on CBS are said to have had pleas for new contracts flatly denied. Among talent, talk is that networks are making examples of certain actors.

Best foot forwarding

One of cable television's glaring weaknesses—unavailability of its product to nation's decision-makers in cableless Washington—may soon be corrected. National Cable Television Association President Tom Wheeler is investigating possibility of earth station installation atop 16th and K Streets, N.W., building that houses NCTA headquarters, setting up viewing facility where congressmen, regulators, other influentials may be brought to watch programming of, among other cable offerings, round-clock news coverage by CNN and House of Representatives coverage by C-SPAN.

Pay in the sky

Golden West Subscription Television and Robert Wold Co. are said to have reached agreement for latter to provide approximately 70 hours weekly of satellite time for national distribution of STV programming. Service could begin as early as Sept. 1.

Programs, approximately nine hours on week days and 13 hours on Saturday and Sunday, will originate from GWSTV's new operation on channel 43 in Oklahoma City. Initial feeds will go to pay-television operations in Memphis, Omaha, Dallas

and Chicago. Currently, GWSTV plans to offer satellite service only to its outlets and not to offer to other pay services. Full details of new operation are expected this week.

Fourth network

Public Broadcasting Service officials are celebrating latest report on its prime-time audience. Week of April 24-May 4 was PBS's biggest ever, with PBS reaching 24.2% of all households watching TV, 17% gain over same week year ago. For nine-month period, October through June 1980, PBS achieved 31% gain in prime-time audience share.

Early 1981 line

If Republicans win White House, these moves may be in cards: Veteran FCC Commissioner Robert E. Lee will buck for chairmanship, even if on token basis, but might encounter trouble because of recent voting record. And Richard Shibben, who owes his Broadcast Bureau chieftancy to Chairman Charles Ferris who hand picked him, is seen as candidate for commission. (He's Republican from West Virginia.) That could be Ferris's own seat, since Democratic chairman would be expected to resign, thus giving incoming President opportunity to shift balance to four Republicans and three Democrats.

Out among 'em

Dog days in Washington, with FCC in hiatus during August and Congress more interested in elections than legislation, won't find NAB brass taking time off. President Vincent T. Wasilewski has instructed department heads and his number-two man, John Summers, to make calls in field with eye toward future needs, particularly in bolstering legislative contacts.

Bell's tab

National Telecommunications and Information Administration's invitation to communications industry representatives to reception in honor of its Minority Women's Commercial Broadcasting and Technology Conference, held last week (see page 49), came as something of surprise. NTIA, one of smallest units of government, did not seem financially equipped to throw bash at Sheraton Carlton, one of Washington's nicer hotels, or anywhere else. Answer to funding was provided in acknowledgement, in program handed out at reception, of "very special thanks" to James Billingsly, vice president, AT&T.

Business Briefly

RADIO ONLY

Just Born Candies ☐ Begins Sept. 15 for seven months in Boston, New York, Philadelphia, Baltimore and Washington. All day parts. Agency: Harris & Drutt, Philadelphia. Target: teen-agers, 12-17.

Time magazine ☐ Begins this month in New York markets for 26 weeks. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Athletic Shoe Factory ☐ Shoes. Begins July 17 for 13 weeks in Phoenix, Las Vegas, Reno and California markets of San Diego, San Francisco, Sacramento-Stockton, and Modesto. Morning, midday, afternoon and week-ends. Agency: Mass Motivation Advertising, Sacramento. Target: men, 18-24.

Independent Life & Accident Insurance ☐ Insurance. Begins July 28

for 11 weeks in more than 70 markets. Morning drive. Agency: Vitt Media International, New York. Target: men, 18-34.

New England Telephone ☐ Telephone service. Begins Sept. 8 for 11 weeks in about 12 Northeastern markets. Morning drive times. Agency: Harold Cabot & Co., Boston. Target: adults, 18-49.

Associated Biscuits of America ☐ Peek Freans cookies. Begins Sept. 8 for 10 weeks in New York and Boston. Morning drive, midday and afternoon drive times. Agency: Geer DuBois, New York. Target: women, 25-54.

Allstate ☐ Insurance. Begins this week for eight weeks in New York, Buffalo, Syracuse, Albany and Rochester, all New York. Morning drive and middays. Agency: Leo Burnett Co., Chicago. Target: men, 25-54.

Amoco ☐ Light oil. Begins July 21 for six weeks in about 50 markets. Agency: D'Arcy-MacManus & Masius, Chicago. Target: men, 18-49.

Pizza Hut ☐ Restaurants. Begins July 28 for four weeks in 17 markets. All day-parts. Agency: Tyson & Partners, Philadelphia. Target: adults, 18-49.

Village Inn ☐ Pancake restaurants. Begins this week for three weeks in Utah markets. Middays only. Agency: Karsh & Hagan, Englewood, Colo. Target: adults, 25-49.

Ground Round Restaurants ☐ Begins this week for three weeks in Cleveland, Chicago, Boston, Milwaukee and Minneapolis. Morning drive, midday, and afternoon drive and evenings. Agency: Harold Cabot & Co., Boston. Target: adults, 18-49.

Eastern Airlines ☐ Begins this week for three weeks in 36 markets. Morning and afternoon drive. Agency: Young & Rubicam, New York. Target: men, 35-49; men, 25-34.

Nordstrom's ☐ Department stores. Begins July 26 for five days in Portland, Ore.; Seattle; Spokane, Wash.; Anchorage and Fairbanks, Alaska. All day parts. Agency: Soderberg/Thompson/MacEwan, Seattle. Target: adults, 18-49.

Foremost Dairies ☐ Dairy products. Begins July 21 for four weeks in about 25 markets. Morning drive, midday and afternoon drive times. Agency: Botsford Ketchum, San Francisco. Target: women, 25-54.

General Electric ☐ Door chimes. Begins Sept. 8 in Los Angeles, Houston, Miami-Fort Lauderdale, Atlanta and Hartford-New Haven, Conn. Agency: Horton Church & Goff, Providence, R.I. Target: adults, 25-54.

Stop & Shop ☐ Off The Rax clothing stores. Begins in early August for two weeks in Philadelphia, Baltimore, Washington, Chicago and Springfield and Moline, Ill. Agency: Maxi Media, Boston. Target: women, 18-34.

Mata Henna International ☐ Hair-care products. Begins this week for three weeks in about 35 markets. Agency: Media Marketing, Western Springs, Ill. Target: women, 18-34.

WHEN THE DEAL LOOKS TOO GOOD TO BE TRUE YOU ARE PROBABLY RIGHT.

You need to have the information told "like it is", and that is what we do. We have the depth of radio knowledge to advise and help you with every aspect of the deal. Why waste your time with "unsolvable opportunities" as a buyer or seller.

We have a number of large market and medium market radio station opportunities available — and we specialize in finding you the station within your market objectives.

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Consulting Appraisals Brokerage Executive Search

AdVantage

DFS wins disk business. Dancer Fitzgerald Sample, New York, has been chosen as agency for RCA SelectaVision videodisk account, which will be short on advertising until 1982 but is expected to blossom into account billing about \$20 million. During interim, Dancer will be paid on fee basis to provide "advice and strategic planning," and to design program catalogue and produce program demonstration disks for dealers. DFS spokesman said media plans have not been formulated but advertising is expected to have "high visibility" in television and will be represented in various print media.

Slide rule magic. Television Bureau of Advertising has developed "Reach and Frequency Slide Rule," designed for easy conversion of one-week and four-week GRP's for average multimarket spot buy into net reach and average frequency estimates. It provides data for all day-parts and allows use of nighttime data for spot schedules using combination of day-parts. Single copies of slide rule are available at \$2 for TVB members and \$4 for nonmembers from bureau, 1345 Avenue of the Americas, N.Y. 10105.

Cabled celebrities. Handling advertising for Nevada-based Las Vegas Entertainment Network will be D'Arcy-MacManus & Masius, Los Angeles. Beginning nightly feeds early this fall, LVEN has allocated \$1.5 million advertising budget for balance of 1980. Campaign is aimed at cable TV operators, subscribers and advertisers. This new cable service will bring Las Vegas headliners to cable TV subscribers nationwide.

Change your mind. As part of effort to overcome possibly negative attitudes of flying public toward its DC-10 plane, McDonnell Douglas Corp., St. Louis, is launching advertising campaign this week on TV and in printed media stressing reliability of DC-10. TV commercials, featuring former astronaut Charles (Pete) Conrad Jr., who is now vice president of marketing of McDonnell Douglas, makes no mention of worst air disaster in U.S. history last year when American Airlines DC-10 crashed in Chicago, killing 273 persons. Instead, Conrad says DC-10 has passed various tests and comments, "I wouldn't stake my reputation on anything less" and "I wouldn't put my integrity on the line for anything less." Client is allotting more than \$1 million for campaign and TV spots will be run during networks' coverage of Republican National Convention this week and on selected news programs. Agency is J. Walter Thompson Co., Chicago.

TV ONLY

Stihl □ Chain saws. Begins Sept. 1 for 10 weeks in 30 markets. Agency: Stuart Ford, Richmond, Va. Target: men, 25-49.

Restonic □ Mattresses. Begins Aug. 18 for six weeks in 55 markets. Daytimes. Agency: William B. Tanner, Memphis. Target: women, 18-34.

Carnation □ Fancy Feast cat food. Begins Aug. 11 for five weeks in about 10 markets, mostly in Northeast. Prime and fringe times. Agency: SSC&B, Los Angeles. Target: women, 25-54.

Hoechst-Roussel Pharmaceuticals □ Doxidan. Begins Aug. 25 for four weeks in 29 markets. Fringe and news times. Agency: Independent Media Services, New York. Target: women, 50 plus, adults, 50 plus.

Knudson Corp. □ Ice cream. Begins Aug. 25 for four weeks in 10 California markets. Fringe and prime times. Agency: Dailey & Associates, San Francisco. Target: women, 25-54.

Pentel of America □ Clicker, Clicker pen. Begins Aug. 18 for three weeks in Atlanta, New York, Philadelphia and Boston. Agency: Young & Rubicam, New York. Target: adults, 18-54.

Freeman Cosmetics □ Sea Kelp shampoo. Begins this week in Dallas-Fort Worth; July 22 in Los Angeles; Aug. 13 in Washington and in Virginia markets, and

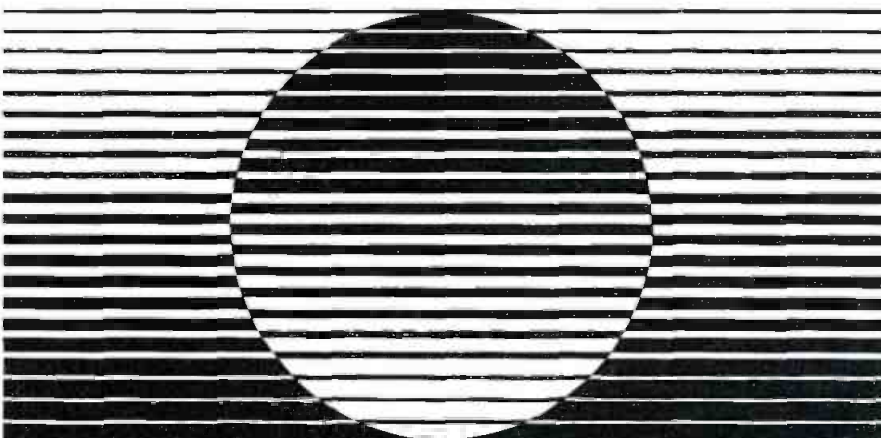


Sept. 8 in Florida markets, all for three weeks. Agency: Communications Development Corp., Los Angeles. Target: women, 18-49.

Genesse Brewing □ Cream Ale. Begins July 21 for three weeks in 13 markets. Fringe and sports times. Agency: William Esty Co., New York. Target: men, 18-49.

American Can Co. □ Aurora paper towels. Begins this month for three weeks in 11 markets. Day and fringe times. Agency: Scali, McCabe, Sloves, New York. Target: women, 18-49.

WE'RE GOING FROM GOLD TO PLATINUM.



Watch for a bold new direction from The Money Machine. New services, new resources, a new name. Backed with the same proven performance. You know us as a solid gold name in music images and production libraries. Now, we're going platinum. A sight you won't want to miss.

The Money Machine

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Monday Memo®

A broadcast advertising commentary from Mike Sims, presidents, Sims & Associates, Escondido, Calif.

Building a better image for construction unions

Why are unions advertising? This and related questions continually come up when people discuss with us our heavy involvement in labor advertising. The field of labor advertising is growing up fast and becoming increasingly important to our clients in the building trades unions.

We started our work with the building trades four years ago with our first pilot program in San Diego. Our research revealed a number of interesting things about trade unions and public reaction to them, and about how they had gone about advertising and public relations activities in the past.

We discovered that the general public was very concerned about escalating costs of housing and blamed the trade unions for contributing greatly to rising prices. But we also discovered that the on-site labor cost of the average new home, as a percentage of the total purchase price of the new home, had actually gone down about 54% in the last 25 years.

What really surprised us, however, is that with very few exceptions such as the International Ladies Garment Workers Union and various local campaigns, few unions were operating with the assistance of professionals from the advertising industry. For all practical purposes, unions had no advertising or public relations program of any serious scope.

We knew that the building trades unions were concerned about their poor public image and wanted to take a leadership position in discussing how to combat rising housing costs. This gave us a perfect vehicle—housing—through which to position the building trade unions as the leader in the fight to reduce the cost of housing. It gave the unions the opportunity to correct public opinion about labor costs in constructing homes.

Operating under the general theme, "When It's Built by Union Labor, It's Built for Good," the first campaign stressed the fact that on-site labor in a new home had gone down 54% in the last 25 years. The advertising also pointed up the contributions made in the local community by trade unions. Copy also dealt heavily with the quality and durability of union-built housing, and how craftsmanship and training help lower housing costs.

The primary media vehicle was radio, backed up by outdoor, spot television and newspaper. The first campaign—now known as Campaign One—opened with outdoor carrying the general theme. Radio was introduced in the third week and continued for the duration of the 12-week campaign. In the fifth and sixth weeks, early and late local news programs carried



Mike Sims formed his own agency specializing in labor marketing, in 1975. Earlier, he had served as account executive and sales manager for several radio stations on the West Coast and had been involved in retail management in the pharmaceutical industry. His agency has grown in the past four years to projected billings of \$7 million in 1980.

the television messages. Both radio and television advertisements referred to Sunday ads in the real estate sections of the local papers. The newspaper ads expanded the copy points made in the broadcast advertising. The newspaper ads also carried a coupon that could be sent to the local building trades council for detailed information on the housing cost crisis and what the trade unions were doing to combat it. Outdoor, which was kept up for the full three months of Campaign One, consisted of a 25-showing with board locations rotating each month.

Our target market was home owners in the 20-to-50-year-old bracket. Radio schedules were run Monday through Friday using 12 60-second spots in early and late drive periods on each of the top three stations serving our target demographic.

Television spots were 30 seconds and ran only during the fifth and sixth weeks. The two top local news stations in the market were used, with four commercial announcements, Monday through Friday, on each. The newspaper ads ran only on Sunday in real estate sections. Newspaper schedules were placed in weeks five, six, seven, nine, eleven, and twelve of the campaign.

In addition to the advertising, an extensive public relations program was begun, stressing the community involvement of union members, union locals and union district councils. Promotional activities using audio-visual materials related to the campaign were pursued in local shopping centers, state fairs and various kinds of trade shows.

Campaign One was soon followed by Campaign Two. This effort began eight weeks after Campaign One had finished, and was six weeks in length. In Campaign Two, amplification of the issues involved in rising housing costs was the main copy platform. Closely tied to Campaign One's general theme, Campaign Two used radio and newspaper as the main media. Radio ran the full six weeks, and was scheduled as in Campaign One. Newspaper, used in the same manner as Campaign One, ran during weeks four through six.

Campaign Three soon followed Two, and finished the first year-long block of advertising. Twelve weeks in length, Campaign Three began eight weeks after Campaign Two had finished. Three ran exactly the same as One, using the same media strategy and scheduling. The major theme in Three, though, was changed considerably. The new theme was related to quality and cost efficiency of using union labor. The theme was "Union Labor Can Build Your House for Less."

Currently, our union clients are now in Campaign Four, with Five close behind. Our programs, originally begun in San Diego, are now running in 10 states and many other district areas. We expect a national building trades program to get under way some time in 1981.

In the process of mounting building trades campaigns throughout the United States, we have had the opportunity of working closely with many of the individual trade unions and their leadership.

In every campaign, members and officers of the United Brotherhood of Carpenters were instrumental in getting the other unions involved. A year and a half ago, we were appointed to build a comprehensive, national advertising and public relations program for the International UBC.

That program is now fully under way, operating under the general theme of, "We're Building The 20th Century." The advertising, in its first phase, is intended to convey an image of craftsmanship and social involvement to the general public. In its second phase—taking place later this year—the advertising will concentrate on benefits union members receive, and of the benefit to the general public of union quality and craftsmanship. In 1981, the advertising will link together the various activities of the UBC as it celebrates its centennial year.

There is a tremendous opportunity for our industry to get involved and help the unions create strategies to overcome current obstacles and achieve future objectives. As more of us become active in this work, we will have the reward of helping to build a new dialogue between labor and management—and, we hope, a new spirit of cooperation.



ABC NEWS

"The network news leader in momentum as the 80's begin is ABC!"

—Los Angeles Herald Examiner

On July 10, 1978 ABC News introduced World News Tonight—a totally new evening broadcast with a refreshing and informative format headed by some of the most experienced, respected news people in the business.

In just two short years, World News Tonight's audience has grown tremendously, attracting more than 4 million additional viewers—people who were not regular network news viewers before.

World News Tonight has been hailed as "exciting", "unpredictable", "intimate", "... the news broadcast that gives you more investigative reporting and more extensive international coverage than other news broadcasts".

And World News Tonight is just one member of the ABC News family. With news reports in Good Morning America, Nightline, 20/20, Closeup, our ground-breaking late-night reports on the Iran crisis, and our coverage of the '80 Vote, ABC has become the network more people get their news and information from than any other network.

For two years, our staff of professionals has worked hard to build ABC News into a respected leader in broadcast journalism. While that is a source of great satisfaction, it also heightens our sense of responsibility to the viewing public as we face the challenges of the new decade.

You can't afford to miss our news.



ABC NEWS

Source: NTI/NAC ratings reports, average audience households and total persons estimates. Early evening, multi-weekly, network news comparison based on 8 weeks of data, April I-II and May I-II report intervals each year 1978 and 1980. News family comparison includes all regularly scheduled network programs of similar type. Data subject to qualifications which are available upon request.

■ indicates new or revised listing

This week

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 convention*. 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 15—*National Association of Broadcasters EEO* compliance workshop. Chamber of Commerce Building, 301 Camp Street, New Orleans.

July 15—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Airport Inn, Minneapolis.

July 16—*Radio-Television News Directors Association* region 9 workshop. Baton Rouge. Information: John Spain, (504) 387-2222.

July 16-19—Summer convention, *Colorado Association of Broadcasters*. Keystone Resort, near Dillon.

July 17—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Inn and Conference Center, Madison, Wis.

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

July 19-20—*American Women in Radio and Television* board of directors meeting. WCCO-TV Minneapolis.

Also in July

July 22—*Radio Advertising Bureau* Idearama for radio salespeople. Galleria Plaza hotel, Houston.

July 22—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Old Town, Albuquerque, N.M.

July 22—*Radio Advertising Bureau* Idearama for radio salespeople. Ramada Inn, Evansville, Ind.

July 24—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn, Muscatine, Iowa.

July 24—*Radio Advertising Bureau* Idearama for radio salespeople. Hilton Airport Inn, Nashville.

July 24—*Radio Advertising Bureau* Idearama for radio salespeople. Holiday Inn Northwest, Oklahoma City.

July 24—*Radio Advertising Bureau* Idearama for radio salespeople. Red Lion Motor Inn, Spokane, Wash.

July 24—*Radio Advertising Bureau* Idearama for radio salespeople. Granada Royale, Phoenix.

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 27-31—*Community Antenna Television Association* CCOS-80. Snowmass, Colo.

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

July 29—*Radio Advertising Bureau* Idearama for radio salespeople. Royal Villa, Raleigh, N.C.

July 29—*Radio Advertising Bureau* Idearama for radio salespeople. Marriott Inn Airport, Cleveland.

July 29—*Radio Advertising Bureau* Idearama for radio salespeople. Red Lion Motor Inn, Sacramento, Calif.

July 29—*Radio Advertising Bureau* Idearama for radio salespeople. Marriott hotel, Kansas City, Mo.

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—*Radio Advertising Bureau* Idearama for radio salespeople. Hilton Inn, Lansing, Mich.

July 31—*Radio Advertising Bureau* Idearama for radio salespeople. Richmond Hyatt House, Richmond, Va.

July 31—*Radio Advertising Bureau* Idearama for radio salespeople. Travelodge International hotel at Los Angeles Airport.

July 31—*Radio Advertising Bureau* Idearama for radio salespeople. Americana Inn and Conference Center, Arlington, Tex.

July 31-Aug. 1—*Arkansas Association of Broadcasters* meeting. Friday luncheon speaker: Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee. 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. 4-5**—*National Broadcast Association for Community Affairs* board of directors meeting. Sheraton Washington hotel, Washington.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Inn Towne, Albany, N.Y.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople. Des Moines Hilton Inn, Des Moines, Iowa.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt Birmingham, Birmingham, Ala.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople. Red Lion Motor Inn, Portland, Ore.

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

Aug. 13-18—*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.

Major Meetings

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, 1982, 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. 28-30—*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, New 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; September 1983, Orlando, Fla.; December 1984, San Antonio, Tex.

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 Na-

tional Religious Broadcasters and National Association of Evangelicals. Sheraton Washington hotel, Washington.

March 13-18, 1981—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 12-15, 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; Las Vegas, 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, Viktoriastr. 21, CH-3030, Berne, Switzerland.

June 10-14, 1981—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: 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.

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

Aug. 24-27—*National Association of Broadcasters* radio programing 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 programing 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. Infor-

mation: Deborah Ziska, NCWW, 1211 Connecticut Ave., N.W., Suite 310, Washington 20036; (202) 466-6770.

Sept. 5-6—*Radio-Television News Directors Association* board meeting. New York Hilton.

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 Tritt, 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. 12-14—*Maine Association of Broadcasters* annual meeting. Keynote speaker: Robert Mulholland, president, NBC-TV. Samoset-Treadway, Rockport.

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. 21-23—*Nebraska Broadcasters Association* annual convention. Midtown Holiday Inn, Grand Island.

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—*Cable Television Administration and Marketing Society* Southeast regional marketing seminar. Atlanta Hilton.

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

Sept. 24-26—*Indiana Broadcasters Association* fall conference. Executive Inn, Vincennes.

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

Sept. 25-28—*American Women in Radio and Television* western area conference. Brown Palace, Denver.

Sept. 26-28—*American Women in Radio and Television* west central area conference. Canterbury Inn, Wichita, Kan.

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

■ **Sept. 28-30**—*New Jersey Broadcasters Association* 34th annual convention. Bally's Park Place hotel, Atlantic City.

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

Sept. 28-Oct. 1—*National Association of Black Journalists* annual convention. L'Enfant Plaza hotel, Washington. Information: Mal Johnson, Cox Broadcasting, (202) 737-0277.

Sept. 29-30—*National Association of Black Owned Broadcasters* fall conference. National Association of Broadcasters headquarters, 1771 N Street, N.W., Washington.

Sept. 29-Oct. 2—Sixth *VIDCOM* International Market for Videocommunications. Cannes, France. Information: John Nathan, 30 Rockefeller Plaza, Suite 4535, New York 10020; (212) 489-1360.

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.

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PRISONER: Cell Block H



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Entertainment
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A MEGAWATT OF SALES POWER FOR SIOUX CITY
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October

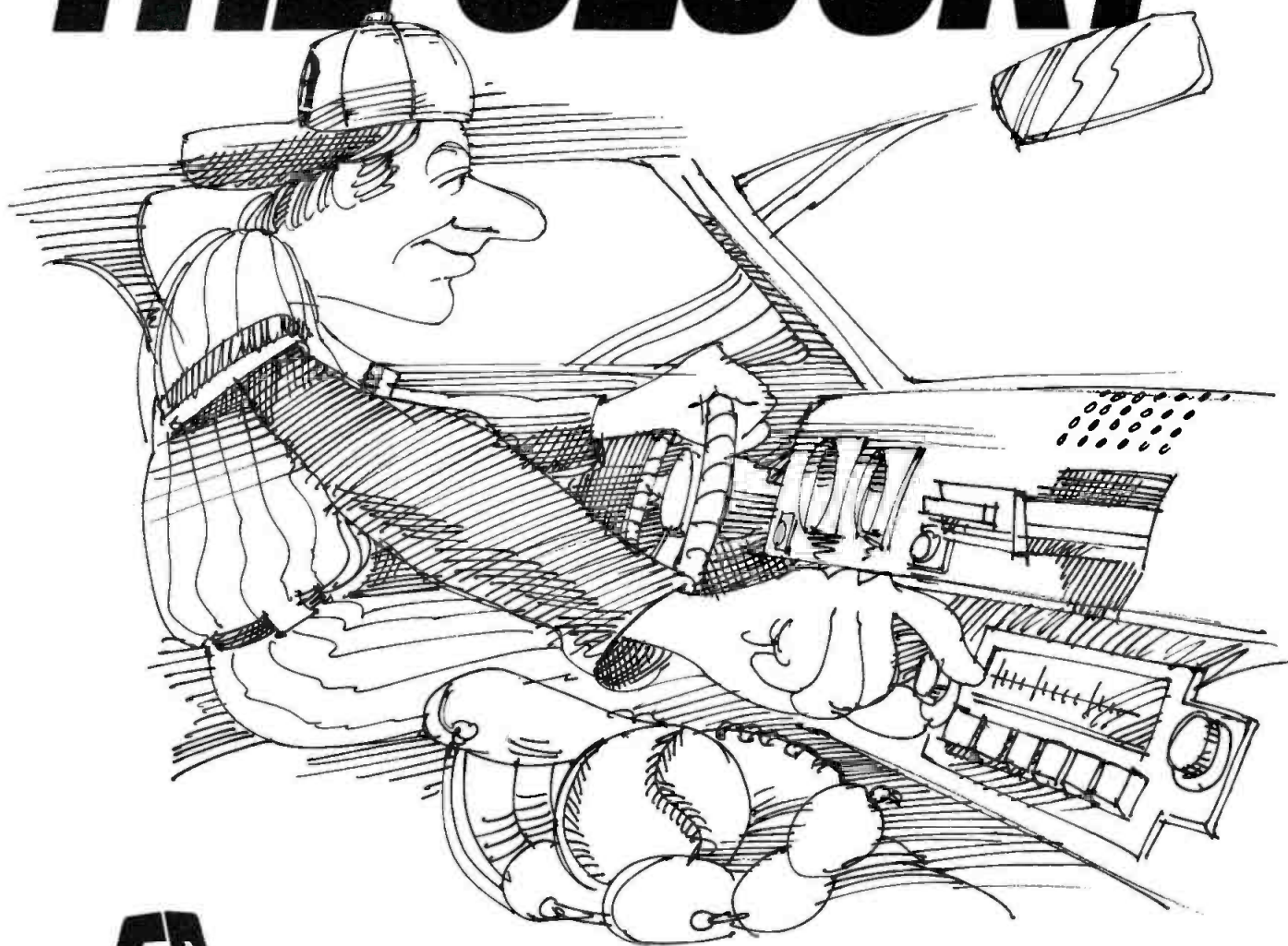
Oct. 1—New deadline for comments in FCC rulemaking proposal to modify FM rules to increase availability

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The Sports Network

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. 3-5—American Women in Radio and Television midwest area conference. Pittsburgh Hilton.

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 *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.

Oct. 8-10—National symposium on videodisk programming sponsored by *Nebraska ETV Network, KUON-TV Lincoln, Neb., University of Nebraska-Lincoln and Office of Engineering Research, Corporation for Public Broadcasting*. University of Nebraska-Lincoln. Information: Chuck Havlicek, 205 Nebraska Center, University of Nebraska-Lincoln, Lincoln 68583; (402) 472-2844.

Oct. 9-10—Pittsburgh chapter of Society of Broadcast Engineers seventh regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

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

Oct. 9-12—American Women in Radio and Television southern area conference. Sheraton hotel, Jacksonville, Fla.

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

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

Oct. 12-13—North Dakota Broadcasters Association fall convention. Ramada Inn, Grand Forks.

Oct. 12-14—Pennsylvania Association of Broadcasters annual fall convention. Toltrees Country Club and Lodge, State College. Information: Robert H. Maurer, PAB, 407 North Front Street, Harrisburg, Pa. 17101.

■ Oct. 12-14—North Carolina Association of Broadcasters annual convention. Pinehurst hotel and country club, Pinehurst.

Oct. 14-15—Advertising Research Foundation's second conference on business advertising research and research fair. Stouffer's Inn on the Square, Cleveland.

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

Oct. 15-16—National Association of Broadcasters television conference. Hyatt Regency, Phoenix.

Oct. 15-17—Kentucky Broadcasters Association fall convention. Hyatt Regency, Lexington.

Oct. 15-18—National Broadcast Association for Community Affairs annual convention. Sheraton Washington, Washington. Information: Mal Johnson, Cox Broadcasting, (202) 737-0277.

■ Oct. 15-18—National Broadcast Association for Community Affairs annual convention. Sheraton Washington hotel, Washington.

Oct. 15-19—American Association of Advertising Agencies Western region meeting. Doubletree Inn, Monterey, Calif.

Oct. 18—Connecticut Broadcasters Association annual meeting/fall convention. Hotel Sonesta, Hartford. Information: Bob Meinson (203) 771-7425.

Oct. 18-18—American Women in Radio and Television east central area conference. Broad Court House, Cleveland, Ohio.

Errata

May sweeps figures reported in July 7 issue for **Albuquerque, N.M., market** transposed household numbers for KOAT-TV (ABC affiliate) and KOB-TV (NBC affiliate). KOAT-TV's HH figures **should have been reported as 54,000 homes**, highest in market; KOB-TV's as 46,000.

□

Story on satellite plans in July 7 issue wrongly reported that **Simultaneous Transmission and Recovery of Alternating Pictures (STRAP)** technique was developed by RCA. It was developed at CBS (BROADCASTING, June 13, 1977).

sion east central area conference. Broad Court House, Cleveland, Ohio.

Oct. 18-19—American Women in Radio and Television southwest area conference. Airport Marina, Albuquerque, N.M.

Oct. 22—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria hotel, New York.

Oct. 22-24—1980 Japan Broadcast Equipment Exhibition co-sponsored by *Electronic Industries Association of Japan, National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.)*. Science Museum, Kitanomaru Park, Chiyoda-ku, Tokyo. Information: Japan Electronics Show Association, No. 24 Mori Building, 23-5 Nishi-Shinbashi 3-chome, Minato-ku, Tokyo.

Oct. 25—American Council for Better Broadcasts annual fall conference. Annenberg School of Communication, University of Southern California, Los Angeles.

Oct. 26-28—Kentucky CATV Association annual fall convention. Hyatt Regency hotel, Lexington.

Oct. 26-28—"Cities and Cable TV: Local Regulation and Municipal Uses," seminar sponsored by *National Federation of Local Cable Programmers and University of Wisconsin Extension*. Concourse hotel, Madison, Wis. Information: Dr. Barry Orton, U of W, 610 Langdon Street, Madison 53706; (608) 262-3566.

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

Oct. 27-29—Mid-America CATV Association 23rd annual meeting and show. Williams Plaza hotel, Tulsa, Okla.

■ Oct. 27-29—Scientific Atlanta Inc. sixth annual Satellite Earth Station Symposium. Marriott hotel, Atlanta. Information: Gene Lovely, (404) 449-2000.

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

Oct. 29-30—National Association of Broadcasters television conference. Omni International, Atlanta.

November

Nov. 3-4—Cable Television Administration and Marketing Society direct sales seminar. Hotel Colonnade, Boston.

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's annual meeting. Hilton hotel, Las Vegas.

Nov. 12—American Women in Radio and Television executive committee meeting. Washington.

Nov. 12-14—American Association of Advertising Agencies central region annual meeting. Ritz-Carlton, Chicago.

Nov. 12-14—Institute of Electrical and Electronic Engineers engineering management conference. Colonial-Hilton Inn, Wakefield, Mass.

■ Nov. 12-14—Oregon Association of Broadcasters 40th annual convention. Marriott hotel, Portland.

Nov. 12-15—Unda-USA annual general assembly of national Catholic association of broadcasters and allied communicators. Capitol Hilton, Washington. Information: Jay Cormier, 153 Ash Street, Manchester, N.H. 03105; (603) 669-3100.

Nov. 13—Fifteenth annual Gabriel Awards banquet, sponsored by *Unda-USA*. Capital Hilton hotel, Washington.

Nov. 13—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria hotel, New York.

Nov. 14-16—Loyola University 11th national radio conference. Hyatt Regency, Chicago. Information: 820 North Michigan Avenue, Chicago 60611; (312) 565-1000.

Nov. 18-17—Tennessee Cable Television Association annual fall convention. The Maxwell House, Nashville.

Nov. 17-18—Society of Cable Television Engineers technical meeting and workshop. Hyatt hotel, Phoenix.

Nov. 19—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria hotel, New York.

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

Nov. 20-21—Arizona Broadcasters Association fall convention and annual meeting. Doubletree Inn, Scottsdale.

December

Dec. 2 and 6—Radio-Television News Directors Association board meeting. The Diplomat hotel, Hollywood, Fla.

Dec. 3-4—Advertising Research Foundation's second Western conference and research fair. Los Angeles Biltmore.

Dec. 3-5—1980 U.S./Southeast Asia Telecommunications Conference and Exhibit. Mandarin hotel, Singapore. Information: John Soddolki, *Electronic Industries Association*, 2001 Eye Street, N.W., Washington 20006; (202) 457-4934.

Dec. 3-5—Radio-Television News Directors Association international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla.

Dec. 9—Cable Television Administration and Marketing Society Western regional marketing seminar. Disneyland hotel, Anaheim, Calif.

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

Dec. 12—International Radio and Television Society Christmas benefit. Waldorf-Astoria hotel, New York.

January 1981

Jan. 12-14—Pacific telecommunications conference, sponsored by *Pacific Telecommunications Conference*, independent, voluntary membership organization. Ilikai hotel, Honolulu.

Jan. 14—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria, New York.

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

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

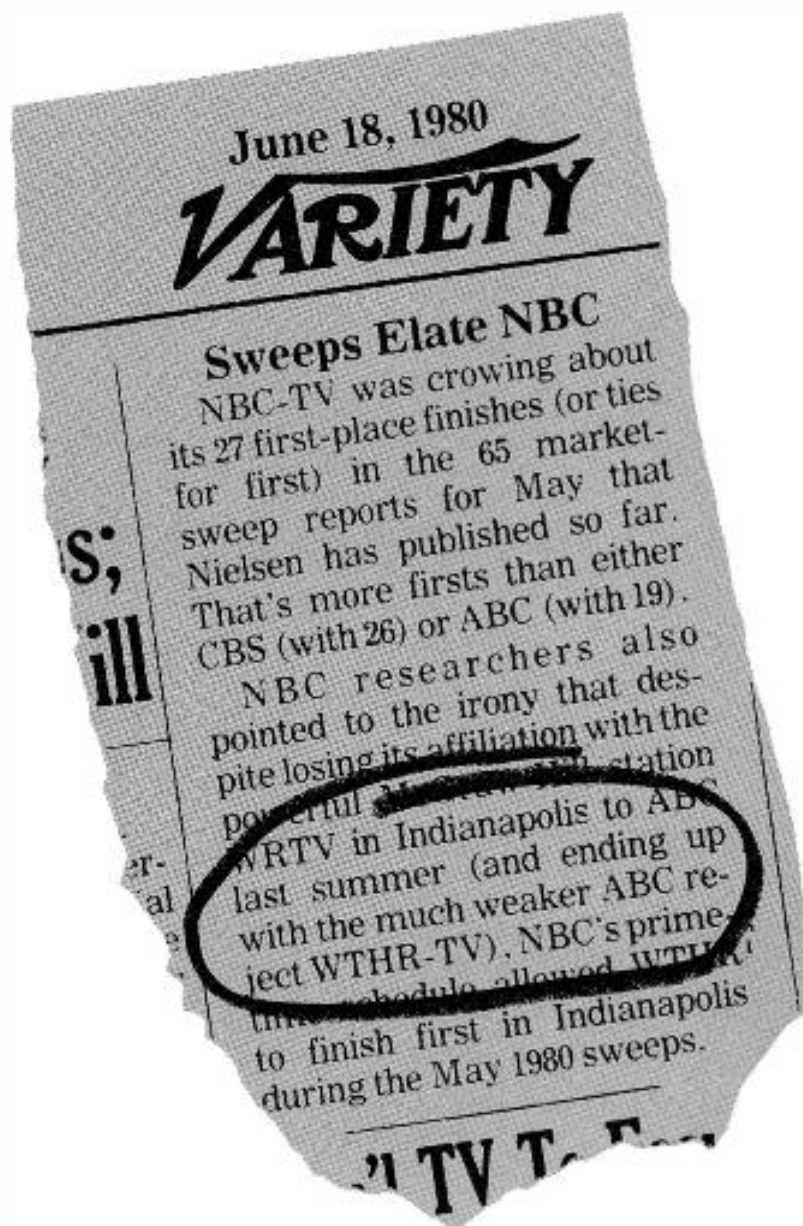
Jan. 27-29—South Carolina Broadcasters winter convention. Carolina Inn, Columbia.

February 1981

Feb. 4-9—International Radio and Television Society faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 17—International Radio and Television Society Newsmaker luncheon. Waldorf-Astoria hotel, New York.

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	MAY '80 NBC AFFIL.	MAY '79 ABC AFFIL.	MAY '78 ABC AFFIL.
NSI	Households 1	Households 1	Households 1
	Adults 18-49 1	Adults 18-49 1	Adults 18-49 1
ARB	Households 2*	Households 1	Households 1
	Adults 18-49 1	Adults 18-49 1	Adults 18-49 1

Prime Time 7-10 p.m.

*Missed 1st Place by 1000 Households.

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Counterproduction?

EDITOR: It seems that 1984 is arriving right on schedule. National productivity is declining, and obviously there are many factors involved in this decline, but one of the major deterrents to productivity is our own bureaucracy. As the amount of government intervention in the private sector has increased, so the GNP has fallen.

The FCC's intentions to control job promotions within broadcast stations with regard to women and minority groups now threatens our productivity. Imagine a man in his early 30's who has worked long and hard at one station, or many, who would like to be considered for a middle-management position. The station manager, however, by virtue of bureaucratic intimidation, is forced to promote someone with less ability and experience, simply to fill a quota. The damage done to staff morale, combined with the compromising of management position, results in loss of productivity. Playing politics now gets in the way of turning out a quality product, and that's something that has no place in our industry. Equal rights are one thing,

reverse discrimination is quite another.—
Cary Pall, program director, WXEZ(FM) Sylvania, Ohio.

Sinclair's secret

EDITOR: This native Rhode Islander was extremely pleased to see the ink devoted to telling the remarkable story of the Providence-based Outlet Co. (BROADCASTING, June 30). I know Chairman Joseph (Dody) Sinclair and can relate a true story which may give additional insight to the success of his company.

Several years ago, as a radio and TV public relations person for the University of Rhode Island, I stopped by the Outlet studios, then located on the top floor of the retail store. That week, the Outlet Co. was in the midst of a labor dispute affecting some retail clerks, some air staff and the building's entire maintenance staff.

As I got off the elevator, I was momentarily stunned, then dramatically impressed, as I viewed Dody Sinclair in his business suit pushing a pile of accumulated waste paper, dust and dirt the length of the building's long corridor with a huge pushbroom.

Dody was the first CEO that I saw practicing the adage: "... I'm not asking you to do anything I wouldn't do myself."

I've since moved to Maine and tried broadcasting myself, and I remember with great affection my first meaningful lesson in corporate management as displayed by Dody.

Now, where's my broom?—*James H. Goff, president, Penobscot Broadcasting Corp. Bangor, Me.*

Keeping confidence

EDITOR: You misquoted my quote of Dan Rather (BROADCASTING, June 23) in the *Ladies' Home Journal* article telling how a reporter's curiosity prompted his sampling of hard drugs.

You printed Dan as saying, "I can say to you in confidence, I know a fair amount about LSD." He really said (the italics mine), "I can say to you *with* confidence, I know a fair amount about LSD."

Dan shared a number of confidences with me, by the way, but none of them wound up in print.—*Cliff Jahr, New York.*

Not the only one

EDITOR: Given the fact that I was one of the few Washington lawyers not listed in your June 16 article, can I simply tell my clients that I refused to participate?—
Philip R. Hochberg, counsel, Vorys, Sater, Seymour & Pease, Washington.

Editor's note. Many others were mentioned in a special report that made no pretense of being a census of the communications bar.

FRAZIER GROSS & CLAY

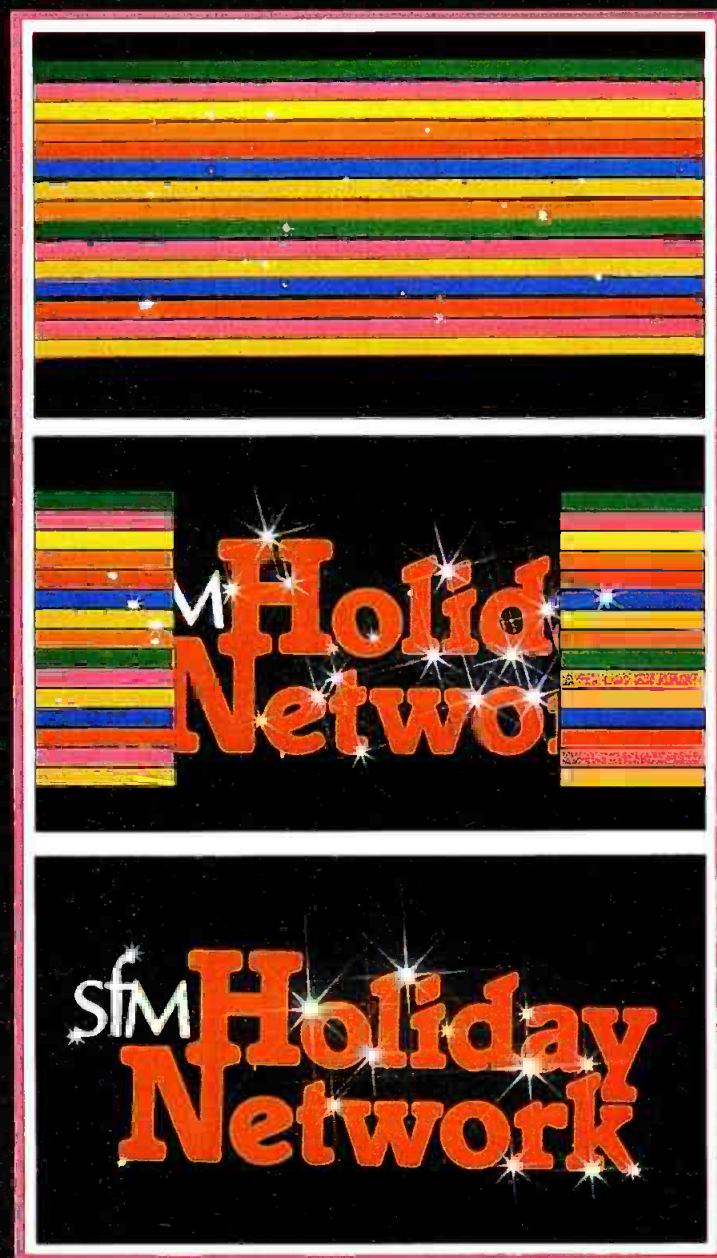
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Broadcasting Jul 14

Vol. 99 No. 2

TOP OF THE WEEK

Media mass in Detroit for GOP gathering

But since there's expected to be little in the way of breaking news, journalists will keep busy with background reports on the party, its candidates and his positions; satellites will get a work-out

Some 11,000 news-media people—almost half from broadcasting—have descended on Detroit to capture the drama, the suspense and the excitement of a Republican national convention that is sure to be short on all three. But for the major networks, which will be competing for ratings and the glory and gold that go with them, the fact that Ronald Reagan's selection as the party's presidential nominee is foreordained and that potentially messy floor fights over platform planks were settled last week in the quiet of nonprime time, is regarded as a challenge. For the Republican convention managers, it is an opportunity.

ABC, CBS and NBC are on station, each with between 600 and 700 radio and television people—correspondents, technicians, camerapersons and producers—and it's not likely many will find time heavy on their hands. For if there is little hard news to report in the hours of prime time the networks have set aside for convention and related coverage, they are prepared to provide exhaustive and many-sided looks at Ronald Reagan and the Republican party in 1980. Indeed, this will be an analyst's and documentarian's convention rather than a reporter's—although not entirely.

Going in, the question of whom Reagan will select as his running mate provided the basis for the only interesting speculation. Reagan is expected to announce his selection at a news conference on Thursday morning. But there are already battalions of reporters trying to ferret out Reagan's choice and thus score what could be the only real newsbeat of the convention.

As for the convention managers, they have fashioned the event, to the extent possible, as a television miniseries that will end on Thursday night. Except for the opening session, which begins at 11 a.m. today (July 14), all sessions will be held in the evening, to capture the prime-time audience. And the managers have promised

a convention that will respect schedules. They will even fill an hour of time tonight, beginning at 10 p.m., with entertainment designed to illustrate the convention's theme—"Together ... A New Beginning."

How much of that entertainment the networks will carry remains to be seen. And there is more than a little skepticism among the networks as to the managers' ability to keep things moving with the pacing a television program requires. As NBC's Lester Crystal, senior executive producer of political coverage and special programs, put it, "There will still be a lot of speeches."

But the story of the convention, for broadcasters, will be not only what happens on the floor and in the corridors. It will also be in the development of individual stations and of minor networks as factors in providing live coverage of the convention. Satellite transmission is still not cheap, but its costs are low enough so that stations all over the country will be running their own live inserts from the convention on their evening news shows. (Together with the major networks, the newcomers to satellite technology are boosting the use of satellites to unprecedented heights—at least 1,000 hours last week and this for specially leased time alone, according to some estimates.) The convention managers set aside areas in Joe Louis Arena—in skyboxes, in an open press box, in a section of the auditorium from which seats have been removed and on the floor itself—from which correspon-

dents for some 20 stations, groups and new networks will broadcast live.

Some, like Gannett Broadcasting Group, Post-Newsweek Stations, Storer Inc., and even some individual stations, like WCCO-TV Minneapolis, WFAA-TV Dallas and KTRK-TV Houston, have moved in substantial amounts of personnel and equipment to do their live inserts and taped pieces. Gannett, for instance, has 25 correspondents, camerapersons and producers on hand to service its seven television stations with some 40 hours of programming over the eight-day period that began on Friday (July 11). (Gannett News Service, incidentally, will operate a 70-person print bureau and operate a 24-hour wire service for the 82 Gannett newspapers.)

Gannett's costs for television coverage are "well over \$50,000," according to Jim Sieger, vice president for news, broadcast division. But even a single station can spend about that amount. WCCO-TV's Skip Loescher said the station expects to spend up to \$125,000 on both the Republican and Democratic conventions. The station has sent 12 reporters, photographers and technicians to Detroit to do a total of 35 minutes of live programming daily—20 minutes divided among three newscasts each day of the convention, plus a 15-minute special at 10:30 each night. The cost for time on Westar I is about \$10,500 and for the circuits, \$25,000.

To save money on satellite costs, WCCO-TV and many of the other stations have joined in consortiums. For instance, Gan-

Concave-dish conclave. The impact of domestic communications satellites on broadcasting will be nowhere more evident than in Detroit this week. Numerous broadcasters are making use of the technology to transmit news reports, and often entire newscasts and programs from the Republican convention directly to local stations or to New York for redistribution over conventional networks. The broadcasters have signed up for well over 1,000 hours of satellite time on the Westar (Western Union) and Comstar (AT&T) systems. (Nobody is using the Satcom system, already strained to meet the demands of regular cable and message traffic customers.) The bulk of the satellite time is on Westar I and III, purchased directly from Western Union (500-700 hours) or through the two major resale carriers, The Robert Wold Co. (300 hours) and Hughes Television Network.

ABC and CBS will use occasional time on the Westar system supplemental to time on their full-time transponders on Westar III. Instead of using the Satcoms, NBC is leasing time through Western Tele-Communications Inc. on Comstar II. NBC has also arranged for a couple of hours of Westar time every night this week for use by 11 of its affiliates.

To get the television signals to the satellites a number of different routes will be followed. ABC has leased the large portable earth station of WTCI. NBC will use the portable of Trinity Broadcasting, built by Compact Video and, for the convention coverage, operated by WTCI. Many of the public television stations and program producers as well as such commercial broadcasters as Storer Broadcasting and the Post-Newsweek stations will use the uplinking facilities of wrvs(tv) Detroit. Many of Robert Wold's customers will use two portable earth stations set up by a Wold subsidiary, Satellink of America, near the convention center. Others will be using the two 10-meter uplinks of Greater Star Link Corp. in suburban Detroit or the Western Union uplink in Chicago. Users of the Chicago uplink must set up a landline connection from Detroit.

nett, for all its size and wealth, has combined its seven stations with three others—KGW-TV Portland, KTVU(TV) Salt Lake City, and KING-TV Seattle—in sharing 43 hours purchased through Satelink of America, which provides the uplink to a Western Union satellite. The stations share time within 30-minute increments—not always comfortably. At times, two or more stations in a sharing arrangement want the same segment.

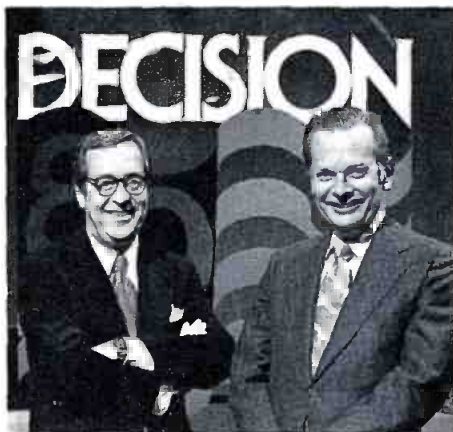
Journalism is one motivation in stations' decision to broadcast live from Joe Louis Arena and adjoining Cobo Hall. Another, some will admit, is self-promotion. And Dick Mallory of Cox Broadcasting Corp., whose WSB-TV Atlanta and WSOC-TV Charlotte, N.C., are in a consortium with KPRC-TV Houston, offers a third reason: "We need experience with satellites . . . Until you do this, you don't know the steps needed. So the next time we want to use the satellite, we won't be as hesitant." Broadcasting live from the convention, then, is for the stations involved a rite of passage to a new level of television news service.

For all of the glamour and excitement of satellite technology, it is still only a means of transmitting a story. It is getting a story that last week was expected to attract about 2,500 personnel from some 450 radio and television stations, groups and the new, emerging networks. For the station personnel, at least, they do not have to hunt for the big story at a convention where everything is likely to be formatted. Their responsibility is easily defined: Cover the local angle.

Jim Snyder, vice president of news for Post-Newsweek stations, said each of the four outlets in the group—WFSB-TV Hartford, Conn.; WJXT-TV Jacksonville and WPLG-TV Miami, both Florida, and WDIV-TV Detroit—will cover the convention "in terms of the local angle." Indeed, in the view of PNS President Joel Chaseman, "the best stories at most political conventions are local stories, the way elected delegates vote and the positions they take on the important issues." Each station has sent two reporters, a producer and a camera crew, and they will dog their respective delegations and be on the lookout for news of interest to their home area. And all of the Detroit stations have beefed up their news schedules to report on the biggest event to hit their town in a long time.

Often, local and national angles merge. David Glodt, who is producing KTRK-TV's coverage, notes that George Bush, one of the failed Republican presidential candidates who is among those Reagan is said to be considering as a vice presidential candidate, is a Houston resident. What's more, he says that "the Texas delegation has a lot of people who are big in Reagan's eyes," and thus of possible national importance.

KTRK-TV has six reporters, an engineer and two camerapeople at the convention, and is feeding five or 10 minutes of live material at 6 p.m. and again at 10:30 p.m. or 11 p.m. (central time), depending on



Motor City media. Top: ABC News executives (l-r) Robert Seigenthaler, Richard Wald, Boone Arledge, Mike Buddy and Jeff Grafnick in the Joe Louis Arena; side-by-side are CBS's Walter Cronkite (ready for his last tour of duty as convention anchor) and NBC's team of John Chancellor and David Brinkley. Immediately above, one of the many individual station teams operating in Detroit—wcco-TV's Harvey Goldberg (l), convention producer, and Skip Loescher, associate news director. At right, newsmen of one of the station groups that are flocking to the convention: cameraman Jim Berger and News Vice President James Sieger of the Gannett Broadcasting Group.



when the station gets a break in ABC network's coverage. Glodt's crew is also feeding taped pieces for the station's 7 a.m. and 5 p.m. news programs.

(KTRK-TV, incidentally, is sharing space in the press box and on the floor—as well as satellite costs with WFAA-TV Dallas, a station with which it has long had an unusually close relationship, in news coverage. They have shared news stories, each using its own correspondent to narrate a taped piece provided by the other station. WFAA-TV has 12 people in Detroit preparing live and taped pieces for television, its radio affiliate has two doing radio reports.)

The convention also will be the first one for Ted Turner's new Cable News Network. And while its contingent will be modest, indeed, compared to those of the other networks—some 50 people—it will make a contribution. The CNN team, headed by Daniel Schorr, Bernard Shaw, and Bill Zimmerman, who will share anchor duties in a sky booth and news-coverage duties on the floor, will break into the network's 24-hour-service to provide live coverage of key events. The CNN team will also do a one-hour summary and analysis of each day's events beginning at midnight (NYT).

CNN has joined the network pool, so is assured of pictures inside and outside the hall. It also has six cameras of its own for coverage. But Reese Schonfeld, CNN president, last week couldn't help but express the hope that a major story breaks somewhere in the world—perhaps something on the order of the Soviet invasion of Czechoslovakia in August 1968, when attention in the U.S. was focused on the Republican and Democratic conventions, "so we can show what we can do," he said.

There are other budding networks on hand in Detroit, as well. The Independent Television News Association is covering the convention live for its 23 affiliates virtually gavel to gavel; it goes on the air at 7:30 p.m. each night, and is staying on until 2 a.m. The material is being provided by reporters from some 10 of the affiliated stations, as well as by the pool cameras trained on the podium. And WPIX-TV New York's Independent Network News has sent 12 correspondents and technicians to Detroit, and has backed them up with a tape editing crew hired there, to feed material to the 27 stations. John Corporon, WPIX vice president for news, said the material will be fed either to New York, for re-transmission to the affiliates, or to the stations directly, whichever is most useful.

If radio listeners want gavel-to-gavel coverage, they have a choice of two networks—Mutual Broadcasting System and National Public Radio. Mutual, in addition, will broadcast its late-night *Larry King Show* from the convention—actually, from a 68-foot yacht anchored on the Detroit river—where King will interview figures from the convention. NPR will have its own celebrity commentator—John Sears, whom Reagan fired as his campaign manager after the New

Hampshire primary. Sears joined the NPR team after rejecting an offer to do analysis for NBC.

But if the broadcasters' plans are carefully formatted, so are those of the convention organizers. And they know that their big moment will come some time in prime time on Tuesday. Reagan and his running mate, their wives by their side, will be waving to a wildly cheering crowd of 4,000 delegates and alternates as the band plays. It is a scene that the cameras will transmit to every home that has stuck with the miniseries.

Rockefeller Center still shaking from Pfeiffer firing

Acrimonious ouster of NBC chairman raises questions about tenure of her boss, Silverman, and his boss at RCA, Griffiths

NBC President Fred Silverman fired Jane Cahill Pfeiffer as NBC chairman last week in the middle of the messiest public display of corporate in-fighting in memory.

Pfeiffer countered that Silverman had acted to preserve his own job, and quoted him as saying "he would probably follow me out the door in six months."

In the end they settled their differences and her contract, and she resigned as chairman and as a director of NBC and RCA, taking with her Silverman's profession of best wishes for the future.

Her contract settlement was reported unofficially to be between \$700,000 and \$800,000. That would approximate the specifications of her employment contract, which called for her to be paid a total of \$783,333 for 1980 and 1981.

Before the settlement, the public bloodletting was so garish that it raised questions about the job-security not only of Silverman but also of Chairman and Chief Executive Edgar H. Griffiths of the parent RCA Corp., especially since it came so soon after the uncommonly blunt firing of RCA President Maurice R. Valente last month (BROADCASTING, June 23). Griffiths, who has retained personal jurisdiction over NBC, was widely reported to have been a key instigator of the Pfeiffer firing—although an RCA spokesman said "that's not true; Freddy just wanted her out, that's all."

Although Silverman was in what an NBC spokesman called "very preliminary negotiations" with Griffiths on a new contract, a published report Thursday said RCA had already started a search for his successor. An RCA spokesman denied that, too. Even so, some long-time associates speculated that, as one put it, "Fred will be gone by the end of this year, either

by resigning or being fired."

Their theory was that Silverman would not by then have accomplished what he was hired for and had promised to do—get NBC-TV from third to first place in the prime-time ratings—and that he would resign for that reason, "out of guilt and shame." If he didn't resign, according to this conjecture, the Pfeiffer storm may have bought him a few extra months, on the theory that RCA wouldn't want the publicity coming from another high-level departure so soon.

There was no immediate indication as to who might be chosen for the post from which Pfeiffer was being ousted, but a high-level NBC official said that "I'd bet it will be just the opposite" of the 47-year-old former IBM executive who came to the job with a formidable reputation but no broadcasting experience. "I'd bet on a businessman with solid broadcasting experience," the official said.

"They need a manager," a close observer said. "Who can manage and live with Fred? That's a delicate balance."

Some affiliates with close ties to NBC suggested that David C. Adams, who went from NBC chairman to vice chairman and then into retirement after Pfeiffer's arrival, be called back for the job. Some thought that Richard S. Salant, the retired CBS News president recruited by Pfeiffer to be NBC vice chairman, might be elevated at least temporarily—but there also was contrary speculation that he might leave entirely, not alone for his identification with Pfeiffer but because, as one veteran put it, "he's embarrassed at not having anything to do."

Salant's responsibilities are NBC News and the press and corporate relations departments, but insiders say that when William J. Small was hired as NBC News president, one of his conditions was that Salant "stay off the fifth floor" where NBC News is headquartered. Salant was on vacation last week and could not be reached for comment, but NBC officials said Silverman had spoken with him and reassured him since the Pfeiffer affair broke. "If he leaves," an executive said, "it'll be his own decision."

Last week's episodes were triggered by published reports quoting high NBC officials as saying that Silverman—who in the past had maintained that Pfeiffer would be at NBC as long as he was—had become disappointed in her performance and that she was expected to resign last week ("Closed Circuit," July 7).

From her home in Greenwich, Conn., Pfeiffer called news media last Tuesday with a statement, but would not elaborate on it.

"No one has asked for my resignation, and I have not offered it. It is apparent that there are some who are trying to use the media to get me to quit. I try to be direct and open, and I'll try to be direct and open about this. I won't quit. If anyone wants to terminate my employment contract, I am available to anyone who wants to see me."

Silverman, learning of this, issued a statement a few hours later:

"During the past two weeks, discus-

sions have been held with Jane Cahill Pfeiffer concerning her status in NBC. I have today relieved her of all responsibilities, and effective immediately her organization will report directly to me. We are prepared to continue discussions regarding her employment agreement."

Pfeiffer responded within hours, again bypassing NBC's press department and calling media directly:

"Yesterday Fred Silverman told me that there was no way we both could stay and he wanted his contract renewed now, and for that to happen, I had to make a decision and implement it. He did not ask for my resignation then or ever. He simply stated that the RCA people play hardball, and that he would probably follow me out the door in six months. This afternoon I learned through the media that he had relieved me of my duties as chairman."

There the matter stood until the announcement Thursday that all had been settled and she was leaving with Silverman's thanks and best wishes.

Pfeiffer's responsibilities were the NBC legal department, standards and practices, Washington operations, personnel and labor relations and the areas under the wing of Salant.

Her contract, for three years to Sept. 30, 1981, made her one of the highest-paid women in U.S. industry, almost certainly the highest paid woman in broadcasting. The contract guaranteed her \$425,000 this year and \$358,333 in 1981. In 1979, according to the RCA proxy statement, she was the second highest-paid RCA officer or director, getting \$427,077 to Griffiths's \$564,053.

The stormy situation was full of ironies. Pfeiffer had recruited Silverman to the NBC presidency, reportedly at a \$1-million annual salary. And it was largely at his suggestion that she was made chairman, in October 1978, to help share the load while he focused more on programing, his specialty.

Griffiths had recruited Pfeiffer as a consultant and then, through her, Silverman. But as time passed, Griffiths reportedly grew disenchanted with her—some said because she wasn't afraid to stand up to him.

Others became disenchanted too. A bill of particulars compiled last week among present and past associates and subordinates was invariably headed by her lack of broadcasting experience.

"All who had any dealings with her from the beginning," one veteran of the wars said, "knew she didn't know what she was doing—and she was very stubborn about doing it. She insisted she was right; questioning her was heresy—and heretics get excommunicated."

Other complaints were that she was overpaid, traveled too much on noncom-

pany business (as on visits to the Far East with her husband, a high executive at IBM with Far East responsibilities), had too many outside activities (member of three corporate boards besides NBC's and RCA's and trustee of the University of Notre Dame and the Rockefeller Foundation), took too much time off from work (month of August for vacation and frequent Mondays) and "just didn't participate in the day-to-day activities of NBC."

Her determined approach to administration, which some called cold and high-handed, also alienated many colleagues and subordinates who, remembering her brief early training to be a nun, sometimes referred to her as "Mother Superior" and "Attila the Nun."



Pfeiffer and Silverman before the split

Several sources cited her "mishandling" of the investigation of the expense-voucher scandal among unit managers at NBC a couple of years ago. Although only six or eight unit managers were found to have cheated, one source said, Pfeiffer was "adamant" about firing "the entire operation," the innocent along with the guilty. RCA's Griffiths was quoted as comparing her investigation to "killing a gnat with an elephant gun."

This was "only one of many instances that could be cited," said one source, but he refused to cite others.

Although most accounts last week pictured Griffiths as the prime mover behind Pfeiffer's firing, a long-time participant in NBC affairs, an admirer of Griffiths, thought he had been overplayed as "the devilish character sending Silverman to do the hatchet job."

In this source's opinion, it had become "apparent to everybody" about six months ago "that she was not suited for the job" and "that she had to go."

"It was Fred's job to tell her, of course, but he hates confrontations. A lot of people have been fired there, but by Pfeiffer, not by Silverman. He moves people

around but he doesn't like to fire anybody.

"I think he probably did not say, 'Jane, you've got to resign,' but I'm sure he said enough to let her know what was meant. But then—I'm still guessing—she got so angry that she put out the statement that nobody asked her to resign."

With all the criticism, there was also a recognition that her business background, gained chiefly at IBM, may have been at the root of many of her perceived shortcomings. "IBM," said one long-time NBC executive, "is a walled fortress, while broadcasting stands naked to the world."

Nor was Silverman absolved by all, even some of those most critical of Pfeiffer. "She caused a lot of grief," one former as-

sociate said. "But NBC's problem is not just Pfeiffer; it's Silverman. The brain drain he has permitted is inexcusable."

Among those who left during the 20-month Silverman-Pfeiffer regime are Julian Goodman, former chairman and president; David Adams, former chairman; Chet Simmons, former head of sports; M.S. (Bud) Rukeyser Jr., former head of public information; Mike Weinblatt, former head of NBC Entertainment; Paul Kelin, a former head of TV programing; Jack Thayer, former head of radio; George Shaver, former head of advertising, and John MacMahon, former head of programing on the West Coast.

Silverman himself has said—although obviously with pride and conviction that it's to NBC's advantage—that "across the board, there is a totally new management team in place" (BROADCASTING, May 19).

Pfeiffer was never very popular with NBC-TV affiliates, apparently because of her lack of broadcasting experience and the feeling among many that she was more concerned with lofty ideals than with commercial nitty-gritty. Some felt that she was "a disturbing influence around NBC—she was so tough," as one said.

But her departure is not expected to have much bearing on them. As Jack Harris of KPRC-TV Houston, a former chairman of NBC-TV affiliates, put it, "To the stations, a network is primarily a program matter, and Jane was not that involved in programing. The key people for us are Fred Silverman, Brandon Tartikoff [head of NBC Entertainment] and Bill Small [head of NBC News]."

Although not affected, some affiliates managed to find some amusement in last week's sequence. "That has to be the craziest damn thing I've ever seen—people who walk on their hands could have handled it better than that," one leading affiliate said. "I thought she was obtuse with personnel, but from this exhibition Fred isn't much better, is he?"

In settling their differences, Silverman and Pfeiffer also exchanged letters.

Pfeiffer's, summarizing what she counted as the advances that had been made during their tenure, said that "throughout the major functions of the business, we have established a very solid and professionally competent staff." After a rundown through various divisions, Pfeiffer said that "while the road has not been easy and our goals have not been fully achieved, I do believe NBC has the basic tools to be

successful and to contribute to the industry."

"As I leave," she concluded, "I have much affection for the people at NBC and wish you well."

Silverman's letter to her was two sentences: "I have valued the contribution you have made to NBC during the past two years. I wish you all success in your future endeavors."

FCC about to bite the bullet on distant signals, syndicated exclusivity

Commission sets July 22 date for consideration; first is likely to go, second is iffier; NAB pushing retransmission consent

The cable industry can look forward to a long-awaited deregulatory move from the FCC. Next week the commission is expected to dismantle the centerpiece of its cable regulation—the rule limiting the number of distant signals systems may import.

The syndicated exclusivity rule, which requires cable systems to afford stations protection against duplication of their syndicated programs, may also be reined in, but not without a fight. Sources say that arguments of Henry Geller, head of the National Telecommunications and Information Administration, who favors retention of this rule, may have swayed some

commissioners in favor of keeping it. It's almost certain that Commissioner Anne Jones will be, as she often has been in recent months, the swing vote.

Although the commission has told Congress—at House oversight hearings last fall and again at Senate appropriation hearings last February—that it planned to deal with the cable deregulation proposals this summer, the sudden scheduling of the meeting for next Tuesday (July 22), came nonetheless as a surprise to the broadcasting and cable industries.

That day had originally been reserved for the commission to consider a proposed rulemaking on low-power television, but Broadcast Bureau Chief Richard Shiben felt that item needed more work, and he pulled it back. Randy Nichols, chief of the Cable Bureau, reportedly told Chairman Charles Ferris he could have his cable item

ready, and the substitution was made.

There was speculation that the commission took the opportunity to schedule the meeting while Congress was not in session, since the agency had encountered opposition to its proposals by some congressional members. Representative Robert Kastenmeier (D-Wis.), chairman of the subcommittee with copyright jurisdiction, and Representative John Dingell (D-Mich.), a member (and probably the next chairman) of the Commerce Committee, were among seven congressmen who wrote Ferris, asking him to hold off action on the cable deregulation proposals until the Copyright Royalty Tribunal had concluded its review of copyright payment rates. Ferris, however, firmly declined, saying, "It does not seem to me that delay is likely to improve the prospects for better decision-making" (BROADCASTING, March 31).

Both the National Association of Broadcasters and the National Cable Television Association were among the industry groups that flocked to the commission late last week to lobby for their respective sides. The curtain on ex parte communications goes down tomorrow, since sunshine rules allow communications up to seven days before a public meeting.

The NAB's tactic is to convince the commissioners that oral arguments are important to this rulemaking, particularly since the data involved is three to four years old. NAB was among a number of

InBrief

Walter Annenberg, owner of *TV Guide* and other publications, has won favorable ruling from Internal Revenue Service for personal donations—which may total **\$150 million over 15 years—to be funneled through Corporation for Public Broadcasting** for noncommercial, educational use to colleges and universities for credit, both in TV and radio. Annenberg, former ambassador to Great Britain, is founder of Annenberg School of Communications at University of Pennsylvania, and former group TV station owner. IRS ruling came July 10. It's believed to be one of largest private gifts in history.

Citizens Party has asked NBC to give Citizens presidential candidate, Barry Commoner, **equal time as result of John Anderson's appearance** on *Today* show this week. Anderson will be interviewed, via satellite, from Europe, for comment on GOP convention. NBC has contended that it will have no equal time problems with interview since it will appear on *Today*, which has been exempted as news show (BROADCASTING, July 7).

League of Women Voters Education Fund has announced **schedule for presidential and vice presidential debates** it will sponsor. Presidential debates are planned for weeks of Sept. 7, Sept. 21 and Oct. 26. Vice presidential debate is planned for week of Oct. 5. Decision on who will be invited to participate in addition to two major-party candidates will be made some time in early August by trustees of fund.

Two reporters, including one for Boston television station, were **subject of contempt rulings** last week for refusing to discuss sources. **Walter F. Roche Jr. of wsbz-tv Boston** was found guilty of contempt by Supreme Court Justice Benjamin Kaplan for refusing to reveal source of story about Roxbury District Judge Elwood McKenney. Contempt finding was appealed to full supreme court bench. In Philadelphia, Jan Schaffer of *Philadelphia Inquirer* was cited for contempt and ordered imprisoned for six months or until she purged herself of contempt by testifying as to

whether she had discussed Abscam case with U.S. attorney Peter F. Vaira. Vaira had testified that she had; Schaffer's testimony was sought in federal district court as confirmation or contradiction.



One present and two former members of FCC join with Darlene Tolbert Palmer, program manager for National Telecommunications and Information Administration's Minority Telecommunications Development Program, in celebrating first **Minority Women's Commercial Broadcasting and Technology Conference** (story page 49). From left are Richard Wiley, former FCC chairman, now with Kirkland & Ellis; Commissioner Joseph Fogarty; former Chairman Rosel Hyde, now with Wilkinson, Cragun & Barker, and Palmer.

Subscription Television Association has been formed and will be introduced at Tuesday (July 12) press conference in Washington. STA's board of directors include industry leaders: Richard Wolfson, Wometco; James LeVitus, American Subscription Television of California; Brian Thompson, Subscription Television of America; Robert Cahill, National Subscription Television, and **Rinaldo Brutoco**, Universal Subscription Television, who **will serve as chairman**. Until director and staff are hired, law firm of Wewer, Mahn will represent group in Washington.

National Black Media Coalition's **Pluria Marshall** has had what NBMC

broadcast industry groups that, in comments on the proposals last fall (BROADCASTING, Sept. 24), advocated adoption of some form of retransmission consent, should the commission repeal the distant-signal rules.

Tom Wheeler, president of NCTA, called the meeting "timely" and says his organization had "a lot of work to do" in the next few days.

His association is expected to lobby heavily against retransmission consent, which Wheeler said "is as bankrupt an idea today as it was when first proposed."

The retransmission consent proposal, originally put forth by NTIA, had generated the greatest degree of controversy among commissioners and staff when the rulemaking was first adopted (BROADCASTING, April 30, 1979). General Counsel Bob Bruce and then-Cable Bureau Chief Phil Verveer urged that the proposal be rejected on jurisdictional as well as policy grounds. However, it was Jones, indicating that she was not persuaded by the jurisdictional arguments, who was responsible for the petition being rejected on policy grounds only.

Assuming the distant-signal and syndicated exclusivity rules are repealed, the commission will be left with only three major cable rules to administer, only one of which is restrictive. That is the sports blackout rule, which bars a cable system from importing from a distant station a game involving a local team playing at

home if the game is not broadcast locally. The other rules afford broadcasters network nonduplication protection and require cable systems to carry the signals of local stations.

Moscow Olympics just another news item for networks

Boycott alters coverage from sports to political story

If an Olympic record is established in an event, it might show up on the *Today* show, or perhaps the *NBC Nightly News* or a "SportsJournal" segment of *SportsWorld*, but no wide-ranging coverage of the summer games in Moscow beginning Saturday (July 19) appears to be in store.

In light of the U.S. boycott of the games, rights-holder NBC last week continued to maintain that the competition will be treated solely as a news event by the network's news and sports personnel being sent to Russia (BROADCASTING, June 30). Earlier reports that NBC coverage could go up to 15 hours have been denied.

Since it still has an Olympic contract, NBC will be taping the international feed of the events. A good number of NBC's

50-person news and sports team will be used for monitoring the feed.

ABC and CBS will be sending news personnel (without the rights, there can't be sports coverage as such) but in much smaller numbers—about 10 from ABC and perhaps that many from CBS.

The networks are not anticipating any pre-emption of regularly scheduled programming and again, the common phrase is that the games will be "treated as a news story." The main interest is said to be the political story rather than the games themselves.

Although print journalists are snarled in credentials problems, the networks aren't encountering major difficulties. John Lane, CBS News vice president and director of news, claimed that "so far we're moving ahead" and that his staff has the necessary vouchers to pick credentials up. ABC News's Stan Opatowsky, director of television, said that the number of credentials his network will be assigned was changing constantly.

As for facilities in Moscow to transmit the news back to the U.S., Opatowsky said that the Russians had been "asking exorbitant prices" but that ABC has "alternative means," and any time delays would only be a matter of hours.

Lane claimed there was "disagreement over what is a fair price" for facilities and that CBS intends to ship material by air to Frankfurt, Germany, where it will be edited and sent via satellite to the U.S.

leader later described as "stormy" meeting with Cable News Network's **Reese Schonfeld** on black participation in CNN operations. Marshall said Schonfeld pounded table and said it was inappropriate to discuss hiring of journalists. Marshall, in news release issued on Thursday, shortly after meeting, warned that "unless CNN and the cable industry are brought into the 20th century, we will fight every attempt they make to promote or expand their operations around the country." Release was headed: "NBMC declares 'war' on Cable News Network." Schonfeld denied table-pounding, and he did not agree with NBMC on tone of meeting. But he indicated he was opposed to proposals requiring commitments in hiring of journalists. "As a journalist, I have a strong objection to anyone—advertiser, banker, anyone—telling us whom we should employ, or to employing quotas," he said.

□

Children in news: **Cathlyn Platt Wilkerson**, object of 10-year FBI search who turned herself in last Tuesday is daughter of James P. (Joe) Wilkerson, vice chairman of Marsteller Inc. and one-time president of Star Stations group of Omaha. Daughter, member of radical Weather Underground, had been sought in connection with explosion at alleged bomb factory in New York townhouse owned by her father. Also, released Iran hostage **Richard I. Queen** is son of Harold Queen, who retired last month as director of RCA editorial services.

□

WGPR-TV Detroit, first black-owned-and-operated TV station in U.S., will honor **FCC Commissioner James Quello** with its William V. Banks award in appreciation of his assistance in getting station on air five years ago. WGPR-TV sent letter to President Carter telling him of award and endorsing Quello for reappointment to second term at FCC.

UpComing

At FCC □ Rulemaking on FM quadrasonic broadcasting is expected to be issued this week. Commission will also act on Accuracy in Media's equal-time complaint against John Anderson appearance on *Today* show (see page 46). Prospect is for denial. **In Detroit** □ The curtain is

already up for GOP national convention in Cobo Hall and Joe Louis Arena. **In New York** □ N W Ayer presentation Thursday will assess position of media in 1980's. **In Minneapolis** □ Radio Advertising Bureau opens annual Idearama series at Sheraton Airport Inn, with later meetings in 41 other cities.



Smith



Sauter



Derick

Frank M. Smith Jr., president of CBS Sports and long-time head of CBS-TV network sales, named senior vice president, CBS/Broadcast Group, to be succeeded by **Van Gordon Sauter**, former CBS newsman and head of CBS-TV program practices department, now vice president and general manager of CBS-owned KNXT(TV) Los Angeles. Changes are effective immediately. CBS/Broadcast Group President Gene F. Jankowski said Smith will have "various assignments," chiefly as adviser on sales of broadcast group materials to secondary markets—overseas, to airlines, etc.—and to those producing specifically for new technologies. No successor yet for Sauter at KNXT.

□

M. Christopher Derick, president of Viacom Communications, cable ownership and operating division of Viacom International, has been named president and chief operating officer of Premiere, pay cable service jointly owned by Getty Oil and four motion picture companies. Derick will report to Burt I. Harris, chairman and chief executive officer of new Los Angeles-based venture. Derick joins Premiere Aug. 1.

Award-winning ways of broadcasting and cable

The past 12 months have seen increasing numbers of honors handed out for excellence in all areas of broadcasting and cable operations. This fourth annual roundup by BROADCASTING covers national awards conferred from July 1979 through June 1980. The entries begin on page 28 and include the broadcast and broadcast-related winners but exclude nonbroadcast awards given by the same donors. Below: a sampling of some of the television winners.



ABC's *Friendly Fire* with Carol Burnett and Ned Beatty



WRC-TV Washington's Lea Thompson finds asbestos in hairdryers

PBS's
Sesame Street



NBC's
Hot Hero Sandwich



CBS's *30 Minutes* with Christopher Glenn and Betsy Aaron



KRON-TV San Francisco's documentary, *Politics of Poison*

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Living Today

Combines news about women, health, education, lifestyles and trends. In a flexible format, it can run as a 1-minute program or expand up to three and a half minutes. Transmitted overnight, Monday through Friday.

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Achievement in Children's Television Awards

8th annual. Presented by Action for Children's Television to producers of children's programming for "significant contribution towards improving children's television" and "continuing excellence."

Capital Cities Communications □ *Family Specials*.
KCOP(TV) Los Angeles □ localizing syndicated format of *Romper Room*.

Warner Amex Cable Communications □ *Nickelodeon*.
WAFB-TV Baton Rouge □ *Storyland*.
WBZ-TV Boston □ *Get Off Your Block*.
WCSH-TV Portland, Me. □ *Seesaw*.
WMAQ-TV Chicago □ *Kidding Around*.
WPLG(TV) Miami □ *Arthur and Company*.
WPRI-TV Providence, R.I. □ *Allamaze*.
WPVI-TV Philadelphia □ *Captain Noah's Adventure*.
WWLP(TV) Springfield, Mass. □ *Odyssey*.

Special Citations

The Agency for Instructional Television □ *For Think About series*.
KRON-TV San Francisco and **KING-TV** Seattle □ *For "extra-special commitment to local programming for young audiences."*
McDonald's Corp. □ ACT's Corporate Honor Roll Award for its support of *Once Upon A Classic* on PBS.

Addy Awards

Presented by the American Advertising Federation for excellence in advertising.

Radio

WRAL(FM) Raleigh, N.C. □ *For Raleigh Office Supply*.
Cranfill Advertising Agency, Indianapolis □ *For Rock Island Refinery, Indianapolis*.
George Gibbs, Hammerman & Myers Advertising, St. Louis □ *For Chapman's Ice Cream, St. Louis*.
Lewis Advertising, Rocky Mount, N.C. □ *For Boddie Neell Enterprises, Rocky Mount*.
Marvin H. Frank & Co., Chicago □ *For Chicago Tribune*.
Kelly, Zahndt & Kelly Inc., St. Louis □ *For United Van Lines, Fenton, Mo.*

Television

Bozell & Jacobs, Houston □ *For El Paso Electric Co., Houston*.
VanSan Dugdale & Co., Baltimore □ *For WIP(AM) Philadelphia*.

Mike Sloan, Inc., Miami □ *For Florida Division of Tourism, Tallahassee*.
Grapevine Communications Inc., Baton Rouge □ *For Bank of New Roads, New Roads, La.*
Ruben Montgomery & Associates, Indianapolis □ *For AFNB, Indianapolis*.
Needham, Harper & Steers, Chicago □ *For McDonald's Corp., Oak Brook, Ill.*
Rives Smith, Baldwin & Cariberg, Houston □ *For Houston Natural Gas (Zeigler Coal), Houston*.
Wotring/Kowalski & Co., Chicago □ *For WGN Broadcasting, Chicago*.
Ogilvy & Mather Inc., San Francisco □ *For Blitz Weinhard, Portland, Ore.*

Andy Awards

Presented by the Advertising Club of New York for excellence in advertising.

Radio

Banilana of Tokyo □ *For product messages (Bonneville Productions)*.
Prince Macaroni □ *For campaign/product messages (Venet Advertising)*.
Jack's Food Systems □ *For institutional/corporate/retail (Cole Henderson Drake)*.
Church of Jesus Christ of Latter-Day Saints □ *For campaign/institutional/corporate/retail (Bonneville Productions) and for public service/political/single spots (Bonneville Productions)*.

Television

Chevrolet Truck Division □ *For product messages less than one minute (Campbell-Ewald)*.
McDonald's Corp. □ *For product messages one minute or more (Needham, Harper & Steers)*.
Blitz Weinhard & Co. □ *For campaign product messages (Ogilvy & Mather)*.
Pro Soccer Inc. □ *Institutional/corporate/retail less than one minute (Vickers & Benson Ltd.)*.
Xerox □ *For institutional/corporate/retail one minute or more (Needham, Harper & Steers)*.
Republic Steel □ *For campaign/institutional/corporate/retail (Griswold-Eshleman Co.)*.
Humane Society of U.S. □ *For public service/political single spots (Earle Palmer Brown)*.

Armstrong Awards

16th annual. Sponsored by the Armstrong Memorial Research Foundation at Columbia University in New York and presented by Col-

umbia's School of Engineering and Applied Science, where the late Edwin Howard Armstrong, inventor of FM broadcasting, did most of his research. The awards originally recognized "excellence and originality in FM broadcasting," but this year were opened up to AM stations as well.

Creative use of the medium

National Public Radio □ *The 1978 World's Fair*, first place.
WEEL-FM Boston □ *Vietnam: A Sound Perspective*, second place.
WQRC(FM) Hyannis, Mass. □ *From Cape Cod to Cornwall*, honorable mention; **Western Michigan University**, *Super Summer '78*, honorable mention.

Music

National Public Radio □ *50 Years of Folk Festival*, first place.
KHAR(AM) Anchorage □ *Alaska Thanksgiving: A Feast of Music*, second place.
KIRO(AM) Seattle □ *They Write the Songs*, honorable mention; **DIR Broadcasting** □ *Conversations with the Blues Brothers*, honorable mention.

News

KSFO(AM) San Francisco □ *Reports from Guyana*, first place.
National Public Radio □ *All Things Considered*, Chicago Nazi rally, second place.
KOY(AM) Phoenix □ *Seven Days in March*, honorable mention; **KPFA(FM) Berkeley, Calif.** □ *1978 Election Coverage*, honorable mention.

Education

CBC-FM, Charlottetown, P.E.I. □ *Freud Revisited*, first place.
CBS-FM □ *McCarthyism & the Arts*, second place.
WFMT(FM) Chicago □ *The Stokowski Legacy*, honorable mention.
KPFA(FM) Berkeley, Calif. □ *Hard Rain, Pesticides, Profits and People*, first place.
American FM Network □ *Listen Closely Series: Cults*, second place.
KGB-FM San Diego □ *Women in San Diego: A 1978 Look*, honorable mention; **KSJN(FM) St. Paul** □ *Power on the Line: The Smoldering Conflict*, honorable mention.

Community Service

National Public Radio □ *Live coverage of the Panama Canal Senate debates*, first place.
KNX(AM) Los Angeles □ *Assault on Rape*, second place.
KPFK(FM) Los Angeles □ *Upton Sinclair: The Reverent Radical*, honorable mention; **WAHT(AM) Lebanon Pa.** □ *Incest: A Conspiracy of Silence*, honorable mention; **WPON(AM) Pontiac, Mich.** □ *Prognosis: Vasectomy*, honorable mention; **WRFM(FM) New York** □ *The High Cost of Dying*, honorable mention.

Associated Press Broadcasters Awards

Presented by AP broadcasters to AP writers of outstanding scripts and to member TV and radio stations for excellence in news gathering.

William S. Paley □ Robert E. Unson Award.
Dan Murphy □ *For best regional summary*.
Richard Lawyer □ *For best regional enterprise*.
Brad Kalbfeld □ *For best national enterprise*.
Liz Carver □ *For best national summary*.
Nick O'Alessio □ *For best spot news coverage*.
WHIO(AM) Dayton, Ohio and **KNX(AM) Los Angeles** □ *Tied for enterprise reporting*.
WKYT-TV Lexington, Ky. □ *For over-all cooperation*.
KHBT(FM) Humbolt, Iowa □ *For spot news coverage*.
KVSF(FM) Santa Fe, N.M. □ *For weekend coverage*.

Howard W. Blakeslee Award

Presented by the American Heart Association in memory of the late AP science editor, for



ACTION. Action for Children's Television President Peggy Charren (third from left) presents awards to (l to r): Edwin Cohen and Dr. Virginia Biggy, Agency for Instructional Television; Forest Amsden, KING-TV Seattle; Christina Metcalfe, KRON-TV San Francisco, and Dennis Detzel, McDonald's Corp.

"outstanding reporting on heart and blood vessel diseases."

Broadcast Winners

Steven Andrew Davis, KCBS(AM) San Francisco □ *Speaking of Health*.

The Tomorrow Entertainment/Medcom Co., New York □ *The Body Human—The Red River*.

William F. Turner, KCAU-TV Sioux City, Iowa □ *A Documentary on an Open-Heart Surgery Patient*.

WBBM-TV Chicago □ *Project Heart*.

Broadcast Designers Association Awards

Presented by the Broadcast Designers Association for the best work in broadcast design.

Best of show

Jim Barrett, Jack Seery, Dick Bell □ Campaign for KNX(AM) Los Angeles.

Scott Miller □ Print series for KATU(TV) Portland, Ore.

Judges' special award

Don Wells, Carol Williams, John Rothchild □ Low budget animations for KTVI(TV) St. Louis editorials.

Awards of excellence

Nancy Foley, Scott Miller □ Print series for KATU(TV) Portland, Ore.

Lonna FreeLove □ Low budget animation for University of Wisconsin, Stout Teleproduction Center.

Bill Robles □ Courtroom sketching for KNXT(TV) Los Angeles.

Victor Parades □ Courtroom sketching for KABC-TV Los Angeles.

Patrick McDonough □ Courtroom sketching for WNAC-TV Boston.

Maria LeConte □ Courtroom sketching for WNAC-TV Boston.

Paul Shrager, Bill Bartley □ Print series for Columbia Pictures.

Gary Gutierrez, Drew Takahashi, Stephen Linden □ Station animation for KQED(TV) San Francisco.

Bob Brandel, Lee Strausland □ News graphics for NBC News.

Barbara Richied, Robert Born □ On-air promotional graphics for Twin Cities public television.

Hugh Gray Ralsky □ Permanent news set for WCBS-TV New York.

Jeff Nettescheim, Judi Decker □ Station on-air promotion for WISN-TV Milwaukee.

Bob Galvin □ Station on-air campaign for KVOS-TV Bellingham, Wash.

Stephen Linden □ Station on-air image for KQED(TV) San Francisco.

Bunny Zaruba, Jim Stringer □ News graphics for KGO-TV San Francisco.

Paul Shrager, Bill Murphy □ Print for Columbia Pictures.

Broadcasters Promotion Association Awards

Presented by the BPA to "recognize outstanding broadcast promotion achievements in three main categories—audience promotion, sales promotion and community involvement."

Audience promotion

CFRA(AM) Ottawa □ Medium market radio promoting news and public affairs on radio.

WBBM(AM) Chicago □ Large market radio promoting news and public affairs on radio.

WTMJ-TV Milwaukee □ Medium market TV promoting news and public affairs on radio.

WTHR(TV) Indianapolis □ Large market TV promoting news and public affairs on radio.

3XY Melbourne, Australia □ Small market radio promoting

other than news and public affairs on radio.

CFRA(AM) Ottawa □ Medium market radio promoting other than news and public affairs on radio.

KFRC(AM) San Francisco □ Large market radio promoting other than news and public affairs on radio.

WBRZ(TV) Baton Rouge □ Small market TV promoting other than news and public affairs on radio.

WISN-TV Milwaukee □ Medium market TV promoting other than news and public affairs on radio.

KOVR(TV) Sacramento, Calif. □ Large market TV promoting other than news and public affairs on radio.

KNX(AM) Los Angeles □ Large market radio promoting news and public affairs on TV.

WHNT-TV Huntsville, Ala. □ Small market TV promoting news and public affairs on TV.

WTVF(TV) Nashville □ Medium market TV promoting news and public affairs on TV.

KOA-TV Denver □ Large market TV promoting news and public affairs on TV.

WMT-AM-FM Cedar Rapids, Iowa □ Small market radio promoting other than news and public affairs on TV.

WRAL-TV Raleigh, N.C. □ Medium market radio promoting other than news and public affairs on TV.

WIND(AM) Chicago □ Large market radio promoting other than news and public affairs on TV.

WBRZ(TV) Baton Rouge □ Small market TV promoting other than news and public affairs on TV.

WLTN(TV) Jacksonville, Fla. □ Medium market TV promoting other than news and public affairs on TV.

WTAE-TV Pittsburgh □ Large market TV promoting other than news and public affairs on TV.

CJOR(AM) Vancouver, B.C. □ Medium market radio promotion via use of non-broadcast media.

Radio City Ltd., Liverpool, England □ Large market radio promotion via use of non-broadcast media.

WBRZ(TV) Baton Rouge □ Small market TV promotion via use of non-broadcast media.

WTVF(TV) Nashville and **WWBT-TV** Richmond, Va. (co-winners) □ Medium market TV via use of non-broadcast media.

KNBC(TV) Los Angeles and **KGO-TV** San Francisco (co-winners) □ Large market TV promotion via use of non-broadcast media.

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WJCT-FM Jacksonville, Fla. □ Medium market radio total advertising campaign (two or more media).

Century Broadcasting Corp., Chicago □ Large market radio total advertising campaign (two or more media).

KOLN-TV Lincoln, Neb., and **WTVM-TV** Columbus, Ohio (co-winners) □ Small market TV total advertising campaign (two or more media).

WHIO-TV Dayton, Ohio □ Medium market TV total advertising campaign (two or more media).

KATU(TV) Portland, Ore. □ Large market TV total advertising campaign (two or more media).

CKIO(AM) Kelowna, B.C. □ Small market radio limited advertising campaign (using one medium).

WHBQ(AM) Memphis □ Medium market radio limited advertising campaign (using one medium).

WCCO(AM) Minneapolis □ Large market radio limited advertising campaign (using one medium).

WBZZ(TV) Baton Rouge □ Small market TV limited advertising campaign (using one medium).

WISN-TV Milwaukee □ Medium market TV limited advertising campaign (using one medium).

KOA-TV Denver □ Large market TV limited advertising campaign (using one medium).

Group W Productions, Los Angeles □ Program materials to TV by program distributors in support of program or series.

WRAL-FM Raleigh, N.C. □ Medium market radio sales promotion.

KYW(AM) Philadelphia □ Large market radio sales promotion.

WPEC(TV) West Palm Beach, Fla. □ Small market TV sales promotion.

WJXT(TV) Jacksonville, Fla. □ Medium market TV sales promotion.

WXIX-TV Newport, Ky. (Cincinnati) □ Large market TV sales promotion.

Community involvement

CHQM-FM Vancouver, B.C. □ Radio station community involvement.

KMOX-TV St. Louis and **WISN-TV** Milwaukee (co-winners) □ TV station community involvement.

Christophers

Presented by The Christophers, ecumenical mass media organization to producers, writers, and directors for "works which embody artistic and technical excellence and which have received a significant degree of public acceptance as well as affirming the highest value of the human spirit."

ABC News Closeup: The Killing Ground □ Executive producer, Pamela Hill; producers, Steve Singer, Tom Priestley; director, Tom Priestley; writers, Brit Hume, Michael Connor, Steve Singer.

... And Your Name Is Jonah □ Executive producer, Charles Fries; producers, Norman Felton, Stanley Rubin; director, Richard Michaels; writer, Michael Bortman (CBS).

Aunt Mary □ Executive producers, Henry Jaffe, Ellis A. Cohen; producer, Michael Jaffe; director, Peter Werner; writer, Burt Prelutsky (CBS).

CBS Reports: How Much for the Handicapped □ Executive producer, Howard Stringer; producer/director/writer, Marlene Sanders.

Friendly Fire □ Executive producer, Martin Starger; producer, Philip Barry; director, David Greene, writer, Fay Kanin (ABC).

The Incredible Journey of Dr. Meg Laurel □ Executive producer, Ron Samuels; producer, Paul Radin; director, Guy Green; writers, Michel Berk, Douglas Schwartz, Joseph Fineman (CBS).

The Late Great Me: Story of a Teen-Age Alcoholic □ Executive producer, Daniel Wilson; producer, Linda Marmelstein; director, Anthony Lover; writer, Jan Hartman (ABC).

The Library of Congress: Portrait of An American Institution □ Executive producer, Humphrey Burton; producer/director, Ann Turner; host/writer, Huw Wheldon (WNET(TV) New York/BBC).

This Man Stands Alone □ Executive producer, Abby Mann; producer, Harry R. Sherman; director/writer, Jerrold Freeman (NBC).

The Miracle Worker □ Executive producers, Raymond Kalz,

Sandy Gallin; producer, Fred Coe; director, Paul Aaron; writer, William Gibson (NBC).

Orphan Train □ Executive producers, Roger Gimbel, Marian Rees, Tony Converse; producer, Dorothea G. Petrie; director, William Harrison; writer, Millard Lampell (CBS).

Paul Robeson □ Producer, Don Gregory; director, Lloyd Richards; writer, Philip Hayes Dean (PBS).

A Shining Season □ Executive producers, Jim Green, Allen Epstein; producer, Harry Thomason; director, Stuart Margolin; writer, William Harrison (CBS).

Son-Rise: A Miracle of Love □ Executive producers, Bernard Rothman, Jack Wohl; producers, Richard Rosenbloom; director, Glenn Jordan; writers, Stephen Kandel, Barry Neill Kaufman, Suzi Lyte Kaufman (NBC).

Walking Through the Fire □ Executive producer, David Susskind; producer, Stan Hough; director, Robert Day; writer, Sue Gratton.

Which Mother Is Mine? □ Producer, Martin Tahse; director, Arthur Seidelman; writer, Durrell Royce Crays (ABC).

Clarion Awards

8th annual. Presented by Women in Communications Inc. "to recognize excellence in all areas of communications."

Radio

Ira Flatow, National Public Radio □ *Antarctica: The Invisible Continent*.

Nancy Fushan, KSJN(FM) St. Paul □ *The Vietnam Experience and America Today*.

Ray Geraty, Larry Kassof, Alan Walden, NBC □ *Northern Ireland: The Endless Conflict*.

Mary Lou Johannek, KMOX(AM) St. Louis □ *Wanted: A Safe Place to Grow Old*.

Danielle Karson, AP Radio □ *Children of the Night*.

May Gay Taylor, WCBS(AM) New York □ *New York's Peddler Corps.: Battle for the Sidewalks*.

Television

Phillip Byrd, Larry Lorenz, WMVS(TV) Milwaukee □ *Milwaukee: Behind the Headlines—Anatomy of a Newscast*.

CBS Entertainment □ *The Body Human: The Sexes*.

Peter Karl, Doug Longhini, LS-TV Chicago □ *Doctor, Above All... Do No Harm*.

Ted Koppel, Mike von Fremd, Phil Bergman, ABC News □ *Second to None?*

NBC □ *Children's Public Service Composite*.

Dennis Troute, John Gudjohnson, WFAA-TV Dallas □ *Cam-bodia: On Our Conscience*.

Clio Awards

Presented by the American TV & Radio Commercials Festival Group to companies for showing a high degree of excellence in advertising.

Radio

Danskln □ Dansklns Are For Dancing (Peter Rogers Associates).

Sohio Auto Tires □ Atlas Cushionaire (Marschalk & Co.).

Datsun 210 □ New and Nimble (Wm. Esty).

Brentwood Savings □ Visa (Albert, Newhoff & Burr).

Michelob Beer □ George Benson Solo (D'Arcy, MacManus & Masius).

Wrigley □ Doublemint Gum (BBDO).

North American Van Lines □ King Tut (Perfect Pitch Inc.).

Lawson's Lowfat Milk □ Macbrezhnev (Murray & Channing).

Centre Video Home Box Office □ Do It Before the Movie Starts (Fred Arthur Productions).

Conquest Life-Line Pool Alarm □ Life-Line Pool Alarm (Chickering/Howell).

Mocap □ Insects (Martin Agency Inc.).

Carnation Tuna □ Last Can of Tuna (Dick & Bert).

CBS-TV □ Earning a Degree (Chuck Biore & Don Richman Inc.).

Kroy Lettering Machines □ Radio Station (Chuck Ruhr Advertising).

Sony Cassette Recorder □ Boss and Peterson (McCann-Erickson).

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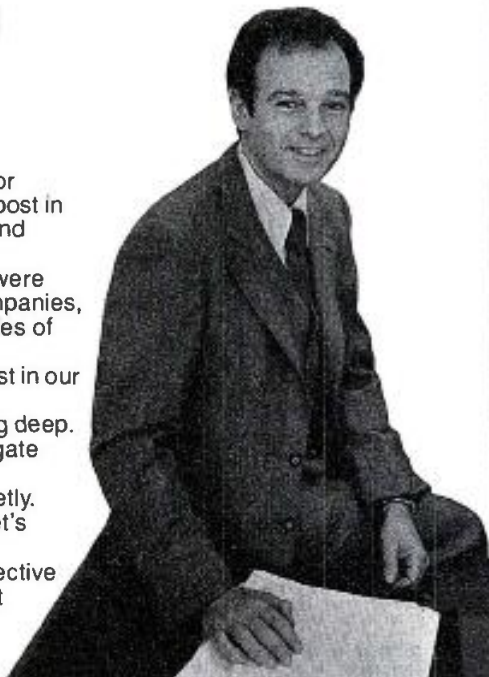
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Gribin Von Dyle Real Estate □ Valley Full Song (Chickering/Howell).

Arista Records □ The Mind of Gil Scott-Heron (Arista Records).

BASF Tapes □ Huh? (W.B. Doner & Co.).

Obex □ Personnel (Paddock, Smith & Aydtotte).

Cottman Transmissions □ Free Towing (Radio Band of America).

McDonald's □ Nobody (Labunski Productions).

Dayton's Warehouse □ Mc Shirley's Big Test (Grey Advertising).

Welch's Frozen Cranberry Cocktails □ Grandbunnies (Dick & Bert).

KHJ(AM) Los Angeles □ 93 KHJ (Tuesday Productions).

Parker Bros. □ Black Fox (Humphrey Browning Mac-Dougall).

Greyhound Bus Lines □ Fabulous Bus Brothers Destination (Bozell & Jacobs).

Western Electric Business Telephones □ Intercom (Foote, Cone & Belding Inc.).

Marathon Oil □ Aggressor (Labunski Productions).

Frontier Auto—Le Car □ The Picture (KTWO(AM) Casper, Wyo.).

Martin/Williams Advertising □ Burned Up, Not Out (Martin/Williams Advertising).

K-Mart Stores □ Chain Saw-Savings Are Yours (Dick & Bert).

Dr. Pepper □ David Naughton (Young & Rubicam).

C & S Bank □ Sunny Day Jazz (Tom Anthony Music Inc.).

Peek Freans Cookies □ A Very Serious Cookie (Michlin & Co.).

North American Van Lines □ Selket (Perfect Pitch Inc.).

Attack of the Killer Tomatoes □ Killer Tomatoes Strike (WMMS(FM) Cleveland).

Loneliness □ Alone Alone Again, Left Alone (Bonneville Productions).

Michigan Bell Telephone □ No Reason, Rain in Flint (Ross Roy).

North American Van Lines □ Out For a Drive (Perfect Pitch Inc.).

Television

IBM Series III Copiers □ The Original (Doyle Dane Bernbach).

Eastman Kodak Colorburst □ First Day in School (Young & Rubicam).

Tuffy's Dog Food □ Look Alikes (Chuck Ruhr Advertising).

Humane Society □ Rodeo (Earle Palmer Brown).

Yamaha Motorcycle □ Beauty or the Beast (Chiat/Day).

U.S. Army □ Tank Course (NW Ayer).

Aamco □ Trout Season (Sedelmaier Films).

McDonald's □ Morning Glory (Needham, Harper & Steers).

Barney's □ New York (Ally & Gargano).

Coca-Cola □ Mean Joe Greene (McCann-Erickson).

ABC-TV □ Special Presentation (Sullivan & Associates).

Ideal Toy □ Detective (Halfgott, Towne & Silverstein).

Federal Express □ Easy to Use (Ally & Gargano).

AT&T □ Vignettes (NW Ayer).

Max Factor □ Maxi-Moist (Steve Horn).

Washington Post □ Landscape (Richard Williams Animation).

Church of Jesus Christ of Latter-Day Saints □ Walking (Myers & Griner/Cuesta).

Holocaust Memorial Fund □ We Shall Not Forget (Mathis, Burden & Charles).

Schlitz Malt Liquor □ Cotton Club (Bob Giraldo).

Eastman Kodak Colorburst □ First Day (Young & Rubicam).

AT&T Communications □ Dimension Green Giant (Robert Abel & Associates).

Pacific Southwest Airlines □ Lowfares Not Fanfares (Della Femina, Travisano & Partners).

American Savings □ The American Craftsman (Gartner, Hough, Sandy).

Jello □ Cousins Reunion (Young & Rubicam).

Continental Airlines □ Grand March (HEA).

New York State □ Broadway at Night (Steve Karmen).

Wrigley's Doublemint Gum □ Single Most Favorite (Tom Anthony Music).

Polaroid One Step □ Warm Up the Parts (Doyle Dane Bernbach).

Coca-Cola □ Mean Joe Greene (McCann-Erickson).

Canon Calculator □ Best Seller (Robert Abel & Associates).

Eastman Kodak Colorburst □ First Day Two Families, Circus (Young & Rubicam, New York).

Fiat Strada □ Cruising (Benton & Bowles).

Anco Wiper Blades □ Piano Movers (Paisley Productions).

Wembley Tiles □ Tie Fetish (Ferber & Strauss).

Henry Weinhard Beer □ Texas (Ogilvy & Mather).

Right Guard Deodorant □ Lime Twist Dance (David Hale).

Smith Barney □ Stock Exchange (Myers & Griner/Cuesta).

Brentwood Savings & Loan □ Orient Express (Abert, Newhoff & Burri).

Quaker Standard Oats □ Perfect II (AdCome Inc.).

Bigelow Tea □ 40's Woman (Della Femina, Travisano & Partners).

Frito Lay □ Baseball Baby (Foote, Cone & Belding).

Texaco □ Taxi (Paisley).

Federal Express □ Phone Antics (Ally & Gargano).

Borden Ice Cream □ Playground (Della Femina, Travisano & Partners).

Flintstones Vitamins □ Larry's Liver (Tatham-Laird & Kudner).

Evita □ Evita (Serino, Coyne & Nappi).

Goldkist Chicken Hot Dogs □ Top Dog (Della Femina, Travisano & Partners).

Mobil □ Gas Savings (Doyle Dane Bernbach).

Northern Electric Blanket □ Patent Office (Sedelmaier Films).

General Electric □ It's The Light (BBDO).

Dow Saran Wrap □ Ice Cube (Della Femina, Travisano & Partners).

Independent Life & Accident Insurance Co. □ More Excuses (Cecil West & Associates).

Playboy Magazine □ Stolen Issue (Bob Giraldo).

Chaps Cologne □ City (Kurtz & Tarlow).

Commendation Awards

Presented by the American Women in Radio and Television for presenting positive women's images.

CBS-TV □ *\$5.20 An Hour Dream*.

NBC-TV □ *The Miracle Worker*.

NBC News □ *Women Like Us*.

National Public Radio □ *Re-entry Women: The Return to Campus*.

WETA-TV Washington □ *Time for an Overhaul*.

KQED(TV) San Francisco □ *China: Land of My Father*.

ABC-TV □ *The Thirteenth Day: The Story of Esther and The Loving War*.

Silver Satellite Award

Phil Donahue □ For his contribution to broadcasting.

Corporation for Public Broadcasting Awards

Presented by CPB to noncommercial radio and TV stations for outstanding local programs and promotion efforts.

Ralph Lowell Award

Senator Warren Magnuson □ (D-Wash.)

Edward R. Murrow Award

Susan Stenberg □ National Public Radio

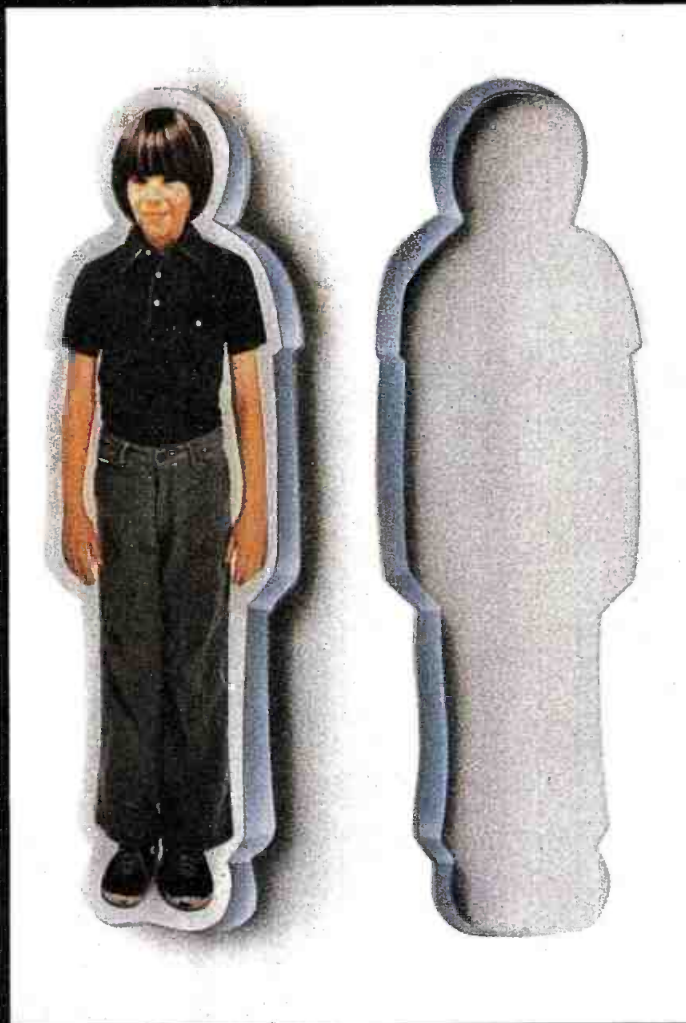
Radio Development

WNYC-FM □ New York

WJCT-FM □ Jacksonville, Fla.

WHIL-FM □ Mobile, Ala.

The Perfect Match

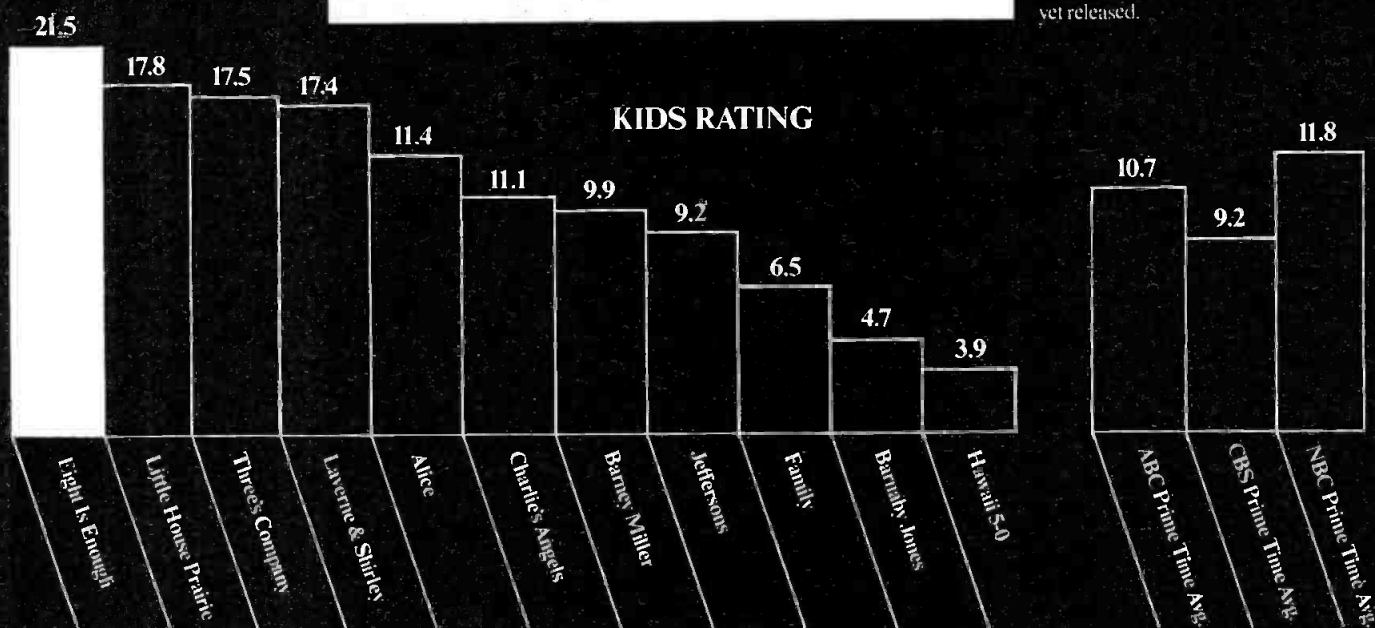


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WFFD-FM □ Winston-Salem, N.C.
WOUB-FM □ Athens, Ohio
KUSC(FM) □ Los Angeles
KUNI(FM)-KHKE(FM) □ Cedar Falls, Iowa

Radio Programs

WBEZ(FM) □ *The Big Onion* and *Audio Jam*.
WFCR(FM) Amherst, Mass. □ *Poems to a Listener: Owen Dodson*.
KLCC(FM) Eugene, Ore. □ *Diner's Casebook*.
WRFK-FM Richmond, Va. □ *The MacRadio Calhoun Show*.
WXXI-FM Rochester, N.Y. □ *Fantasy Day at Watkins Glen and Enfoque Musical*.
WMKY(FM) Morehead, Ky. □ *Child Abuse: Society's Silent Problem*.
WVPR(FM) Windsor, Vt. □ *Real-to-Reel*.

Television Promotion

WGBH-TV □ Boston
WYES-TV □ New Orleans
KAET(TV) □ Phoenix
KTCA-TV □ St. Paul
KOCE-TV □ Huntington Beach, Calif.
WHA-TV □ Madison, Wis. (two awards)
WETV(TV) □ Atlanta

Television Programs

WNET(TV) New York □ *Hip, Hip, Parade!*
WVIZ-TV Cleveland □ *Nellie Bly*.
Mississippi Educational Television Network □ *Pre-Natal Care—Vaccinations*.
KDIN-TV Des Moines, Iowa □ *Farm Digest*.
WHWC-TV Menomonie, Wis. □ *Logrolling*.
KQED(TV) San Francisco □ *Moscone/Milk Assassinations*.
KCTS-TV Seattle □ *Backstreets*.
WTTW(TV) Chicago □ *Frankie and Johnny*.
WGBH-TV Boston □ *Irish Treasure*.
Georgia Educational Television Network □ *Langston!*

DeForest Audion Gold Medal

Presented by the Veteran Wireless Operators Association.

George E. Sterling, FCC commissioner from 1948-1954 for "70 years of dedication to the art of wireless and radio communication."

duPont-Columbia Awards

Presented by the Alfred I. duPont-Columbia Survey and Awards, Graduate School of Journalism, Columbia University, New York, for "outstanding performance in radio and TV journalism."

Awards

KXL(AM) Portland, Ore. □ *The Air Space—How Safe?*
KCTS-TV Seattle □ *Do I Look Like I Want To Die?*
KDFW-TV Dallas □ For investigative reporting.
KUTV Salt Lake City □ *Clouds of Doubt*.
WGBH-TV Boston □ *World/Inside Europe: F-16 Sale of the Century*.
WHA-TV Madison, Wis., Catalyst Films and Wisconsin Educational Television Network □ *An American Ism: Joe McCarthy*.
ABC News □ *Closet* series.
ABC News □ "Second to None?" segments on *World News Tonight*.
CBS News □ *CBS Reports: The Boat People*.
CBS News □ *60 Minutes*.
Bill Moyers □ For outstanding reporting on CBS-TV and WNET-TV New York.

Citations

KOIN-TV Portland, Ore. □ *Northwest Illustrated*.
KQED(TV) San Francisco, Joan Churchill and Nicholas

Broomfield □ *Tattooed Tears*.
KTCA-TV/KCTI-TV St. Paul □ *Power Play*.
KYW(AM) Philadelphia □ *Three Mile Island: Seven Days of Fear*.
KYW-TV Philadelphia □ For investigative reporting.
WCCO-TV Minneapolis □ *A Death in the Family*.
WHIO-TV Dayton, Ohio and Martha Dunskey □ *Epitaph for Mom*.
WNET-TV New York and Mariposa Film Group, San Francisco □ *Word Is Out*.
D.I.R. Broadcasting, New York □ *Politics of Paranoia: Jim Jones and the People's Temple*.
Dorothy Tod and the Vermont Council on the Humanities and Public Issues □ *What If You Couldn't Read*.
CBS News □ 1968.
CBS News □ *Sunday Morning*.

Emmy Awards

Presented by the Academy of Television Arts and Sciences for excellence in all areas of television entertainment.

Programs

Lou Grant (CBS) □ Outstanding drama series.
Taxi (ABC) □ Outstanding comedy series.
The Lion, the Witch and the Wardrobe (CBS) □ Outstanding animated program.
"Balachine IV, Dance in America," Great Performance (PBS) □ Outstanding classical program in the performing arts.
Christmas Eve on Sesame Street (PBS) □ Outstanding children's program.
Scared Straight (Syndicated) □ Outstanding informational program.
The Tonight Show Starring Johnny Carson (NBC) and **Lifeline (NBC)** □ Outstanding program achievement—special class.
Steve and Eydie Celebrate Irving Berlin (NBC) □ Outstanding comedy-variety or music program.
Friendly Fire (ABC) □ Outstanding comedy or drama special.
Roots: The Next Generations (ABC) □ Outstanding limited series.

Writing

Michele Gallery □ Outstanding writing in a drama series ("Dying," *Lou Grant*, CBS).
Alan Alda □ Outstanding writing in a comedy or comedy-variety or music series ("Inga," *M*A*S*H*, CBS).
Patrick Nolan and **Michael Mann** □ Outstanding writing in a limited series or a special (*The Jericho Mile*, ABC).

Acting

Kristy McNichol □ Outstanding supporting actress in a drama series (*Family*, ABC).
Stuart Margolin □ Outstanding supporting actor in a drama series (*The Rockford Files*, NBC).
Mariette Hartley □ Outstanding lead actress in a drama series ("Married," *The Incredible Hulk*, CBS).
Ron Leibman □ Outstanding lead actor in a drama series (*Koz*, CBS).
Ruth Gordon □ Outstanding lead actress in a comedy series

("Sugar Mama," *Taxi*, ABC).
Carroll O'Connor □ Outstanding lead actor in a comedy series (*All in the Family*, CBS).
Sally Struthers □ Outstanding supporting actress in a comedy or comedy-variety or music series ("California Here We Come," *All in the Family*, CBS).
Robert Guillaume □ Outstanding supporting actor in a comedy or comedy-variety or music series (*Soap*, ABC).
Esther Rolle □ Outstanding supporting actress in a limited series or a special (*Summer of My German Soldier*, NBC).
Marlon Brando □ Outstanding supporting actor in a limited series or a special (episode seven, *Roots: The Next Generations*, ABC).
Peter Strauss □ Outstanding lead actor in a limited series or a special (*The Jericho Mile*, ABC).
Bette Davis □ Outstanding lead actress in a limited series or a special (*Strangers: The Story of a Mother and Daughter*, CBS).

Directing and other awards


Jackie Cooper □ Outstanding directing in a drama series (pilot, *The White Shadow*, CBS).
John Korty □ Outstanding individual achievement—informational program (directing of *Who Are the DeBols* and *Where Did They Get 19 Kids?*, ABC).
Walter Cronkite □ Second annual ATAS Governors' Award
Fifty-first Annual Awards Presentation of the Academy of Motion Picture Arts and Sciences □ Outstanding program achievement—special events (Jack Haley Jr. producer, ABC).
Mikhail Baryshnikov □ Outstanding individual achievement—special events (*Baryshnikov at the White House*, PBS).
Noam Pitlik □ Outstanding directing in a comedy or a comedy-variety or music series ("The Harris incident," *Barney Miller*, ABC).
David Greene □ Outstanding directing in a limited series or a special (*Friendly Fire*, ABC).
Milton Berle □ Special presentation honoring "Mr. Television."
Ampex Corp. □ Engineering award for developing Automatic Scan Tracking system.
Magicam Inc. □ Engineering award for development of real-time tracking of independent scenes.

Creative arts

Richard B. Goddard □ Outstanding art direction for a series (part one, *Little Women*, NBC).
Bill Harp □ Outstanding art direction for a limited series or a special (Part three, *Studs Lonigan*, NBC).
Kevin Carlisle □ Outstanding achievement in choreography (*The Third Barry Manilow Special*, ABC).
Ted Voigtlander □ Outstanding cinematography for a series ("The Craftsman," *Little House on the Prairie*, NBC).
Howard Schwartz □ Outstanding cinematography for a limited series or a special (*Rainbow*, NBC).
Jean-Pierre Dorieac □ Outstanding costume design for a series ("Furlon," *Battlestar Galactica*, ABC).
Ann Hollowood, **Sue Le Cash** and **Christine Wilson** □ Outstanding costume design for a limited series or a special ("King at Last," *Edward the King*, syndicated).
M. Pam Blumental □ Outstanding film editing for a series ("Paper Marriage," *Taxi*, ABC).
Arthur Schmidt □ Outstanding film editing for a limited series or a special (*The Jericho Mile*, ABC).
William H. Wistrom □ Outstanding achievement in film sound editing (*Friendly Fire*, ABC).
Bill Tague, **George E. Porter**, **Eddie J. Nelson** and **Ray**

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West □ Outstanding achievement in film sound mixing (*The Winds of Kitty Hawk*, NBC).

Stu Bernstein and Eytan Keller □ Outstanding achievement in graphic design and title sequence (*Cinderella at the Palace*, CBS).

Roy A. Barnett □ Outstanding achievement in lighting direction (*You Can't Take It With You*, CBS).

Tommy Cole, Mark Bussan and Ron Walters □ Outstanding achievement in makeup (*Book Four, Backstairs at the White House*, NBC).

Janice D. Brandow □ Outstanding achievement in hairstyling (*The Triangle Factory Fire Scandal*, NBC).

David Rose □ Outstanding music composition for a series ("The Craftsman," *Little House on the Prairie*, NBC).

Leonard Roseman □ Outstanding music composition for a limited series or a special (*Friendly Fire*, ABC).

Ed Greene, Phillip J. Seretti, Dennis S. Sands and Gary Uimer □ Outstanding achievement in tape sound mixing (*Steve and Eydie Celebrate Irving Berlin*, NBC).

Jerry Weiss, Don Barker, Peggy Mahoney, Reed Howard, Kurt Tonnessen, Bill Landers, Lou Cywinski, George Loomis and Brian Sherriffe □ Outstanding achievement in technical direction and electronic camera work (program number one, *Dick Clark's Live Wednesday*, NBC).

Ken Denisoff, Tucker Ward, and Janet McFadden □ Outstanding video tape editing for a limited series or a special (Part two, *The Scarlet Letter*, PBS). **John Dykstra, Richard Edlund and Joseph Goss** ("Saga of a Star World," *Battlestar Galactica*, ABC) and **Tom Ancell** (*Giulini's Beethoven's Ninth Live: A Gift from Los Angeles*, PBS).

Outstanding individual achievement—creative technical crafts. **Robert Niemack** □ Outstanding individual achievement—informational program (*Scared Straight*, syndicated).

Daytime Emmy Awards

Presented by the National Academy of Television Arts & Sciences recognizing outstanding achievements in all phases of television.

Production

Allen M. Potter, Leslie Kwartin, Joe Willmore □ For daytime dramatic series, *Guiding Light* (CBS).

Merrill Heatter, Robert Quigley, Jay Redack □ For outstanding game or audience participation show, *Hollywood Squares* (NBC) tied with *20,000 Pyramid* (ABC)—**Bob Stewart, Anne Marie Schmitt, Jane Rothchild**.

Richard Mincer, Patricia McMillen, Darlene Hayes, Sheri Singer □ For outstanding talk, service or variety series, *Donahue* (syndication).

Performers

Douglass Watson □ For acting in daytime drama series, *Another World* (NBC).

Judith Light □ For acting in daytime drama series, *One Life to Live* (ABC).

Warren Burton □ For acting in supporting role in daytime drama series, *All My Children* (ABC).

Francesca James □ For acting in supporting role in daytime series, *All My Children* (ABC).

Hugh McPhillips □ For acting guest/cameo appearance in daytime drama, *Days of Our Lives* (NBC).

Peter Marshall □ For host or hostess in audience participation show, *Hollywood Squares* (NBC).

Phil Donahue □ For host or hostess in talk, service or variety series, *Donahue* (syndication).

Directing

Lela Swift, Jerry Evans □ For entire drama series, *Ryan's Hope* (ABC).

Jerome Shaw □ For game or audience participation show, *Hollywood Squares* (NBC).

Duke Struck □ For single episode, *Good Morning America, Tribute to Henry Fonda* (ABC).

Writing

Claire Labine, Paul Avila Mayer, Mary Munsteri, Judith Pinks, Jeffrey Lane □ For daytime dramatic series, *Ryan's Hope* (ABC).

Children's Programming

Bruce Hart, Carole Hart, Howard G. Malley □ For series production excellence, *Hot Hero Sandwich* (NBC).

Daniel Wilson, Linda Marmelstein □ For production excellence on entertainment special, *The Late Great Me: Story of a Teen-age Alcoholic* (ABC).

Diane Asselin, Paul Asselin □ For anthology/dramatic programming excellence, *Animal Talk* (CBS); **Linda Gottlieb, Doro Bachrach** for *ABC Weekend Special* (ABC); **Jay Rayvid,**



Honored. Accepting drama special Emmys for ABC's *Friendly Fire* are (l to r): David Greene, director; Phillip Barry, producer; Fay Kanin, co-producer, and Martin Starger, executive producer.

Bob Walsh, *Once Upon A Classic* (PBS); **Diane Asselin, Paul Asselin**, *Once Upon A Midnight Dreary* (CBS).

Al Huslop, Dave Freyes □ For excellence in informational/instructional series/special, *Sesame Street* (PBS); **Joel Heller, Allan Ducovny, Madeline Amgott, Horace Jenkins, Diego Echeverria, Elizabeth Lawrence, Patti Obrow White, Robert Rubin, Catherine Olan, Virginia Gray, Thirty Minutes (CBS); **Kirk Browning, Why A Conductor?** (CBS).**

Thomas Yohe, George Newall, Radford Stone □ For excellence in informational/instructional programing, short format, *ABC Schoolhouse Rock* (ABC); **Lester Crystal, Beryl Pfizer, Ask NBC News (NBC); **Ken Greengrass, Phil Lawrence, Lynn Ahrens, H.E.L.R.!!!** (ABC); **Joel Heller, Walter Lister, In the News (CBS).****

Melissa Sue Anderson □ For outstanding individual achievement (performing) *Which Mother Is Mine* (ABC); **Meia Danziger** (performing), *The Late Great Me: Story of a Teen-age Alcoholic* (ABC); **Butterfly McQueen** (performing), *The Seven Wishes of a Rich Kid* (ABC); **Fred Rogers** (performing), *Mr. Rogers Goes to School* (PBS); **David Axelrod, Joseph Bailey, Andy Breckman, Richard Camp, Sherry Cohen, Bruce Hart, Carole Hart, Marianna Meyer** (writing), *Hot Hero Sandwich* (NBC); **Jan Hartman** (writing) for *The Late Great Me: Story of a Teen-age Alcoholic* (ABC); **Anthony Lover** (directing) for *The Late Great Me: Story of a Teen-age Alcoholic* (ABC); **Arthur Allan Seidelman** (directing) for *Which Mother Is Mine?* (ABC); **Steven Zink** (technical directing) for *Sesame Street* (PBS); **George Aich** (audio) for *A Special Gift* (ABC); **Lee Dichter** (audio) for *Big Blue Marble* (syndication); **Charles J. Liotto, John A. Servidio, George A. Magda** (videotape editing) for *Time Out* (NBC); **John Seymer, Mike Fash** (cinematography) for *A Movie Star's Daughter* (ABC); **Robert Collins** (cinematography) for *Heartbreak Winner* (ABC); **David Anderson** (cinematography) for *Once Upon A Midnight Dreary* (CBS); **Alex Thompson** (cinematography) for *The Gold Bug* (ABC); **Jack Sholder** (film editing) for *Noisy! Quiet—Hearing* (PBS); **Vincent Silena** (film editing) *The Late Great Me—Story of a Teen-Age Alcoholic* (ABC); **Merle Worth** (film editing) for *Fast/Slow-Speed Up/Slow Down* (PBS); **Roger Baldwin** (art direction) for *Growth/Decay* (PBS); **Nat Mongoli** (set decoration) for *Hot/Cold* (PBS); **Michael Baugh** graphic design) for *I Can Sing a Rainbow* (PBS).

Religious programming

Sid Darion □ For excellence in production on *Directions* (ABC); **Pamela Iotti, Joseph Clement, Chalmers Dale, Marlene DiDonato, Ted Holmes** (production), *For Our Times* (CBS).

Dean Jagger □ For acting in a single episode of series or special program on *This Is the Life* (syndication); **Richard F. Morean** (writer) for *This Is the Life* (syndication); **Justus Taylor** (sound) for *Directions* (ABC); **John Duffy** (musical composition/direction) for *A Talent for Life: Jews of the Italian Renaissance* (NBC); **Thomas E. Azzari** (art direction) for *This is the Life* (syndication).

Others

Yanna Kroyt Brandt □ For production on *FYI* (ABC).

Danny Seagren □ For puppet design and construction on *Miss Peach of the Kelly School* (syndication).

Jeanne Mulcahy, John Gorman □ For production on coverage of special event, "La Gioconda" (PBS); **Dick Schneider** for *Macy's 53d Annual Thanksgiving Day Parade* (NBC).

Luciano Pavarotti, Renata Scotto □ For outstanding individual achievement as performers on "La Gioconda" (PBS); **Kirk Browning** (director) for "La Gioconda" (PBS); **Ron Graft, Kenneth Patterson, Gary Emrick, Luis A. Fuerte, Daniel J. Webb, Jack Reader, Thomas Tucker, William Kelsey, Greg Harms** (technical directors and camerapersons) for "La Gioconda" (PBS); **Tom Ancell** (audio); **Zack Brown** (scenic

design); **Ken Dettling** (lighting direction), **Zack Brown** (costume design) for "La Gioconda" (PBS).

Joseph Solomito, Howard Zweig, Lawrence Hammond, Robert Ambrico, Diane Cates-Cantrell, Christopher N. Mauro, Larry Strack, Vincent Senatore, Albin S. Lemanski, Len Walas, Diana Wenman, Jean Daddario, Roger Haenelt, John L. Grella, Irving Robbin, Jim Reichart, Teri Smith □ For technical excellence on drama series, *All My Children* (ABC).

William Mickley, William Itkin, Donna Larson, Mel Handelsman, Carol Luiken, Sylvia Lawrence, Michael Hudde, Hy Bley □ For design excellence, *All My Children* (ABC).

Sports Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding sports programing.

Outstanding Live Sports Special □ *Super Bowl XIII*, Don Chimey, executive producer; George Finkel & Michael Weisman, producers (NBC).

Outstanding Live Sports Series □ ABC's *NFL Monday Night Football*, **Roone Arledge**, executive producer; **Dennis Lewin**, producer (ABC).

Outstanding Edited Sports Special □ *Spirit of '78 — The Flight of Double Eagle II*, **Roone Arledge**, executive producer; **John Wilcox**, producer (ABC).

Outstanding Edited Sports Series □ *The American Sportsman*, **Roone Arledge**, executive producer; **John Wilcox**, series producer; **John Duncan, Curt Gowdy, Bob Nixon**, producers (ABC).

Outstanding Sports Personality □ **Jim McKay** (ABC).

Outstanding Directing in Sports Programing □ **Harry Coyle**, *1978 World Series* (NBC).

Cinematography □ **Bob Angela, Ernie Ernst, Jay Gerber, Stan Leshnet, Hank McElwee, Howard Neel, Jack Newman, Steve Sabol, Bob Smith, Art Spieller, Phil Tuckett**, *NFL Game of the Week* (Syndicated).

Technical Direction/Engineering Supervision/Electronic Camerawork □ **Sandy Bell and Bob Brown**, technical directors; **Ray Savignano and Art Tinn**, engineering supervisors; **Barry Drago, Jim McCarthy, Joe Sokota, George Rothweiler, George Naeder, John Lincolin, Tom McCarthy, Hans Singer, Keith Lawrence, Jim Murphy, Neil McCaffrey, Herman Lang, Frank McSpedon and Sig Meyers, Anthony Hiavathy, Wayne Wright, Johnny Morris, Ed Ambrosini, Frank Florio, Tom Spalding**, electronic camerapersons, *Daytona 500* (CBS).

Technical Direction/Engineering Supervision/Electronic Camerawork □ **Horace Ruiz**, technical director; **Joe Commare, Bob McKearnin, Jack Bennett**, engineering supervisors; **George Loomis, Roger Harbaugh, William W. Landers, Michael C. Stramisky, Roy V. Ratliff, Leonard Basile, Mario J. Ciario, Tom C. Dezonodorf, Steve Cimino, William M. Goetz, Louis Ferard, Len Stucker, Steven H. Bonzaies, Jim Johnson, Cory Lieble, Don Mulvaney, Al Rice, Jr., Russ K. Ross**, electronic camerapersons, *Super Bowl XIII* (NBC); **Horace Ruiz, Dick Roecker, Ray Figeleski**, technical directors; **Robert McKearnin, Jack Bennett, Ernest Thiel, Jerry Ireland, Bob Brown**, engineering supervisors; **Leonard G. Basile, Mario J. Ciario, Roy Ratliff, George Loomis, Bernard Joseph, Louis Gerard, Steve Cimino, Mike Stramisky, Roger Harbaugh, Brian Cherriffe, Phil Cantrell, Steven H. Gonzales, Russ K. Ross, Art Parker, Bill Landers, Jim Bragg, James Cully, Cory Lieble, Len Stucker**, electronic camerapersons, *1978 World Series* (NBC).

Graphic Design/Title Sequences □ James W. Grau, graphic designer. Closing Logo (CBS).

Excellence in Consumer Journalism Awards

6th annual. Presented by the National Press Club for excellence in consumer reporting.

Broadcast Winners

Chris Gordon, WDMV-TV Washington □ TV networks and top 25 markets.

Joan Amerling, WGAN-TV Portland, Me. □ TV markets below top 25.

Linda Sutter, WINS(AM) New York □ Radio networks and top 25 markets.

Larry Stein, KOFM(FM) Oklahoma City □ Radio markets below top 25.

Freedoms Foundation Awards

31st annual. Presented by the Freedoms Foundation, Valley Forge, Pa., to persons and institutions for supporting the American way of life, "the dignity of the individual and his responsibility for exemplary citizenship."

Radio

AP Radio □ *The Electric Church*.

The Nelson Boswell Program, Tampa, Fla.

KOIT(FM) San Francisco □ *Crime Versus Law and Order*.

KXL(AM) Portland, Ore. □ *This Fabulous Century*.

Mike White, Washington □ *The Forgotten Unknown Soldier*.

WJR(AM) Detroit, **Michael Whorf**, **Charles T. Westcott** □ *Kaleidoscope, Our Time* (encased George Washington honor medal).

WRFM(FM) New York □ *WRFM Report*.

Television

ABC, **John Denver**, **General Electric** □ *John Denver's Rocky Mountain Reunion* (encased George Washington honor medal).

NBC-TV □ *Reading, Writing and Reeper*.

Ralph Renick, WTVJ(TV) Miami □ *National Spirit Series* (editorials).

Arnold Shapiro, **Rahway State Prison** □ *Scared Straight*.

Gabriel Awards

14th annual. Presented by Unda-USA, the professional and autonomous Catholic association for broadcasters and allied communicators, for excellence in broadcasting.

Television

ABC-TV □ *Friendly Fire* and *Roots: The Next Generations* (entertainment, national).

KRON-TV San Francisco □ *In Celebration of Tutankhamun* (entertainment, top 25 markets).

WAVE-TV Louisville, Ky. □ *All Your Parts Don't Wear Out at the Same Time* (entertainment, markets 26-100).

ABC-TV □ *Who Are the DeBoltz?* (informational, national).

WCAU-TV Philadelphia □ *Eye On... To Die in Peace* (informational, top 25 markets).

WAVE-TV Louisville, Ky. □ *Part of This World* (informational, markets 26-100).

WHA-TV Madison, Wis. □ *First Ladies of Music* (informational, markets 101-212).

American Lutheran Church, St. Paul □ *We're No. 1, Sports and Business* (religious, national).

KRON-TV San Francisco □ *Tell-A-Vision* (religious, top 25 markets).

Office of Communications, Archdiocese of Cincinnati □ *Visions* (religious, markets 26-100).

Home Box Office □ *Emmet Otter's Jug-band Christmas* (youth-oriented, national).

WBBM-TV Chicago □ *Good Gang Express* (youth-oriented, top 25 markets).

WAVE-TV Louisville, Ky. □ *School Daze* (youth-oriented, markets 26-100).

United States Catholic Conference □ *Shaping Our World* (PSA, national).

WBZ-TV Boston □ *Ballet* (PSA, top 25 markets).

University of Wisconsin □ *Clyde the Kid* (PSA, markets 101-212).

Radio

Canadian Broadcasting Corp. □ *Mostly Beecham* (entertainment, national).

KNEW(AM) Oakland, Calif. □ *Dreaming Together* (entertainment, local).

NBC Radio News □ *John Paul Goes Home* (informational, national).

WNYC-AM-FM New York □ *New York Considered* (informational, local).

Canadian Broadcasting Corp. □ *Echoes of Children* (religious, national).

KLX(AM) Portland, Ore. □ *Marriage Encounter* (religious, local).

KGW(AM) Portland, Ore. □ *Open Door* (youth-oriented, national).

KFRC(AM) San Francisco □ *Father Harry: God Squad* (youth-oriented, local).

KSFO(AM) San Francisco □ *To Whom It May Concern* (PSA, local).

Station awards

KNOM(AM) Nome, Alaska

KING-TV Seattle

Personal achievement award

Robert B. Bousse, former secretary for communications, United States Catholic Conference.

Martin R. Gainsbrugh Awards

2d annual. Presented by the Fiscal Policy Council for excellence in economic reporting.

Network television

Science editor **Jules Bergman** and correspondent **Sylvia Chase**, ABC □ A five-segment probe, "Hidden Health Costs: Operating on your Pocketbook," on *ABC's World News Tonight*.

Network radio

Economic news editor **Dan Cordtz**, ABC □ A five-part study, "Corporate Profit Figures."

Local television

Michael F. Hegedus, reporter, WGR-TV Buffalo, N.Y. □ A five-part study of abuses and problems in property tax collections, "The Missing Tax Millions."

Local radio

Tim O'Donnell, director of community affairs, KNX-AM-FM Los Angeles □ An examination of underfunded municipal pensions in Los Angeles, "L.A.'s Pension Bubble."

Citations of distinction

Roger Peterson, ABC □ "Coal: The Unkept Promise" on *ABC's World News Tonight*.

Robert Krulwich, National Public Radio (two citations) □ "How to Beat the Japanese," dealing with international trade, and "Gimme Shelter," explaining tax-sheltered individual retirement accounts.

Greg Fitzgerald, WGBH Radio, Boston □ "GBH Special: Corporate Flight in Massachusetts."

Larry Moore, KPIX(TV) San Francisco □ "The Tax Revolt in America," a segment of an *Impact* series.

Jeff Seward, KCTS-TV Seattle □ "A Place in the Sun," a look at the socio-economic problems of underdeveloped nations.

Gavel Awards

22d annual. Presented by the American Bar Association to "publications and programs which serve to inform the public on the roles of the law, the legal profession and the courts in American life."

Radio

KHVV(AM) Honolulu □ *The Law Report* (metro areas 51 and over).

KMOX(AM) St. Louis □ *In the Common Good* (network-owned stations).

KPFK(AM) Los Angeles □ Documentary series on civil liberties issues (educational/public broadcasting).

National Public Radio □ Correspondent **Nina Totenberg's** Supreme Court reporting (educational/public broadcasting).

WGIR(AM) Manchester, N.H. □ *A Night With the Manchester Police Department* (metro areas 51 and over).

WNCI(FM) Columbus, Ohio □ *What Are They Doing to Our Children* (metro areas 11-50).

WRFM(FM) New York □ *What Eric Learned in Jail Today* (metro areas 1-10).

Television

CBS News □ *CBS Reports: The Politics of Abortion* (network produced programs).

KTLA(TV) Los Angeles □ *Scared Straight* (markets 1-10).

Warner Bros. Television □ *A Death In Canaan* (other media: motion picture/television release).

WBBM-TV Chicago □ *The Public Guardian* (network-owned stations).

WDBO-TV Orlando, Fla. □ *Cameras in the Courtroom* (markets 11-50).

WPBT(TV) Miami □ *TV on Trial* (educational/public broadcasting).

Roy W. Howard Public Service Awards

Presented by the Scripps-Howard Foundation for "the best examples of public service journalism and broadcasting."

Broadcast Winners

KOCO-TV Oklahoma City □ **Roy W. Howard Public Service Award** for *Wednesday's Child* (\$2,500).

WLVT-TV Allentown, Pa. □ *Open Heart Surgery—The Coronary Bypass* (\$1,000).

WOR(AM) New York □ *Cystic Fibrosis—The Secret Disease* (\$1,000).

MATTERS OF LIFE AND DEATH

The Program Fund of the Corporation for Public Broadcasting invites independent producers to submit proposals for programs, no longer than 30 minutes, focusing on some aspect of contemporary American society. Preference will be given to proposals exploring issues of some urgency — matters of life and death.

Programs selected will be collected and broadcast as an anthology. To receive consideration, proposals must be submitted no later than September 19, 1980.

To apply, contact:

Eloise Payne
Program Fund
Corporation for Public
Broadcasting
1111 Sixteenth St., N.W.
Washington, D.C. 20036
(202) 293-6160

Grammy Awards

22nd annual. Presented by the National Academy of Recording Arts and Sciences for outstanding performance in the field of recording.

Record of the Year □ *What a Fool Believes*, Doobie Brothers.
Album of the Year □ *52nd Street*, Billy Joel.
Best Song □ *What a Fool Believes*, Kenny Loggins/Michael McDonald.
Best New Artist □ Rickie Lee Jones.
Best Pop Vocal Performance, Group □ *Minute By Minute*, The Doobie Brothers.
Best Arrangement □ *What a Fool Believes*, Michael McDonald.
Best Pop Vocal Performance, Male □ *52nd Street*, Billy Joel.
Best Pop Vocal Performance, Female □ *I'll Never Love This Way Again*, Dionne Warwick.
Best Pop Instrumental Performance □ *Rise*, Herb Alpert.
Best Rock Performance, Female □ *Hot Stuff*, Donna Summer.
Best Rock Vocal Performance, Male □ *Gotta Serve Somebody*, Bob Dylan.
Best Rock Vocal Performance by a Duo, Group or Chorus □ *Heartache Tonight*, The Eagles.
Best Rock Instrumental Performance □ *Rockestra Theme*, Wings.
Best R&B Vocal Performance, Male □ *Don't Stop 'Til You Get Enough*, Michael Jackson.
Best R&B Vocal Performance, Female □ *Deja Vu*, Dionne Warwick.
Best R&B Performance by Group □ *After the Love Has Gone*, Earth, Wind & Fire.
Best R&B Instrumental Performance □ *Boogie Wonderland*, Earth, Wind & Fire.
Best R&B Song □ *After the Love Has Gone*, David Foster, Joel Graydon, Bill Champlin, songwriters.
Best Disco Recording □ *I Will Survive*, Gloria Gaynor.
Best Country Vocal Performance, Male □ *The Gambler*, Kenny Rogers.
Best Country Vocal Performance, Female □ *Blue Kentucky Girl*, Emmylou Harris.
Best Country Vocal Performance, Male □ *The Gambler*, Kenny Rogers.
Best Country Vocal Performance by a Duo or a Group □ *The Devil Went Down to Georgia*, Charlie Daniels Band.
Best Country Instrumental Performance □ *Big Sandy/Leather Briches*, Doc & Merle Watson.
Best Country Song □ *You Decorated My Life*, Bob Morrison and Debbie Hupp, songwriters.
Best Gospel Performance, Contemporary or Inspirational □ *Heed the Call*, Imperials.
Best Gospel Performance, Traditional □ *Lift Up the Name of Jesus*, The Blackwood Brothers.
Best Soul Gospel Performance, Contemporary □ *I'll Be Thinking of You*, Andrae Crouch.
Best Soul Gospel Performance, Traditional □ *Mighty Clouds of Joy*.
Best Inspirational Performance □ *You Gave Me Love (When Nobody Gave Me a Prayer)*, B.J. Thomas.
Best Ethnic or Traditional Recording □ *Muddy 'Mississippi' Waters Live*, Muddy Waters.
Best Latin Recording □ *Irakere*, Irakere.
Best Recording for Children □ *The Muppet Movie*, The Muppets.
Best Comedy Recording □ *Reality ... What a Concept*, Robin Williams.
Best Spoken Word, Documentary or Drama Recording □ *Ages of Man (Readings From Shakespeare)*, Sir John Gielgud.
Best Cast Show Album □ *Sweeney Todd*, Stephen Sondheim, composer/lyricist.
Best Instrumental Composition □ *"Superman" Title Theme*, John Williams.
Best Album of Original Score Written for Motion Picture □ *Superman*, John Williams.
Best Jazz Fusion Performance, Vocal or Instrumental □ *8:30*, Weather Report.
Best Jazz Vocal Performance □ *Fine and Mellow*, Fella Fitzgerald.
Best Jazz Instrumental Performance, Soloist □ *Jousts*, Oscar Peterson.
Best Jazz Instrumental Performance, Group □ *Duet*, Gary Burton & Chick Corea.
Best Jazz Instrumental Performance, Big Band □ *At*

Fargo, 1940 Live, Duke Ellington.

Best Instrumental Arrangement □ *Soulful Strut*, Claus Ogermann, arranger.

Best Album Package □ *Breakfast in America*, Mike Doud, art director.

Best Album Notes □ *Charlie Parker: The Complete Savoy Sessions*, Bob Porter, annotator.

Best Historical Release □ *Billie Holiday (Giants of Jazz)*, Michael Brooks, producer.

Best Engineered Recording □ *Breakfast in America*, Peter Henderson, engineer.

Producer of the Year □ Larry Butler

Best Opera Recording □ *Britten: Peter Grimes*, Colin Davis conducts orchestra & chorus of Royal Opera House, Covent Garden.

Best Chamber Music Performance □ *Copland: Appalachian Spring*, Davis conducts St Paul Chamber Orchestra.

Best Classical Performance—Instrumental Soloist or Soloists (with Orchestra) □ *Bartok: Concertos for Pianos No. 1 & 2*, Maurizio Pollini (Abbado conducts Chicago Symphony Orchestra).

Best Classical Performance—Instrument Soloist or Soloists (without Orchestra) □ *The Horowitz Concerts 1978-79*, Vladimir Horowitz.

Best Classical Album □ *Brahms: Symphonies (4) Complete*, Sir Georg Solti with Chicago Symphony Orchestra.

Best Classical Orchestral Record □ *Brahms: Symphonies (4) Complete*, Sir Georg Solti with Chicago Symphony Orchestra.

Best Choral Performance □ *Brahms: A German Requiem*, Sir Georg Solti with Chicago Symphony Chorus and Orchestra (Margaret Hillis, choral director).

Best Classical Vocal Soloist Performance □ *O Sole Mio (Favorite Neapolitan Songs)*, Luciano Pavarotti.

Best Engineered Recording, Classical □ *Sondheim: Sweeney Todd*, Anthony Salvatori, engineer.

Best Classical Producer of the Year □ James Mallinson.
Hall of Fame □ *Ballad for Americans*, Paul Robeson; *In a Mist*, Bix Beiderbecke; *Jelly Roll Morton: The Saga of Mr. Jelly Lord*, Ferdinand (Jelly Roll) Morton.

Special Award □ Frank Sinatra.

International Broadcasting Awards

20th annual. Presented by the Hollywood Radio and Television Society for the best radio and television commercials. (List includes agency and production company.)

Radio

Sweepstakes □ *Love Plus*, Church of Jesus Christ of Latter-Day Saints, Bonneville Productions, Salt Lake City, Bonneville Productions, Salt Lake City.

Musical, 60 seconds □ *David Naughton*; Dr Pepper; Young & Rubicam, New York; HEA Productions, New York.

Musical, 30 seconds □ *Vikki Carr/Full Vocal*; Hatfield Zody Inc.; no agency; Jack Calnan Creative Services, Los Angeles.

Humorous, 60 seconds □ *Long Goodbye*; Time Inc.; Young & Rubicam, New York; Dick & Bert, Hollywood.

Humorous, 30 seconds □ *Lucky Phone Call*; 7-11 Food Stores; The Stanford Agency, Dallas; Studio Seven, Dallas.

Open, 60 seconds □ *Building a Salad*; Kraft Ltd.; J. Walter Thompson Co., Toronto; Trudel Productions, Montreal.

Open, 30 seconds □ *There Is a City*; Cinema International Corp.; Lonsdale Advertising Ltd., London; Lonsdale Advertising Ltd., London.

Local (one market) □ *Normal Flower*; KJOI(FM) Los Angeles; no agency; Berzman & Co., Hollywood.

Public Service □ *Love Plus*; Church of Jesus Christ of Latter-Day Saints; Bonneville Productions, Salt Lake City; Bonneville Productions, Salt Lake City.

Series (three commercials) □ *Underground, Relax and Deep Thirst*; Great Waters of France (Perrier); Mathieu Gerfen & Bresnet, New York; Mathieu Gerfen & Bresnet, New York.

Television

Sweepstakes □ *First Day, Two Families and Circus*; Eastman Kodak Co.; Young & Rubicam, New York; Steve Horn, New York.

Live action, 60 seconds, English □ *Early Showers*; Coca Cola USA; McCann-Erickson Inc., New York; N. Lee Lacy/Associates, Los Angeles.

Live action, 60 seconds, non-English □ *Little Renault*, Renault Five; Publicis Conseil, Paris; PAC, Paris.

Live action, 30 seconds, English □ *First Day*, Eastman Kodak Co.; Young & Rubicam, New York; Steve Horn, New York.

Live action, 30 seconds, non-English □ *Airport*; Philips Nederland BV; Prad BV, Amsterdam; The Producers, Amsterdam.

ID's, 10 seconds or less □ *Barber*; Los Angeles Herald-Examiner; McCann-Erickson Inc., Los Angeles; EUE/Screen Gems, Burbank, Calif.

Animation □ *Roundup*; Levi Strauss & Co.; FCB/Honig, San Francisco; Duck Soup, Santa Monica, Calif.

Animation □ *The Big Boys*; Matsushita Electric Industrial Co.; Dentsu Inc., Tokyo; Z Inc., Tokyo.

Humorous □ *Slurpee—Strange Things*; 7-11 Food Stores; The Stanford Agency, Dallas; The Stanford Agency, Dallas.

Videotape □ *Garden Chronicle*; Matsushita Electric Industrial Co.; Dentsu Inc., Osaka; TBS Television Films, Tokyo.

Public Service □ *Try Again*; Church of Jesus Christ of Latter-Day Saints; Bonneville Productions, Salt Lake City; Hagmann Impastato Stephens Karns, Studio City, Calif.

Local (one market) □ *You Have a Remarkable Mouth* WNOE(AM) New Orleans; no agency; Chuck Blore & Don Richman, Hollywood.

Series (three commercials) □ *First Day, Two Families and Circus*; Eastman Kodak Co.; Young & Rubicam, New York; Steve Horn, New York.

Man of the Year

Garry Marshall

International Radio and Television Society Awards

Presented by IRTS to a person or organization judged to have made "an outstanding contribution to, or achievement" in radio or television.

Don Hewitt, CBS □ Broadcaster of the Year for his contribution to television news, particularly for *60 Minutes* and coverage of political elections and debate.

John W. Kluge, Metromedia Inc. □ Gold Medal for "his innovation and vision that have characterized his distinguished contributions to the broadcast industry and on the occasion of Metromedia's 25th anniversary"

Iris Awards

4th annual. Presented by the National Association of Television Program Executives for outstanding local TV programming.

KSHO-TV Las Vegas □ *Close-Up* (public affairs series, small markets).

KSL-TV Salt Lake City □ *Dimension Five* (public affairs series, medium markets).

KING-TV Seattle □ *Evergreen Express* (public affairs series, large markets).

KVOA-TV Tucson □ *Target: Tucson* (public affairs specials, small markets).

WAVE-TV Louisville, Ky. and **KGTV(TV)** San Diego □ *School Daze* and *Traffic in Sight*, respectively (tied for public affairs specials, medium markets).

KBT(TV) Denver □ *Every Child Has a Beautiful Name* (public affairs specials, large markets).

KGUN-TV Tucson □ *The New Reporters* (children's programming, small markets).

WWBT(TV) Richmond, Va. □ *Jack and the Juke Box* (children's programming, medium markets).

WSB-TV Atlanta □ *Super 2* (children's programming, large markets).

WMT-TV Cedar Rapids, Iowa □ *Who is Johnny Mann?* (other, small markets).

WHIO-TV Dayton, Ohio □ *One Giant Leap for Mankind* (other, medium markets).

KING-TV Seattle □ *Reflections on China with Jean Enersen* (other, large markets).

KGUN-TV Tucson □ *Sports Page 9* (sports, small markets).

WCPO-TV Cincinnati □ *What's It All About* (sports, medium markets).

KBT(TV) Denver □ *Don Cherry Rocky Hockey Picture Show* (sports, large markets).

KVOS-TV Bellingham, Wash. □ *Vancouver Bach Choir: Handel's Messiah* (entertainment, small markets).

WRAL-TV Raleigh, N.C. □ *Burger Baby* (entertainment, medium markets).

WCKT(TV) Miami □ *Showcase—Yacou Noy* (entertainment, large markets).

Globo Television Network, Brazil □ *Malu, a Woman* (foreign productions).

Lew Klein, Gateway Communications □ Special award for "tireless contributions to local programing."

Eastman Kodak □ Special award honoring its 100th birthday.

Vladimir Zworykin □ Special award for his contributions to television.

Robert F. Kennedy Journalism Awards

11th annual. Presented by the Robert F. Kennedy Journalism Awards Committee to "recognize and encourage media attention to the problems facing disadvantaged Americans."

Broadcast Winners

Greg Barron and **David Carlton Folland**, KSJN(FM) Minneapolis □ *The Way to 8-A* (first prize, radio).

Howard Husock, WGBH-TV Boston □ *Community Racial Violence in Boston* (first prize, television).

Abe Lincoln Awards

11th annual. Presented by the Radio and Television Commission of the Southern Baptist Convention to "honor broadcasters throughout the nation for their achievements in advancing the quality of life in America, and for helping the broadcast industry enrich its service to the public."

Phillip E. McDonald, WCKY(AM) Cincinnati □ For unusual insight and discerning leadership into community needs.

Mardee McKinlay Birchfield, KBTB(TV) Denver □ For working tirelessly in behalf of Denver's elderly.

Merit Awards

Kathryn F. Broman, Springfield Television, Springfield, Mass.

David R. Plyler, WXII(TV) Winston-Salem, N.C.

L. T. Shoemaker, WROM-AM-FM Rome, Ga.

Michael H. McDougald, WRGA(AM)-WQTU(FM) Rome, Ga.

James V. Shircliff, WLLI(AM)-WGOL(FM) Lynchburg, Va.

Marilyn F. Solomon, KCOP(TV) Los Angeles.

Vincent T. Wasilewski Award

Wilson C. Wearn, Multimedia Inc., Greenville, S.C.

Christian Service Award

James Earl Carter

Media Awards for Economic Understanding

3d annual. Presented by the Amos Tuck School of Business Administration of Dartmouth College. First prizes are \$5,000; second prizes, \$2,500.

Radio

Dan Cordtz, **Peter Flanner**, **Nancy Gabiner**, ABC American Entertainment Radio Network □ *Corporate Profit Figure/Productivity—Dan Cordtz on the Economy* (first prize).

Jack Lloyd, **Ed Kasuba**, **Susan Weiner**, **Nelson Cohen**, **Elaine Weinstock**, KYW(AM) Philadelphia □ *Biting the Budget* (first prize).

Peter Fretwell, KALS(FM) Kalispell, Mont. □ *A Primer: Inflation & You* (first prize).

Television

Dan Cordtz, **Bernard Cohen**, **Av Westin** ABC-TV □ *1979: Stretching the Shrinking Dollar* (first prize).

Daniel Miller, **Rich Gray**, **John Leisendecker**, Iowa Public Broadcasting Network, Des Moines □ *Farm Digest: Meat Price Reporting* (first prize).

Betsy Brenneman, **Sheila Toomey**, **Robert Roark** □

KTOO-TV Juneau, Alaska □ *Beaufort Basics* (first prize).

Rand' Covington, **David Robinson**, **J. Patrick Braddock**, **Wanda Bryant**, **Terry Heater**, WAVE-TV Louisville, Ky. □ *Helter Shelter* (second prize).

Jack E. Hill, **John Horner**, **Curtis Miller**, **David West**, KAIT-TV Jonesboro, Ark. □ *How 'Ya Gonna Keep 'Em Down on the Farm ... After They've Gone Broke?* (second prize).

Joe Becker, **Conrad Carlson**, **Bob Gillium**, WEAU-TV Eau Claire, Wis. □ *Uniroyal: Down the Road*.

Mike Award

Presented by the Broadcast Pioneers for "distinguished contributions to the art of broadcasting."

Cosmos Broadcasting's WIS(AM) Columbia, S.C.

Missouri Medals

Presented by the University of Missouri School of Journalism "in recognition of continuing service to journalism."

Sam A. Burk, general manager, KIRX(AM) Kirksville, Mo.

The MacNeil-Lehrer Report, Public Broadcasting Service.

Allen H. Neuharth, chairman/president, Gannett Co.

National Association of Broadcasters Awards

Distinguished Service Award: presented to any broadcaster ... "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular

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Because there are so many films to choose from, keeping up is almost impossible. Without a little help, you may be losing money and viewers.

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It also provides amortization, payable and forecasting information. And you can use our "FILMS" management package independently or with our BCS 1100 traffic/accounting system.

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SYSTEMS

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KCS 91A



All together. The *60 Minutes* on-air crew with Don Hewitt, his IRTS "Broadcaster of the Year" award and his wife, Marilyn Berger. L to r are Mike Wallace, Dan Rather, Hewitt, Harry Reasoner, Berger and Morley Safer.

achievement or continuing service for or in behalf of the industry." Engineering Achievement Award: presented . . . for engineering contributions "which measurably advance the technical state of the broadcasting art."

Donald Thurston, WMNB-AM-FM North Adams, Mass. □ Distinguished service.

James D. Parker, retired CBS staff consultant, telecommunications □ Engineering achievement.

Everett H. Erlick, senior vice president and general counsel, ABC Inc. □ Grover Cobb award by NAB's Television and Radio Political Education Committee.

NCTA Awards

Presented by the National Cable Television Association for service to the industry and for excellence in CATV programming.

Distinguished Achievement Award

Robert Rosencrans, UA-Columbia.

President's Awards

Ted Turner, Turner Broadcasting.

William B. Strange, Sammons Communications.

Charles S. Walsh, Fleishman & Walsh.

National Awards

Spencer R. Kaitz, general counsel and executive secretary of the California Community Television Association. □ Walter Kaitz Award.

Kenneth S. Gunter, executive vice president of UA-Columbia Cablevision Inc., San Angelo, Tex. □ Outstanding Committee Chairman Awards.

Harold Rosen, vice president, engineering, Hughes Aircraft Co. Space and Communications Group, El Segundo, Calif. □ Engineering Award for Outstanding Achievement in Operations.

Kenneth S. Gunter □ Engineering Award for Outstanding Achievement in Development.

Sidney Topol, president and chairman of the board, Scientific-Atlanta Inc., Atlanta □ Robert H. Beisswenger Memorial Award.

Brian R. Lamb, president and chief operating officer, C-SPAN Arlington, Va. □ Jerry Greene Memorial Award.

Gail F. Sermersheim, regional director, Home Box Office Inc., Atlanta. □ Idell Kaitz Award.

Robert Rosencrans, president, UA-Columbia Cablevision Inc., Westport, Conn. □ Larry Boggs Award.

ACE Awards

Suburban Cablevision, East Orange, N.J., Greg Vandervort, program director. □ Excellence in community programming.

Berks Cable Co., Reading, Pa., Bruce Shaak, program direc-

tor □ Excellence in community involvement in programming.

Marin II, San Rafael, Calif., *Point Bonita: The Last Manned Lighthouse*, Peter Rafalow, director of community programming □ Excellence for a single program: documentary or public affairs.

Warner Qube, Columbus, Ohio, *The All-American Soap Box Derby*, Janice Hines and Peter Tours, producers, Scott Kurnit, executive producer □ Excellence for a single program: sports.

Durham Cablevision, Durham, N.C., *Channel 86 News Fest*, David Reid, program director and *TeleFrance-USA*, New York, *Ladies and Gentlemen: The Legendary Josephine Baker*, Jean-Claude Baker, vice president and executive producer □ Excellence for a single program: entertainment.

Marin II, *Things Father Never Told You*, Peter Rafalow □ Excellence for a single program: educational or instructional.

Marin II, *Christmas in Marin*, Peter Rafalow □ Excellence for a single program: unclassified.

Warner Qube, Columbus, *Qubesumers Mean Business*, John Steinberg, producer. □ Excellence in a program series: documentary or public affairs.

Suburban Cablevision, *Action Arena*, Greg Vandervort □ Excellence in a program series: sports.

Marin II, *Showcase II*, Peter Rafalow and Warner Amex Satellite Entertainment Corp., New York, *America Goes Bananas*, Sandy Kavanaugh, program director □ Excellence in a program series: entertainment.

Guam Cable TV, Agaña, Guam, *Cable News*, Lee Holmes, president □ Excellence in a program series: news.

Warner Amex, *Pinwheel*, Sandy Kavanaugh □ Excellence in a program series: children's.

Continental Cablevision of New Hampshire, Concord, N.H., *I Like Kids Creating*, Gregory Uhrin, program director □ Excellence in a program series: educational or instructional.

Warner Qube, Columbus, Ohio, *Someone Wants to Know*, Carole Stevenson, producer □ Excellence in a program series: unclassified.

Home Box Office, New York, *Standing Room Only: Here It Is, Burlesque!* Michael Brandman, producer. □ Excellence in a pay cable program: general entertainment.

Showtime Entertainment, New York, *On Tour: Willie Nelson Plays Lake Tahoe*, Charles Braverman, producer □ Excellence in a pay cable program: music entertainment.

Home Box Office, *SportsScene*, Tim Braine, producer, Michael Fuchs, executive producer □ Excellence in a pay cable program: sports.

Home Box Office, *Time Was . . . the 1930's*, Bruce Cohn, producer □ Excellence in a pay cable program: unclassified.

Ohio State Awards

43d annual. Presented by the Institute for Education by Radio-Television under the auspices of Ohio State University Telecommunications Center for "meritorious achieve-

ment in educational, informational and public affairs broadcasting."

Radio

National Public Radio □ Options: *Future Island*, *Closer Tribute: Centennial Tribute to Albert Einstein and Dialogue on a Tightrope: An Italian Mosaic*.

Deutsche Welle Transkriptionsdienst, Cologne, Federal Republic of Germany □ *The Moon at Noon*.

Progressive Radio Network, New York □ *News Blimps*.

WGBH(FM) Boston □ *A Note to You*.

Children's Radio, Theatre, Washington □ *Henny Penny Playwriting Contest*.

KPFK(FM) Los Angeles □ *Improvisation: At the Keyboard with Leonard Humbro*.

American Chemical Society, Washington □ *Are We Alone in the Universe?*

CHUM(AM) Toronto □ *CHUM Reports: Special on the Accident at Three Mile Island*.

Bonneville Productions, Salt Lake City □ *Christmas and Then Some*.

WGST(AM) Allanta □ *WGST Newsradio Midday*.

CFAX(AM) Victoria, B.C. □ *Sunday Morning Coming Down*.

Television

South Carolina Educational Television Network □ *Cinematic Eye: Banquets in the Dark and The Dancer*.

Saskatchewan Department of Education □ *Blue Grouse: Questions in Population Biology*.

Agency for Instructional Television, Bloomington, Ind. □ *Trade Offs*.

KCET(TV) Los Angeles □ *Freestyle*.

Ontario Educational Communications Authority □ *Music Inc.: Canadian Brass and Space, Time and Albert Einstein*.

The Network for Continuing Medical Education, New York □ *The Five Phases of Acute Myocardial Infarction*.

Dallas County Community College □ *A Day in the Life of a President and The Death Penalty*.

Provincial Educational Media Centre, Richmond, B.C. □ *Salut*.

Western Michigan University, Kalamazoo □ *Poets in Their Time*.

KOCE-TV Huntington Beach, Calif. □ *Humanities Through the Arts and Introducing Biology*.

Massachusetts Educational Television Network □ *People of the First Light*.

Maryland Center for Public Broadcasting □ *Tomorrow's Families*.

University of Mid-America, Lincoln, Neb. □ *Japan: The Changing Tradition*.

Martin Tase Productions, Los Angeles □ *Home Run for Love*.

ABC-TV □ *Friendly Fire*.

CBS News □ *The Boston Goes to China and 30 Minutes*.

WETA-TV Washington □ *A Place of Dreams*.

CBS □ *CBS News Sunday Morning*.

ABC News □ *Child's Eye View*.

WCVB-TV Boston □ *Why Do I Feel This Way? and This Was America*.

WJLA-TV Washington □ *Melody's Melody*.



Got it. Accepting the Broadcast Pioneer's Mike award for Cosmos Broadcasting is Chairman Charles Batson.



Industry accolade. NATPE honors television pioneer Vladimir Zworykin with a special Iris award.

WCCO-TV Minneapolis □ *The Inheritance.*

WPLG(TV) Miami □ *Hurricane of '79.*

WCBS-TV New York □ *Project Parenting.*

WRC-TV Washington □ *The Investigators: Hairdryers, the Hidden Danger.*

WBBM-TV Chicago □ *The End of the Line.*

Everywoman, Washington □ *Prime Time.*

CFCF-TV Montreal □ *Pulse Probe: The Handicapped.*

KSTP-TV St. Paul □ *Steamroller Money Program.*

WCAU-TV Philadelphia □ *Yipe: Don't Be Afraid and The Candy-Apple News Company.*

Stu Rosen Productions and **KNXT(TV)** Los Angeles □ *Dusty's Treehouse.*

KUTV(TV) Salt Lake City □ *Clouds of Doubt.*

New Jersey Public Television □ *Atlantic City: The Queen Takes a Chance.*

Multimedia Program Productions, Cincinnati □ *Young People's Specials.*

Mississippi Authority for Educational Television □ *William Faulkner: A Life on Paper.*

KMGH-TV Denver □ *Fire in the Water.*

Overseas Press Club Awards

Presented by the Overseas Press Club of America for "excellence in reporting and interpretation of foreign news, in writing, by television and radio, and photographic."

Broadcast Winners

Ed Bradley, Andrew Lack, Howard Stringer, Greg Cooke, Ian Wilson, CBS News □ *TV interpretation of news.*

CBS Radio □ *Radio interpretation of news.*

Bill Stewart (posthumous), **Jack Clark**, ABC News □ *Spot TV reporting.*

Phillip Tili, NBC Radio □ *Spot radio reporting.*

George Foster Peabody Awards

40th annual. Presented by the Henry W. Grady School of Journalism and Mass Communications, University of Georgia, for the "most distinguished and meritorious public service rendered each year by radio and television."

WCBS(AM) New York □ *Follow That Cab: The Great Taxi Rip-Off.*

WGBH(FM) Boston □ *Curren Bell, Esquire.*

Children's Radio Theatre, Washington □ *Henry Penny Playwriting Contest.*

KBJN(FM)/Minnesota Public Radio, St. Paul □ *The Way to 8-A.*

KTVI(TV) St. Louis □ *The Adventures of Whistling Sam.*

WMAQ-TV Chicago □ *Strip and Search.*

CBS News □ *CBS News Sunday Morning with Charles Kuralt as host.*

Sylvia Fine Kaye, Beverly Hills, Calif. □ *Musical Comedy Tonight.*

ABC-TV □ *Valentine.*

ABC-TV □ *Friendly Fire.*

NBC-TV □ *Dummy.*

NBC-TV □ *When Hell Was in Session.*

KOOL-TV Phoenix □ *The Long Eyes of Kitt Peak.*

NBC and BBC □ *Treasures of the British Crown.*

ABC-TV □ *A Special Gift.*

KRON-TV San Francisco □ *Politics of Poison.*

WTTW(TV) Chicago □ *Miles to Go Before We Go to Sleep.*

WTTW(TV) Chicago □ *Little Rock Central High School.*

KNXT(TV) Los Angeles □ *Down at the Dunbar.*

WGBH-TV Boston □ *World.*

Roger Mudd, CBS News □ *For his questions of Senator Ted Kennedy (D-Mass.) on CBS Reports' "Teddy."*

CBS News □ *The Boston Goes to China.*

Robert Trout, ABC News □ *Recognition of "his nearly 50 years as a knowledgeable and articulate commentator on national and international affairs."*

Radio-Television News Directors Assn. Awards

Presented by the Radio-Television News Directors Association to TV and radio stations for editorializing, documentaries and reporting.

Radio

KMPC(AM) Los Angeles □ *Skid Row Merry-Go-Round* (Morrow award).

WFBC(AM) Greenville, S.C. □ *Commuter plane crash* (spot news).

WHAS(AM) Louisville, Ky. □ *Editorials.*

Television

KUTV Salt Lake City □ *Clouds of Doubt* (Morrow award).

WMAQ-TV Chicago □ *Crash of Flight 191* (spot news).

WBZ-TV Boston □ *Food for Thought* (investigative reporting).

KSL-TV Salt Lake City □ *Editorials.*

Paul White Award

Pauline Frederick (retired), NBC News and National Public Radio □ *For significant contribution to broadcast journalism.*

Michele Clark Award

Roberto Tschudin-Lucheme, WLUK-TV Green Bay, Wis. □ *Presented to a news broadcasting beginner for journalistic excellence.*

Distinguished Service Award

Rob Downey, WKAR-AM-FM Lansing, Mich. □ *For distinguished service to RTNDA.*

Rob Downey Citation

Ted Landphair, KFWB(AM) Los Angeles □ *Presented to*



Proud. Roger Mudd displays the Peabody award he won for his part in *CBS Reports: Teddy.*

RTNDA's outstanding committee chairman.

Sigma Delta Chi Distinguished Service Awards

Presented by the Society of Professional Journalists, Sigma Delta Chi, for meritorious achievement in broadcast reporting, public service and editorials.

Radio

ABC Radio News □ *For Iran crisis coverage* (reporting).

WJR(AM) Detroit □ *Credit Life Insurance* (public service).

WTLC(FM) Indianapolis □ *Abuse of Police Power* (editorializing).

Television

ABC News and **Bob Dyk** □ *For Iran crisis coverage* (reporting).

KXAS-TV Fort Worth □ *Life is Good, But For Whom?* (public service).

KPIX(TV) San Francisco □ *For editorial on lack of state action to help curb infant deaths* (editorializing).

SMPTE Awards

Presented by the Society of Motion Picture and Television Engineers.

Douglas V. Dove, Colorfilm Ltd. □ *For outstanding service to the society.*

David K. Fibush, Ampex Corp. □ *Journai Award for paper, "SMPTE Type C Helical-Scan Recording Format."*

Donald G. Fink □ *Progress Medal for "many years of contin-*

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John D. Millward, Rank Cintel □ Agfa-Gevaert Gold Medal for "his outstanding contribution to the telecine design art" in heading the team "responsible for the development of the Mark III Rank Cintel flying spot scanner" with digital frame store capability.

Norman T. Prisament, Magna-Tech Electronic □ Samuel L. Warner Memorial Award for "his noteworthy interest and contributions in the field of sound reproduction and transfer mechanisms by means of high speed interlocking systems."

Irving Rosenberg, CBS Television □ Citation for outstanding service to the society.

Judith A. Schwan, Eastman Kodak □ Herbert T. Kalmus Memorial Award for her research which contributed significantly to the development of Eastman color negative film, color print film, color intermediate film and Ektachrome movie films.

Joseph A. Semmelmayr, Eastman Kodak □ Citation for outstanding service to the society.

Hallock F. Swift, International Applied Physics Inc. □ Photo-Sonics Achievement Award for "his outstanding contributions in the field of photonics instrumentation."

William E. Youngs □ Citation for outstanding service to the society.

Jacques-Yves Cousteau □ John Grierson International Gold Medal for "his research, design and development of equipment which gave humanity the possibility of truly exploring the ocean."

Dr. Roman Vishniac □ Eastman Kodak Gold Medal for unique educational programs.

Television News Photography Competition

Presented by the National Press Photographers Association, the Department of Mass Communications, Arizona State University, Eastman Kodak and Cinema Products.

Jack Clark, ABC-TV News □ *Murder of a News Correspondent* (first place, spot news).

Phil Girardi, CBS-TV News □ *Iranian Riot* (second place tie, spot news).

Ronald A. Johnson, KFMB-TV San Diego □ *Iranian Demonstration* (second place tie, spot news).

Domingo Rex, CBS-TV News □ *San Salvador Massacre* (third place, spot news).

Terry J. Morrison, NBC-TV News □ *A Very, Very Special Place* (first place, minidocumentary).

Paul Parisot, KTVY(TV) Oklahoma City □ *Hope Beyond the River* (second place, minidocumentary).

Robert Brandon, ABC-TV News □ *No Welcome in Seadrift* (third place, minidocumentary).

Howard and Stephen Ramaley, KOMO-TV Seattle □ *Volunteer Park Bike Race* (third place, sports).

Tom Aspell, CBS-TV News □ *Do Not Wake* (first place, general news).

Mario Blasetti, CBS-TV News □ *Naples Disease* (second place tie, general news).

Bill Fenster, KING-TV Seattle □ *The Christmas Tree* (second place tie, general news).

Phil L. Sturholm, KING-TV Seattle □ *Reflections of China* (first place, documentary).

Gregory Andracke, NBC-TV News □ *China: A Class by Itself* (second place, documentary).

Greg Cooke, CBS-TV News □ *The Boat People* (third place, documentary).

Robert Brandon, NBC-TV News □ *Boys of Winter* (first place, feature).

William A. Merickel, KTBS-TV Shreveport, La. □ *Body Builders* (second place, feature).

Robert Brandon, NBC-TV □ *Ruby Walker* (third place, feature).

CBS-TV News □ *Do Not Wake* (editing excellence).

Mark Elges, NBC-TV News □ *A Very, Very Special Place* (editing excellence).

Steven Bonica/Anthony Cicciomarro, NBC-TV News □ *Pope in Boston* (editing excellence).

Ernie Crisp Photographer of the Year

Robert Brandon, freelance. Houston.

Station of the Year

KGW-TV Portland, Ore.

Women At Work Broadcast Awards

Presented by the National Commission on Working Women to "recognize broadcasters performing in the public interest through exceptional reporting and programming on the concerns of working women."

WETA-TV Washington □ *Reproductive Dangers in the Workplace* (public affairs/documentary).

WRFM(FM) New York □ *Working Women* (public affairs/documentary).

KTRH(AM) Houston □ Editorials.

WENH-TV Durham, N.H. □ *Changing Role of Women in the Military* (spot news).

AP Radio □ *Women in the Workforce, Women at Sea and Capitol Hill: Last Bastion of Job Discrimination* (news series).

WRET-TV Charlotte, N.C. □ *Women Building Bridges* (news series).

KOCE-TV Huntington Beach, Calif. □ *Eva Greene: Mining Engineer* (news feature).

KERA-TV Dallas and Media Projects Inc. □ *Who Remembers Mama?* (special category—displaced homemakers).

WTVJ(TV) Miami □ *Lady Blacksmith* (special category—short features).

WNET(TV) New York and **WETA-TV** Washington □ *MacNeill/Lehrer Report: Katherine Dunham* (special category—depth features).

Writers Guild of America Awards

Presented by the Writers Guild of America to members whose work in writing and graphic arts for television, radio and motion pictures has been judged exceptional.

Broadcasting winners

William Peters □ For TV documentary script, current events (*Death of a Family*, PBS).

Robert E. Fulsz, Hank Whittemore □ For TV documentary script, except current events (*The Body Human: The Magic Sense*, CBS).

Andrew Rooney □ For radio documentary script (*Happiness: The Elusive Pursuit*, CBS).

Andy Nance □ For radio dramatic script (*A Short History of Bac Ha*, CBS).

Gil Longin, Philip Chin □ Two winners for radio spot news script (Longin for *Voices in the Headlines*, April 1, 1979, ABC; Chin for *Newsbreak*, June 21, 1979, CBS).

John M. Mosedale, Gordon Joseloff, Charles L. West □ For TV spot news script (*CBS Evening News*, March 30, 1979, CBS).

Jerome Dobson, Bridget Dobson, Charles Disenzo, Patricia Disenzo, Robert White, Phyllis White, Robert Soderberg, Jean Rouversol □ For daytime serial, television (*The Guiding Light*, CBS).

Edward Pomerantz □ For children's script, television (*New York City Too Far from Tampa Blues*, NBC).

Allan Drossman □ For television graphic art (*Subway Samaritan*, WGBS-TV New York).

Gil Cowley, Kevork Cholakian For television graphic animation (*Real Life!*, WGBS-TV New York). **Millard Lampell** □ For original anthology script, television (*Orphan Train*, CBS movie).

Fay Kanin □ For anthology adaptation script, television (*Friendly Fire*, ABC).

Leon Tokatyn □ For dramatic episode script, television ("Vel" on *Lou Grant*, CBS).

Thad Mumford, Dan Wilcox, Ken Estin □ Three winners for comedy episodic script, television, (Mumford and Wilcox for "Are You Now, Margaret?" on *M*A*S*H*, CBS and Estin for "The Reluctant Fighter" on *Taxi*, ABC).

Jerry Juhl, David Odell, Jim Henson, Don Hinkley, Dan Aykroyd, Ann Beatts, James Downey, Brian Doyle-Murray, Al Franken, Tom Davis, Brian McConnachie, Lorne Michaels, Don Novello, Herb Sargent, Tom Schiller, Rosie Shuster, Walter Williams, Alan Zweibel □ 18 winners for variety script, musical or comedy television (Juhl, Odell, Henson and Hinkley for *The Muppet Show*, CBS, and the others for *Saturday Night Live*, NBC).

Gwen Bagnl and Paul Dubov □ For multipart long-form series (*Backstairs at the White House*, NBC).

Law & Regulation

Everybody wants the biggest piece of copyright pie

Filings with CRT vary widely in suggesting which claimants should get how much of the 1978 royalties

The Copyright Royalty Tribunal received a mound of advice last week on how it should divide the \$12 million in cable copyright royalties collected in 1978, and \$2 million in interest earned on the money since then. The advice came in the form of final comments from the various groups laying claims to the money.

In requesting the final comments at a hearing on May 29, CRT chairman Mary Lou Burg asked each claimant to submit a complete allocation plan for the money with "appropriate support and rationale." She added that no reply briefs would be accepted.

Commissioner Thomas Brennan said last week an initial decision on phase one of the proceeding—how money should be divided among "various categories of claimants"—should be made by the end of the month.

A decision on phase two—how the money should be divided by the groups or individual companies within the categories—will be made some time in September, Brennan said. (CRT is required by law to resolve proceedings within a year of the date on which they are brought before it.)

In previous filings, the claimants have asked for percentages of the total royalties, which when added up go well over 100%. And in the filings last week, there was again great diversity in the allocation plans. Each claimant seemed to think it deserved a larger piece of the pie than any other claimants was willing to grant it.

In addition to the money each of the categories will receive, the CRT must also decide the number and make-up of those categories. Although Burg suggested eight categories when she asked for comments, in many cases the claimants chose to create their own categories, indicating a difference of opinion on that subject too.

The claimants, most of which represent a number of related-interest parties, and their plans follow:

■ National Association of Broadcasters: Motion Picture Association of America and syndicated programmers, 68%; NAB-television, 21%; NAB-radio 1.5%; Public Broadcasting Service, 4%; joint sport claimants and National Collegiate Athletic Association, 4%; Canadian Broadcasting Corp., 1%, and National Public Radio,

.5%. NAB also said that from the total pool, 3.9% should be deducted for the music performing rights societies and .3% for the cartoon-character claimants. The percentages, it said, should be pro-rated among the other claimants in accordance with their usage of the music and characters.

■ Public Broadcasting Service: PBS, 9%; American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC, 6%; MPAA and syndicated programmers, 66%; sports, 10%; commercial broadcasters, including the Canadian Broadcasting Corp., 8%, and radio, 1%. PBS suggested that no money be set aside for cartoon character claimants.

■ Canadian Broadcasting Corp.: MPAA and program syndicators, 50%; broadcasters, 15%; CBC, 6.5%; sports, 12%; National Collegiate Athletic Association, 2%; music, 3%; PBS, 7%; NPR, 3%; radio, 1%, and Ontario Educational Communications Authority (TVOntario) and other Canadian claimants, 0.5% (TVOntario supported the plan of CBC with one variation. It subtracted a percentage point from the sports category and added it to its own).

■ American Society of Composers, Authors and Publishers and SESAC: MPAA and program syndicators, 68.6%; broadcasters, including claims of NAB and CBC, 4.4%; sports, including claims of joint sports claimants and NCAA, 10.2%; music, 13.5%; PBS, 3.2%, and NPR, 0.1%. The performing rights groups said radio is entitled to 5% of the total

Forced retirement. The FCC has denied a request by its Broadcast Bureau for review of a Review Board decision granting transfer of control of five UHF construction permits owned by Daniel H. Overmyer (for San Francisco, Pittsburgh, Newport Ky.-Cincinnati, Atlanta and Rosenberg, Tex., the last later surrendered) to U.S. Communications Corp. for approximately \$1 million. The transfer initially had been approved by the commission in December 1967, but that decision became the subject of an investigation by the House Investigations Subcommittee, which was critical of the commission's handling of the case. Shortly after the subcommittee released its conclusions, the commission designated the Overmyer transfer applications for hearing to determine whether he had misrepresented his out-of-pocket expenses for the CP's. The issue was resolved in Overmyer's favor. The commission said that the antiquity of the case and Overmyer's inactivity now in broadcasting (his only current interest is bankrupt WOHO-TV Toledo, Ohio) justified termination of the proceeding.

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pool. The 5%, divided among music (3.9%), NAB (1%) and NPR (0.1%), are included in the figures for each.

■ **Broadcast Music Inc.:** MPA and program syndicators, 50%; sports, 20%; music, 15%; PBS, 8%; NAB, 3%; radio, 1%, and NPR, .5%. BMI also created a miscellaneous category, comprising CBC, the Christian Broadcasting Network and the cartoon character claimants, and allocated 2.5% to it.

■ **Motion Picture Association of America:** MPA and syndicated programmers, 78.72%; sports, 7.20%; NAB, 5.76%; PBS, 4.32%; music, 4%.

■ **Joint Sports Claimants:** Sports 20%-25% broadcasters (NAB, PBS and CBC), 2%-5%; MPA and syndicated programmers 65%-73%. JSC also said that music interests and PBS were each entitled to 4%, shaved off the top of the allocations made to the syndicated programmers and broadcasters.

■ **National Collegiate Athletic Association:** MPA and syndicated programmers, 71.53%; broadcasters, including PBS and CBC, 8.65%; sports, 15.31%; music, 3.56%; cartoon characters, .25%, and radio, including NPR, .71%.

■ **Cartoon character claimants:** MPA and syndicated programmers, 45%; broadcasters, 10%; sports, 15%; music, 15%; PBS, 12%, and cartoon characters, 3%. Money for CBC, NPR and radio broadcasting is included in the broadcasters allocation.

RKO's spin-off proposal debated in comments to FCC

It's seen by Broadcast Bureau as one option; NBMC, groups vying for licenses have other ideas

The FCC's Broadcast Bureau has told the commission that it thinks that RKO's loss of three television licenses is sufficient punishment for the alleged misdeeds of its parent, General Tire & Rubber Co., and that an RKO proposal to spin off the company's remaining 13 licenses into an independent company is a "possible alternative"—with the proviso that all present and former RKO and General Tire directors divest themselves within six months of any stock in the spin-off corporation.

The bureau's suggestion came in response to an FCC request for comments regarding RKO's proposal. The stock of the new company would be disbursed pro rata to General Tire shareholders, but voting power of past, present and future board members of either RKO or General Tire would not extend to the spin-off firm, which would be called "NewCo." The Broadcast Bureau expressed its view that "an effective level of deterrence has already been achieved in RKO's loss of three major market television stations," and that the spin-off proposal presents a

"possible alternative" if the commission can conclude positively that the proposed transferee, NewCo, would be "completely isolated from and independent of" RKO and General Tire management.

Another alternative was offered by the bureau. The conclusions reached by the commission in the WNAC-TV Boston decision justify the issuance of an order to show cause why the licenses of RKO's other stations should not be revoked, said the bureau. If the commission decides to exercise this option, the bureau suggests the commission "consolidate its consideration of all of RKO's other licenses in one proceeding." A third option, said the bureau, would be to designate the remaining 13 renewal applications for oral argument to determine what impact if any, the basic character qualification finding made against RKO and General Tire in the WNAC-TV Boston case has on RKO's remaining broadcast holdings.

Among the groups opposing RKO's spin-off proposition was the National Black Media Coalition. Although believing that the findings in the WNAC-TV decision are "res judicata" (a thing decided) with respect to RKO's remaining 13 licenses, NBMC argued that the commission has an opportunity to enhance the sale of stations to minorities. NBMC's plan: (1) Grant renewal of the 13 licenses conditioned on RKO entering into a binding agreement with a nonprofit entity for the sale of stations. (2) This sale would be made with the intent of insuring subsequent transfer of the stations to various qualified minority owners. (3) RKO would be required to assist in the training and development of "minority organizational and individual resources" necessary to insure "maximum opportunity for the success of subsequent ownership."

The National Association of Broadcasters, on the other hand, strongly supported approval of the RKO plan. The other two alternatives, revocation or lengthy comparative renewal proceedings, said the NAB, are simply not called for. As for the former, the NAB argued, there is no "valid public interest reason in this case to insist upon the destruction of market values which loss of a license entails." Comparative proceedings would necessitate the operation of the 13 stations "for years to come, under a cloud and burden that would make the long-range planning, on which fully adequate service to the public depends, a virtual impossibility."

Representatives Ralph S. Regula (R-Ohio), Carroll Hubbard (D-Ky.), John F. Seiberling (R-Ohio) and Joseph P. Addabbo (D-N.Y.) submitted a joint comment supporting the RKO proposal. Essentially, they argued that stripping three licenses from RKO is penalty enough for misconduct and that the proposed spin-off would insure that "future operation of the stations would be in compliance with the commission's rules and policies and in the public interest."

The Chicago-based Citizens for Media Change urged the commission to reject the spin-off idea as a "sham proposal." The group charged that the controlling shareholders of RKO and its parent, found

Washington Watch

WARC revisited. World Administrative Radio Conference of 1979 will be back in news on July 29 at hearing of House Subcommittee on International Operations. Glen Robinson, of University of Virginia Law School, who headed U.S. delegation, and Wilson Dizard, of International Communications Agency, who served as deputy chairman, will testify at hearing that will review results of WARC and inquire into general international communications policy. Representative Dante Fascell (D-Fla.), who heads subcommittee, is known to be interested in steps government is taking to institutionalize experience gained at WARC as means of aiding it in preparing for number of international conferences on telecommunications to be held in 80's.

Reprieve. FCC has reversed initial decision revoking license of WJPD-AM-FM Ishpeming, Mich., for fraudulent billing. Commission said noninvolvement of stations' principal owner, Eugene Halker, in illegalities and his promise of insured compliance with rules in future outweighed law judge's initial conclusion that Halker was guilty of "gross negligence."

AIM steps in. Accuracy in Media has asked FCC to order NBC to give equal time to other presidential candidates if network airs interviews with John Anderson it has scheduled during Republican convention. NBC has slated Anderson to appear July 14-18 on *Today* show and to comment on GOP convention. Interviews will be taped and satellited from Europe where he will be touring (BROADCASTING July 7). AIM said that "if NBC is allowed to get away with the device of giving Anderson this time on the ground that they are simply interviewing him on a news program, this will set a precedent which will be available in the future to every other licensee who would like to use his power to help his friends win public office."

You can't make us. Three TV networks and National Association of Broadcasters have told FCC it has no authority to require network affiliation with proposed UHF television stations in northern New Jersey. Networks held that basic objectives of affiliation are to maximize availability of network programming while avoiding excessive duplication. Each network said it has affiliation standards it applies evenhandedly and that no different standard is applied when there is possibility of effect on network-owned station. NAB said rule would "suffer from so many statutory and constitutional infirmities that no court would find it possible to uphold it."

lacking in character by the FCC, would realize a profit from the proposed set-up.

New South Media, which seeks the license for channel 13 in Memphis, now held by RKO, warned the FCC not to be frustrated by such a "transparent ruse in its requirement to measure the public interest" as affected by RKO/General Tire misconduct. RKO's "bare-bones" proposal, New South argued, does not address such crucial questions as: "Who would manage the company and what would be its qualifications?" Exact roles played by all RKO personnel have to be identified and the "miscreants" removed from office. A spin-off of the nature proposed would not isolate the wrongdoers, New South said.

A number of other groups that have taken aim at one or another of RKO's past or present license holdings (Multi-State Communications Inc., WOR-TV New York; Future Broadcasting Inc., KHJ[AM]-KRTH[FM] Los Angeles, and Golden Gate Broadcasting Co., KRCI[AM] San Francisco), argued also that the FCC's decision in the WNAC-TV case should be applied res judicata to the remaining 13 RKO licenses.

RKO itself addressed the res judicata issue in its comment, rejecting its validity at this stage because the commission's Boston decision is being appealed to the courts. In any event, RKO argued, the Boston decision cannot be applied to matters not adjudicated, and the commission "did not purport to be adjudicating RKO's qualifications to operate 13 stations..."

Border TV's hope Canadians will sit down and talk

After meeting with U.S. Trade Representative's office, stations are hopeful U.S. can persuade northern neighbor to negotiate advertising-tax dispute

A committee of the U.S. Trade Representative was left last week with the knotty problem of whether to recommend to President Carter that he impose trade sanctions on Canada in retaliation for the tax law a group of U.S. border television stations say discriminates against U.S. outlets. The committee on Wednesday heard representatives of the stations and of Canadian commercial interests debate the justification and legality of sanctions.

But there remained the possibility that—despite the tight deadline under which it must, by law, operate—the committee will persuade the Canadian government to consent to negotiations. And that would not offend the U.S. stations.

"We're flexible," said Bart Fisher, one of the lawyers for the stations and a specialist in international trade matters. If "good-faith" negotiations were set in train, he said in response to a question from the committee chairman, Jan Archibald, of the U.S. Trade Representa-

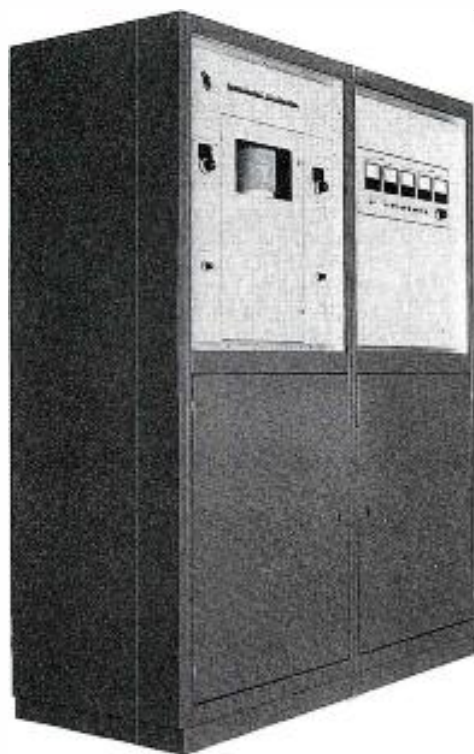
tive's Office, his clients would not continue to call for sanctions.

Indeed, he said it was only because of frustration over an inability to persuade the Canadian government to act that they sought relief from the U.S. Trade Representative. At one point, he referred to the Canadian government as "intransigent."

Normally, complaints like the broadcasters' are settled before they reach the hearing provided by the Trade Act of 1974. And it was evident that the U.S. Trade Representative's office would make another attempt to persuade Canada to accept negotiations. (U.S. officials have made a number of attempts—all unsuccessful—in the past three years.) A member of the committee said on leaving the hearing last week that "negotiations would be the best way."

But there isn't much time. The so-called 301 committee (after the section of the act under which it was established) is required to report to the President—either to recommend sanctions or to say the broadcasters have no case—by July 27, and the President has until Aug. 18 to determine what action he will take.

At issue is the law enacted by Canada in 1976 that denies Canadian advertisers a tax deduction for broadcast time purchased on U.S. television stations if the advertising is aimed at Canadian audiences. The justification is that Canada's television industry needs the advertising revenues that were flowing south if it is to carry out a policy of enriching and



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But Fisher, speaking for the 14 stations, said the law "is a classic case of unjust enrichment, and, in legal terms, an 'unreasonable' policy within the meaning of Section 301." He said the President should "impose duties or other import restrictions on certain products or services until the discriminatory taxing situation is satisfactorily resolved."

The 14 stations do not represent all the television outlets along the border affected by the Canadian tax policy. Eight others along the border, while agreeing that the tax law is discriminatory, do not agree that retaliation would persuade Canada to change its mind (BROADCASTING, June 30).

According to a study done for the Canadian government, Canadian advertising revenue earned by U.S. stations dropped from \$18.9 million in 1975, the last full year before the tax bill went into effect, to \$6.5 million in 1978. Considering the potential growth of revenue from Canada in the absence of the tax law, the cross-border flow of advertising revenue dropped by about \$23 million annually by 1978.

Two U.S. senators—Patrick Moynihan (D-N.Y.) and John Heinz (R-Pa.)—filed statements in support of the broadcasters' position, and endorsed, specifically, one of their proposals, that the U.S. continue to deny Canada the relief it is requesting

from a U.S. tax law that limits expense deductions for U.S. delegates attending conventions abroad.

Moynihan said he endorsed the recommendation "as consistent with the position the Senate has taken over the years." Two months ago, the Senate Finance Committee delayed action on a proposal to exempt Canada and Mexico until the President acts on the border broadcast dispute. And Heinz expressed "outrage that Canada permits the piracy of U.S. programming [by cable importation] without compensation while it hopes for a tax benefit of its own from Congress."

Besides denying Canada the tax relief it wants, the broadcasters have recommended support for tax legislation described as "mirror image" retaliation—it would deny U.S. advertisers a deduction for advertising on Canadian stations—plus imposition of special duties or quantitative restrictions on exports of Canadian feature films and records to the U.S., and adoption of policy that would require the government to consider the "discriminatory" nature of the Canadian tax law when dealing with Canada on other matters, such as allocation of fishing rights.

However, the readiness of the U.S. broadcasters to settle for government-to-government negotiations of the issue was evident in the testimony of two of those filing the complaint—Leslie G. Arries Jr., president and general manager of WIVB-TV Buffalo, N.Y., and Richard F. Wolfson, ex-

ecutive vice president and general counsel of Wometco Enterprises Inc., parent company of the licensee of KVOS-TV Bellingham, Wash. Both mentioned compromise solutions that have been offered to Canadians, without success.

Arries noted that, in response to Canadians' expressed need for revenue to develop programming, the broadcasters had offered to contribute to a Canadian production fund 20% of their annual revenues, after agency fees, from advertising directed toward Canadian audiences and placed by Canadian companies. Wolfson said the stations would not object to establishing a "tax presence" in Canada. KVOS-TV has had a "tax presence"—a Canadian subsidiary to handle its Canadian business—in British Columbia since 1955.

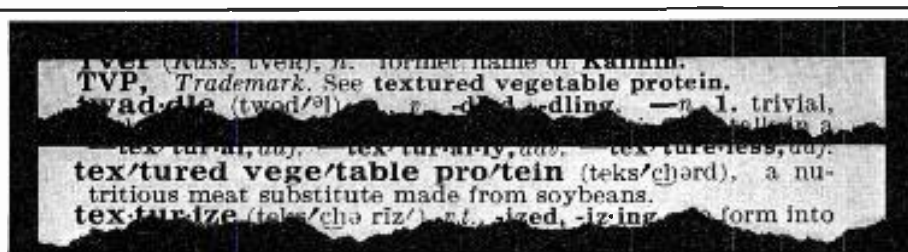
KVOS-TV represents a special case, even among the 14 complaining border stations. Although licensed to Bellingham, it has long depended for survival on Canada; in 1975, Canadian revenues accounted for 90% of its sales. It saw its gross revenues decline from \$7.4 million (Canadian) in 1975 to \$3.2 million in 1978.

The border stations' position was supported by the National Association of Broadcasters, whose deputy general counsel, James Popham, warned of the "dangerous precedent" he said the Canadian tax law sets. "As satellites become the dominant method of program distribution and pay television is introduced in Canada," he said, "it will be even more important that domestic and foreign broadcasters receive equitable, non-discriminatory treatment and just compensation for their services."

But to the two Canadians who testified, the law at issue is vital to Canada and violates no international obligation, and the Americans are making much ado about very little, particularly in view of Canada's role as a major customer for American goods and services.

Ernest Steele, president of the Canadian Association of Broadcasters, said that besides being America's largest television programming customer—worth about \$60 million-\$75 million annually—Canada provides "a massive balance in cultural trade" in America's favor. In royalties, copyrights, trademarks, and film rentals, for instance, he said, the U.S. paid Canada \$24 million in 1977, and received \$409 million.

Jerry S. Grafstein, counsel for Rogers Telecommunications Ltd., a major cable system, said that while complainants' annual loss represents "less than 1/200th of 1% of annual U.S. television revenue," U.S. trade with Canada approaches \$70 billion annually—which exceeds American trade with all European countries combined. And U.S. industry's more than \$40 billion investment in Canada represents a third of all U.S. investment in Europe. Grafstein cited those and other figures to illuminate what he said was the "economic whimper of the border broadcasters" who, he added, have not demonstrated any loss of revenue from areas they are licensed to serve.



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Straight talk for minority women on ownership

White House conference tells them that getting a property is only half the battle—the other is to keep it running successfully

Not only in broadcasting, but also in the expanding world of telecommunications, the opportunities for minority women to own and manage their own properties are broadening. But that is where the advantage ends—because “You’re in business to run a business. You can break even, but you can’t lose out. That’s the bottom line.”

That was the cautionary note that Dorothy Brunson, owner of WEBB(AM) Baltimore, sounded, to the echo of others, at a White House-sponsored Minority Women’s Commercial Broadcasting and Technology Conference last week. The meeting, under the auspices of the President’s Minority Telecommunications Development Program, was an opportunity for the minority female entrepreneur to meet and exchange ideas with her peers and with leaders in telecommunications.

All 50 women present at the one-day conference in Washington have either their names on buyers’ lists at the FCC and other government agencies or applications pending at the FCC for stations.

The women heard panels covering such subjects as starting a station, managing a station and dealing with communications attorneys. But as Sarah Weddington, special assistant to the President, said in opening remarks, the conference was important “not only because of the subject matter, but because of the opportunity to become part of the ever-growing network of women in communications.” And the theme of networking—forming an “old girls network”—was prevalent throughout the conference, as delegates were urged to meet and talk with other women in the field.

Henry Geller, head of the National Telecommunications and Information Administration, said that the administration’s commitment to the advancement of minorities in communications ownership is twofold: to redress imbalances and to involve minorities—including minority women—in a critical industry.

Geller stressed that he believes programs such as the Minority Telecommunications Development Program, which is administered by NTIA, are the best way to achieve the goal of diversity of programming through diversity of owner-

ship. He said that “the FCC has endeavored to do it by content regulation, which I think is a terrible way to proceed. The government can’t go around listing issues to be covered, because how then do you determine whether the programming meets that list? It’s a dicey First Amendment issue.”

Geller also addressed the proposed Senate rewrite of the Communications Act, saying the portion that will eliminate the comparative hearing process in favor of a lottery is “unconscionable” in that it would not benefit minorities. “The comparative hearing process is an atrocity,” he said, “but there are other ways to deal with it.”

Earlier, Brunson was joined on a panel by Mary Bell, president of WCHB(AM)-WJZZ(FM) Detroit, and Mutter Evans, owner of WAAA(AM) Winston-Salem, N.C., three of seven black women in the United States who own their own stations. Both Bell and Evans agreed with Brunson that minority women face a dilemma between being a minority and being a successful businesswoman. Brunson said that it is important to “learn ways to be competitive in your market, as well as working

On the rise. The White House reports a doubling of the number of minority-owned broadcasting stations since the administration, in January 1978, began its effort to assist minorities in gaining entry into ownership ranks (BROADCASTING, Feb. 6, 1978). President Carter, in a speech to the National Association for the Advancement of Colored People convention in Miami, said the number of minority-owned stations had grown from 62 to 124. Aides said that not all of those stations are yet on the air and that in almost all cases, the owners are black or Hispanic.

in terms of giving to the black community.”

Evans said “there are not a lot of role models” and added it was important “to know the business comes first.” Evans, who has owned her station less than a year, may be, at 27, the youngest woman ever to own and operate a radio station.

Ann Berk, station manager for WRC-TV Washington, and Amy McComb, vice president and general manager of WJXT-TV Jacksonville, Fla., echoed the sentiments of the three previous panelists in advising the delegates to learn every facet of the business—from engineering to sales to accounting. Berk said that as managers, females have to deal with a “double-edged sword.” They have to decide “what use you choose to make of the characteristics that set you apart—as women you do have something different to offer.”

McComb also urged those present not to turn away from men in seeking help. “Cultivate friendships with those in accounting, banking, etc.” she said.

Reese Schonfeld, president of the Cable News Network, said there were media outlets being overlooked by minority women—especially cable. “In this free-enterprise society, the power lies with the owner,” he said, adding that there’s a tremendous advantage in cable for the minority woman.

He said that banks are “willing and eager” to finance anyone who can get a franchise, and the “major companies will give a percentage of ownership to local groups if those groups can show they have clout in the community.”

Steve Simmons, associate director of the White House Domestic Policy Staff, agreed with Schonfeld about opportunities in the cable field. He said that the real potential is expanding channel capacity—because with the expansion comes the need for programming. Simmons said this is the “most promising” area in which to gain a foothold. He also talked about the opportunities in other new technologies such as teletext and videodisks.

Dale Hatfield, associate administrator for policy analysis and development, NTIA, spoke about opportunities in multipoint distribution services and low-power television. He added, however, that minority entry into MDS ownership may be threatened if the FCC adopts its lottery proposal to do away with comparative MDS hearings.

Edwina Dowell, staff counsel for the House Communications Subcommittee, summed up many of the panelists’ views in saying: “Closure of the deal on your station is just the beginning of your job. You must be aware of the forces that shape your industry.” Although she was talking about how communications attorneys keep clients aware of what’s going on in regulatory and legislative circles in Washington, her use of words like “caution,” “being selective in choosing the proper person,” and “keeping on top of issues yourself” could be applied to advice given on legalese, engineering or finances.

Richard Wiley, former FCC chairman now with the law firm of Kirkland & Ellis, expressed the same sentiments, saying “it may not be necessary to always need a lawyer.” But, an attorney serves a proper function, he said, in “knowing his way around Washington, around the FCC and getting more quickly something you may need.”

Richard Neustadt, of the White House Domestic Policy Staff, closed the conference, saying that minorities must not only seek help in starting their own enterprise, but also expand the possibilities for other minorities to enter the field.

Changing Hands

PROPOSED

■ **KOSI-FM Denver:** Sold by Armstrong Broadcasting Corp. to Westinghouse Broadcasting Corp. for \$7.5 million. Seller is owned by Senator William L. Armstrong (R-Colo.) and family, who have no other broadcast interests. Buyer is New York-based subsidiary of Westinghouse Electric Corp. and group owner of seven AM's, four FM's, and seven TV's and has cable subsidiary in Dublin, Ga., that owns and operates several systems in central Georgia and northern Florida. Earlier this month, it purchased, subject to FCC approval, KJQY(FM) San Diego (BROADCASTING, July 7). Daniel L. Ritchie is president. KOSI-FM is on 101.1 mhz with 100 kw and antenna 780 feet above average terrain.

■ **KITT(FM) San Diego:** Sold by Mel Wheeler Inc. to Charter Media Co. for approximately \$6 million. Seller is owned by Mel Wheeler and G. Russell Chambers (50% each) who paid \$262,500 for station four years ago (BROADCASTING, June 7, 1976). Wheeler owns WFLC(AM)-WFLQ(FM) Roanoke, Va.; KDNT(AM)-KDDC(FM) Denton, Tex.; KFDW-TV Clovis, N.M.; 30% of KSYL(AM) Alexandria, La., and 25% of KROD(AM)-KLAQ(FM) El Paso, Tex. Chambers owns KPLC-TV Lake Charles, La., and

also owns 30% of KSYL. Buyer is joint venture between Karl Eller and Charter Co., Jacksonville, Fla.-based group owner of two AM's and three FM's. Charter Media has right to purchase KIOI(FM) San Francisco, (BROADCASTING, March 10). KITT is on 105.3 mhz with 29 kw and antenna 620 feet above average terrain.

■ **KDOK(AM)-KNUE(FM) Tyler, Tex.:** Sold by KDOK Inc. to Golden Eagle Broadcasting Corp. for \$1.2 million and \$150,000 noncompete agreement. Seller is owned by estate of Dana Adams (47.5%), Mary A. Yow (32.5%) and husband, Paul Yow (20%). They have no other broadcast interests. Buyer is owned principally by Bob Rogers. He is president and 57% owner of Texas Community Antenna Systems, Tyler Tex.-based MSO (but not serving Tyler) with systems serving communities in both Arkansas and Texas with approximately 130,000 subscribers. He has no other broadcast interests. KDOK is on 1490 khz with 1 kw day, 250 w night. KNUE is on 105 mhz, 100 kw and antenna 402 feet above average terrain. Broker: Norman Fischer & Co.

■ **WTAL(AM) Tallahassee, Fla.:** Sold by WTAL Inc. to Donald C. Keys and Raymond N. Malcolm (50% each) for

\$480,000. Seller is owned by Gene E. Camp (70%) and Frances X. Veihmeyer (30%). Camp has no other broadcast interests. Veihmeyer has interest in applicant for new FM in Tallahassee. Keys owns WNNY(AM) Canton. Malcolm owns Canton, Ohio, insurance firm. WTAL is on 1450 khz with 1 kw day and 250 w night. Broker: Reggie Martin & Associates.

APPROVED

■ **KMUV-TV Sacramento, Calif.:** Sold by Channel 31 Inc. to Tandem Productions Inc. and Jerry Perenchio for \$7.7 million. Seller is owned by Andrew Bartalini (16%), Dain Domich (19%); George Artz (10.5%), Samuel Klor (15%) and seven others. They have no other broadcast interests. Buyer is owned equally by Tandem Productions, Norman Lear's TV production company, and Jerry Perenchio, subscription television entrepreneur and chairman and chief executive officer of Tandem. Perenchio is also part owner of National Subscription Television, which owns and operates two subscription TV stations; KBSC-TV Corona (Los Angeles), Calif., and WXON-TV Detroit. Tandem and Perenchio also own WNUJ-TV Linden (Newark), N.J. Linden and Sacramento stations will be used to provide subscription TV service. KMUV-TV is independent on channel 31 with 537 kw visual and 107 kw aural and antenna height 1,020 feet above average terrain.

■ **WJAR(AM) Providence, R.I.:** Sold by Outlet Co. to Franks Broadcasting in exchange for WRLM(FM) Taunton, Mass. (BROADCASTING, July 7). Seller is publicly traded group owner of three AM's, four FM's and five TV's. Bruce Sundlun is president and chief executive officer. Buyer is owned by John E. Franks, who has sold WHIM(AM) Providence (see below). He also owns WHJY(FM) Providence. WJAR is on 920 khz with 5 kw full time.

■ **WRLM(FM) Taunton, Mass.:** Sold by Audio-Air Inc. to Franks Broadcasting for \$2.2 million (BROADCASTING, July 7). Seller is owned by John McCarthy and his wife, Lucy. They have no other broadcast interests. Buyer will swap station for WJAR(AM) Providence, R.I., under agreement with Outlet Co. (see above). WRLM is on 93.3 mhz with 50 kw and antenna 240 feet above average terrain.

■ **WHIM(AM) Providence, R.I.:** Sold by Franks Broadcasting to East Providence Broadcasting Co. for \$900,000 (BROADCASTING, July 7). Franks is selling WHIM and buying WRLM(FM) Taunton, Mass., which it will swap for WJAR(AM) Providence (see above). Buyer is minority-controlled company, principally owned by Henry Hampton, founder and president of Blackside Inc., Boston-based television and film production company. Hampton has no other broadcast interests. WHIM is 1 kw daytimer on 1110 khz.

■ **WBNB-TV Charlotte-Amalie, St. Thomas, Virgin Islands:** Sold by Island Radio Teleradio Services Inc. to Caribbean Broadcasting for \$750,000. Seller is owned by J. Raymond Jones Trust (24.07%),

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Ruth H. Jones Trust (25.5%), Cleveland Dennard (18.95%), Joseph Potter and Charles Tate (5.46% each), Samuel Jackson (11.8%), Emmett Rice (6.12%), and William Dilday (3.64%). Joneses are married. None of sellers has other broadcast interests, although Dilday is general manager of WLBT(TV) Jackson, Miss. Buyer is owned by Thomas Worrell Jr., who is principal owner of Worrell Newspapers Inc., Harrisonburg, Va.-based newspaper chain and owner of WHSV-TV Harrisonburg, and WIFR-TV Freeport, Ill. WBNB-TV is CBS affiliate (NBC secondary) on channel 10 with 52.5 kw visual and 5.2 kw aural and antenna 2,610 feet above average terrain.

■ KROX(AM) Crookston, Minn.: Sold by Crookston Broadcasting Co. to Black Cat Broadcasting Inc. for \$620,000. Seller is owned equally by Jerome A. Dahlberg and William J. Kiewal who have no other broadcast interests. Buyer is owned by R.D. Hanna, William Schwartzkops and Edward Tricker (one-third each). Hanna owns station brokerage firm in Dallas. Schwartzkops is executive vice president of Commonwealth Electric Co., Lincoln, Neb. Tricker is Lincoln attorney. Hanna and Schwartzkops own 20% each of KERV(AM)-KPFM(FM) Kerrville, Tex. Tricker has no other broadcast interests. KROX is on 1260 khz with 1 kw day, 500 w night.

■ Other approved station sales include: KCGS(AM) Marshall, Ark.; WVLJ(FM) Monticello, Ill.; WGCM(AM)-WTAM(FM) Gulfport, Miss.; WBKC(AM) Chardon, Ohio, and WUPR(AM) Utado, P.R. (see "For the Record," page 60).

Publisher vows fight against public TV magazine

Merrill of 'Washingtonian' claims station promotion of new 'Dial' publication and program guide is improper and unfair competition and he'll go to court if necessary to stop it

Washingtonian magazine has asked the FCC to prohibit the nation's four largest public television stations from on-air promotion of their new monthly magazine—*The Dial*.

Washingtonian's publisher, Philip Merrill, said the petition, filed July 3, is just the beginning of a major campaign, supported by publishers in a number of cities, that "will go to the courts" to keep the stations from what is "clearly, plainly, an illegal venture."

The Dial, according to its publisher, Morton Bailey, is a "not for profit publication owned by WNET(TV) New York, KCET(TV) Los Angeles, WTTW(TV) Chicago and WETA-TV Washington." It will be a glossy, 100-page publication, including a program guide.

There are currently 47 public stations putting out guides, Bailey said. "Everything has to have a reason for being. Our reason is to be the best damn guide for public television and to build a magazine around it."

But, in so doing, *Washingtonian* charged that the four PBS stations will be in violation of commission rules if promotion for the publication is done on-air.

The stations would violate FCC rules, the petition said, "which require noncommercial stations to furnish a nonprofit and noncommercial broadcast service" and would "constitute an anticompetitive practice with respect to magazines in direct competition with *The Dial* for ad revenues."

Washingtonian, with 95,000 circulation

in the Washington metropolitan area, says it will be in direct competition with WETA-TV (90,000 subscribers) for advertising. However, the magazine claims, WETA-TV will have a competitive advantage because of its lower ad rates for comparable demographics. The revenue loss it would sustain, *Washingtonian* claims, could surpass \$500,000 to \$1 million.

Washingtonian said there are three reasons that comparable publications will not be able to match *The Dial's* ad rates: First, "a substantial paid circulation [for *Dial*] will be generated with no real sales effort or expenses on its part"; second, the four owner stations will promote it with on-air announcements citing the magazine offer as an inducement to contribute money to their stations; third, the



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stations because of their nonprofit status, may seek reduced postal rates, and fourth, "to the extent expenses of owner stations are allocated to *The Dial*, the magazine will avoid paying taxes on its profits at a level comparable to that of competing commercial publications."

Merrill said he believes competition is healthy, as long as "it's on even ground. A commercial licensee using its station to advertise its own business interests may be able to reduce potential anticompetitive effects by selling advertising time on a nondiscriminatory basis to competing businesses, but that course of action is foreclosed to noncommercial stations," he said.

"Even if all such profits were to be used to support noncommercial television, the station's outside business venture would nonetheless be a commercial one and any announcement promoting *The Dial* would be a commercial," the petition said, adding, "*The Dial's* promotional literature leaves no doubt that it seeks to be a profit-making commercial activity."

The Dial, whose initial circulation is expected to reach 650,000—with an outside potential of 1.5 million—has been advertised heavily in trade publications. *The Dial* will charge a one-time rate of \$2,440 for a four-color full-page bleed ad in its Washington edition at a cost-per-thousand of \$27.11.

Washingtonian, on the other hand, charges \$4,195 for the same page, at a cost-per-thousand of \$43.02—\$15.91 more than *The Dial*.

Bailey said that in the other cities, where there are also regional publications, the cost-per-thousand does not differ more than \$4, and he suggested that Merrill's rates are the cause for his concern.

Merrill, however, warned that even Congress may get into the flap. "It is a fair assumption on our part," he said, "that no one on Capitol Hill, both in the liberal and

conservative camps, wants to fund a national magazine with taxpayers' money." And this, in essence, is what will happen, Merrill charged, if the stations are able to promote the publication on-air. "Promoting the magazine while soliciting contributions would promote the sale of a product no less than would be the case if a non-commercial station sought to raise operating funds by owning a chain of retail stores and by seeking to promote patronage of the stores through on-air announcements," he said.

The Dial attorneys, as well as attorneys for all four stations, met in Washington last week to draw up a response. The consensus was that nothing is being done differently with *The Dial* than has been done before with various program guides. Each station will issue a separate, but coordinated, response.

The FCC, on the other hand, has just begun to look at the proposal. One FCC spokesman acknowledged that there are other program guides and questioned whether *The Dial* would be in trouble "just because it may be the slickest."

Pittsburgh cable franchise award target of federal probe, lawsuit

Grand jury and FBI question city officials and executives of CATV firms; one losing applicant takes the case into court

Warner Cable of Pittsburgh is proceeding to develop a cable franchise to serve the city's 500,000 residents despite a lawsuit and a federal investigation that cloud the

future of cable in the city.

The suit was filed against city officials and the Warner Amex subsidiary by Three Rivers Cablevision Inc., one of three cable bidders the city passed over in awarding the franchise to Warner last January (BROADCASTING, March 17). In the suit, Three Rivers, a subsidiary of American Television & Communications, claimed the franchise award "was made to carry out a predetermined and unlawful preference in favor of Warner and against [Three Rivers] in flagrant disregard and contravention . . . of the bidding process."

The other two losing bidders, Allegheny Cablevision (Community Telecommunications Inc.) and Community Cablevision (Teleprompter Corp.) have not joined Three Rivers in challenging the franchise.

Although the United States attorney's office in Pittsburgh will not confirm or deny the existence of an investigation, a federal grand jury and the FBI have been looking into the possibility of bribes or influence-peddling in connection with the four-year battle for the franchise.

Indications are that the activities of all four bidders as well as city officials are being examined.

Richard Emenecker, superintendent of Pittsburgh's Bureau of Cable Communications, said the FBI has questioned him on whether he had knowledge of any bribes being made to or accepted by city officials. Emenecker's reply: "Absolutely not."

The FBI also questioned a secretary at Warner, who has since left the company. Ronald J. Castell, vice president of Warner Cable of Pittsburgh, said he knew that the FBI was questioning the woman, Sharon Lagamba, but he didn't know what she was asked or what she might have said.

Also questioned by the FBI was Gilbert F. Lucas, general manager of Allegheny Cablevision, holder and operator of several franchises in boroughs and townships surrounding Pittsburgh. Lucas refused to comment on his interrogation, saying that he was admonished by the FBI not to discuss the matter with anyone.

Castell and Sophie Masloff, the councilwoman who has been at the forefront of cable franchising in the city over the last four years, both appeared last May before a federal grand jury that was probing the award of the franchise. And, according to Masloff, two other councilmen, Richard E. Givens and Eugene P. DePasquale, were also subpoenaed, but both refused to appear.

Castell said most of his testimony dealt with providing general information on Warner's activities throughout the franchise process and background on the cable business. "Obviously, I was the first person to appear before [the grand jury] that knew anything about the cable industry," said Castell.

Throughout the questioning by U.S. Attorney Robert Cindrich, who has taken a personal interest in the investigation, and his assistant, J. Alan Johnson, Castell said he never felt that Warner was the target of the probe. He said he was asked for any information he had on wrongdoing involving

Intermedia

Nine for fourth. Britain's Independent Broadcasting Authority has named nine members of board that will run country's fourth television channel: William Broan, managing director of Scottish Television; Roger Graef, independent producer and director; Glyn Tegai Hughes, BBC national governor for Wales; David McCall, chief executive, Anglia Television; Sara Morrison of General Electric Co. and member of Committee on the Future of Broadcasting; Anthony Smith, director of British Film Institute; Anne Sofer, member of London's Educational Authority; Brian Tesler, managing director, London Weekend Television; Joy Whitby, head of children's programs, Yorkshire Television. IBA previously appointed Edmund Dell as chairman, and actor Sir Richard Attenborough as deputy chairman. Board will operate new television service, which will be commercial, but not under direct control of commercial companies operating country's existing commercial network.

Piecing it together. Storer Broadcasting picked up cable franchise of another incorporated town in sprawling Washington suburb of Prince George's county, Md. Six-thousand-home franchise for College Park includes campus of University of Maryland.

Photo donation to Pioneers. Broadcast Pioneers Library, Washington, has received gift of 10,000 pictures of TV personalities and programs of 1940-60 era from *St. Louis Post-Dispatch*. Many of TV celebrities were also radio entertainers. Library's radio-TV archives now total 20,000 photos. *Post-Dispatch* is owned by Pulitzer Publishing Co. whose group broadcasting interests include KSPK-TV St. Louis, which went on air in 1947 as KSD-TV.

other companies and city officials.

Masloff felt the intent of the grand jury was to clear the air. "The city has been rife with rumors," and the investigation was needed to put the rumors "to rest once and for all," she said.

She said she was asked whether she had ever been solicited for bribes by anybody and whether any of the cable companies had promised to make contributions to her campaign treasury. She answered "no" to both questions.

Asked whether she had had any contact with any Warner officials during the process, she said that she did have lunch with Castell, but added she had also had lunch with officials of all the other cable companies. "I've discussed cable with everybody in Pittsburgh regardless of who they were or who they were connected with."

The grand jury told her that she was not the target of the investigation and she was there only to provide information, she said. Masloff had been advised by her attorney that under her Fifth Amendment rights she did not have to appear before the grand jury, but, having nothing to hide, chose to go anyway.

The law suit has been on hold since May 21, when lawyers for Three Rivers and the defendants argued before Judge Gustave Diamond the merits of a motion to dismiss filed by the defendants. All parties

are now awaiting the judge's decision.

The defendants in the case have allowed Three Rivers to take a deposition from Emenecker, although procedure usually dictates that depositions be put off until the court rules on a motion to dismiss.

Emenecker said that since the last week of May, he has given five full days of testimony, the last being July 3.

Emenecker said he was asked detailed questions based on the reams of documents he had gathered since he first became involved in the Pittsburgh cable franchising as a member of a cable study committee in 1976.

He said most of the questions dealt with the thrust of the Three Rivers suit, that "no clear-cut guidelines" had been established for evaluation of plans for the inclusion of local minority owners in the local cable company. Emenecker said he was also asked whether he had any direct or indirect knowledge of bribes or influence peddling. Emenecker said he testified that he had no direct knowledge of wrongdoing and that his personal ethics prevented his passing on any rumors or the names of persons from whom he might have heard rumors.

A clause of Warner's contract with the city stipulates that Warner must proceed with the construction of the system regardless of any lawsuit brought against it.

In accord with the clause, Warner is moving ahead with its build. Castell said so far the build is ahead of schedule and that he is fully confident that the company will sign up its first subscribers before the end of the year.

He said 60 miles of the proposed system's approximately 711 miles had already been mapped out. The Warner staff is growing. Already there are 30 people on board and Castell soon expects to hire finance, marketing and program directors. If all goes well, Castell said that by September or October, sales crews will be out, offering service to some of the 15,000 homes Warner hopes to have passed by the end of the year.

Castell's optimism comes in the face of some early technical problems that have caused Warner to make changes in its proposed plant. The original tower site had to be moved from the north side of the city, where it was to have shared grounds and facilities with WTC-TV Pittsburgh, to Banksville Park in the South Hills. Castell said that Warner has been negotiating with the city Urban Redevelopment Authority for use of the land and that he expects to have made a deal by today (July 14). The change of the tower site, Castell said, has not slowed down Warner. "To the best of my knowledge," he said, "everything has gone smoothly so far."

Business

Wall St.'s Hoffman predicts jumps in profits for CBS and NBC, and decline for ABC

Money estimates based on ratings predictions show surprising 19% boost for third-place network

"ABC will probably sustain lower network prime-time profits, CBS's could increase by about 15% and NBC could have a rather dramatic increase." That's among the conclusions media analyst Anthony M. Hoffman of Bache Halsey Stuart Shields reports after examining the results of his annual survey of the predictions and plans of the programming executives at leading advertising agencies.

Starting with the programming experts' predictions of the ratings potential of the programs in each networks' schedules, and adjusting for the premium or penalty advertisers are likely to assess to adjust for demographic skewing, Hoffman estimates that ABC's billings will increase 3.7% for the 1980 season, CBS's 15%-16% while NBC will increase its billing more than 19%. Hoffman estimates that ABC's share of network prime-time billings will drop from 39.1% to 36.2% (\$302.7 million),

CBS's will climb from 32.1% to 33.1% (\$275.7 million), and NBC's will go from 28.8% to 30.7% (\$256.7 million).

Hoffman suggests the agencies are "correcting" for errors they made last season in overestimating ABC's performance and underestimating that of NBC. The downgrading of expectations for ABC this season, he says, "can be a rather serious blow due to the softness in fall pricing being evidenced at the moment and the inexorable escalation in total network costs."

Reviewing the series performance estimates, Hoffman says the hallmark of 1980 season projections is for closer competition between ABC and CBS, "with NBC and ABC losing enough share to CBS to give it the lead." The "experts" who responded to Hoffman's survey give CBS so significant a victory margin on Friday and Sunday nights that the network will win the weekly race even though losing the five remaining nights to ABC by close margins. The weekly shares of each network are being projected as follows: CBS 34.8; ABC, 34.1; NBC, 31.1.

A separate yet significant result of the survey, Hoffman says, is a prediction of lower aggregate ratings for the network audience. He sees a 2.3% drop in predicted network ratings, due to the use of lower HUT assumptions by the agencies. That's significant enough, he adds, to offset the 3.0% growth in television homes predicted by Nielsen, removing what in the past had

been a moderating force on the rate of increase in cost-per-thousand.

As for individual shows, CBS is projected to have nine of the top 10, eight of which fall in a "super hit" category of a 22 or better rating. ABC's only entry in either pack is *Three's Company*, which itself is slated for "significant decline," from second to eighth position. Other slipping hits at ABC are projected as *Eight is Enough*, dropping from 12th to 21st, and *Charlie's Angels*, falling from 19th to 35th. CBS's *Flo* is the only hit at the network projected to have a major decline, from 8th to 47th. At NBC, *Little House on the Prairie* is tagged as falling out of the top 20 to 24th.

The only new program the agencies see cracking the top 20 is ABC's *Too Close for Comfort*.

Hoffman isn't so certain that the agencies' guesses are going to prove correct. He thinks they may be overestimating CBS's performance "because of the charge which CBS put on to win the 1979-80 seasonal average." ABC might yet win first place, although suffering a share decline, Hoffman suggests. And insofar as NBC is concerned, Hoffman says "the experts have been unnecessarily harsh. Although we are not predicting that NBC is ready to relinquish the cellar, we do believe that NBC's 1980-81 schedule will have sufficient success to rejuvenate confidence in Fred Silverman and raise the network's prime-time ratings by a meaningful amount."

CBS's second quarter matches predictions

While broadcast operations post gain, over-all company revenues and income drop

Broadcasting was the only bright spot in the second-quarter earnings reported by CBS last week.

The numbers released by the company mirrored the anything-but-rosy outlook its new president, Thomas Wyman, had provided security analysts (BROADCASTING, July 7); pretax profits were off 18.4%, net income 17.3% from the same quarter the year earlier. (Half the earnings decline, CBS said, stemmed from the fact that last year's quarter included the results of the sale of the syndication rights to CBS's Cinema Center Films inventory.) Revenues for the quarter were \$974.3 million, up 7.2%; net income was \$54.4 million or \$1.95 per share.

Revenues from CBS broadcast operations were up 15%; television network, television station and radio divisions were all said to have contributed to the earnings performance. The company claimed an unquantified profit improvement for broadcasting against a backdrop of declining profits from all its other major business segments. Nevertheless, that second-quarter profit growth in broadcasting was unable to offset the decline the segment experienced in the first quarter: Broadcasting profits for the six months were down, a development blamed on entertainment and news programming costs increases.

Company revenues for the first half were \$1.94 billion, up 11.8%, net income \$67.5 million, down 19.3%. Per share income slumped to \$2.42 from \$3.01.

Analyzing the slippage in second-quarter operating results, the company cited "the effects of general recessionary conditions in the U.S. economy on our consumer-oriented businesses." Developmental expenses for "such new business operations as CBS Video Enterprises and CBS Cable" were also mentioned.

RAM sale

Firm doesn't get enough support from group broadcasters to keep going; sells program services to McCoy Management; it won't reveal buyer of ratings service, but says 40 markets now served will be cut

RAM Research Co., San Diego, is headed for new ownership and management. The change followed a recent attempt by the present management of RAM, headed by Donald Cole, board chairman, and John E. Patton, president, to gain financial support from group broadcasters to make RAM's rating service competitive with Arbitron Radio on a national basis. Patton said last week that broadcasters had not re-

sponded affirmatively to the call for support, and the decision has been made to sell both the rating service and program service portions of RAM.

RAM's program services have been sold to McCoy Management Inc., San Diego, which has been serving as consultant to RAM for the past 16 months. Jack McCoy, president, said he will serve in the same capacity to the new group that will take over the ownership of the RAM rating service, effective Aug. 1. He said the new owners have asked that their identity be withheld for two weeks since they are in-

involved in a merger transaction outside the broadcast field.

McCoy said the new management group of RAM will continue to serve as a local market rating service, issuing monthly reports based on a one-day diary and making information available daily, if requested, via computer. He said RAM now measures more than 40 markets, but the new group "will weed out" markets lacking in station support.

Patton said that he and Cole will remain with RAM until the sale of the rating service is completed.

Bottom Line

Come barter with me. Nation's airlines have been given freer hand to exchange seat tickets for wide variety of commodities and services, including broadcast advertising, celebrity endorsements and use of creative talent. Civil Aeronautics Board said move is to give airlines "greater flexibility" in making day-to-day decisions, especially those connected with advertising and marketing costs. Barter practice was first condoned by CAB in 1955 to help small carriers. In recent years, CAB has ruled on such requests on case-by-case basis and placed limit on monetary value. New blanket permission is considered latest step by CAB in keeping with airline deregulation act of 1978.

It's final. Taft Broadcasting Co., Cincinnati, has completed previously announced purchase of assets and assumed certain liabilities of Schick Sunn Classic Productions Inc. and two Schick subsidiaries for \$2.5 million. Assets are to be integrated into new Taft International Pictures Inc. ("Bottom Line," June 30).

Buy bid rebuffed. Twentieth Century-Fox offered to buy out Chris-Craft Industries' 20% stake in motion picture firm at \$45 per share, but was rebuffed by Chris-Craft's board. Chris-Craft, which has maintained it isn't looking for take over, just investment, didn't elaborate on reason for turn-down of Fox offer. Companies indicated there are no further negotiations.

Settled. Wometco Enterprises has settled \$1.2-billion lawsuit brought against it by Edward Sarlui, its one-time partner in ADWO, distributor of films in Latin America, by buying out Sarlui's 50% interest in ADWO for \$2 million. In March Wometco announced that Sarlui had countered its attempt to dissolve partnership with suit alleging fraud, breach of contract and other misdeeds in formation, operation and termination of partnership. Wometco will continue operation of ADWO as wholly owned subsidiary.

British get-together. Joint venture in audio and video records and tapes was announced by RCA Records, U.K., and Precision Records and Tapes. Improved profitability and market share in United Kingdom are goals.

Highlander fling. Media General Inc., Richmond, Va., has acquired Highlander Publications Inc., publisher of 17 weekly newspapers in Los Angeles and Orange counties, Calif. Price was \$12.7 million. Media General's holdings include radio and TV properties, newspapers, commercial printing operations and newsprint recycling mills.

Upping its stake. Equitable of Iowa Companies has bought an additional 333,400 shares of newly issued Heritage Communications common stock at \$15 per share. At time of purchase, Heritage shares were trading in \$13-per-share range. Transaction brings Heritage outstanding stock to about 3.5 million shares. Des Moines, Iowa-based Heritage said it will use sale proceeds of approximately \$5 million for continued expansion in its present fields of cable TV, broadcasting and advertising products. Equitable of Iowa, holding company with subsidiaries in insurance and retailing fields, will have aggregate of 831,000 shares of Heritage common.

Bank sale. Warner Communications Corp. has finally managed to sell 63% interest it held in Garden State National Bank, Paramus, N.J. Sale to Fidelity Union Bancorp for \$54.2 million had previously met opposition from Federal Reserve Board.

Barris pays. Chuck Barris Productions declared regular quarterly dividend of three cents a share payable Aug. 15 to shareholders of record July 25.

Fox notes. Twentieth Century-Fox Film Corp. announced registration with Securities and Exchange Commission of offering of \$50 million in seven-year senior notes and \$50 million in 20-year subordinated debentures. Lehman Brothers Kuhn Loeb is to head underwriting group.

Programing

Y&R sees little threat from pay to network levels

Limited amount of product means rerun scheduling, and that means viewers don't have to give up conventional viewing, study says

An analysis prepared by Young & Rubicam concludes that pay television's impact on network TV viewing will be negligible through 1985.

Among the reasons cited by Y&R for its projection was research data showing that in pay-cable homes, prime-time network viewing was only slightly lower than in total U.S. TV homes; that the pay cable practice of repeating movies and other programs leads to a high cumulative rating but a comparatively low average rating, and that there is a limited availability of quality movies, which have been the leading audience draw for pay TV.

Y&R presented Nielsen data for the period spanning February 1979 through February 1980. It showed that in pay cable homes, the total ratings for the three networks averaged 52.8, as compared with 56.5 in total U.S. TV households.

"The 3.7 rating-point difference is the potential loss that one might expect if pay household behavior today is projected to a future of 100% pay cable penetration," Y&R said. "This would not seriously affect an advertiser's ability to reach consumers through network television. The end of network television as a mass medium is not in sight."

Y&R believes that pay cable will continue the repetitive scheduling structure to satisfy the needs of viewers and to gain access to costly programming that is affordable only through the rerun pattern. But this practice tends to dilute the effect on network viewing, the agency maintains.

"The ratings impact of most pay cable programs is spread out over different days and different time periods. The total rat-

CBS streak broken. After seven consecutive weeks with the highest prime-time average, CBS-TV fell to ABC-TV for the seven nights through July 6. The scores tabulated last week showed ABC with a 14.6 rating and 30.9 share; CBS: 13.1/27.7, and NBC-TV a dismal third at 10.6/22.3. Leading the top-10 program list was ABC's *Three's Company* (21.9/43) and CBS's *M*A*S*H* (21.9/40), followed by ABC's *Hart to Hart*, *Vega\$, Taxi* and *Fantasy Island*; then CBS's *House Calls*, *Lou Grant*, *Jeffersons* and *60 Minutes*. At rock bottom, in 60th position, was the second in NBC's occasional *Live from Studio 8H* series (5.8/11)—this one on Jerome Robbins. NBC's top-rated show, *Real People* (14.7/32), made it only as high as a tie for 20th place, as long-form reruns and movies such as *A Woman called Moses Parts I* (13.0/24) and *II* (11.7/22), "The Music Man" (7.7/21), and "Peeper" (8.9/19) and regular series provided numbers far from those that mean a winning week. During the week, ABC won Tuesday, Wednesday, Thursday and Saturday; CBS took Monday, Friday and Sunday.

Monitor

NFL holds that line. Current National Football League policy that permits telecasts of home games on team's local TV station will remain in effect for at least two more years. Chairman Lionel Van Deerlin (D-Calif.) of House Communications Subcommittee said he had received that assurance from NFL Commissioner Pete Rozelle. Policy stems from 1973 law that Congress passed and that for three years banned blackouts of home professional sports events that were sold out three days in advance. After 1976, Rozelle twice voluntarily extended partial lifting of blackout that had been in effect for 23 years prior to 1973.

Moved. Jayne Kennedy, CBS Sports commentator and co-host of *NFL Today* and other sports specials on CBS-TV, will leave CBS next fall. She has been named co-host on NBC-TV's new series, *Speak Up, America* (Fri., 9-10 p.m.). Kennedy offered to work on both *NFL Today* and *Speak Up, America*, but CBS Sports felt personal and schedule conflicts would occur if she undertook both assignments.

Loni vs. Loni? CBS-TV confirmed that it and producer MTM had gone to court seeking injunction against ABC airing 90-minute episodes of *Love Boat* and *Fantasy Island* Tuesday, Sept. 13. Each features Loni Anderson, whose regular series, *WKRP in Cincinnati*, produced by MTM, starts new season on CBS same night. ABC, however, says two Anderson episodes haven't been scheduled yet.

In the marketplace. Add Syndicable to list of companies looking to distribute to cable systems and subscription-TV operations. It's new off-shoot of Jericho, N.Y.-based Television Syndication Group and is looking to make major thrust in basic-cable realm. Among series: *Melting Pot*, *Success*, *Up for Grabs*, *Coping*, *Masters of the Martial Arts*. Warner Amex Cable Communications last week was scheduled to introduce *Our Place*, program made exclusively for hearing impaired, on three of its Cincinnati area systems. Produced by Douglas S. Paddock, with Warner Amex grant, it has been offered to other cable operators and noncommercial WCET(TV) Cincinnati. It's a pilot in sign language.

ings of a single program can be high without being focused on one particular night."

Although certain motion pictures have scored well on pay TV, an increase in premiere movies will not necessarily result in a rise in pay-TV audience levels, according to Y&R. The agency maintained that it's the quality and not the quantity of premiere movies that is important in assessing the current and potential impact of pay TV on network audiences.

"With the long-range supply of quality movies apparently limited, so will be the case when pay TV has the potential to cause a major impact on network audience

levels," the agency said.

Y&R estimated that as pay cable penetration has grown to 7%, national network usage has dropped by 0.3 rating points, to 99.5% of its pre-pay level.

"Assuming that pay cable subscriber behavior today is representative of pay cable behavior in 1985, when we estimate a television penetration level of 20%, national network usage could be expected to be off by seven-tenths of a rating point relative to today," Y&R reported. "This amounts to less than a 1% drop-off in the average network's rating from 18.8 today to 18.6 in 1985."

The agency cautioned that its analysis concerned only the impact of pay television (including over-the-air) on network TV viewing and did not embrace other outlets, including videodisks and tapes and basic cable.

Y&R unveiled its findings at a news conference in New York last week. In reply to a question, Joseph Ostrow, senior vice president and director of communications services, said that the agency "is investigating pay television advertising opportunities but has not made any deals as yet." He said that pay television provides an opportunity "to put something of a lid on media cost inflation."

DFS picks CBS

Dancer Fitzgerald Sample Inc., New York, rides with CBS as the winner in the 1980 fourth-quarter, prime-time network race with an average 19.4 rating, outrunning ABC with an 18.9 and NBC with a 17.5.

DFS predicts there will be "no huge successes" from the starting line-up of 16 new shows and cites only three such series as "possible" hits: *It's a Living* and *Too Close for Comfort* on ABC and *Magnum P.I.* on CBS.

On a night-by-night basis, DFS projects CBS as a "big winner" on Friday and Sunday; ABC as the power on Tuesday, Thursday and Saturday and ABC and NBC battling it out on Monday and Wednesday.

The DFS analysis indicated that theatrical film inventories are "stronger and deeper" than in recent seasons. It stresses that ABC has the rights to a large share of box-office titles; CBS has a mixture of Hollywood hits and a crop of produced-for-television features and NBC, with fewer movie blockbusters, has increased its *World Premiere* and miniseries development.

PlayBack

Recycled. Radio version of *Merv Griffin Show* is being planned by Merv Griffin Radio, new division of Merv Griffin Productions. American Forces Radio was first to sign for new series, which is scheduled for debut in September and will feature five one-hour programs per week. Highlights from 17 years of Griffin's TV program will go into radio series, which, according to Merv Griffin Radio, is first of several syndicated programs being planned by company. For information: (213) 460-2271.

Gearing up. "Making Money with Your Mouth" will be topic of luncheon discussion on first full day of National Association of Broadcasters Radio Programming Conference, scheduled this year for Aug. 24-27 in New Orleans. Panelists at this session will be air personalities Don Imus of WJACI and Dan Ingram of WJACI, both New York, and Robert W. Morgan of KMPXI Los Angeles. This is first year NAB has included radio program directors on conference steering committee. They are Dan Halyburton of WQAM Miami and Denise Oliver of WYNN Baltimore.

First fives. These are the top five records in **contemporary radio airplay**, as reported by BROADCASTING's Playlist: (1) *It's Still Rock 'n' Roll To Me* by Billy Joel on Columbia; (2) *Coming Up* by Wings on Columbia; (3) *Little Jeannie* by Elton John on MCA; (4) *Cupid* by the Spinners on Atlantic; (5) *Steal Away* by Robbie Dupree on Elektra. The top five in **country radio airplay**: (1) *It's True Love* by Conway Twitty and Loretta Lynn on MCA; (2) *Friday Night Blues* by John Conlee on MCA; (3) *Driving My Life Away* by Eddie Rabbitt on Elektra; (4) *Blue Side Of Me* by Crystal Gayle on Columbia; (5) *True Love Ways* by Mickey Gilley on Epic.

BROADCASTING's weekly "Playlists" chart the top 100 contemporary and top 100 country records. Orders to 1735 DeSales St. N.W., Washington, D.C. 20036. \$12 each, annually.

Technology

International board may not be up to AM job

Lack of manpower, complexity of computer work involved, could hold up 9 khz plan

The International Telecommunications Union's International Frequency Registration Board, on which countries of the western hemisphere are counting for computerized studies they need in their effort to produce a plan for AM broadcasting in the hemisphere, may not be able to deliver. Put another way, the panel of experts created at the first session of the Region 2 (western hemisphere) conference on AM broadcasters, in Buenos Aires last March, to aid the IFRB has its hands full.

Wilson Lafollette, chief of the technical and information branch of the FCC's Broadcast Bureau, reported last week that the IFRB officials say they lack the necessary manpower to produce the computer programs. They were also said to have maintained that the burden of some of the requests—involving the U.S.-backed proposal to reduce AM channel spacing from 10 khz to 9—is simply too great, perhaps even beyond the IFRB's capacity.

But Lafollette, who is one of two U.S. representatives on the panel of experts drawn from eight countries, made it clear that the IFRB would not be allowed simply "to throw up its hands," as, he said, it did. And Steven D. Selwyn, of the international staff in the commission's Office of Science and Technology, the other U.S. representative on the panel, made it equally clear that IFRB troubles or no, the U.S. will not abandon its advocacy of 9 khz.

Lafollette and Selwyn were reporting on the first meeting of the panel of experts with the IFRB, held in Geneva last month, at a session of the government-industry committee that has been created to advise the commission in its preparations for the next Region 2 conference in 1981.

IFRB's manpower problems serve to point up the complexity of the tasks being assigned the agency. Lafollette estimates that the IFRB would need six to eight computer programmers working full time to meet its self-imposed deadline of the end of February, nine months in advance of the second session of the conference, to be held in Rio de Janeiro beginning in November. But the agency said it can assign the equivalent of only one and a half or two people. It has asked member nations to volunteer programmers. And Lafollette said, "hopefully, there will be" volunteers. But, he said later, "it's not easy to come up with the engineers needed to do the programs. There's a very small pool."

One of the proposed studies in connection with 9 khz would involve a comparison of the efficiency of 10 khz channel spacing with several versions of the 9 khz plan. The U.S. has proposed a plan that would result in an even distribution among existing channels of 12 new ones and would require stations to move their frequency by no more than 4 khz. Canada has suggested several 9 khz plans, including one that would require stations to move as much as 9 khz but that would result in far more major cities receiving additional frequencies than would be possible under the American proposal. (It would thus seem to be more in line with U.S. policy of making stations available for minorities, but moving off frequency more than 4 khz begins to become expensive for the stations involved.) The IFRB has a plan of its own—not to the U.S.'s liking—which calls for what Lafollette calls a "juggling" of stations, which would be shifted off frequency to the point where interference is least troublesome.

But IFRB members are said to feel that comparing more than one 9 khz plan with 10 khz spacing is too burdensome.

The proposed study that caused IFRB "to throw up its hands" calls for a projection of the additional stations that 9 khz would make possible. The IFRB members feel there simply would be too many variables—of power, antenna height and location—with which to cope.

Lafollette indicated the U.S., for one, is not about to let the IFRB give up. As for

comparing more than one 9 khz plan with 10 khz spacing, he said, in an understatement, "if we decide it's necessary, maybe we can persuade them [the IFRB]." Later, he said flatly, "We don't accept" the complaint that such a study would be "too time consuming."

But he said that since the U.S. "was the most vocal" on keeping all options open, it is obliged to demonstrate the need for comparing more than one plan. That demonstration will have to be made soon, at the next meeting of the panel of experts and the IFRB, beginning on Sept. 15, in Rio.

By then, also, the U.S. will have to come up with an answer to IFRB's complaint that it simply does not know how to design a program to determine the number of additional stations that 9 khz spacing would make possible. "If we want such a study," he said, "we'll have to brainstorm and demonstrate how it can be done."

Both LaFollette and Selwyn acknowledged that the studies eventually done by IFRB may not be as detailed or as accurate as originally hoped. But Selwyn said that does not mean the conference will abandon the 9 khz plan. The government adopted it after the FCC conducted a rulemaking proceeding, and, Selwyn said, the U.S. "is committed to 9 khz." He also said "a majority" of other countries in the hemisphere is similarly committed, although the U.S. was unable at Buenos Aires to persuade the conference to make that statement (BROADCASTING, March 24). Then he said, "The U.S. doesn't need the results of a comparative study of 9 khz to make a decision. We have already made a decision."

DBS study missed the point, say NAB and NBC

Comments on FCC staff report on satellite-to-home service say effect on local TV was not taken into account

Both the National Association of Broadcasters and NBC question the desirability of direct satellite-to-home broadcasting, saying it threatens the principle of local broadcasting.

The comments were filed in response to a report released by the FCC's network inquiry staff—"Direct Broadcast Satellites: Legal and Policy Options" by David M. Rice, associate director, Communications Media Center of New York Law School—concluding that within a decade, millions of people throughout the world will probably be receiving substantial television service directly from satellite transmitters, no matter what American policy decisions about DBS are made (BROADCASTING, April 7).

NAB feels that Rice failed to grapple with the "crucial threshold question: What role does a direct broadcast satellite service have in our broadcasting system?"

InSync

Beat the heat. Magnavox Consumer Electronics has sent letter to FCC urging it "to adopt order and opinion promptly" in AM stereo proceeding. Letter was Magnavox's reaction to news (BROADCASTING, June 30) that instead of writing order defending selection of Magnavox system as industry standard by FCC (BROADCASTING, April 9), FCC staff was preparing further notice of rulemaking to gather more information. Magnavox letter said preparation of notice is result of pressure from those who disagreed with FCC's original, tentative decision. "This effort to influence the commission by ex parte communications induced by parties to this proceeding long after the cut-off date is totally inconsistent with the commission's policies and regulations."

Caption plea. National Association of the Deaf, at its centennial convention in Cincinnati, passed resolution that "earnestly pleads that CBS reassess its social and moral obligations to serve the entire American population" by joining other networks in closed-captioning of programs through National Captioning Institute. (CBS has said it thinks teletext offers better prospects for deaf.) Also at convention, NCI board member Frank Sullivan presented association with first integrated closed-captioning receiver, which internalizes decoding circuitry. Integrated sets, like add-on decoders, are available through Sears.

\$9-million order. RCA Cablevision Systems, Van Nuys, Calif., has received contract worth more than \$9 million from Acton CATV Inc., Acton, Mass., to supply equipment and installation services for 13 cable systems to be built in Utah and California. Systems will be built in Utah in Midvale, Pleasant Grove, American Fork, Sandy, Orem, Lindan and West Jordan and in California in Riverside, San Dimas, Rialto/Muscoy, Glendora, Duarte and Monrovia. They will begin operations later this year and early in 1981.

Dish offer. Promising "everyone" "access to the more than 60 satellite channels," American Value, Inc. of Rolling Meadows, Ill., is setting up a dealer/distributor network to market its \$4,995 earth stations to the general public. Package includes 10.5-foot antenna, low noise amplifier and 24-channel receiver. Company president, George E. Jones, is predicting sales of 8,000 to 10,000 units in 1981.

Deal. Golden West Subscription Television, Los Angeles, has reached agreement with American Television and Communication Co., Denver, to use latter's SSAVI System I decoder units for GWSTV's soon-on-air subscription television service in Oklahoma. "Multimillion-dollar" order includes agreement to use decoders in other GWSTV operations. Declining to reveal specifics of agreement, STV firm said that order "represents a unit number bigger than the total number of U.S. homes now receiving" STV, some 400,000 homes. Zenith Radio Corp. will manufacture ATC-developed boxes.

Venezuela videotext. Telidon, videotext technology originally developed by Canadian government researchers, has been selected by Venezuela for new system to provide public access to government statistics and information. Telidon equipment worth \$750,000 has been ordered from Toronto-based licensee, Infomart. Thirty user terminals are to be installed at various locations in capital city of Caracas by end of year.

NAB said it is not "flatly" opposed to DBS, but "in light of its potentially disruptive social, political and economic impact on local broadcasting, we do have serious questions about its desirability."

DBS, NAB said, is incapable of delivering essential local services such as local news, public affairs, sports, public events, weather and emergency information. DBS, the broadcast trade association said, is a "national service," which would be "financially able to siphon audience-building programs from off-air television. This would in turn lead to an erosion of local television's audience."

NBC believes that there are other policy issues at hand besides localism—such as "whether DBS is an efficient use of the electromagnetic spectrum or whether DBS should be regulated as a common carrier or a broadcaster."

NBC said that while the future development of DBS is "uncertain" it is distinguishable from new technologies which, "viewed as a whole are already a significant force in the marketplace."

NBC urged the FCC to "reject additional regulation of conventional broadcasters and instead consider deregulation to eliminate current regulatory restrictions that restrain the ability of broadcasters to compete on an even-handed basis with the new program delivery systems created by these new technologies."

CBS said it would not comment on the "abstract issues raised by this report" because many of them would be, presumably, addressed in the context of an FCC inquiry into whether to authorize DBS service. It did, however, take issue with a suggestion in the FCC staff report that multiple media interests ought to be a factor in choosing DBS licensees. CBS said existing FCC policies ought not to be "automatically extended to bar participation by existing communication entities in developing new methods of delivering television programming."

Such policies, CBS said, "may be inappropriate or unnecessary in light of the rapidly changing climate created by these new technologies."

Fighting fire with fire, television style

After '60 Minutes' broadcast it felt was inaccurate, Illinois Power put together its own show rebutting specific claims; it makes copies for anyone sending in a blank tape—so far it's sent out 1,500

Illinois Power may not have the mass-media wherewithal to change the minds of all the viewers who saw a *60 Minutes* segment last November accusing the company of mismanaging its first nuclear plant. But through the process of creating its own *60 Minutes: Our Reply* and distributing it to whoever sends in a blank videocassette for dubbing, Illinois Power has taken the rebuttal stage well beyond angry letters to the editor or FCC complaints.

Since the 42-minute *Reply* was produced a week after the *60 Minutes* segment with Harry Reasoner aired Nov. 25 (BROADCASTING, March 3), some 1,500 copies have been distributed. According to Al Adams, Illinois Power's media relations supervisor, the utility company hasn't been aggressive in promoting distribution; he says there has been no solicitation or a screening schedule beyond the first showings Illinois Power had for its own employees and customers.

There apparently has been no need for it. By sitting back and waiting for requests, Illinois Power seems to be reaching the audience any advertising agency whiz might have targeted anyway.

Among those most interested in *60 Minutes: Our Reply* have been "businesses of all kinds," Adams said, such as utility companies and sales firms. Company headquarters that have sent in blank cassettes for dubbing include General Electric, General Motors, Kemper Insurance and Caterpillar Tractor.

Why all the interest? Adams hasn't

done any studies on the subject but he has a "guess." In an environment where, rightly or wrongly, the business community generally views the press as biased, he explained, other companies are interested in "somebody doing something about it."

What Illinois Power did about it was to tape all the interviews that *60 Minutes* had with Illinois Power officials. In the 42-minute tape, viewers see the CBS News version matched against the Illinois Power version.

For its own part, CBS News acknowledged two inaccuracies which it believes it corrected in a January broadcast. The fray continued, however, as Illinois Power then claimed one of the "corrections" was incorrect.

Another problem arose after CBS News learned that more than 1,000 cassettes had been distributed, enough play to go beyond the informal agreement CBS thought it had with Illinois Power which called for it to be viewed only by employees, stockholders and customers. CBS attorneys have sent out a letter claiming that the *60 Minutes* copyright may have been violated.

In the meantime, Illinois Power has been getting pats on the back from other utilities, culminating last month with the Edison Electric Institute's highest award for "distinguished service" to the industry.

While it would not have matched the original *60 Minutes* exposure, the *Reply* came close to having "superstation" television coverage. According to Sidney Pike, vice president and director of television operations for Ted Turner's WTBS(TV) Atlanta, the rebuttal "came pretty close" to being aired.

Pike explained that "I slipped over it; I thought it was great," adding that someone finally "had an answer" to rebutting documentaries and that "the public had the right to see the other side."

WTBS, however, canceled plans to run it, Pike said, because "Illinois Power wouldn't back us up" and "sent us a letter saying we run it at our own risk."

Aside from the tape distribution across the board, the possible play on WTBS also was a major reason why CBS sent a letter to Illinois Power bringing up the copyright issue.

Indeed, Illinois Power's Adams said, the utility is concerned about copyright and sends a cover letter with each cassette warning that it should not be used for commercial purposes. As for CBS's letter claiming that the amount of distribution may be violating copyright, Adams says that Illinois Power has consulted its attorney and is continuing the circulation of cassettes.

ITNA defections reduce membership

Eight of 24 stations say they won't renew contracts in fall; rate increases set for those that stick with news service

One-third of the membership of the Independent Television News Association—eight of 24 stations—plan to pull out of the news consortium as of Oct. 31. While a shock to the system, ITNA claims its life isn't threatened, citing the commitment of remaining members, which have agreed to make up any financial shortfall.

WPIX(TV) New York, one of ITNA's founders and now running its own Independent Network News service, represents the hardest blow to ITNA not only because it is a New York outlet but also because ITNA has had its headquarters at the station. The question of moving is still up in the air, although a strong possibility is that new facilities will be provided by another New York ITNA member, WNEW-TV.

Other drop-outs are WGN-TV Chicago (co-owned with WPIX); KMPH(TV) Fresno (Tulare) Calif.; WTBS(TV) Atlanta; WCCB(TV) Charlotte, N.C.; KTXL(TV) Sacramento, Calif.; KMSP-TV Minneapolis, and WTOG(TV) St. Petersburg, Fla. WGN-TV, WPIX and KMPH are the only ones,

Join the crowd. KABC-TV Los Angeles provided the pool for the proceedings in the courtroom of Pasadena, Calif., Superior Court Judge Gilbert Alston as the nation's most populous state joined 27 others in allowing some form of broadcast coverage in the courtroom. California began a one-year experiment with camera coverage on July 1. Under the terms of the experiment, coverage must be approved by the judge, the prosecutor and the defendant in criminal cases. Only the judge's approval is required for civil cases. The first case covered involved plea bargaining in a drug case. At the conclusion of the experiment, it will be evaluated by Ernest H. Short & Associates, a research firm, under a \$100,000 federal grant. The experiment originally was scheduled to begin June 1 with only the judge's permission required for coverage. The California Judicial Council changed that, however, when the U.S. Supreme Court agreed to hear a Florida appeal contesting the presence of cameras in a criminal trial. The rules of the California experiment forbid focusing on jurors and allow a judge to limit photography of some witnesses.



however, who are also INN subscribers.

Both WPIX and WGN-TV had requested six-month extensions of current contracts, which expire Oct. 31, before ending the relationship with ITNA. However, the requests were turned down. With the six-month extension, WPIX had asked for an increase in the fee it charges to supply ITNA with production services, claiming that "the present fee amounts to a con-

siderable subsidy by WPIX to ITNA."

WPIX has informed ITNA that since the extension was denied, it will "continue to serve as the ITNA production and transmission center until the conclusion of the Democratic convention, with our services ending after Aug. 15."

With the new contract, which begins Nov. 1 and runs 14 months in order to bring commitments to a calendar-year

basis, ITNA dues go up 11% for all members. In addition, controlling (founding) member stations also will pay an additional 4% plus making up the difference from those who are dropping out.

Controlling stations that plan to remain are KPLR-TV St. Louis; KTLA(TV) Los Angeles; KTVU(TV) San Francisco (Oakland), and Metromedia's KTTV(TV) Los Angeles, WTTG(TV) Washington and WNEW-TV.

For the Record

As compiled by BROADCASTING June 30 through July 3 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. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

TV applications

■ Little Rock, Ark.—Central Arkansas Television Inc. seeks ch. 16; ERP: 2378 kw vis., 238 kw aur., HAAT: 1,610 ft.; ant. height above ground: 1,052 ft. Address: 2148 1st National Bank Bldg., Little Rock 72201. Estimated construction cost: \$2 million; first-year operating cost: \$310,158; revenue: \$2.3 million. Legal counsel: Koteen & Burt, Washington; consulting engineer: Carl T. Jones Springfield, Va. Principals: James G. Tucker (34%), Daniel H. Garner Jr. (33%), Richard L. Mays and Perlesta A. Hollingsworth (14% each) and Thedford Collins (5%). Tucker is partner in Little Rock and Washington law firms and former member of Congress representing 2nd district of Arkansas (1977-79). Garner is Little Rock real estate developer. Mays is associate justice of Arkansas Supreme Court. Hollingsworth is Little Rock attorney and Collins is account executive with Merrill Lynch stock brokerage firm, Little Rock office. They have no other broadcast interests. Ann. July 2.

■ Little Rock, Ark.—Grant Broadcasting Corp of Little Rock seeks ch. 16; ERP: 1820 kw vis., 182 kw aur., HAAT: 1,461 ft.; ant. height above ground: 950 ft. Address: % Nixon, Hargrave et al 1666 K St., N.W., Washington 20006. Estimated construction cost: \$2.8 million; first-year operating cost: \$565,700; revenue: \$400,000. Legal counsel: Nixon, Hargrave, De Vans & Doyle, Washington; consulting engineer: Cohen & Dippell, Washington. Principals: Milton Grant, who is president and general manager of WDCA-TV Washington and applicant for new UHF in Washington. Ann. July 2.

■ Little Rock, Ark.—Little Rock TV 16 Inc. seeks ch. 16; ERP: 1125 kw vis., 112 kw aur., HAAT: 1,752 ft.; ant. height above ground: 1,137 ft. Address: Box 2177 Little Rock 72201. Estimated construction cost: \$1.06 million; first-year operating cost: \$336,250; revenue: \$330,000. Legal counsel: Arnold and Porter, Washington; consulting engineer: John Seymour, Ada, Mich. Principals: Deborah Mathis (20%); Hugh R. Wilbourn III, James T. Shrigley, Robin B. Martin and L. William Seidman (18% each), and Joyce V. Hatton (8%). Mathis is assistant news director for KARK-TV Little

Rock. Wilbourn is director of public affairs, Allied Telephone Co., Little Rock. Shrigley is general manager of KSPN(FM) Aspen Colo. Martin is president and 50% owner of WFGL(AM)-WFMP(FM) Fitchburg, Mass. Seidman is former chairman of WZZM-FM-TV Grand Rapids, Mich. Hatton is vice president and 10% owner of applicant for new UHF in Albany, N.Y. She is also 9% owner of applicant for new UHF in Omaha, Neb., and has 10% interest in KSPN(FM). Martin has 9% interest in Omaha UHF applicant and is 20% owner of WMGW(AM)-WZPR(FM) Meadville, Pa.; 85% owner of WOLF(AM) Syracuse and 56% owner of WRUN(AM)-WKGW(FM) Utica, both, New York. Seidman, with wife, Sarah own 20% KSPN(FM); 16% of WRVN-WKGW; 16.8% of WFGL-WFMP; 14% of Albany UHF applicant, and 9% of Omaha UHF applicant. Ann. July 2.

■ Little Rock, Ark.—LRTV Ltd. Partnership seeks ch. 16; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,590 ft.; ant. height above ground: 2,000 ft. Address: 630 Third Ave. New York 10017. Estimated construction cost: \$2.6 million; first-quarter operating cost: \$330,000; revenue: \$3 million. Legal counsel: Crowell & Moring, Washington; consulting engineer: David Steel Sr. Grasonville, Md. Principals: MMT Sales Inc. (90%), Salah M. Hassanein and wife Elyse (5% each). MMT is New York-based TV representative firm owned principally by Garrett E. Scollard. Hassanein is executive vice president for United Artists Theatre Circuit Inc., Great Neck, N.Y., movie distribution and theatre operation. Elyse is president of New York corporate communications firm. Hassanein is member board of directors of UA Cablevision Inc., Westport, Conn.-based MSO. None has other broadcast interests. Ann. July 2.

■ Little Rock, Ark.—May Broadcasting Co. of Arkansas Inc. seeks ch. 16; ERP: 5000 kw vis., 500 kw aur., HAAT: 2,000 ft.; ant. height above ground: 1,482 ft. Address: 2200 Worthen Bank Building Little Rock 72201. Estimated construction cost: \$4.6 million; first-year operating cost: \$419,103; revenue: \$404,160. Legal counsel: McKenna, Wilkinson & Kittner, Washington, consulting engineer: Moffet, Ritch & Larson, Arlington, Va. Principals: May Seed and Nursery Co. which has approximately 90 stockholders. Edward W. May is chairman and 6.89% owner. Firm is based in Shenandoah, Iowa. It owns KMA(AM) Shenandoah, KMTV(TV) and 48.8% of KFAB(AM)-KGOR(FM) Omaha, Neb. Ann. July 2.

■ Little Rock, Ark.—Teleco Arkansas Inc. Co. seeks ch. 16; ERP: 2510 kw vis., 251 kw aur., HAAT: 1,690 ft.; ant. height above ground: 1,161 ft. Address: 2800 Fisher Bldg., Detroit 48202. Estimated construction cost: \$2.6 million; first-year operating cost: \$447,800; revenue: \$3.4 million. Legal counsel: Hogan and Hartson, Washington; consulting engineer: Jules Cohen & Assoc., Washington. Principals: Teleco Inc. is principal (80%) owner. It is owned by 26 stockholders with largest blocks held by Milwaukee-based Northwestern Mutual Life Insurance Co. (43.5%) and Cantel Inc., Canadian controlled Michigan Corp. Teleco Inc. owns WTTV(TV) Bloomington, Ind. Seymour Epstein, director of Teleco Inc. and stockholder of Cantel, is director of Universal Subscription Television Inc., Burlingame, Calif.-based firm that holds STV franchises for WQTV(TV) Boston, WGRP(TV) Detroit and KSTS-TV San Jose, Calif. (latter two not yet on air). It will also provide STV service to WWHT-TV Newark, N.J., and WSNL(TV) Patchogue (BROADCASTING Feb. 24). In addition, two mem-

bers of board of trustees of Northwestern Mutual have other broadcast interests. Harold F. Ohlendorf is 60% of KOSE(AM) Osceola, Ark. Albert L. Butler Jr. is trustee of Summit Communications licensee of WCOA(AM)-WJLQ(FM) Pensacola, Fla.; WSJS(AM)-WTQR(FM) Winston Salem, N.C.; WREC(AM)-WZZR(FM) Memphis, and KOCY(AM)-KXXY(FM) Oklahoma City. Ann. July 2.

■ Lakeland, Fla.—A-T-O Communications Inc. seeks ch. 32; ERP: 2671 kw vis., 267 kw aur., HAAT: 1,431 ft.; ant. height above ground: 1,459 ft. Address: 4420 Sherwin Rd., Willoughby, Ohio 44094. Estimated construction cost: \$3.6 million; first-quarter operating cost: \$301,500; revenue: \$15 million. Legal counsel: Koteen & Burt, Washington; consulting engineer: Carl T. Jones, Assoc., Springfield, Va. Principals: Wholly owned subsidiary of A-T-O Inc., Willoughby, Ohio-based publicly traded manufacturing company. It owns WILX-TV Lansing, Mich.: Saul L. Rosenzweig is president, communications division. Harry E. Figgie Jr. is chairman and 6.1% owner. Ann. July 2.

■ Lakeland, Fla.—Channel 32 Inc. seeks ch. 32; ERP: 1000 kw vis., 100 kw aur., HAAT: 1,040 ft.; ant. height above ground: 1,004 ft. Address: Box 3336 Madison Wis. 53704. Estimated construction cost: \$1.4 million; first-quarter operating cost: \$168,760; revenue: \$1.6 million. Legal counsel: Arent, Fox, Kintner, Plotkin & Kahn, Washington; consulting engineer: Robert A. Jones, LaGrange, Ill. Principals: Thomas Holter (25%), Joseph T. Stever and John Robert E. Lee Jr. (15% each), Lyle F. Hird and Jacquie Hur (10% each) and five others. Holter, president of applicant, is principal owner of WLVE(FM) Baraboo, Wis. He has various real estate interests in Madison Wis., area. Stever is employed with Oscar Meyer & Co., Madison-based food processing company. Lee is assistant athletic director of Univ. of Wisconsin, Madison. He is also 30% owner of Prima Inc., which has purchased KLBK-TV Lubbock and KTXS-TV Sweetwater, both Texas (BROADCASTING March 31). Hird is 60% owner of Strand Associates, Madison consulting engineering firm. Hur is housewife. Stever, Hird, Hur and others unnamed have no other broadcast interests. Ann. July 2.

■ Lakeland, Fla.—Manning Telecasting Inc. seeks ch. 32; ERP: 2838 kw vis., 259 kw aur., HAAT: 863 ft.; ant. height above ground: 911 ft. Address: 3 Park Ave., New York 10016. Estimated construction cost: Leased; first quarter operating cost: \$214,000; revenue: \$820,000. Legal counsel: Peter Shuebruk, New York; consulting engineer: Lohnes and Culver, Washington. Principals: Elizabeth C. Overmyer (100%). She is vice president of Strang Telecasting which has purchased KTUX(TV) Rock Springs, Wyo., and is applicant for new VHF in Rawlins, Wyo., and new UHF in Lima Ohio. She is also officer director and beneficiary of Clark Trust which owns Clark Television Inc., pending applicant for transfer of control of WDHO-TV Toledo, Ohio from D. H. Overmyer, Elizabeth's father, to Clark. Ann. July 2.

■ Lakeland, Fla.—Mid Florida Telecasters Inc. seeks ch. 32; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,939 ft.; ant. height above ground: 2,000 ft. Address: Box 2367 Mobile, Ala. 36601. Estimated construction cost: \$5.9 million; first-quarter operating cost: \$608,500; revenue: \$37,500. Legal counsel: McKenna, Wilkinson & Kittner, Washington; consulting engineer: Edward F. Lorentz Assoc., Washington. Principals: WKRG-TV Inc., which is wholly owned by Kenneth R. Giddens. He owns WKRG-AM-FM-TV Mobile,

Ala. He also owns citrus groves business and has various real estate interests in Mobile. Ann. July 2.

■ **Lakeland, Fla.**—Plaza Broadcasting Inc. seeks ch. 32; ERP: 5000 kw vis., 500 kw aur., HAAT: 865 ft.; ant. height above ground: 854 ft. Address: 134 N. LaSalle, Suite 408, Chicago 60602. Estimated construction cost: \$2.8 million; first-quarter operating cost: \$180,000; revenue: \$3.1 million. Legal counsel: Robert S. Stone, Knoxville, Tenn.; consulting engineer: James E. Price, Chattanooga, Tenn. Principals: Enrique Lopez (50%), Jaime A. Santillana (25%) and four others. Lopez and Santillana are partners (one-third each) in Chicago broadcast advertising, sales and production company. They have no other broadcast interests. Ann. July 2.

■ **Lakeland, Fla.**—Public Interest Corp. seeks ch. 32; ERP 500 kw vis., 75 kw aur., HAAT: 510 ft.; ant. height above ground: 547 ft. Address: 646 Boca Ciega, St. Petersburg Beach, Fla. 33706. Estimated construction cost: \$900,000; first-year operating cost: not known; revenue: \$997,500. Legal counsel: Ben Coton, Washington; consulting engineer: John H. Mullaney, Potomac, Md. Principals: Robert Keelean and Richard L. Adams (20.4% each), Dan L. Johnson and wife, Betty Jo, (17.85% each), Andrew Oravec (15.3%) and four others. Keelean is president of St. Petersburg, Fla., Buick dealership. Adams is Sarasota, Fla., investor. Johnson is Clearwater, Fla., hospital administrator and professional services consultant and Betty Jo is former management assistant with WFSO(AM) Pinellas Park, Fla. Oravec is Pasco County, Fla., banker. Johnson (25%) and Keelean (20%) are applicants for new FM in Safety Harbor, Fla. Adams is minority stockholder in WBAR(FM) Bartow, Fla., which he will dispose of if instant applicant is granted. Rest have no other broadcast interests. Ann. July 2.

AM action

■ **Trenton, Ga.**—Ra-Ad of Trenton granted 1420 khz, 500 w-D. Address: 11682 Back Valley Rd., Soddy-Daisy, Tenn. 37379. Estimated construction cost \$72,290; first-quarter operating cost \$10,000; revenue \$100,000 (year). Format: country. Principals: Herbert G. Adcox (80%) and Lee J. Cooper (20%). Adcox is 75% owner of car dealership and 12.5% owner of CATV system in Cleveland, Tenn. Cooper owns restaurant and flower shop in Soddy-Daisy, Tenn. He sold WEDG(AM) Soddy-Daisy in 1975. Action May 13.

FM Actions

■ **Astoria, Ore.**—KAST Broadcasting Inc. granted 92.9 mhz, 100 kw, HAAT: 1,125.3 ft. P.O. address: 1006 W. Marine Drive, Astoria, Ore. 97103. Estimated construction cost: \$83,000; first-year operating cost: \$38,000; revenue: \$45,000. Format: standard pops/country/good music/easy listening. Principals: Robert Chopping (48%), wife, Margaret (47%) and son Gerry (5%). They own KAST(AM) Astoria and KOHU-AM-FM Hermiston, Ore. Action May 22.

■ **Redmond, Ore.**—Dismissed Big Sky Broadcasters application for 92.7 mhz, 2.1 kw, HAAT: 349 ft. Address: Box 787, Redmond 97756. Estimated construction cost \$56,528; operating costs \$15,300; revenue \$70,000. Format: beautiful music/religious. Applicant is wholly-owned by BBS Communications owned by

William A. Moller (51%) and William W. Stobie and his son, Wayne (24.5% each). Moller is William Stobie's son-in-law. They also own KPRB(AM) Redmond. Action May 22.

License grants

- **WLPW(FM)** Lake Placid, N.Y.
- **WLCL(FM)** Luray, Va.

Ownership Changes

Actions

■ **KCGS(AM)** Marshall, Ark. (AM: 1600 khz, 1 kw-D)—Granted transfer of control of Marshall Broadcasting from Coy and Sue Horton (50% before; none after) to Hugh J. Shannon (none before; 50% after). Consideration: \$75,000. Principals: Hortons are selling interest in compliance with court ordered settlement of management dispute that developed between co-owners, Rex Elliot and themselves. Shannon is Mansfield, Mo. banker and real estate investor. He has no other broadcast interests. Action June 19.

■ **KMUV-TV** Sacramento, Calif. (TV: ch. 31; 537 kw vis., 107 kw aur)—Granted assignment of license from Channel 31 Inc. to Tandem Productions Inc. and Jerry Perenchio for \$8 million. Seller is owned by Andrew Bantolini (16%), Dain Domich (19%); George Artz (10.5%), Samuel Klor (15%) and seven others. They have no other broadcast interests. Buyer is owned equally by Tandem Productions, Norman Lear's TV production company, and Jerry Perenchio, subscription television entrepreneur and chairman and chief executive officer of Tandem. He is also part owner of National Subscription Television, which owns and operates two subscription TV stations: KBSC-TV Corona (Los Angeles), Calif., and also own WNJU-TV Linden (Newark), N.J. (BROADCASTING, Jan. 14). Linden and Sacramento stations will be used to provide subscription TV service. Action June 9.

■ **WVLJ(FM)** Monticello, Ill. (FM: 105.5 mhz, 3 kw)—Seeks assignment of license from WVLJ Broadcasting Inc. to Sound Alternatives Inc. for \$140,000. Seller: Leon Buck (50.4%), W.D. McLuen (20%), D. Richard Teubner (19.6%) and Virginia Bingham (10%). Buck also owns 66.33% of WVTL(FM) Monticello, 50.5% of WFDT(FM) Columbia City, both Indiana, and 100% of KRIB(AM) Monette, Ark. McLuen owns one third of WVTL and 30% of WFDT. Teubner is one of buyer principals. Buyer: Roy J. Kleven and D. Richard Teubner (40% each) and Ronald L. Weishaar (20%). Kleven is chief engineer of WVLJ. He also owns Cisco, Ill., farm. Teubner is vice president and general manager of WVLJ and Weishaar is salesman for same. They have no other broadcast interests. Action June 17.

■ **WWCM-AM-FM** Brazil, Ind. (AM: 1130 khz, 500 w-D DA: FM: 97.7 mhz, 3 kw)—Granted assignment of license from WWCM Inc. to Voice of Wabash Valley Inc. for \$480,000 plus \$60,000 non-compete agreement. Seller: Barry and Constance Hausman who have

no other broadcast interests. Buyer: Richard Kaufman and David Fleck (29.41% each), Douglas Rigler and John F. Graybeal (14.71% each) and Thomas Shropshire (11.76%). Kaufman is former disc jockey (through Mar. 1980) with WRNJ(AM) Hackettstown, N.J. Fleck is Milwaukee attorney. Rigler and Graybeal are Washington attorneys and Shropshire is vice president of Miller Brewing Co., Milwaukee. They have no other broadcast interests. Action June 17.

■ **WRLM(FM)** Taunton Mass. (FM: 93.3 mhz; 50 kw)—Granted assignment of license from Audio-Air Inc. to Franks Broadcasting for \$2.2 million (BROADCASTING July 7). Seller: John McCarthy and wife, Lucy. They have no other broadcast interests. Buyer will swap station for WJAR(AM) Providence, R.I., under agreement with Outlet Co. (see below). Action July 1.

■ **KROX(AM)** Crookston, Minn. (AM: 1260 khz; 1 kw-D, 250 w-N)—Granted assignment of license from Crookston Broadcasting Co. to Black Cat Broadcasting Inc. for \$620,000. Seller is owned equally by Jerome A. Dahlberg and William J. Kiewal who have no other broadcast interests. Buyer: R.D. Hanna, William Schwartzkops and Edward Tricker (one third each). Hanna owns station brokerage firm in Dallas. Schwartzkops is executive vice president of Commonwealth Electric Co., Lincoln, Neb. Tricker is Lincoln attorney. Hanna and Schwartzkops each own 20% of KERV(AM)-KPFM(FM) Kerrville, Tex. Tricker has no other broadcast interests. Action June 13.

■ **WGCM(AM)-WTAM(FM)** Gulfport, Miss.: (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 102.3 mhz, 3 kw)—Dismissed application for assignment of license from E.O. Roden & Associates to Atlantic Broadcasting for \$682,500. Seller, principally owned by E. O. and Lane Roden, brothers, also owns WOKJ(AM)-WJMI(FM) Jackson and WBIP-AM-FM Booneville, both Mississippi; WBOP(AM)-WTKX(FM) Pensacola, Fla., and have sold several cable systems in Mississippi (BROADCASTING, Apr. 7). They have also sold (distress sale) WTUP(AM) Tupelo, Miss. (Broadcasting April 7). Buyer is owned by Tom Joyner, who also owns WPUA-AM-FM Petersburg, Va. Ann. Sept. 12.

■ **WBKC(AM)** Chardon, Ohio (AM: 1560 khz, 1 kw-D-DA)—Granted transfer of control of B-K Broadcasting from A. C. Tabler, W. Rimes, A. J. Kipp (80% before; none after) to Dale Broadcasting (none before; 80% after). Consideration: \$264,000. Principals: William G. Rimes (35.2%), Albert J. Kipp (10.5%), A. C. Tabler (27.8%), Jim Hunt (8.0%). They have no other broadcast interests. Consolidated Investment Corp is 100% owner of Dale Bdcg. Donald L. Smith is 100% owner of Consolidated which operates a number of McDonald's restaurant franchises, and real estate development companies in Ohio. He has no other broadcast interests. Action June 10.

■ **WUPR(AM)** Utado, P.R. (AM: 1530 khz)—Granted transfer of control of Central Bdcg. Corp from Melvin Villanueva and Brunilda Martinez (49% before; none after) to Benito Martinez (25% before; 72% after). Consideration: \$187,500. Principals: Transferees Villanueva and Brunilda Martinez have no other broadcast interests. Benito Martinez (step-son to Brunilda) has been general manager and 25% stockholder of WUPR since its inception in 1964. He will now have controlling interest. Action June 13.

■ **WHIM(AM)** Providence, R.I. (AM: 1110 khz; 1 kw-D)—Granted assignment of license from Franks Broadcasting to East Providence Broadcasting Co. for \$900,000 (BROADCASTING, July 7). Seller is also buying WRLM(FM) Taunton, Mass., which it will swap for WJAR(AM) Providence (see above). Buyer: minority-controlled company, principally owned by Henry Hampton, founder and president of Blackside Inc., Boston-based television and film production company. Hampton has no other broadcast interests. Action July 1.

■ **WJAR(AM)** Providence, R.I. (AM: 920 khz; 5 kw-U)—Granted assignment from Outlet Co. to Franks Broadcasting in exchange for WRLM(FM) Taunton, Mass. (BROADCASTING July 7). Seller: Publicly traded, Providence-based group owner of three AM's, four FM's and five TV's. It last purchased KOVR(TV) Stockton, Calif., (BROADCASTING, March 24). Bruce Sundlun is president and chief executive officer. Franks is owned by John E. Franks, who has sold WHIM(AM) Providence (see below). He also owns WHJY(FM) Providence. Action July 1.

■ **WBNB-TV** Charlotte-Amalie, St. Thomas, Virgin Islands: (TV: ch. 10, 52.5 kw vis., 5.2 kw aur.)—Granted transfer of control from Island Radio Teleradio Services Inc. to Caribbean Broadcasting for

Summary of Broadcasting

FCC Tabulations as of May 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4552	3	3	4558	114	4672
Commercial FM	3197	2	0	3199	160	3359
Educational FM	1047	0	3	1050	81	1113
Total Radio	8796	5	6	8807	355	9162
Commercial TV						
VHF	518	1	0	517	9	526
UHF	226	0	3	229	75	304
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1013	99	1112
FM Translators	314	0	0	314	148	462
TV Translators						
VHF	2537	0	0	2537	190	2727
UHF	1288	0	0	1288	424	1712

*Special temporary authorization

**Includes off-air licenses

\$860,152. Seller is owned by J. Raymond Jones Trust (24.07%), Ruth H. Jones Trust (25.5%), Cleveland Dennard (18.95%), Joseph Potter and Charles Tate (5.46% each), Samuel Jackson (11.8%), Emmett Rice (6.12%), and William Dilday (3.64%). Joneses are married. None of sellers has broadcast interests, although Dilday is general manager of WLBT(TV) Jackson, Miss. Buyer is owned by Thomas Worrell Jr., who is principal owner of Worrell Newspapers Inc., newspaper chain and owner of WIFR-TV Freeport, Ill., and WHSV-TV Harrisonburg, Va. Action June 6.

Facilities Changes

FM applications

- WQXI-FM Smyrna, Ga.—Seeks CP to increase ERP to 100 kw; change HAAT to 914 ft.; change TL to 210 Peachtree St., Atlanta, and make changes in ant. sys. (800605AA). Ann. June 27.
- WMHC(FM) South Hadley, Mass.—Seeks CP to increase ERP change HAAT and specify RCL at SL(800617AA). Ann. July 2.
- KCCM-FM Moorhead, Minn.—Seeks CP to decrease ERP to 66.63 kw; increase HAAT to 656 ft., and make changes in ant. sys. Major environmental action (800617AB). Ann. June 27.
- KLME(FM) Battle Mountain, Nev.—Seeks CP to change freq. to 92.1 mhz and change ERP to .00095 kw. (800604AC). Ann. June 27.

AM actions

- WTBC(AM) Tuscaloosa, Ala.—Granted CP to make changes in ant. sys.; adjust trans. power output; conditions (BP-790927AJ). Action May 23.
- KDJQ(AM) Mesa, Ariz.—Granted CP to increase ant. input power; conditions (BP-790709AL). Action June 12.
- KVOM(AM) Morrilton, Ark.—Granted CP to make changes in ant. sys.; change TL and SL to Extension of Church St. on West edge of city limits of Morrilton; conditions (BP-791214AJ). Action May 30.
- KIEV(AM) Glendale, Calif.—Granted CP to increase power of aux. trans. to 1 kw (BP-791212AF). Action June 9.
- KSUE(AM) Susanville, Calif.—Granted CP to make changes in ant. sys.; change TL to 0.875 mile south of city limits on SR no.36 East, Susanville, and change type trans.; conditions (BP-790629AG). Action June 9.
- WHOC(AM) Philadelphia, Miss.—Granted CP to make changes in ant. sys.; conditions (BP-791123AE). Action June 9.
- WRHC(AM) Coral Gables, Fla.—Granted mod. of CP to make changes in ant. sys. (increase height of tower); change type trans.; change hours of operation to U; change TL to Southwest intersection of S.W. 24th St. and 72nd Ave., Miami, and change to 2260 S.W. Eighth St., Miami; conditions (BMP-790509AM). Action June 6.
- WWKE(AM) Ocala, Fla.—Granted CP to increase ant. input power to 5 kw; condition (BP-790216AI). Action June 12.
- WTRX(AM) Flint, Mich.—Granted mod. of CP to modify MEOV on D-DA pattern; conditions (BMP-780815AK). Action June 12.
- WCIS(AM) Moss Point, Miss.—Granted CP to change ant. sys.; conditions (BP-800114AS). Action June 6.
- KENO(AM) Las Vegas, Nev.—Granted CP to make changes in ant. sys. (change electrical parameters of DA sys.); conditions (BP-21,181). Action June 4.
- KXVI(AM) McKinney, Tex.—Granted mod. of CP to make changes in ant. sys.; conditions (BMP-791016AF). Action June 12.
- WIXC(AM) Fayetteville, Tenn.—Granted CP to make changes in ant. sys. and increase height to 300 ft.; conditions (BP-781027AH). Action June 12.
- KPAR(AM) Granbury, Tex.—Granted mod. of CP to make changes in ant. sys. (modify standard pattern); conditions (BMP-800310AQ). Action June 3.
- KEYE(AM) Perryton, Tex.—Dismissed application for CP to change geographical coordinates (BP-800206AI). Action May 14.

■ WMTD(AM) Hinton, W. Va.—Dismissed application for CP to install new aux. trans. (BP-800125AI). Action May 14.

FM actions

- KDCR(FM) Sioux Center, Iowa—Granted CP to change freq. to 88.5 mhz; change TL to 0.59 km W. of US Hwy 75, 4.2 km S. of Dordt College campus, Sioux Center; increase ERP 100 kw, ant. height to 470 ft.; make changes in ant. sys. (BPED-790419AA). Action May 14.
- KQDS-FM Duluth, Minn.—Granted CP to increase ERP to 37 kw; increase ant. height to 400 ft. and change TPO (BPH-800303AH). Action June 6.
- KBRX-FM O'Neill, Neb.—Granted CP to change freq. to 102.9 mhz; change TL to 4.5 miles to E.S.E. of O'Neill; make changes in ant. sys.; ERP 100 kw; ant. height 430 ft. (BPH-800207AF). Action June 11.
- WKBW-TV Buffalo, N.Y.—Granted CP to install aux. ant. at main location (BPCT-800109KI). Action May 13.
- WYZZ(FM) Wilkes-Barre, Pa.—Granted CP to increase ERP to 9.0 kw; decrease ant. height to 1000 ft; change type ant. and TPO (BPH-800222AE). Action May 29.
- KGBA(FM) Holtville, Calif.—Granted mod. of CP to change TL to S.W. corner of Hwy 80 and Acacia, Holtville, and increase ant. height to 300 ft. (BMPH-800220AF). Action May 29.
- WZVS-FM Vieques, P.R.—Granted CP to decrease ant. height to 850 ft. and make changes in ant. sys. (BPH-800221AF). Action June 10.
- WNOK-FM Columbia, S.C.—Granted CP to change ant. height to 760 ft.; change TL to 4.3 miles S.E. of Hwys. 21 and 555, Columbia; change trans.; make changes in ant. sys.; conditions (BPH-800221AI). Action June 2.

TV actions

- *WEDW(TV) Bridgeport, Conn.—Granted CP to change ERP to 724 kw; ERP to 2040 kw, and ant. height to 610 ft.; change type trans. and ant.; and make changes in ant. sys. (BPET-571). Action June 17.
- WEOA-TV Akron, Ohio—Granted authority to increase power and ant. height and change TL (FCC 00-353). Action June 17.
- *WITF-TV Hershey, Pa.—Granted CP to install an aux. ant. (BPET-586). Granted May 22.

In Contest

Designated for hearing

- Peoria, Ill. **FM Proceeding:** (BC Docs. 80-331-2)—FCC has designated for hearing applications of Peoria Community Broadcasters Inc. debtor in possession, for renewal of license and SCA for WWCT(FM) Peoria, Ill., and of Central Illinois Broadcasting Co. for new FM station on same ch. (289) at Peoria. Among others, following issues have been specified with respect to Peoria application: Whether Peoria Community has undergone unauthorized transfer of control; determine whether Peoria has made various misrepresentations to FCC. Further, issue was added against Central to determine source and availability of additional funds to meet total construction and three month operating costs over and above indicated \$75,000 from stockholders, and whether Central is financially qualified to construct and operate as proposed. In event it is determined that Peoria and Central possess requisite qualifications to be FCC licensees, FCC said it must be determined which applicant, on comparative basis, would better serve public interest. FCC also has under consideration application for transfer of control of WWCT(FM) from Peoria to Chan Broadcasting Co., Inc. Chan application will be held in abeyance pending outcome of the hearing. Action June 25.
- WSIV-FM Pekin, Ill.—FCC has designated for hearing application of Dick Lashbrook Corp. for CP and waiver of rules (short spacing) to move TL of WSIV-FM at Pekin, to site 62.6 miles from co-channel station WRKX(FM) in Ottawa, Ill. (BC Doc. 80-333). Action June 25.

FCC decisions

- FCC has denied request by Broadcast Bureau for review of decision by FCC Review Board granting ap-

plication of D.H. Overmyer, sole stockholder of five UHF CP's, to transfer control of permittees to U.S. Communications Corp. (USCC) for approximately \$1 million. Permits were for stations in San Francisco, Pittsburgh, Newport, Ky., Atlanta and Rosenberg, Tex. Review Board found that Broadcast Bureau had failed to prove that Overmyer had willfully misrepresented amount of indirect expenses for services alleged to have been performed by other Overmyer companies on behalf of communications companies (Doc. 18950). Action July 1.

■ FCC has denied petition by R. P. Haviland of Daytona Beach, Fla., asking institution of inquiry into range of broadcast issues including geographic distribution of radio service and relative importance of local service versus area coverage; economic realities affecting program production; techniques which could increase program choice while ensuring continued economic viability of broadcasting and networking; and correction of advertising "abuses." FCC said that no one proceeding could fruitfully deal with such broad range of issues, adding that Haviland offered few, if any, specific recommendations for action that could be taken by FCC. (FCC 80-379). Action June 25.

Procedural rulings

■ Goleta, Calif. **FM proceeding:** (BC Docs. 78-134-135)—FCC Review Board has scheduled oral argument for July 25 at 10:00 a.m., in Goleta, Calif., FM proceeding. In initial decision released April 4, ALJ Walter C. Miller granted application of Goleta Communications Corp. for new FM station on 106.3 at Goleta and denied competing application of Guy S. Erway. In decision, Miller determined that Erway had engaged in trafficking of broadcast stations in Florida and New York. He also said evidence supported conclusion Erway intended to traffic again if awarded Goleta CP. Miller added that Erway had, on numerous occasions, withheld information about his past broadcast activities from FCC. Miller concluded even if Erway had not been disqualified on trafficking issue, Goleta would still emerge victorious on diversification of mass media criterion. Action June 25.

■ WJPD-AM-FM Ishpeming, Mich. **Revocation proceeding:** (BC Doc. 78-80)—FCC has reversed initial decision by ALJ Joseph Stirmer revoking licenses

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of WJPD-AM-FM for fraudulent billing practices. Both stations are licensed to WJPD Inc. whose sole principal is Eugene Halker [FCC 80-392]. Action July 1.

Translators

VHF applications

■ Covelo, Calif.—Round Valley Chamber of Commerce seeks CP for new VHF translator on ch. 9 (TPO: 1w, HAAT: 30 ft.) to rebroadcast directly KEET(TV) Eureka, Calif. Ann. July 2.

■ New Castle et al, Colo.—Garfield County seeks CP for new VHF translator on ch. 3 (TPO: 10w, HAAT: 37 ft.) to rebroadcast indirectly KRMA(TV) Denver. Ann. July 2.

UHF applications

■ Andalusia, Ala.—Southeast Alabama Broadcasting Co. seeks CP for new UHF translator on ch. 55 (TPO: 100w, HAAT: 500 ft.) to rebroadcast directly WDHN(TV) Dothan, Ala. Ann. July 2.

■ Victorville, et al, Calif.—Victor Valley Public Translators Inc. seeks CP for new UHF translator on ch. 27 (TPO: 100w, HAAT: 31 ft.) to rebroadcast directly KHJ-TV Los Angeles. Ann. July 2.

■ Newark and Brookside both Delaware—Francis J. Tafelski seeks CP for new UHF translator on ch. 61 (TPO: 100w, HAAT: 215 ft.) to rebroadcast directly WGCB(TV) Red Lion, Pa. Ann. July 2.

■ Malad, Idaho—Oneida County Translator District seeks CP for new UHF translator on ch. 56 (TPO: 30 ft., HAAT: 100w) to rebroadcast directly KSTU(TV) Salt Lake City, Utah. Ann. July 2.

■ Albuquerque, N.M.—Graciela Olivarez seeks CP for new UHF translator on ch. 48 (TPO: 1000w, HAAT: 112 ft.) to rebroadcast directly KMEX-TV Los Angeles. Ann. July 2.

■ Ashford et al, Wash.—Pierce City TV Reception District No. 1 seeks CP for new UHF translator on ch. 58 (TPO: 20 w, HAAT: 60 ft.) to rebroadcast directly KING(TV) Seattle, Wash. Ann. July 2.

■ Ashford, et al, Wash.—Pierce City TV Reception District No. 1 seeks CP for new UHF translator on ch. 54 (TPO: 20w, HAAT: 60 ft.) to rebroadcast directly KOMO(TV) Seattle, Wash. Ann. July 2.

VHF actions

■ KO7QE Staley/Geoder rural area, Colo.—Rio Blanco County TV Assoc. granted CP for new VHF translator on ch. 7 to rebroadcast signal of KRMA-TV Denver (BPTTV-79061411). Action Apr. 28.

■ KO5GU Driggs et al, Idaho—Grand Targhee granted CP for new VHF translator on ch. 5 to rebroadcast signal of KIFI-TV Idaho Falls (BPTTV-7910091F). Action Apr. 28.

■ KO2XD Driggs et al, Idaho—Grand Targhee granted CP for new VHF translator on ch. 2 to rebroadcast signal of KPVI-TV Pocatello, Idaho (BPTTV-7910091H). Action Apr. 28.

■ KO6KD Austin, Nev.—Las Vegas Valley Broadcasting Co. granted CP for new VHF translator on ch. 6 to rebroadcast signal of KVBC-TV Las Vegas, Nev. (BPTTV-7909271D). Action Apr. 28.

■ K13QV Fallon, Nev.—Circle L. Inc. granted CP for new VHF translator on ch. 13 to rebroadcast signal of KCRL-TV Reno, Nev. (BPTTV-7910091E). Action Apr. 28.

■ KO6KE Indian Springs, Nev.—Indian Springs Civic Assn. granted CP for new VHF translator on ch. 6 to rebroadcast signal of KSHO-TV Las Vegas, Nev. (BPTTV-7911081B). Action Apr. 28.

■ KO4JY Indian Springs, Nev.—Indian Springs Civic Assn. granted CP for new VHF translator on ch. 4 to rebroadcast signal of KLAS-TV Las Vegas, Nev. (BPTTV-7911081A). Action Apr. 28.

■ KO7QC, Alta, Wyo., and Driggs and Teton, both Idaho—Grand Targhee granted CP for new VHF translator on ch. 7 to rebroadcast signal of KID-TV Idaho Falls (BPTTV-7910091G). Action Apr. 28.

■ KO9PG Hulet, Wyo.—Hulet TV Club granted CP for new VHF translator on ch. 9 to rebroadcast signal of KIVV-TV Lead, S.D. (BPTTV-6046). Action Apr. 28.

UHF actions

■ K55CI Craig, Colo.—Moffat County granted CP for

new UHF translator on ch. 55 to rebroadcast signal of KWGN-TV Denver (BPTT-3563). Action Apr. 28.

■ K68BS Craig, Colo.—Moffat County granted CP for new UHF translator on ch. 68 to rebroadcast signal of KRMA-TV Denver (BPTT-3564). Action Apr. 28.

■ K65BY Waterloo, Iowa—Full Gospel Business Men's Fellowship granted CP for new UHF translator on ch. 65 to rebroadcast signal of WJAN-TV Canton, Ohio (BPTT-7905181D). Action Apr. 28.

■ W65AS Crowley, La.—Full Gospel Business Men's Fellowship granted CP for new UHF translator on ch. 65 to rebroadcast signal of WJAN-TV Canton, Ohio (BPTT-7905181C). Action Apr. 28.

■ K58BE Skiddo Bay et al, Mont.—Blacktail TV District granted CP for new UHF translator on ch. 58 to rebroadcast signal of KXLY-TV Spokane, Wash. (BPTT-3386). Action Apr. 28.

■ K66BR Livingston and Paradise Valley, both Montana—Paradise Valley Television District granted CP for new UHF translator on ch. 66 to rebroadcast signal of KLUR-TV Billings, Mont. (BPTT-7910291A). Action Apr. 28.

■ W56BD Smyrna et al, N.Y.—Board of Cooperative Educational Services granted CP for new UHF translator on ch. 56 to rebroadcast signal of WSKG-TV Binghamton, N.Y. (BPTT-3078). Action Apr. 28.

■ W67AU Walton, N.Y.—Board of Cooperative Educational Services granted CP for new UHF translator on ch. 67 to rebroadcast signal of WSKG-TV Binghamton, N.Y. (BPTT-3101). Action Apr. 28.

■ W65AT Marion, N.C.—Univ. of North Carolina granted CP for new UHF translator on ch. 65 to rebroadcast signal of WUNE-TV Linville, N.C. (BPTT-7903051K). Action Apr. 28.

■ K60BH Midland et al, Ore.—Sierra Cascade Communications Inc. granted CP for new UHF translator on ch. 60 to rebroadcast signal of KTVL-TV Medford, Ore. (BPTT-7912271A). Action Apr. 28.

■ K62BE Midland et al, Ore.—Oregon Broadcasting Co. granted CP for new UHF translator on ch. 62 to rebroadcast signal of KOTI-TV Klamath Falls, Ore. (BPTT-7912111A). Action Apr. 28.

■ K58BD Long Valley, S.D.—Martin TV Club Inc. granted CP for new UHF translator on ch. 58 to rebroadcast signal of KIVV-TV Lead, S.D. (BPTT-7907241A). Action Oct. 31, 1979.

■ K55CH Enterprise and Pine Valley, both Utah—Washington County Television Dept. granted CP for new UHF translator on ch. 55 to rebroadcast signal of KBYU-TV Provo, Utah (BPTT-791161A). Action Apr. 28.

■ K69CT St. George, Utah—Washington County Television Dept. granted CP for new UHF translator on ch. 69 to rebroadcast signal of KBYU-TV Provo, Utah (BPTT-7902151A). Action Apr. 28.

■ K43AA Rural Summit County, Utah—Summit County granted CP for new UHF translator on ch. 43 to rebroadcast signal of KSTU-TV Salt Lake City, Utah (BPTT-7904091H). Action Apr. 28.

■ W67AT Dickensonville, Va.—Russell County Board of Supervisors granted CP for new UHF translator on ch. 67 to rebroadcast signal of KCYB-TV Bristol, Va. (BPTT-7905241N). Action Apr. 28.

■ K67CD Stemilt et al, Wash.—Apple Valley TV Assoc. Inc. granted CP for new UHF translator on ch. 67 to rebroadcast signal of KIMA-TV Yakima, Wash. (BPTT-3534). Action Apr. 29.

■ K20AB Casper et al, Wyo.—Hi Ho Broadcasting Corp. of Wyoming granted CP for new UHF translator on ch. 20 to rebroadcast signal of KWRB-TV Riverton, Wyo. (BPTT-7908081F). Action Apr. 14.

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Local Sales Manager—experienced especially guiding and motivating four person local sales staff, while same time selling and servicing your own account list. Chance to be manager within six months for right person. E.O.E. Springfield, Massachusetts Box F-236.

Experienced Sales Manager. Must have ability to motivate present staff and establish an ongoing training program. E.O.E. Resume and references to WINA, PO Box 1230, Charlottesville, VA 22902.

Excellent opportunity with WCIT Radio, Lima, Ohio to replace account executive leaving after 8 years. Active account list for experienced sales person. Commission. E.O.E. Call Robert F. Rice for interview at 419-228-9248.

Wanted: Sales manager for Schulke Beautiful Music format, Utica-Rome market. Number one rated Arbitron station. Outstanding position, growth unlimited. Previous experience in selling beautiful music necessary. Contact William R. Williamson, General Manager WIBQ/WIBX, PO Box 950, Utica, NY 13503, Phone: 315-736-9313. An E.O.E. employer.

Sales Manager with saleable ideas willing to take a chance on a beautiful commission basis with major market AM full timer. Up to 40% on personal sales plus overwrite on others. Big money potential. Box G-68.

Fresno Group Broadcaster seeks sales manager for Beautiful Music station. Market's Nr. 1 rated station. Must have ability to direct and motivate current sales staff and implement current sales programs. Must be creative communicator with a good track record. Call or write: John Tilson, KKNÜ, PO Box 4261, Fresno, CA 93744, 209-485-7272.

HELP WANTED ANNOUNCERS

WCPA/Clearfield, Pa. accepting applications for Pop/Adult air-personality, strong on production. Resumes/tapes Dave LaBrozzi, PD, Box 1032 Clearfield, PA 16830 EOE/Affirmative Action Employer.

Entertaining personality for top A-C station in Kansas. Experienced pros only. Tape and resume to Operations Manager, KAKZ, Box 1240, Wichita, KS 67201. EOE.

No. 1 Beautiful Music station in dynamic top ten market is looking for top notch, experienced announcer. Qualified applicants send tape and resume to KYND-FM, 11 Greenway Plaza, Suite 2022, Houston, TX 77046. Equal Opportunity Employer.

KLMS Lincoln is looking for a mature communicator to join our morning team for a long stay. Minimum five years experience. Good pay and benefits for the right person. Tapes and resumes to Gary Claus, PO 81804, Lincoln, NE, 68501. EOE.

Staff announcer needed late August for Beautiful Music combo. Good voice and reading a must... production ability desired. Send letter, resume and tape to: Manager, WVEL/WGLO, 28 S. 4th, Pekin, IL 61554. We are an Equal Opportunity Employer.

Producer/Announcer—Smooth announcer with strong writing and production, thorough background in classical radio. Sign-on shift, remote recordings, live broadcasts, classical feature production. Requires B.A., one year intensive experience in above. Resume, audition tape before Aug. 10th to: Director, WDAV-FM, Davidson College, Davidson, NC 28036.

Staff person. Entry level. Creative. Imaginative. Dependable. Announcing-production. E.O.E. KHAS, Box 726, Hastings, NE.

Morning Personality needed for new high power FM coming on soon in Shenandoah Valley. We want a mature communicator, not a DJ. Send aircheck and resume to: Tom Manley, PO Box 1107, Harrisonburg, VA 22801. EOE.

Needed immediately... Announcer with 1st Class FCC license for Top AM Contemporary Music Station in largest market in North Carolina. Experience required. Send tapes and resumes to Bill James, WCOG Radio, PO Box 8717, Greensboro, NC 27410.

Beautiful music station in a top 10 market in the booming sunbelt needs a professional, experienced announcer with production skills. Acquisition minded major group, with future room for growth; excellent fringe package. An Equal Opportunity Employer. Box G-57.

Experienced Country Music personality/production pro needed for Central Illinois FM. Tapes and resumes to Greg Thomas, c/o WCVS, PO Box 2989, Springfield, IL 62708. EOE/MF.

Announcer/BPB... Live in one of U.S.'s most beautiful areas. Modern Country. WPED/WCMZ(FM)PO Box 8, Crozet, VA 22932. EOE.

Experienced announcer with creative airwork and commercial production. Good voice and air personality. First phone preferred N.C. AM and FM. EOE. Send resume to Box G-63.

Air talent needed immediately for 50,000 watt country AM and 100,000 watt rock FM in North Carolina. Must be strong on production; personality and community involvement. Send tape and resume to: Joe London, Program Director, WFNC-WQSM, Box 35297, Fayetteville, NC 28303. EOE/MF.

Experienced Night Personality for exciting station in medium northeast market. E.O.E. Reply Box G-66.

Immediate openings for full and PT announcers with strong production abilities. Top 40 AM/adult contp. FM. Good attitude a must. Located on NH seacoast. Rush tapes & resumes to: Mike Pomp, PD, WWHN Radio, Rochester, NH 03867. EOE.

Wanted: Morning personality, very strong on production. Adult rock format in Missoula, Montana. Contact Steve Benedict 406-728-9399.

Excellent position open with advancement opportunities. Fast growing exciting West Texas City... ideal living conditions. Top rated station... good equipment. EOE. Rush resume to Box G-87.

Immediate opening for all-night personality. Leading Pop Adult with heavy emphasis on oldies. Experienced preferred. Minorities are encouraged to apply. Send tape, resume and salary requirements. Bill Craig, WITY, Box 142, Danville, IL 61832. EOE M/F.

HELP WANTED TECHNICAL

Experienced Chief Engineer is needed in beautiful Stuart, Florida. Excellent AM facilities, New FM to go on the air in near future. Knowledgeable, honest, and self-motivated person required. Good pay and working conditions. Equal Opportunity Employer. Send all particulars to Genevieve Glascock, Owner, WSTU, Stuart, FL 33494.

Chief Engineer: Duties: Maintenance of existing and installation of new public radio broadcast facilities as well as installation and maintenance of VHF-TV translators. Requires: 1st class FCC license, previous experience in broadcast engineering. App. deadline: Aug. 1, 1980. Salary: DOE. Contact: Bruce Theriault, KRBD-FM, 2415 Hemlock Street, Ketchikan, AK 99901 or phone 907-225-9655. Rainbird Community Broadcasting Corp. is an Equal Opportunity Affirmative Action Employer.

Are you tough enough to be Chief Engineer where the cowboys are mean, the summers get hot, the winters get cold, the wind blows over our three towers at least twice a year, the lightning parts your hair, and the women are good-looking? Call Two-Gun Gordon in Lamar, CO. 303-336-2206.

Chief Engineer: Shamrock Development Corporation has an immediate opening for a Chief Engineer at WDIZ-FM in Orlando, Florida. WDIZ is 100,000 watts with STL. Experience and good ear are a must to maintain excellent studio and transmitter equipment at this top-rated AOR in an attractive market. Send resume and salary requirements to Shamrock Development Corporation/WDIZ, 2699 Lee Road, Suite 470, Winter Park, FL 32789. WDIZ is an equal opportunity employer.

Part-Time Chief Engineer. Parkland College has an opening for a part-time chief engineer for the college's FM radio station. Working hours will be approximately 20 hours per week. Primary function will be to maintain operations to conform with FCC regulations. Must have a valid first-class FCC license with some broadcast experience required. Other duties include transmitter and studio equipment maintenance, supervision of student staff, maintenance of technical records. For further information and application, contact: Personnel Office, Parkland College, 2400 West Bradley Ave., Champaign, IL 61820. 217-351-2220. Affirmative Action/Equal Opportunity Section 504 Employer.

Technical Operations Manager: Southeast 50 KW Directional AM. 100 KW Stereo FM seeks Technical Operations Manager (Chief Engineer). Must have 1st Class License, experience with directional arrays, AM and FM transmitters, studio and remote operations, and be a self-motivated achiever able to work with people. Good salary and benefits with recognized multiple ownership broadcasting company. Send resumes to Personnel Dept., WBT/WBCY, Nr. 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

Chief for Chicago area FM/AM. Requires 1st phone, strong background in studio and transmitter maintenance. Digital knowledge needed. Experience in radio a must. Should be self-starter, able to work without direct supervision. Contact Ronald K. Craven, General Manager WBMX 312-626-1030 or 408 South Oak Park Avenue, Oak Park, IL 60302. An Equal Opportunity Employer.

Major Broadcast Group seeks experienced chief engineer for dominant S.E. AM/FM operation. DA hands-on and automation expertise necessary. All applications should include extensive resume, salary history and compensation requirements. Equal opportunity employer. Please reply to Box G-60.

Chief Engineer for AM/FM station. Must have strong administrative and supervisory ability. First Class radiotelephone license; 100kw Class C FM; 5000 Watt AM DA-2; transmitter and microwave installation knowledge. Large all news operation coordinating varied program sources. High quality FM live adult contemporary format. Send resume to Stephen E. Glueck, General Manager, KTAR/KBBC Radio, PO Box 99, Phoenix, AZ 85001.

HELP WANTED NEWS

WSOC News/Talk Radio station has opening for Radio News Correspondent. Send tape, resume and writing samples to: WSOC, PO Box 34665, Charlotte, NC 28234, Attn: Personnel. An Equal Opportunity Employer.

Okay, so we won't find the perfect News Director but we mean to come close! Need experience in all aspects of radio news, gathering, reporting, anchoring. Good judgment. Sharp writing. Authoritative delivery. Sense of humor that makes dull but important news relevant and understandable. EEO. Complete details to Burt Levine, WROV P.O. Box 4005, Roanoke, VA 24015.

Experienced radio anchor needed by dominant AM-FM-TV operations to gather, write and read news with TV possibilities. A CBS affiliate. Send tape and resume to Mike Gauntner, WKBN, Youngstown, OH 44501. An Equal Opportunity Employer.

Major Market Newswoman: tired of the broadcasting boogie? Why suffer big city hassles and insecurity just to stay in a major market? We offer you major market radio in the country. KFGO-Fargo, North Dakota, has won five state and regional news awards in the last year. We need a heavy morning anchor. We pay major market salaries. T&R to Jay Joiner, News Director, KFGO Box 2966, Fargo, ND 58108. E.O.E.

Hardworking, Energetic newscaster/reporter needed for 50KW AM, 1000KW FM, Southeastern N.C. stations. Experience required. Good pay. Send tapes, resumes, salary requirements in first contact. Doug Fellows, WFNC/WQSM, Box 35297, Fayetteville, NC 28303. EOE. Women, minorities encouraged to apply.

Solid News Operation at 50 kw A/C in New York's capitol city has immediate opening for dedicated anchor/reporter. Send resume and tape to Phil Gregory, News Director, WPTN, PO Box 12279, Albany NY 12212.

Seeking experienced news director, for station in North Carolina. Broadcast group is growing. Opportunity for right individual. Excellent benefits. EOE. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

News Director Wanted for one of the Midwest's outstanding radio news departments. Need experience, judgment and penchant for hard work. Resume and tape to Dick Record, WIZM & Z-93, La Crosse, WI. American's number one small city.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Group owner expanding, seeking three key people: Program Director, News Director, and Production Director for Adult Contemporary AM in Midwest metro market (Top 125). Must have track record of success. Must be excellent people manager and committed to long hours in producing a winner. \$20,000+ annually. Send tape, resume, and brief statement of operating philosophy to Larry Lakoduk, President, Midwest Radio Company, Box 2983, Fargo, ND 58108. Equal Opportunity Employer.

Best Production Job in the business. Join news-talk WPXN and TM stereo rock WPXY as we move to new studios August first. Work with brand new state of the art equipment including Audiotronics consoles, ITC carts and splice finder, new TM production library. Opening salary near 20,000 dollars with five day week, three weeks vacation, health plan, free life insurance. Send resume, references, tapes, record of stable employment, and ten minutes of news reading to Manager, WPXN, 55 Saint Paul Street, Rochester, NY 14604. We're red hot. Equal opportunity employer.

I Like Radio People with first class tickets because they tend to be serious about the business. If you have one and other radio skills (PD, MD, PBP, strong copy/production, etc.), Tell me about it. Box G-55.

Eastern Pa. AM/FM has opening for announcer, PM drive position on AM. Applicant must assume some program responsibilities for both stations. Excellent fringe benefits. EOE. Send resume to Box F-228.

Program Director—So. Calif. rapidly growing mkt. Seek person looking for growth opportunity. AM adult cont. FM beautiful music automated. AM air shift necessary. Must be able to supervise announcers, promotion, production, music, etc. Box G-61.

SITUATIONS WANTED MANAGEMENT

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.

Administrator with engineering background seeks position as operations manager with a large or medium market station. I've been in radio six years, with network and top twenty market experience. Box G-5.

Distress sale? Don't do it! Place me in your driver's seat now; in 60 days I can work a turnaround. Competitive markets only! My energy is endless, my incentive, equity ownership. Reply Box G-21.

General Manager—Over 20 years in medium market radio, the last 10 in management. Strong in both programming and sales and community involvement. Prefer south or west. Currently employed as President/GM of top billing, top rated station in competitive market. Box G-28.

25 years N.Y. Radio/TV Sales—Management, rep/station 2 companies, missionary, creative sales oriented. Your product/service, my challenge, to work from office or N.Y.C. home. Box G-15.

General Manager: A solid professional broadcaster with 17 yrs experience all in management. Skills include heavy sales and promotions, strong leadership and motivator, an organizer that sets goals and achieves those goals. Experience managing small, medium, major markets both AM/FM. Looking for above average opportunity. If success breeds success check out this successful dedicated pro. Best credentials available. Box G-58.

SITUATIONS WANTED SALES

Enthusiastic Salesperson, Dependable, two year degree. Looking for position in the Detroit market. Ready now. Call Michael Walby 313-881-4336 afternoons or nights.

Sales Manager. 20 years in radio. 5 sales. Small market. 308-384-4706 after 7. Anytime weekends.

Experienced Account Executive desires sales or sales manager position, any size market, any location. Box G-69.

SITUATIONS WANTED ANNOUNCERS

Cookin Top 40 personality. Creative, dependable, hard working, afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately. Call now 312-381-2916. Jon Conlon, 264 Sharon Dr., Barrington, IL 60010.

Currently contemporary country in Milwaukee, seeking Top 40 or Pop/Adult in New England area. Keith, 414-769-6966.

Air Personality, creative, dependable, hard-working. All formats 3rd. Will relocate immediately. Prefer mid-west, all inquiries welcomed. Tape and resume call 9AM-5PM John Berg, 312-620-6969. 6 N. Tower Rd., Oakbrook, IL 60521.

Experienced First Phone Announcer, 35, seeks position in South Florida. Experienced in MOR, Beautiful Music, Adult Contemporary, and other formats. Does effective commercials and authoritative news. Box G-10.

Sports Director with top notch PBP credentials. Ready to relocate for right opportunity. Will consider radio and/or TV. Box G-25.

D.J./Announcer 30 years experience 3rd class ticket seeks any situation Georgia or Southeast except Florida. John Sullivan 404-872-6830 if no answer 404-872-0103 leave message.

Got the ticket need the break 1st phone willing and able seeking break production experience will relocate call Martin 212-369-5729.

Billboard's Military Personality for 1979. Seven years AFRS. A/C, Top-40 or AOR. Wes Wilson, Box 5678, APO NY, 09283.

Exp. Announcer, looking for top 40, C&W, or contemporary. Worked as PD, Production, wants western area. Call Rick at 214-656-2966 day, 215-677-0845 night.

Experienced radioman available, working on first phone. 904-771-7386-3907 Angol, Jacksonville, FL 32210. Randy.

D.C.-Md.—Va. Experienced announcer seeking part time position. Willing to work any shift or format, especially talk. Jim 414-463-4405.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Four years board experience, one year PBP; know "modern country", some rock. Prefer southern Rockies, southwest, or west coast. Call anytime 307-672-2182.

Solid AC/MOR personality available immediately. News also strong suit. Call or write: Gerry O'Toole, 2060 W. Chase Ave., Chicago, IL 60645, 312-743-2854.

Dependable DJ, sportscaster. Two years experience, 3rd ticket. Seeking Top 40 or MOR position in the Detroit market. Tape and resume. Ready to work now. Any shift. Call Michael Walby 313-881-4336 afternoons or nights.

10 Year Pro, last 5 as major market sub personality in both drives and all night talk, wants real chance. Now middle market PD, former news director. Regional voice of Sheraton Hotels and 2 state lotteries. Will relocate. Contact Dennis Burke. PO Box 4462, Manchester, NJ 03108, phone 603-622-7618.

I've missed many opportunities to shut up. But can make it pay off for you. Broadcast-Waiter-Salesman with brains, energy and excellent background (recently trained). Love small market. For openers, call Dan 212-548-1184.

2 Years Solid Experience. Looking for good station. Excellent reader. Professional sound. Dependable. Will go anywhere. Call Bob Long 414-547-0748.

D.J. Ad-Lib Creativity, excellent delivery, versatile. Development essential. Seeks organization with experienced pros dedicated to radio in major or medium market. Have paid dues. Will relocate immediately. Tape and resume available. Mike Ward 303-346-7772.

Announcer—good board, commercials, news, dependable. Prefer Minnesota, Wisconsin or upper peninsula. Dennis Panczenko, 3146 A South 15th Place, Milwaukee, WI 53215. 414-672-5137.

Drive Time Production Oriented Air Personality with administrative experience seeking medium to large market opportunity. Call 817-387-4057.

5 years experience. All formats. Excellent jock/programmer. Very sincere, mature, hard-working. Bill, 914-961-8940. Prefer northeast.

D.J., News, Sports, Prod. 3rd. Adult Contemp. MOR. Available immediately. T&R on request. 408-224-0548.

Great one to one communicator seeks adult personality format. Stable talk, personality, news, sports and management, resume. Call John at 1-317-289-5191.

Experienced Announcer/News person/Musician with Communications Degree, TV and business experience ready to move up. A proven achiever. Prefer Northeast but all offers considered. Box F-140.

Needed immediately, announcing or any available position any station, anywhere collect, 607-565-2845 or POB 184, Waverly, NY 14892.

DJ with 2 1/2 years experience 3rd ticket, wants full-time Top 40 position. Box G-51.

Cookin' top 40 more music personality jock, good pipes, experienced. Also music, production, remotes. The Cosmic Trucker 516-423-0167.

Program director & morning drive with good numbers looking for arbitron market. Central East Coast preferred. Only three stations in five years. Deep, resonant voice good to A/C. Box G-91.

My successful format or yours! Great AOR with 2 station experience. Male 21 and broadcast graduate too. Rod at 312-392-0685 or 312-394-3434.

SITUATIONS WANTED TECHNICAL

I'm working for the Mutual Broadcasting System, administering the installation of their satellite system. I'm looking for a engineering management position with an aggressive company that is directly involved with radio broadcasting. Write Jon Banks, 1508 Hollindale Drive, Alexandria VA 22306, or call 703-685-2083 from 9-5.

SITUATIONS WANTED NEWS

Accomplished Anchor-Reporter—R-TV News/Sports. Degree. Call Hank Holmes 617-679-6957 after 2 p.m./eves. Box F-221.

Experienced newswoman ... currently working in Milwaukee. I'm good on the air, phone, beat work. Call 414-282-0508 afternoons.

5 years award winning news at midwest medium market giant. Seeking new challenge. Gordon Harris 608-271-1486.

Sportscaster with commercial experience available excellent production sales and air shift skills will relocate Mitch 212-376-4664.

Sportscaster, 7-year credentials include P-B-P football and basketball (some Big Ten), pre-game and half-time programs on Indiana University Sports Network (47 stations), game coverage of N.E.A. Indiana Pacers, daily sportscasts and commentaries. Seeking solid sports position, medium-major market. Can combo. Currently employed by WIRE, Indianapolis. John Minko, 5138-D Hillsboro, Indianapolis 46224. 317-293-4777.

Two jobs I waited for fell through. I want to report, not rip and read. Ready to start now. Northeast or middle atlantic preferred. Rich Kolker 301-681-6626.

News Reporter, Writer, Announcer. Experienced all areas. Graduate University of California '76. Realistic as to salary requirements. Resume and tape upon request. Box G-39.

Sports Director with administrative and budgeting experience. My total sports coverage honored as state's best two consecutive years. Family man, involved in the community. Box G-79.

Sportscaster looking to move up to the medium market. Strong on PBP and local sports reports, with interviews; award-winning documentaries; and can handle all aspects of your sports operation, from on-air work to total responsibility for technical and contractual arrangements. Emphasis on positive and objective reporting to give your station a professional sports sound. Box G-81.

Award winning sportscaster looking for step up, medium market desired, plenty of commercial experience. Strong PBP, all sports, talk, good voice. Also news director's experience, capable air shift, some sales. Can relocate, resumes, references, airchecks available. Box G-85.

20 year veteran seeks home in medium or small market radio or TV. Strong on air, writing, editing. Prefer Southeast coastal area. Will consider all inquiries. PO Box 1101, Knoxville, TN 37901.

I'm in radio for one reason ... sports! Dedicated pro whose done hockey, basketball, football & baseball. Seeking bigger challenge as sports director with PBP opportunity in medium to major college market. Call Marc afternoons at 218-749-4983.

Superior medium market PBP/sportscaster seeks new challenge at quality station. 516-781-0037, Gary.

Sportscaster, 28 veteran olympics and big ten seeks PBP college football and basketball. Will produce best package in country. Box G-62.

I can do it all Sportscaster 18 years experience, p-b-p, talkshows, interviews. Central PA preferred 717-367-0536.

Network Newsmen, experienced radio and TV administrator, newscaster, reporter. Seeks Florida News Director or anchorman position. Box G-67.

Are you a Washington, D.C. or suburban area news director? I'm a female with over six-years radio news experience, three years newspaper writing, Political Science background at one of the country's top universities. At 22, I've never been unemployed, (currently employed in news-active Northeast market) and have done it all; anchoring, reporting, interviewing, writing news and sports, plus sports talk radio host. I should like to do all or any combination of the above for you. Box G-89.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

My station's No. 1 ... and wealthy! Is yours? Modern country personality/PD. Impeccable record/references. Box G-31.

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 F-146.

Program-Music Director, formerly of WAM/FM and WANS/FM Greenville/Anderson, South Carolina available immediately. Proven track record with excellent references. Call Bill McCown at 803-226-1408. Composite aircheck, resume, ratings report, and programming philosophy booklet available. Prefer South

Experienced auditor with over 5 years in broadcasting seeks senior accounting or auditing spot. Will travel and relocate. Resumes furnished. Box G-35.

Black Programmer—Rated within the top 20 in the country. No hang ups about small markets if the price and opportunity is right. Presently station manager know the ropes, but prefer to do what my record proves I know best. Stable, family man. Expensive. Box G-74.

5 Years Experience. I've formatted two stations. I'm sure I could program yours and make it a winner. I'm young and very mature. Airshift, if necessary. Bill 914-961-8940. Prefer Northeast.

Cost conscious, profit oriented, serious, dedicated professional seeking Program Director and/or Operations Manager position. Four years experience in medium market programming and operations. Community involvement, ratings, audience and music research, promotion, formalic expertise plus cracker-jack administrator. Desire opportunity with people oriented company. Format, market size, geographic location unimportant. Call Kim at 215-437-5401.

Production Wizard: Third Endorsed. Call, Ron 316-524-7626. Wichita KS Between 9 a.m. to 4 p.m. CD1

Personable one to one communicator seeks stable and progressive adult operation. Solid personality, talk news, sports and management background. Excellent references. Call John 317-289-5191.

Experienced Production Director, employed by major market 50,000 watt, highly rated contemporary radio station seeking new challenges. Excellent writing, producing and directing skills. Highly creative and organized. Box G-59.

For Fast Action Use BROADCASTING's Classified Advertising

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.

General Manager. We need a station manager. Somehow our managers make good at our station and are captured by larger station opportunities or are offered executive positions with the networks. We seek an energetic, experienced manager who is prepared to grow with a corporation which is making its mark on the communications horizon. We are a single station market located in the northeast. Our building is modern in every respect. Our equipment will impress you for a facility of our size. And, frankly, our financials are in order. But more important, our people are competent and committed. We offer a favorable salary, an attractive fringe package and, significantly, owners who provide a management environment conducive to your success. Let us hear from you in confidence. Box G-65.

Major market independent seeking experienced Business Manager with expertise in budget preparation and control. Min. 3 yrs. business management experience coupled with degree in accounting, bus. mgt. or related field may qualify you for this department head position. Full knowledge of business department functions required. Send resume and salary requirements to Susan, WXIX-TV, 10490 Taconic Terrace, Cinti., OH 45215. An Equal Opportunity Employer M/F.

HELP WANTED MANAGEMENT CONTINUED

General Manager, Public TV and FM: Supervise \$2 million budget. Staff of approximately 55. Must have at least 5 years in broadcasting, including department head and/or direct supervision of people. Salary commensurate with experience. Update New York. AA/EOE/M-F Send resume to Search Committee, Box G-104.

HELP WANTED SALES

Professional salesperson needed to take over established account list. One to two years of television sales experience required. Must be well versed in all facets of local direct and agency selling. Tremendous opportunity for growth and advancement with in this group owned VHF ABC affiliate. Contact or send resume to Eric Zitron, WXEX-TV, P.O. Box 888, Richmond, VA 23207. Equal Opportunity Employer.

Account Executive, Experienced TV A.E. wanted in top 90 market. Good benefits, good future. Someone experienced in calling on agency and local direct clients. Send resume to Local Sales Manager, PO Box 5590, Lexington, KY 40555.

Salesperson—Energetic New York City based self-starter to develop unique potential for two year old NBC affiliate in Northern New England. Successful applicant should know the business and be able to sell conceptually. If you are success-motivated, ambitious, and willing to accept the challenge, this is an excellent opportunity to grow professionally in an organization of young professionals. Contact GSM immediately for full details. Will be interviewing in New York City July 16-18. Equal Opportunity Employer. Charlie Webb, WNE-TV, White River Junction, VT 05001. 1-802-295/3100.

Sales Manager: Opportunity for experienced, energetic, hands-on pro who will accept a challenge with great potential in exploding small market. Glamorous West Coast area. Network affiliate seeking applicant with proven sales ability and integrity. Equal Opportunity/Affirmative Action Employer. Send resume to Box G-88.

Sunbelt. Experienced media salesperson wanted. Send resume to: William J. Kemple, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

HELP WANTED TECHNICAL

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.

Looking for good Assistant Chief Engineer, familiar with RCA transmitter—TR 600, TK 630, Sony, Phillips Engineer. Contact: Jim Robinson/WECA-TV 904—893-3127.

Operating Engineer. 1st phone required. Experience in video tape editing, master control operations, production and studio support. Contact chief engineer KAMR-TV, Box 751, Amarillo, TX 79189 806—383-3321. EOE.

Videotape Duplicating, Post-Production, Remote Fax company looking for Operating Engineers. Requires broadcast related experience, electronics school graduate or equivalent technical training and first class FCC license. Career opportunity, excellent salary and company benefits, including pension plan. Send resumes to Personnel, NET Television, Incorporated, 2715 Packard Road, Ann Arbor, MI 48104. An Equal Opportunity Affirmative Action Employer.

Maintenance Engineer for Seattle network affiliate. Must have good digital background as well as broad practical experience in TV broadcast maintenance. EOE. Contact Jack Shawcroft, PO Box 24525, Seattle, WA 98124. Phone: 206—223-5141.

West Coast ABC Affiliate seeks qualified chief engineer with minimum five years administrative experience and heavy maintenance background. EOE/ Send resume/references to Box G-7.

Television Maintenance Engineer Wanted—must have strong background in television maintenance and operation, first class license required. Send resume and salary requirement to: Box G-26.

Manager of Engineering for growing PBS affiliate. Seeking an innovative, progressive engineer to manage department, including broadcast operations, remote truck, transmission systems. Requires 1st class license. Prefer maintenance and remote production experience, minimum three years supervising an engineering department. Salary: \$22,000-\$25,000. Closing date August 1. Send resume to: Howard Lowe, KVIE, PO Box 6, Sacramento, CA 95801. EOE/AA.

Immediate openings. First class VHF Network affiliate operation needs Engineer, TV maintenance (studio), radio maintenance (transmitter and studio.) Must have 3 years previous experience and 1st phone license. Equal opportunity employer. Contact: Henry B. Ruh, Director of Engineering, WTHI AM-FM-TV, 918 Ohio Street, Terre Haute, IN 47808, 812—232-9481.

Transmitter Engineer: First Class Radiotelephone Operator's License, 2 years specifically in broadcast TV transmitters, supervisory capability, keep transmitter and translators on-air including nights and weekends. This is a maintenance position. \$12,000. Send resumes to Bob Owens, WSKG Public Television, PO Box 97, Endwell, NY 13760. AA/EOE/M-F.

Applications from qualified engineers and videotape editors are being accepted by Jefferson Productions, a full service production facility. State-of-the-art LDK-5 and TK-47 cameras, Sony 1" tape, and computer editing facilities. A major equipment installation is underway. Apply in confidence to Personnel Department, Jefferson-Pilot Broadcasting Company, Charlotte, NC 28208, 704—374-3603. An Equal Opportunity Employer.

Chief Engineer for new ABC-TV affiliate station under construction in South Central Georgia. Successful candidate will have 5-7 years in UHF station operation. Will be completely responsible for the installation and maintenance of all the stations electronic equipment. Salary competitive. Send resume and salary history to: Tom L. Jones, General Manager WVGA(TV), PO Box 1588, Valdosta, GA 31601. Temporary phone: 305—423-8299. Equal opportunity employer.

PM Magazine/Detroit seeking cameraman/editor with minicam and 3/4" editing experience. Send resume and tapes to Helen Love, WJBK-TV 2, Box 2000, Southfield, MI 48037.

HELP WANTED NEWS

Top major market sports mad city wants weekend sports anchor weekday reporter with unique approach, good live shots and packaging, the sports director's right hand person. Hard work and two years experience a must. Clock watchers don't apply. E.O.E. M/F Box F-149.

Leading South Florida TV station is looking for a meteorologist. EOE. Please send resume and salary requirements to Box F-212.

Sportscaster—can you cover all the outdoor recreational sports in this sunbelt resort area in addition to some of the most exciting college and high school contests in the country? Tape, resume to Mark Mayhew, WPDE-TV, Box F-15, Florence, SC 29501. EOE, M/F.

Weather Person—knowledgeable, charming communicator for new ABC-TV affiliate in sunbelt resort area. Tape, resume to Mark Mayhew, WPDE-TV, Box F-15, Florence, SC 29501. EOE, M/F.

Investigative Reporter needed. Our best Investigator has taken another job, and we're looking. You'll have a tough act to follow, but if you are a solid journalist with investigative experience and a knack for getting the big story, we want you. Medium Midwest CBS affiliate, solid number one in news. An Equal Opportunity Employer. Minorities encouraged. Send resume and salary expectations to Box G-24.

Anchor—excellent salary for warm, attractive person who can write and produce two top-notch shows daily. New ABC-TV affiliate in sunbelt resort area. Also opportunity for reporter/photographers capable of weekend anchor work. Resume, tape, and writing samples to Mark Mayhew, WPDE-TV, Box F-15, Florence, SC 29501. EOE M/F.

Weather: M-F 6 and 10 p.m. Good opportunity in Florida resort city. Salary in teens. Send tape, resume to: Douglas Grimm, General Manager, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

TV Reporter—looking for qualified TV reporter with 1-2 years current experience as field reporter, writer. ENG, plus on-air capability. Must have B.A. in broadcast communications or related degree. Salary \$14,000 plus depending upon qualifications & experience. E.O.E./AAE. Prior to July 31, 1980 send complete resume to Box G-90.

Assistant News Editor and week-end anchor for South Texas VHF Box G-76.

Sports Director: Central California NBC affiliate is looking for an aggressive, talented, and organized sports reporter. Broadcast journalism degree preferred. Must have extensive TV work history in on-air and field reporting of sports. 40-hour week, salary negotiable, depending on experience. Excellent fringe benefits. Send complete resume and tape to News Director, PO Box 12907, Fresno, CA 93779. An Affirmative Action/Equal Opportunity Employer.

Assignment Editor for active News Department, medium N.E. market. Two years previous experience in assigning a must. Equal Opportunity Employer. Resume to Box G-97.

Weather: M-F 5:30 and 10 pm. Looking for weather person who can also do radio newscasts and knows how to handle ENG. Good entry level position. Send tape, resume to: Tom Lundstrom, News Director, KREX AM/FM/TV, Box 789, Grand Junction, CO 81502. EOE.

Top-rated CBS medium midwest affiliate has opening for general assignment reporter. Weekend anchor-producer duties may be included. Two years commercial experience and familiarity with ENG editing essential. An Equal Opportunity Employer. Write Box G-54.

Medium Market Affiliate looking for strong news anchor. Must have reporting, writing and producing experience. Salary negotiable. EOE M/F. Send tape and resume to Joe Norris, Station Mgr, WICD-TV, 250 Country Fair Dr., Champaign, IL 61820.

TV News Producer: Experienced, committed journalist who is excellent writer, organizer, creative thinker, and is seeking a career in news management. ENG background a must. Will be responsible for 6 and 10 newscasts. Send resume to: Steve Corona, News Director, PO Box 1515, Fort Wayne, IN 46801. An Equal Opportunity Employer M/F.

Sports Reporter/Anchor with experience in field producing a must. No beginners. Resume and salary requirements to Edwin Hart, News Director, WROC-TV, 201 Humboldt Street, Rochester NY 14610. EOE.

Top southwest sports crazy major market city wants the best most creative sports ENG photographer/editor in the country. Play by play, hard stories, features and specials all in a week's work. Must know sports. Many years experience and hard work a requirement. E.O.E. M/F Box G-56.

Midwest market looking for aggressive, knowledgeable and credible anchor with strong on-air presence to anchor expanded 6:00 & 10:00 news block. Competitive salary and benefits in one of the most beautiful parts of the country. Send tape and resume to Dick Hofmann, WXOW-TV, PO Box 128, La Crosse, WI 54601.

Weathercaster. Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits, equal opportunity employer. Send reply and resume to Box G-50.

Sports Director/News Anchor-Producer: 6 & 11 Sports, 11 Sports/News Co-produce/Anchor. Experienced in all phases reporting/producing TV Sports and News. 16mm and Vtr shooting and editing. College, good on-air, self-starter. Salary DOE. Resumes to: Alan Ross, KCOY-TV, 1503 N. McClelland, Santa Maria, CA 93454. EEO/AA.

Feature Reporter wanted for top rated station in South Carolina. If you have at least two years experience and love to do features, let us take a look at your tape. Tapes will be returned promptly. All replies should include a recent resume and salary requirements... Addressed to: Gary Anderson, News Director, WIS-TV, PO Box 367, Columbia, SC 29202. An EOE.

News Writer with speed and accuracy for Texas Gulf Coast station. Box G-102.

HELP WANTED NEWS CONTINUED

Expanding news operation and EEO requirements make a potential opening in our news department. Where professionalism counts. Good salary, fringes and development opportunities. If you are a pro at digging, writing, packaging and delivering, let us know about it. Send resume and audition tape to: Ron Beardmore, Station Manager, WJAN-TV 17, 6600 Atlantic Blvd., N.E., Louisville, OH 44641. WJAN is an E.O.E./affiliated with PTL of Heritage Village Church & Missionary Fellowship, Inc. of Charlotte, North Carolina. No phone calls.

Anchor for midwest medium market station with strong news commitment, large staff and well-equipped newsroom. Our product is interesting, well-produced, journalistically sound, and looks major market. Compensation can be quite attractive. Strong anchoring experience is a must. EOE. Box G-83.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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-215.

ENG Photographer/Editor for top rated prime magazine in a top ten market, E.O.E. If you're creative, energetic, care about quality and have a tape to prove it, send your resume to Box F-237.

Film Editor for television station. Minimum two years experience. Responsibilities include program re-editing, selecting promotional film footage, station shipping, program and shipping record keeping. Contact Helen Lane, 2600 South Mooney, Visalia, CA 93277. 209-733-2600. EOE/M-F.

P.M. Magazine Producer/Co-Host ... Number one station in market is seeking dedicated, aggressive and talented producer/co-host with at least two years experience. Will be responsible for producing one story per week and filling female co-host position. Send resume, tape and salary requirements to Barry Loper, WTVH, 980 James Street, Syracuse, NY 13203.

Need Number Two Person for Promotion Department. Must have experience, strong writing skills, and production knowledge. Send resume to: Phil Arrington, Promotion Director, WTOL-TV, PO Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

Talk Show Producer: WDIV-TV, Post Newsweek in Detroit is looking for an experienced talk show producer. Our program will be new, our host exciting and our new producer—someone with a creative track record and the managerial ability to motivate and build a staff from the ground up. Major market experience is a requirement for this position. If qualified, please send your resume and tape to Bill Pace, Executive Producer, WDIV-TV, 622 W. Lafayette, Detroit, MI 48231. An Equal opportunity employer.

PM Magazine co-host for station on beautiful Gulf coast of Florida. Ability to produce quality feature stories and up-beat personality a must. A degree in broadcasting and previous experience with PM Magazine is desirable. Must be willing to work irregular hours. Send resume and cassette to Dwight Pennebaker, WINK-TV, PO Box 1060, Fort Myers, FL 33902. No phone calls. Equal Opportunity Employer.

PM Host—Phoenix's PM station is losing its female co-host to a larger market. Her replacement will be a dedicated, experienced person who writes and produces stories. Previous magazine or news experience a must. Send resume and tape to Bill Wolfe, Executive Producer, PM Magazine, KTVK-TV, Box 5068, Phoenix, AZ 85010. KYVK-TV is an Equal Opportunity Employer.

Executive Producer to design and produce statewide, weekly public affairs television programs. Must provide leadership and coordination of eight Ohio PTV stations for state's duplex microwave interconnection system. Knowledge of various production equipment essential. Headquartered in Columbus with extensive travel throughout the state. Salary \$25,000 per annum. Position term to June 30, 1981, with contract renewal possible. Send full resume, references and credits to Duane Tucker, WBGU-TV, Bowling Green, OH 43403. Applications must be received by August 8, 1980. Equal Opportunity Employer.

Executive Producer: Solid journalist with very broad interests beyond straight news, to develop new local and national magazine-style programs, and supervise superb 20-person staff. Ambitious Public VHF in 14th market wants a person whose thinking and interests are multi-dimensional. No job for beginners, but will consider experience not primarily in television. Salary \$25-\$32,000. Send cover letter and resume to Jim Russell, KTCB-TV, 1640 Como Avenue, St. Paul, MN 55108. AA/EEO.

Wanted television director ... minimum 3 years broadcasting experience with background in directing live newscast and commercial production. Send resume and salary requirements to Director of Personnel, KITV, 1280 Ala Moana, Honolulu, HI 96814. An equal opportunity employer.

Growing PTV stations seeking Executive Producer/Producer. Applicant must have demonstrated competence in concept development and all phases of production; be a good communicator and have strong writing skills. Minimum of 5 years TV experience with 2 years as television producer with full responsibility for concept development and budget management. College degree preferred. Stations offer excellent benefit package; salary \$16-20,000. Send letters of application to WPTD(TV), 3440 Office Park Drive, Dayton, OH 45439. Applications must be postmarked by 7-21-80. URB is an equal opportunity employer.

Director: Cultural Affairs—Duties: Direct weekly and special productions in studio and on remote. Also, Membership Drives and Auction. Requires: BA in Communications or equivalent, 4 years experience, extensive directing experience in arts. Contact Mary Sullivan, WEDH, 24 Summit St., Hartford, CT 06106.

Educational Television Coordinator/Producer, minimum \$13,300. MA or equivalent, three years demonstrated instructional producing experience for a university market and other target groups. Contact: Marvin Bowman, Ohio University Telecommunications. (614-594-5244).

Television Production Specialist I: Position requires a thorough knowledge of all phases of T.V. production. Duties include "live" and "live on tape" productions, mini-cam shooting and editing on one-inch in the field; area of concentration will be Public Affairs with areas dealing specifically with black and minority communities. Must have a B.S. Degree with at least two years experience in producing and/or directing T.V. programs. Salary is \$17,697 to \$21,385 plus fully paid benefits. Apply to: Milwaukee Area Technical College, Office of Employee Services, 1015 North 6th Street, Milwaukee, WI 53203.

Marketing Director for Midwest station. Need aggressive, energetic person with creative talent and strong writing skills to take charge of Marketing/Promotion department. Will also handle budgets and detail work. Prefer experience in advertising or public relations. EEO. Send resume to Box G-96.

Manager of Creative Services: Unique opportunity to market network quality facilities and participate in growth potential. Seeking an individual with proven skills in facilities marketing and substantial experience as producer-director, especially in remote production. Salary: \$20,000-\$24,000, plus incentive benefits. Closing date: August 1. Send resume to: Howard Lowe, KVIE, PO Box 6, Sacramento, CA 95801. EOE/AA.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

9 Years Experience TV-AM-FM operations/maintenance, studio/transmitter. Relocatable. Box G-23.

Experienced assistant chief wants chief engineers position. 20 years experience. 816-833-3582.

SITUATIONS WANTED NEWS

Black Male/Anchor-Reporter. I have earned a 31-rating/share in a top-ten market on our early evening newscast and I have also received numerous awards for spot news reporting. Now, I'm looking to move to another market. Box F-155.

Experienced Reporter/Producer. Currently employed, medium market, net affiliate. Duties include producer/anchor, midday report; general assignment reporter; ENG photographer/editor. Previous major market internships. BA, Broadcast Journalism/Political Science. Seeks move to medium-large market station with high commitment to news. Tape, resume, solid references available. Bill Chandler 912-742-0165.

Experienced, energetic reporter/photographer strong on photography can prove he's an asset to your station. Will prove creativity and ability to shoot great pictures on audition tape. Willing to relocate for any reporter, photographer or any combination of two. Box F-148.

Meteorologist: 1980 BS. Will go anywhere. Resume and tape available. John 1-617-632-3687.

Major Market Anchor/Interviewer/Reporter. Strong on delivery, camera presence and writing skills. Background includes M.A., political campaigns, 4 years R-TV News and PA in number 2 market. Contract expires June 30. Let's talk! 714-673-7086.

Experienced creative assignment editor. Interned in 9th market. References from current employer. Box G-17.

Personality weathercaster who can help you dominate your market. Light approach, but heavy knowledge of weather, plus heavy community involvement can add up to your success. Able to make color radar and other weather tools easily understood by audience. Box G-95.

Nationally known Sportscaster—seeks sports director and/or PBP position in top 25 market. 28 years experience all phases of sports broadcasting. Tape/resume on request. 301-530-0724, 9114 Kirkdale Rd., Bethesda, MD 20034.

Unusual Opportunity—Newsradio editor/writer/anchor wants reporter position with first rate television news operation. Competitive, perceptive young professional who writes well and digs until they cry "uncle" will consider serious offers. Box G-98.

Major market sportscaster. Bright, energetic, conversational delivery spiced with humor and commentary. May book: No. 1 with 35 share. Award winning network packages, 8 year pro, early thirties. Available now. 313-354-3234.

Broadcast Journalist: Excellent at both hard news and feature reporting. 20 years old. MA Broadcast Journalism. Talented, imaginative newsman. Box G-52.

Experienced, skilled Anchor/Reporter. Also other production skills, both radio and TV. Now in Northeastern Pennsylvania, but ready to move for right position. Reply Box G-77.

20 year veteran seeks home in medium or small market radio or TV. Strong on air, writing, editing. Prefer southeast coastal area. Will consider all inquiries. PO Box 1101, Knoxville, TN 37901.

Satisfaction guaranteed in entry level reporting position. Television production and radio stringer experience. BA Broadcast Journalism. Good writing and delivery. Will relocate. For video tape contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-552-2473.

Medium market Sports Director looking to move on to sports-minded medium or major market station. Creative, enthusiastic, ENG and PBP experience. Call 402-426-2202.

Top five market anchorman looking for number one anchor spot. 30, 12 years experience. Box G-64.

Young veteran broadcaster looking for sports position. Experience in all phases of broadcasting, have worked in a couple of excellent markets. Ready to contribute. 318-433-2971. Box G-99.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

The Gay Eighties: TV doc's and sitcoms, and feature films and '80's contain gay sensibility or content examining homosexuals in America. Experienced consultant/researcher available for gay themes PR, promotion, TV/film situations, locations-historical or contemporary. Ken Maley 415-956-1069.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Talk Show Hostess. W.I.U. graduate. Experienced Interviewer/Producer. Public Affairs & entertainment. Janet Monger, Macomb, IL, 309-837-9120, 309-836-9476.

I'm looking for that first big break. Broadcast degree, TV, Radio production experience. Looking for entry level position to begin advancing. Joe Pedalino, 1421 West Virginia La., Clearwater, FL 33519. 813-726-9764.

Production Manager or Assistant Program Director for television station of any size in any western market. With assurance that position is open I'll pay transportation for job interview. Resume will show 25 years experience as Producer-Director with knowledge of both small market resourcefulness and big city know-how. National credits. Administrative experience. Excellent references. Salary secondary to opportunity for advancement. Box G-3.

Minority female anxious to prove herself. Master's from Northwestern University. Field experience in Chicago & D.C. Reply to: R. Pierce-323 Branner St., Morristown, TN 37814.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Need General Manager for a new production venture by an experienced broadcaster. Must have an ability to sell ideas and turn a new company into a mutually financial success. Will work with latest television facilities to provide customers with visual aids to help solve communications problems. Call David Allen 617-545-2696 or write Spectrum Video, 3930 Sunset Blvd., Youngstown, OH 44501. An Equal Opportunity Employer.

Broadcast Equipment Sales. Large Midwestern high technology dealer is seeking an experienced individual to handle the company's regional broadcast sales. The position offers marketing responsibilities for an extensive line of video and audio equipment as well as complete systems. Compensation of salary and commission is negotiable. Replies are handled confidentially. Send resume to Box G-86.

Salesperson Wanted: Outstanding opportunity to join the world's largest supplier to the broadcast industry. Travel a must. Please call David Tyler, William B. Tanner Company, collect at 901-320-4340.

HELP WANTED TECHNICAL

Photographic Services Resource Specialist— Advise, plan and produce materials for a University media unit. Must be experienced and highly skilled in all phases of still, motion picture and electronic media production and presentations. Some instruction and administrative duties. Five years minimum professional experience. Bachelor's degree or equivalent. Approximate starting salary \$14,500-\$15,500. Send letter and resume to arrive by August 1, 1980. Search Committee, Educational Communications Division, University of Wisconsin-Milwaukee, Box 413, Milwaukee, WI 53201. Equal Opportunity Employer. (M/F) Affirmative Action Employer.

Unbelievable Lifestyle— Nestled by the Rocky Mountains is a production company composed of hard working young individuals that strive for flawless video. When we're not creating the best on tape you can find us backpacking, canoeing, fishing, mountain climbing, sailing, skiing or just laying back absorbing one of the 300 plus sunny days. The city is Denver, the company is Telemation Productions, Inc., the equipment is CMX, VPR-2's, Vitral SqueezeZoom, etc. and the position is a combination of maintenance and video coloring. We are looking for someone with strong digital/analog experience along with the ability to communicate both with staff and clientele. Salary, of course, is commensurate with experience. Facilities in three cities offer good advancement possibilities. To join our family contact Jerry Ebberts, Telemation Productions, Inc./Denver, 7700 E. Iliff, Denver, CO 80231, 303-751-6000. E.O.E.

Fast growing production company in South Florida, needs engineers to install, maintain and interface latest state of the art equipment: Both Vital's Squeezezoom and Quantels DPE-5000 Digital Effects, Datatron Vanguard Editors, Ampex VPR-2B's, RCA-TK 28B's, etc. The positions are heavy technical, no operating required. Call: Michael Orsburn, Director of Engineering 305-587-9477 or send resume and salary requirements to: Video Tape Associates, 2351 SW 34th Street, Ft. Lauderdale, FL 33312.

Tape Editor: Immediate opening in Boston area for creative individual who has a technical background and a minimum of 4 years production house experience. Must know Quad, 1" and computer logic editing systems. Opportunity to grow within a top award winning production company. Call 617-329-4094.

HELP WANTED INSTRUCTION

Southeastern University seeks experienced producer-director/instructor for teleproduction facility with statewide exposure. Master's level required as well as experience in both college level teaching and production of public affairs programing. Quality, state supported institution in small community south of Birmingham. Send resumes to: Karl Perkins, Director, Communications Center—Station 200, University of Montevallo, Montevallo, AL 35115. Deadline for applications July 28. One year contract begins August 25. UM is an Equal Opportunity/Affirmative Action Employer.

Broadcasting Faculty Position. Instructor or Assistant Professor of Speech Communication to teach undergraduate courses in radio/TV in associate degree (2-year) program at Penn State/Wilkes-Barre. Ph.D. preferred. Masters and broadcasting experience required. Duties include teaching, administrating program, managing FM station and color TV facility on local cable. Send resume to: Nils Part, PO Box 1830, Penn State/Wilkes-Barre Campus, Wilkes-Barre, PA 18708. An Equal Opportunity/Affirmative Action Employer.

Radio-Television-Film. Full time September 1, 1980. MA/PhD, rank open, experience teaching upper division courses in television writing, broadcasting, cinematography, directing; CATV programing; 9 months salary range \$15,500-\$21,000; summer extra; benefits University System. Send resume, application, credentials to Wesley Ren Christie, Head, Speech and Drama, Valdosta State College, Valdosta, GA 31601, 912-247-3306. Deadline July 18, or until filled. EOE/AEE.

Mass Communication— Assistant Professor in Broadcast Journalism (tenure-track position) to teach introductory and advanced Broadcast Journalism courses that include supervising laboratories and the Broadcast Journalism Sequence. Sequence offers Basic Radio Operations, Broadcasting Systems, Radio-Television Announcing, TV Film Techniques, Commercial Copywriting for Radio-TV, Radio-TV News, Advanced Radio Practices, Advanced Radio Reporting, Advanced TV Reporting, and Radio Internship Program. Fall classes would include 12 hours of Basic Radio Operations, Commercial Copywriting for Radio-TV, Advanced Radio Practices, and Radio Internship Program. Master's degree and two to five years professional experience in broadcasting required; relevant teaching experience at college or university level preferred. Send vita and three letters of recommendation to: Wilma Wirt, Chairperson, Department of Mass Communication, University of Texas, at El Paso, TX 79968. Deadline is July 22, 1980 or until adequate pool is received. The University is an equal opportunity/affirmative action employer.

WANTED TO BUY EQUIPMENT

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.)

Wanted 750 to 1000 Ft tower capable of 12 FM bays. Clarence Jones. 803-492-7613.

Wanted 10kw to 20kw fm power amplifier. Dave Castellano 209-957-1761.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom. 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

FM Equipment, used-Collins 310Z1 exciter, with factory warranty, Spectrosonic 610 comp limiter, Microtack 6401 stereo preamp, Wilkinson SR-20-12 rectifiers, Revco A77. M. Cooper 215-379-6585.

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.

IVC 500A Color Cameras—complete, beautiful pictures, ea. \$7,500.

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 VSE-744 Switcher—12 input, chroma key, \$4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, \$12,000.

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, inhaner, scope, monitor, 2 available, new low price, ea. \$14,000.

New Edutron CCD-2H Time Base Corrector—Broadcast specs, \$5,800.

VHF Antenna—RCA Batwing, Available now, \$8,000.

UHF Antennas—Various Models and Prices.

30 Brands of New Equipment—Special Prices. We will buy your used TV equipment To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation in GA call 404-324-1271.

RCA BTA-50G 50KW AM Xmr. Excellent condition. Spare tubes, parts. Asking \$15,000. K-101 415-956-5101.

General Electric professional light valve TV projection system PJ500. \$2,000. Mike Lincoln 415-956-5101.

5 KW AM Bauer 5000J, Excellent condition with recent proof of performance. M. Cooper 215-379-6585.

20 KW FM CCA 20,000DS. 3 yrs. old, going to higher power, like new. M. Cooper 215-379-6585.

RCA TK-76 Mini/Cam package w/12:1 Fujinon lens, 3/4" VTR, \$30,000. 415-676-7260.

100KW ERP Circular Polarized FM Antennas 2 available: 1 RCA BFC 6 2/radomes tuned to 98.7 and 1 Shively 6 bay with de-icers tuned to 94.7. \$4000 each. Contact W. Clark, KTCO, Jonesboro, LA

Magnetic Film Recorder, RCA PM 75, 16 mm. \$7000. Contact Robin Stow at 213-577-5575.

RCA TR-70C Video Tape Recorder, fully equipped and colorized with TEP editor, 4 years old. Available August 1, 1980. Contact Gil Anderson or Richard Compton at WSPA-TV 803-576-7777.

RCA 10 D FM transmitter with RCA BTE-15A Solid State Exciter. Now in use, available soon. Also RCA BC-6A Dual Channel Console, recently removed from service. 414-743-4411. Ed Allen, Jr.

FOR SALE EQUIPMENT CONTINUED

IBM System 32 Computer System for radio traffic accounting. Hardware and software included or sold separately. Provides daily logs, schedules, sales analysis, avals, and billing statements. Call Paul Wurzer, 701-235-7300.

Reconditioned Automation, warranted. Schafer: 902, \$12,900; 903, \$19,900; 800-T or IGM 500: \$9,900. InstaCart, \$7,900; AudioFile 2A, \$6,500; nearly new. Bass, 800-527-5959, 214-934-2125.

ITC 750 reproducers, 2 in mint condition with equipment rack. MEC Co. 56 Patty Dr. Newbern, TN 38059. 901-627-2960.

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.

Comedy/Personality Jocks: Write for our amazing audio sample kit. See "Miscellaneous" ad for L.A. Air Force.

"Comic Relief" Just for laughs. Bi-weekly. Free sample. While Creative Services, 20016 Elkhart, Detroit, MI 48225.

MISCELLANEOUS

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.

Five volume production library jammed with hundreds of dynamite cuts! Exciting music beds, synthesizers, drums, jingles, SFX, gag cuts—the industry's finest package priced right! Audio sample kit \$1.00 (refundable): L.A. Air Force, Box 944-B, Long Beach, CA 90801.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

RADIO PROGRAMING

Astro-Projections—Find out what tomorrow holds for your audience! Astro-Projections, a 5-day-a-week, 4 times a day, daily program for each zodiac sign. Demo available. Astro-Promotions, Inc., 26651 Sudbury Drive, Cleveland, OH 44070.

Radio and TV Bingo. Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—RO, Box 2311, Littleton, CO 80160. 303-795-3288.

"Top 20 Countdown." 15 weekly 4 & 7 minute radio football shows beginning 8/30. More info—Demo: JT Productions, Box 747, Pittsburg, KS 66762. 316-231-9200.

Interested in a novel approach to radio public affairs? Check out "KALEIDOSCOPE," the newest production from The Focus on Youth Radio Network. Each week you get guests like Dan Rather, Mary Tyler Moore, David Rockefeller, Gloria Steinem, Ralph Nader, and Alexander Haig, plus contemporary music and timely features—all in a magazine format. Call 609-452-1150 or write PO Box 3035, Princeton, NJ 08540 for details.

Jewish Newscast: The Washington International Report, 10 minutes weekly of news and commentary on Jewish Public Affairs. Write: Washington International Report, 3742 Benton Street, N.W., Washington, DC 20007.

Election Year Entertainment. Rockumentary of Past Presidential Campaigns Demo. Sound Archive, 175-21st Avenue S.F. CA 94121.

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.

Broadcast opportunities are always available, if you are prepared. Put your classroom learning to work every day on a 50,000 watt radio station. Earn an Associate or Applied Science degree in Broadcast Engineering, Radio, Television, Sales or Clerical Skills. Write: Broadcasting, Wabash Valley College, Mt. Carmel, IL 62863. Financial assistance available.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News, Plus top rated account executive program—all taught by top L.A. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213-462-5600. "Where tomorrow's broadcasters are today."

RADIO Help Wanted Management

Century Broadcasting

ACCEPTING APPLICATIONS FOR OUTSTANDING RADIO OPPORTUNITIES

A nationwide talent search is now under way by Century Broadcasting for creative and industrious professional radio people for important station positions in...

- Sales • Promotion & Research
- Programming & Production

As the leading independent major-market radio operator in the U.S., CENTURY is seeking talented broadcasters for on-air, programming and sales. If you qualify for any of the above

positions and have a minimum of 3 years commercial radio experience in a Top-50 market, you may have a big future with CENTURY. Send your resume and/or tape to:

Century Broadcasting Corporation

875 N. Michigan Ave. / Suite 3212
Chicago, IL 60611

An Equal Opportunity Employer M/F

No. 1 Beautiful Music station

in exciting top ten market is looking for a strong, creative Operations Manager to direct continued ratings growth. Houston is America's fifth largest city—a dynamic and aggressive sunbelt metro area offering unlimited challenge for an experienced professional. Salary is open. Send resume to Ms. Vici Williams, General Manager, KYND-FM, 11 Greenway Plaza, Suite 2022, Houston, Texas 77046. 713/961-0092. Equal Opportunity Employer.

Help Wanted Technical

Assistant Chief Engineer

for major market. Cap Cities' AM facility. Beautiful new studio, top shelf equipment, excellent growth potential. Must have 1st class license and hands-on experience. Contact Peter Burk, Chief Engineer, WKBW, 695 Delaware Ave., Buffalo, NY 14209. E.O.E.

Help Wanted Announcers

MAJOR MARKET MORNING PERSONALITY

Group owner needs an explosive, aggressive, promotion-minded morning personality ready to become number one in competitive top-ten market. Personal appearances, promotions a must. If you have MOR, Top Forty or Country experience and a proven track record, send resume to Box G-75.

Help Wanted Announcers Continued

PERSONALITY/ADULT CONTEMPORARY MORNING ENTERTAINER

Wanted for one the Midwest's most respected medium market stations. Heavy community involvement a must. We'd like to hear from you if PERSONALITY radio is what you do best. Group ownership, excellent salary and fringe benefits. Send letters and resumes to Box G-93.

Help Wanted Programing, Production, Others

TALK HOSTS

WXYZ Radio, ABC's O&O in Detroit is growing and is searching for an additional sportstalk anchor and talk host. Interested parties should send a resume and unedited airchecks on cassette in confidence to: Michael Packer, WXYZ Radio, Box 789, Southfield, Michigan 48037. EOE/MF.



Situations Wanted Management

LAWYER- BROADCASTER

Seeks position with medium or large broadcast group as a house counsel or assistant to CEO. Strong background in communications. Broadcast experience. Three years experience as attorney in Washington regulatory and legislative matters. B.S. in Broadcasting and Film. Willing to relocate. Box G-103.

Situations Wanted Programing, Production, Others

ATTENTION, GENERAL MANAGERS!

I'm an experienced young pro looking for new opportunities in one of two areas: ... AS AN AIR PERSONALITY with a personality-oriented adult contemporary or top-40 station in a major market, or a top-flight medium market facility, or ... AS A PROGRAM DIRECTOR at a small- or medium market station with good people, good facilities, and management that's willing to let me grow in my first programming position. I have over 7 years experience both on the air (some in major markets) and behind the scenes. Presently employed. You or your program director can contact me through: S.R. Morison, RFD 2, Box 95, Delmar, DE 19940.

Employment Service

BROADCASTER'S ACTION LINE

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Service \$40.00
Call 812-889-2907
R3, Box 84, Lexington, Indiana 47138

TELEVISION Help Wanted Sales

TV ACCOUNT EXECUTIVE

Self-starter. Minimum two years TV Sales experience successful track record which can be verified. Send resume to: Dave Totty, WTVR-TV, 3301 West Broad Street, Richmond, Virginia 23230. E.O.E.

Help Wanted Technical

CHIEF ENGINEER

A major group owned UHF Network Affiliate located in a sunbelt top 100 city is seeking an experienced Chief Engineer. The ideal candidate will have a BSEE or at least 7 years of applicable TV experience. In addition, the individual will possess a desire to take charge of a technical operation from transmitter to time code generator while maintaining the management skills required of a department head. This is an outstanding opportunity with a growth oriented organization. All replies will, of course, be held in strictest confidence. An equal opportunity employer. Send resumes to Box G-4.

DIRECTOR OF ENGINEERING

WDRB-TV, Louisville, has just completed its move into a new facility. We are seeking an experienced engineer with hands-on skills and administrative abilities.

WDRB-TV is a well-established independent UHF station owned by the Minneapolis Star and Tribune Company and this position offers an outstanding opportunity for growth, security and benefits.

Respond to Elmer Jaspian, President and General Manager, WDRB-TV, Independence Square, Louisville, Kentucky 40203.

WDRB-TV is an Equal Opportunity Employer.

Help Wanted News

CO-ANCHOR

We are expanding our News commitment to include a half-hour weekday noon news. Co-Anchor position will include some reporting. We are a top 30 market station and are heavy into microwave. Please send resume to Box G-30. An Equal Opportunity Employer, M/F.

TV REPORTER

TV Reporter for Central Virginia's No. 1 News team. Must have minimum one year TV reporting experience. Send (no phone calls please) resume with salary history and video tape to: Jay Moore, News Director, WTVR-TV, 3301 West Broad Street, Richmond, Virginia 23230. E.O.E.

Help Wanted Programing, Production, Others



Executive Producer for No. 1 rated PM Magazine. Supervision of staff of 7 full time persons including administrative and creative duties. Producing skills and people skills a must. Send tape, resume, and salary requirements to Dave Miller, WCMH-TV, P.O. Box 4, Columbus, Ohio, 43216, EOE.

PROMOTION MANAGER

We need an idea person, skilled in using our own facilities as well as radio and print, to hype our audiences for an active NBC station. Immediate EEO opening. Plus sign for applicant who can produce own TV and radio promos. Resumes and folios to Terry Baltimore, Exec. Vice President, WBRE-TV, Box 28, Wilkes-Barre, PA. 18773.



WGR TV seeks
experienced producers, co-
hosts and ENG photographer/
editors

for
PM MAGAZINE
premiering this fall.

Previous magazine or news
experience a must

send resume and tape to

Farrell Neisel
Program Manager
WGR-TV

259 Delaware Ave.
Buffalo, New York 14202



The highest rated P.M. Magazine in the country with a 59 share is losing their female Co-Hostess and their Producer. Must have writing/producing abilities, be familiar with 3/4 inch editing, and work well under stress in team effort. Salary DOE. Submit resume AND tape to:

LINDA IMBODEN
KLAS, INC.
P.O. BOX 15047
LAS VEGAS, NEVADA 89114

Equal Opportunity Employer/MF

Situations Wanted Programing, Production, Others

QUALITY INVESTIGATIVE PRODUCTION

Tri-member major market investigative unit available for high quality tv investigative productions. Experienced, skilled group with journalistic and award winning value. Box G-101.

INNER SPACE THE FASCINATING REALM OF PSYCHOLOGY

is explored in three unique and creative series designed for radio and television by a former psychology professor-turned producer/host. Programs on male-female relations, happiness, and psychology in general await a place for production at a station wanting to make an innovative contribution in the '80s. For more information, please call (213) 473-2870.

Services

MANAGEMENT SERVICES COMPANY
Specializing in Individual & Corporate
VIDEOTAPE INVESTMENT
Representing over 500 Clients & 1100 Episodes
CALL TOLL FREE
NATIONALLY 800/528-6050 Extension 758
INVESTORS MANAGEMENT SERVICES, INC.
366 No. B'way, Jericho, NY 11753 516 935-5567

UHF SPECIALIST

- * Construction Assistance
- * Coverage Recommendation
- * Equipment Negotiation
- * Turnkey Installation

LABOR SPECIALIST

- * Contract Analysis
- * Negotiations
- * Personnel Analysis

GENE HILL
702-831-2870

Help Wanted Management

DIRECTOR TRAINING & DEVELOPMENT SERVICES

Responsible for the initiation, development, management and systematic evaluation of all sponsored industry-wide training and development projects designed to upgrade access, skills and advancement within public broadcasting. Responsible for identification and development of innovative projects that are responsive to the needs and priorities of public broadcasting employment and career development.

Bachelor's degree in communications, business administration, public or educational administration or related area with Master's degree preferred. Minimum of three years full-time professional management experience in training programs and educationally related activities; successful fiscal and grants administration; EEO/AA; and public liaison. Proven ability to research, evaluate and administer training and development programs. Public broadcasting knowledge and experience desirable. Salary Range: \$33,304-\$47,920. Deadline date: 8/15/80. Send resume to the Director of Personnel, 1111 16th Street, N.W., Washington, DC 20036.

EOE-M/F/V/H

Help Wanted Sales

Marketing Visionary

Audio Independents seeks innovative self-starter with commercial experience to promote and develop opportunities for radio indies. Reply Audio Independents, One Lincoln Plaza, New York, NY 10023.

ALLIED FIELDS

Help Wanted Technical

BROADCAST SYSTEMS PROFESSIONALS



WALSH

Broadcast Placement Service
The Commons West
Dept. B
638 Newtown Yardly Road
Newtown, PA. 18940

An Equal Opportunity Employer

We represent several well known companies in the Broadcast manufacturing industry with current requirements for outstanding talent in several key areas. Products include camera, VTR and transmitter/antenna systems. Some of these immediate opportunities include:

DESIGN ENGINEERS:

Design state-of-the-art camera and antenna systems. Need either a BSEE or BSME, preferably with experience in broadcast equipment.

TRAINING SPECIALISTS:

Interpret new engineering developments for manufacturing and marketing as well as the customer; develop training manuals & audiovisual training tools. You should have a BSEE & the ability to communicate effectively verbally and in writing.

FIELD PROJECT ENGINEERS WORLD WIDE ASSIGNMENTS

Direct technical projects in a field that extends around the world! You should be willing to travel WORLD WIDE 50% of the time. To qualify you must have understanding of the latest generation of T.V. Broadcast equipment.

PRODUCT MANAGEMENT/ TRANSMITTERS

Assist in planning new equipment, marketing strategy and work closely with advertising and sales organizations. Prefer BSEE with knowledge of UHF/VHF television transmitters.

Excellent compensation packages and relocation programs if needed. If you are interested in any of these positions or are qualified in other Broadcast equipment areas, we are waiting to hear from you. Call COLLECT, 215-968-0707 or send resume to:

A UNIQUE OPPORTUNITY IN SALES!

We are seeking a highly motivated individual to work with television and radio stations throughout the country in the field of broadcast computerization.

Knowledge of computerization is less important than "hands-on" experience with the management/sales of station inventory.

Professional selling skills are required since the position calls for dealing with top executives of the broadcast industry. Heavy travel is involved.

Compensation includes base salary, commission, and expenses, as well as excellent company benefits.

Along with your resumé, include a short letter telling us why you are the individual we seek for this career opportunity. Send

replies to: Department MS, Broadcast Division, Data Communications Corporation, 3000 Directors Row, Memphis, TN 38131. Please do not call.

An equal opportunity employer.

BIASTM

BROADCAST DIVISION OF
DATA COMMUNICATIONS
CORPORATION

Radio Programming



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Wanted To Buy Stations Continued

Want to Buy FM or AM/FM

North East Region —Any size market. Will buy all or part & manage. Brokers invited. Reply held in strict confidence. Box G-80.

Miscellaneous

Now Available For Immediate Use

HELEN KELLER CENTENNIAL psa spots (30's & 60's) voiced by *Patty Duke, Anne Baxter, Lillian Gish* for Swedenborgian Church. (MOR PS Dirs. check your mail. They're already on your desk.) Write or call: Tri-State Media Ministry, Trinity Place, New York 10006 (212) 425-4787.

Wanted To Buy Stations

WITHIN 60 MILES OF WASHINGTON D.C.

If that's your station let us make you an offer.

Established highly qualified buyer. Box G-33

For Sale Stations

SELECT MEDIA BROKERS

GA	Daytime AM	400K	Medium
FL	Fulltime AM	135K	Small
MN	Daytime AM	225K	Metro
TN	Daytime AM	360K	Small
NC	Daytime AM	350K	Small
MI	Daytime AM	370K	Small
NC	Daytime AM	165K	Small
MO	Daytime AM	225K	Small
WY	Fulltime AM	235K	Small
MS	Daytime AM	295K	Medium
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	340K	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

912-863-4917

PO Box 850, Albany, GA 31702

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, TN 38157

D. CZAR LIBEG

Media Broker. Experienced, qualified in BROADCASTING, REAL ESTATE, INVESTMENTS. Nationwide, localized contacts. Will locate qualified property or buyers. Versatile: Listing Agency or Buyers Broker. Shippen Realty, 2811 So. 4th Avenue, Yuma, AZ 85364. (602) 726-8050.

MEDIA BROKERS • APPRAISERS
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.
Shaheen INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



- Fulltimer. Major market ID. \$660,000 terms.
 - AM/FM in Alaska. \$1,425,000.
 - Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
 - Chattanooga area daytimer. Good real estate with living accommodations at studio. \$350,000. No down payment, \$5,225.80/month for 10 years.
 - Two AM's. CA. fulltimer and daytimer.
 - Class C plus powerful daytimer. S.E. \$4 million cash.
 - 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.
 - Powerful daytimer in Northern Michigan. \$430,000 Terms.
 - Fulltimer. Wyoming. \$260,000. Terms.
 - Class C in Colorado. \$590,000. Terms.
 - 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.
 - Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.
- Let us list your station. Confidential!
- BUSINESS BROKER ASSOCIATES**
615-756-7635 24 HOURS



CHAPMAN ASSOCIATES®

nationwide service

STATION

MW	Small	AM	\$160K	Terms	Bill Whitley	(214) 387-2303
E	Small	AM	\$180K	29%	Art Simmers	(617) 848-4893
MW	Small	AM	\$300K	\$87K	Paul Crowder	(615) 298-4986
NW	Small	Fulltime	\$700K	29%	Ray Stanfield	(213) 363-5764
S	Medium	Fulltime	\$560K	\$162K	Bill Chapman	(404) 458-9226
MW	Metro	Fulltime	\$1300K	\$377K	Jim Mackin	(312) 323-1545

CONTACT

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

TELEVISION

Construction-Permit

Construction partially completed in top 100 sunbelt market send qualifications to

Box G-70

**R.D.HANNA
COMPANY**

BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Ln., Suite 505, Dallas, Tx. 75225 • 214-696-1022

8340 E. Princeton Ave., Denver, Co. 80237 • 303-771-7675

1819 Peachtree Rd. N.E., Suite 606, Atlanta, Ga. 30309 • 404-351-0555

**LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers**

213/826-0385

202/223-1553

Suite 214

Suite 417

11661 San

1730 Rhode

Vicente Blvd.

Island Ave. N.W.

Los Angeles, CA. 90049 Washington, D.C. 20036

Medium market in Colorado

5 KW, fulltime. Valuable real estate. Priced 2½ times gross billings. Terms available to qualified buyers. Box G-105.

W. John Grandy
Broadcasting Broker
1029 Pacific Street
San Luis Obispo, CA 93401
805-541-1900

Iowa Class C-FM

Gross over 100K with no sales effort \$450K-good terms and lease on real estate.

Send qualifications.

Box G-72

IDAHO-Fulltime AM/FM \$425,000
IDAHO-Fulltime AM/FM 475,000
MONTANA-Fulltime AM 1.2 million

**MOUNTAIN STATES BROADCAST
PROPERTIES, INC.**

(303) 466-3851
(207) 344-0947

**TOP 100 SUNBELT MARKET
CLASS C FM**

Well established with stable staff and format. Always profitable for absentee owner. 1,595,000 20%-10 Yrs. Box G-84.

ATLANTA DAYTIME-1K

Excellent Facilities and real estate \$875,000-No Brokers-Box G-53

Dan Hayslett
A associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

CENTRAL TEXAS

Fulltime AM Profitable Real Estate included. Principals Only. Write Box G-82.

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast:

44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:

500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

ARIZONA CLASS 'C' FM

Choice, Medium Market. Well equipped. Real estate included. Good growth market. Staff will stay. O.W.C. D. CZAR LIBEG, Media Broker/Shippen Realty, 2811 So. 4th Ave., Yuma, AZ, 85364. (602) 726-8050.

**BROADCASTING'S
CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

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).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St. N.W., Washington, DC 20036.

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: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 38
Lexington, Mo. 64067
Phone 816-259-2544

MINNESOTA AM-FM

Full-time AM and Class A FM in small, stable market. Building and land included in price. \$395,000 with \$100,000 cash down payment. Owner will finance balance. No brokers.

Box G-71

**THE
KEITH W. HORTON
COMPANY, INC.**

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and
Consultants
to the
Communications
Industry

Fates & Fortunes

Media

Leonard A. Swanson, VP-general manager of Cox Broadcasting Corp.'s WHIC-TV Pittsburgh, has resigned after 12 years in that position. Veteran broadcast executive was member of National Association of Broadcasters' TV board until June, and was also chairman of NAB's children's television programming committee. He has not announced his plans. Swanson joined WHIC-TV in 1963 as sales manager. **Jack P. McCarthy**, VP-general manager of Cox's WHIO-TV Dayton, Ohio, named to succeed Swanson. **Neil Pugh**, station manager and general sales manager of WHIO-TV, named to succeed McCarthy as VP of Miami Valley Broadcasting Corp., licensee of WHIO-AM-FM-TV, and assumes full responsibilities as station manager of WHIO-TV. **Stanley G. Mouse**, executive VP of Cox Broadcasting, assumes additional duties as president of Miami Valley Broadcasting. **Merritt S. Rose Jr.**, station manager of WHIC-TV, named to newly created post of director of marketing projects for broadcasting division of Cox, and will continue to be based in Pittsburgh.



Rockoff

RKO Radio President Dwight Case has appointed new heads of three of its radio stations: **Neil Rockoff**, VP of radio division of Storer Broadcasting, in charge of its KTNQ(AM)-KGBS(FM) Los Angeles and WHN(AM) New York, joins RKO as VP-general manager of KHJ(AM) Los Angeles, succeeding **Dick**



Fish

McGeary, who resigned, and has not announced new plans; **Bob Fish**, national sales manager at RKO's WOR(AM) New York, named general manager of company's WRKO(AM) Boston, succeeding **Chuck Goldmark**, who also resigned, and has not announced new plans, and **Ron C. Thompson**, former owner and general manager of KARM(AM) Fresno, Calif., named general manager of RKO's WHBQ(AM) Memphis, succeeding **T.J. Donnelly**, who has been named general manager of Susquehanna Broadcasting's KLIF(AM) Dallas.

Stuart Mackie, general sales manager, WISN-TV Milwaukee, joins KTVH(TV) Hutchinson, Kan., as president and general manager.

Robert Farrow, general sales manager,

WICS(TV) Springfield, Ill., joins WEYI-TV Saginaw, Mich., as general manager.



Lobeck

Al Lobeck, general manager of Stauffer Communications' KRNT(AM)-KRNQ(FM) Des Moines, Iowa, assumes additional duties as director of Stauffer's radio properties. He will be in charge of its six AM and three FM stations. **Robert Fromme**, general manager of Stauffer's Kansas City

Royals Baseball Network, assumes additional duties as special assistant to VP of broadcasting, Jerry Holley.

John Reeder, director of station relations and program development, Arkansas Radio Network, Little Rock, named general manager of ARN.

Bob Clark, production supervisor, WTAF-TV Philadelphia, named operations manager.

Robert I. Mart, station manager, KTVU(TV) Oakland, Calif., resigns.

Russ Wood, sales manager, Bonneville's KSL(AM) Salt Lake City, named station manager, co-owned KMBR(FM) Kansas City, Mo.

Hope Green, director of development, non-commercial KCTS-TV Seattle, joins Vermont Educational Television network, Winooski, as manager.

Bob S. Bridwell, VP-finance, Harte-Hanks Communications, San Antonio, Tex., has resigned, effective July 31. Successor has not been named.

Garth Lindsey, VP-controller, United Television, station group subsidiary of 20th Century-Fox, named VP-finance and administration.

Roberta Lynn Tross, attorney, Barovick Konecky Braun Schwartz & Kay, New York, and **William James MacNaughton**, attorney, Donovan, Leisure, Newton & Irvine, New York, join Enterprises/Showtime section of Viacom law department in same capacity.

Elizabeth Narrater, administrative secretary to Sam Cook Digges, president of CBS Radio, New York, named to newly created position of affiliate relations analyst, CBS Radio.

Joseph Reilly, former VP-general manager of WWOM(FM) Albany, N.Y., and former treasurer of New York State Broadcasters Association, named executive director of NYSBA, based in Albany.

Advertising

Shirley Young, executive VP in charge of research services and marketing, Grey Advertising, New York, named to new position of executive VP-marketing planning and strategy development. **Barbara Feigin**, senior VP and manager of Grey's marketing and research department, appointed senior VP-director of marketing and research.

Richard C. Anderson, senior VP and director of department of media resources, Needham, Harper & Steers, Chicago, and last month named chairman of board of management of NH&S in Chicago, has been elected executive VP of NH&S. **Richard Rogers**, account supervisor, NH&S, Washington, elected VP.



Anderson

Steven Bretschneider and **Harkness Cram Jr.**, VP's and management supervisors, and **Stephen Grodet**, VP-group creative director, N W Ayer ABH International, New York, elected senior VP's. **Christina Anderegg** and **Barbara Henry**, account supervisors, and **Susan Bell**, manager of spot radio and television broadcast buying, elected VP's.

Bob Burden, management supervisor on Porsche Audi account, Doyle Dane Bernbach, New York, elected senior VP.

Raymond Trapp, former executive VP of The Bloom Agency, Dallas, named president of

"She knows the talent better than anyone in the business."



She's Sherlee Barish.
And television news people are her specialty.
Call her.

Broadcast Personnel, Inc.
527 Madison Avenue, NYC 10022
(212) 355-2672

* The Wall Street Journal, 1977

Keller-Crescent Co.'s newly formed Southwest advertising unit, Keller-Crescent/Southwest, Dallas. Agency is headquartered in Evansville, Ind.

Daniel Kohn, from Wells, Rich, Greene, New York, joins Bozell & Jacobs there as VP-director of broadcast and production.

Maurice Mahler, senior VP, Wells, Rich, Greene, New York, joins Van Leeuwen & Partners there as associate creative director.

Michael Verschuren, Detroit office manager of Blair Radio, named VP. **Scott Lazare**, formerly with Roslin Radio Sales, New York, joins Blair Radio there as account executive. **Marshall Seese**, account executive, Harrington, Richter & Parsons, Atlanta, joins Blair Television there in same capacity.

Phil Gore, former VP-marketing, Columbia Pictures, Los Angeles, joins Television Advertising Representatives as manager of Los Angeles office.

Cheryl Winer, account executive, WBOS(FM) Boston, and formerly with Buckley Radio Sales, rejoins Buckley as manager of Boston office.

Len Sable, divisional VP in Midwest, Torbet Radio, joins Bernard Howard & Co. as account executive in Chicago office.



Kraus

Bob Kraus, account executive, WBZ-TV Boston, joins WLVI-TV there as sales manager.

Bob Moore, local sales manager, KCOP(TV) Los Angeles, joins KHTZ(FM) there as general sales manager.

Gregory Stone, VP-East Coast sales manager, TeleRep, joins WSOC-TV Charlotte, N.C., as general sales

manager.

Marty Owens, former general sales manager of WICZ-TV Binghamton, N.Y., joins KCPQ-TV Tacoma, Wash., in same capacity. **Lloyd Low**, former account executive, KSTW(TV) Tacoma, joins KCPQ-TV as local sales manager.

Barry Hersh, former general manager of WLTV(FM) Cincinnati, named group sales coordinator for Broadcast Management Corp., radio station group owner based in Fairfield, Ohio, and former owner of WLTV.

David Vantrease, account executive, WYMX(FM) Augusta, Ga., named general sales manager of WYMX and co-owned WHGI(AM) there.

Christopher Rohrs, director of research, TeleRep, New York, joins WDIV(TV) Detroit as national sales manager.

Ron Rash, account executive, KOLQ-TV Reno, named national and regional sales manager.

Maury Warshauer, national sales manager, WPIX-FM New York, joins WLIB(AM)-WBSL(FM) there in same capacity.

Richard Downes Jr., account executive, KWK(AM)-WWWK(FM) St. Louis, joins KSD(AM)-KCFM(FM) there as sales manager.

John Hendricks, account executive, WXYZ(AM) Detroit, named national sales manager, KYI(AM) Seattle.

Lon Snider, local sales manager, KESA(FM) Seattle, joins KPLX(FM) there as co-op sales manager.

Brad Berry, from WKQX(FM) Chicago, joins KLPQ(FM) Little Rock, Ark., as sales manager.

James Hardy, account executive, KBPI(FM) Denver, named local sales manager.

Bryon Baylog, account executive, WMMS(FM) Cleveland, named local sales manager.

Jere Patterson, account executive, KHJ(AM) Los Angeles, joins KNAC(FM) Long Beach, Calif., as local sales manager.

Danielle Warren, account executive for RKO General's WXLO(FM) New York, named account executive for co-owned WOR-TV there.

Programming

Paul M. Eisele, consultant to WCI Home Video division of Warner Communications Inc., New York, for past three months and earlier in executive posts at Time-Life Video and Home Box Office, named VP-marketing, WCI Home Video.

R. Brett North, director of marketing, Golden West Subscription Television, Los Angeles, named executive VP. Golden West plans to begin over-the-air pay TV service next fall in Oklahoma City, and later in Dallas-Fort Worth, Chicago and Providence, R.I. **Kathleen Dolio**, director of programming, named VP-programming.

Terry May, director of finance and planning, named VP. **Ronald Mandell**, director of implementation, named VP-technical services. **Frank Jett**, implementation manager, named director of implementation.

Jack Fentress, former program manager of KYW-TV Philadelphia, joins Syndicast Services, New York, as VP-general manager, with direct responsibility for *The Mike Douglas Show*.

Robert Geller, creator and executive producer of *The American Short Story* series that appeared on Public Broadcasting Service, and *Too Far To Go*, on NBC-TV, joins Reeves Communications, New York, as head of its newly acquired film and television subsidiary, Sea Cliff Productions.

Laura Reitman, director of evaluation of radio and television opportunities and new technologies, McCann-Erickson, New York, appointed manager of program evaluation, RCA SelectaVision VideoDiscs, New York.

Dayna Kalins, director of business affairs, Columbia Pictures Television, Los Angeles, joins 20th Century-Fox Television there as VP-business affairs.

Gary Fogel, associate director, business affairs, Columbia Pictures Television, named director.

Bruce Baker, director of corporate accounting, D.H.J. Industries, joins Showtime, New York, as controller.

John Burrud, who has worked in various capacities at Bill Burrud Productions, Los Angeles, named executive VP.

Phillip Matthews, sales representative, Midwest division, Metromedia Producers Corp., named Midwest division sales manager, Chicago.

Marty Ryan, special projects producer for NBC-TV's *Today*, named producer of early-morning program, taking over that function

from Steve Friedman, executive producer.

Steve Kotton, former field producer and cinematographer for Group W's *Evening/PM Magazine* at KPIX(TV) San Francisco and KDKA-TV Pittsburgh, named West Coast on-location features producer for Group W's new syndicated daytime series, *Hour Magazine*, scheduled to premiere in September. **Dean Radcliffe**, former producer of *Evening/PM Magazine* on WJZ-TV Baltimore, named East Coast-Midwest producer for *Hour Magazine*.

Merrill Mazuer, who has worked as producer and director for ABC-TV, CBS-TV and NBC-TV and earlier was producer for Group W, named producer-director of Group W Productions' weekly half-hour program on consumerism, *Fight Back! with David Horowitz*, scheduled to begin in September.

Jonni Hartman, personal manager, Aarons Enterprises, Los Angeles, joins staff of "Your New Day," Vidal Sassoon Inc. syndicated show, as associate producer.

Four appointments to sales staff of Weiss Global Enterprises, program syndicator: **Alton Whitehouse** covers Southwest and Southeast for *Make Room for Daddy* only; **Harvey Reinsteil**, Northeast for all Weiss product; **Thomas W. Betton**, Midwest, and **Michael C. Fahn**, Western division manager.

Robert McCarthy, VP-Midwest sales, based in Chicago, Mutual Broadcasting System, and **David Aubrey**, sales representative, Day & Associates, Los Angeles, join Entertainment and Sports Programming Network, Bristol, Conn., as special sales representatives.

Susan Greenblatt, production coordinator, Video East, Philadelphia, named production manager.



Levine

Richard Levine, senior VP-program development, MGM Television, Los Angeles, joins ABC Entertainment, New York, as VP-programs, East Coast.

William Castleman, production manager for Field Communications' WFLD-TV Chicago, named program manager for co-owned

WKBD-TV Detroit.

John W. Coleman, executive producer, ABC-owned WLS-TV Chicago, named assistant program director at co-owned KABC-TV Los Angeles. **Frank Kelly**, producer, KABC-TV, named executive producer.

Mike Cerre, independent producer and head of his own production company, Episode, and **Danielle Folquet**, co-host and producer of *PM Magazine* on WCMH-TV Columbus, Ohio, named co-hosts of *PM Magazine* on WNEW-TV New York.

Jerome Trainor, program and operations director, noncommercial WTVS(TV) Detroit, named VP for broadcasting, responsible for program acquisition, program scheduling, working with cable systems and other technologies, and for station's new educational division. **Henrietta Barlow**, assistant director of arts and humanities programming, Public Broadcasting Service, Washington, joins WTVS as VP for programming.

Martin Zitlin, director of broadcasting for Chicago Board of Rabbis, joins Cablevision of Chicago as director of programming.

Lawrence Pavilionis, station and operations manager of KCWY-TV Casper, Wyo., scheduled to go on air Aug. 1, named corporate director of administration and programming for parent company of KCWY-TV, Chrysostom Corp. **John Felker**, production supervisor, KCWY-TV, named production and operations manager.

Bonnie Kaplan, producer of *Friday Night with Jay Levine* on WLS-TV Chicago, named producer of *A.M. Chicago*. **Sue Wainwright**, producer-director, WTVJ(TV) Miami, joins WLS-TV as staff director.

Lloyd Burkley, producer-director for special projects, noncommercial WPBT(TV) Miami, joins KYW-TV Philadelphia as director of station's new 90-minute live program, *AM/PM*.

Raquel Ortiz, producer, noncommercial WGBH-TV Boston, and former producer at noncommercial WNET(TV) New York, joins Corporation for Public Broadcasting, Washington, as program coordinator for CPB's Program Fund.

Beverly Vinson, television program coordinator in television activities department of Public Broadcasting Service, Washington, named director of program activities for PTV-2, new specialized program service of PBS. **Dee Brock**, director of information and distribution in Instructional Television Center of Dallas Community College District, and former director of Dallas Cowboys Cheerleaders, joins PBS as director of adult learning programming.

Bob Costas, who worked as freelance sportscaster doing NFL telecasts for CBS, joins NBC Sports broadcasting staff.

Fred Wymore, sports director, WKRC-TV Cincinnati, joins KOVR(TV) Stockton (Sacramento), Calif., in same capacity.

Dave Sanders, sports director, WOI-TV Ames, Iowa, joins KMTV(TV) Omaha in same capacity.

Steve Grad, sports anchor, KGW-TV Portland, Ore., joins KMBC-TV Kansas City, Mo., as sportscaster.

Tim Kelly, air personality at ABC-owned WRCK(FM) Chicago, named music director for co-owned WLS(AM) there.

Karen Henderson, Washington vocalist, actress and commercial announcer, joins WMAL(AM) Washington as air personality.

David Jones, program director and air personality, KQEO(AM) Albuquerque, N.M., joins KPLZ(FM) Seattle as air personality.

Susan Johnson, production technician, non-commercial WNED-TV Buffalo, N.Y., named associate director.

in Cherry Hill.

Brad Wright, reporter, anchor and producer, KFSN-TV Fresno, Calif., joins KXAS-TV Fort Worth as 5 p.m. anchor. **Dennis Holly**, weeknight anchor, WMAR-TV Baltimore, joins KXAS-TV as weekend co-anchor. He will also do reporting three days each week out of Dallas office.

Larry Moore, reporter and anchor, KPXX(TV) San Francisco, joins WLS-TV Chicago as general assignment reporter. **Andy Segal**, news writer, WLS-TV, named producer of investigative unit. **Martin Gill**, assignment manager, WDIV(TV) Detroit, joins WLS-TV as news writer.

Charlie Cain IV, chief of *Detroit News* city-county bureau, joins WJBK-TV Detroit as reporter and later will be assigned to Lansing, Mich., bureau of WJBK-TV as state editor.

Sarita Felan, reporter, KSLA-TV Shreveport, La., and **Michael James**, anchor and reporter, KMYT(TV) Twin Falls, Idaho, join KCWY-TV Casper, Wyo., as anchors and reporters. KCWY-TV is scheduled to go on air Aug. 1. **David Gregory**, air personality, KATI(AM) Casper, joins KCWY-TV as reporter. **Robert Young**, graduate, San Jose State university, San Jose, Calif., joins KCWY-TV as sports anchor and reporter.

Harry Gilbert, former news director of KTHI-TV Fargo, N.D., joins KOLO-TV Reno as general assignment reporter. **Bruce Hutchison**, with KOLO(AM) Reno, named reporter and weekend sports anchor for KOLO-TV. **Mike Miles**, from KSBW-TV Salinas, Calif., joins KOLO-TV as chief photographer.

Mike Cannington, former reporter at WTLV(TV) Jacksonville, Fla., joins WAFF(TV) Huntsville, Ala., as Decatur-Morgan county reporter.

Marc Burstein, associate director for CBS News, New York, joins ABC-TV's *World News Tonight* in similar capacity in Washington. **Frank Cannizzaro**, manager of financial planning, ABC News, New York, named director of financial planning.

Kerry Painter, former anchor at KHVH(AM) Honolulu, joins WILM(AM) Wilmington, Del., as news director.

Linda Johnson, reporter, KAAY(AM)-KLPQ(FM) Little Rock, Ark., named assistant manager of news operations and public affairs supervisor.

Lyle Kilgore, news and public affairs director, KHJ(AM) Los Angeles, joins Shamrock Broadcasting Co. there as director of public affairs for all its radio and television stations.

Paula Glass, graduate, DePauw university, Greencastle, Ind., joins WKJG-TV Fort Wayne, Ind., as field reporter and vacation relief.

Dave Elser, weather reporter, KRGV-TV Westaco, Tex., joins KMTV(TV) Omaha as weathercaster.

Diane Goldsher, program director for Shadow Network, Chicago traffic information service, joins WRCK(FM) Chicago as newscaster.

Marcy Cain, reporter, WTNH-TV New Haven, Conn., joins WVIT(TV) New Britain, Conn., as associate news producer.

Scott Buer, cinematographer, KETV(TV) Omaha, named chief cinematographer.

I.J. (Pinky) Vidacovich, regional executive for north and west Texas, UPI, named general executive. **Margaret Ann Boatright**, Southwest marketing administrator, succeeds Vidacovich.

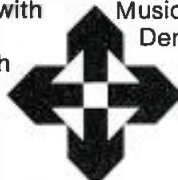
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News and Public Affairs

Steven Antoniotti, assistant news director, WABC-TV New York, joins KTVY(TV) Oklahoma City as news director.

Tom Milbourn, news director, WMTV(TV) Madison, Wis., joins WJIM-AM-FM-TV Lansing, Mich., as news director.

Bryan Brosamle, assistant news director, WMTV(TV) Madison, Wis., named news director.

Bob Rucker, medical reporter, KYW-TV Philadelphia, named New Jersey bureau chief, based

Tom Cheche, WPOC(FM) Baltimore, and **Craig Windham**, WFMD(AM) Frederick, Md., elected president and VP, respectively, of Chesapeake Associated Press Broadcast Association.

Promotion and PR

Betty Hudson, VP-corporate projects, NBC, New York, named to newly created position of VP-corporate relations. **Alan Baker**, VP-corporate information, named VP-press information.

Joe Polley, director of broadcast services, WPEC(TV) West Palm Beach, Fla., elected chairman of ABC Television Network Promotion Advisory Board.

Vello Nickolaou, on-air promotion producer, KTLA(TV) Los Angeles, named on-air promotion manager for Group W Productions' new syndicated daytime series, *Hour Magazine*, scheduled to premiere in September.

Nannette Sauvigne, promotion director, WOLO(FM) New York, joins WBLS(FM) there in same capacity.

Daniel Alpert, director of public information, noncommercial WTVS(TV) Detroit, named VP for public information.

Robert Galvin, former promotion director for KVOs-TV Bellingham, Wash., joins KCPQ-TV Tacoma, Wash., as promotion manager.

Paula Levy, staff writer, Lerner Newspapers in Chicago area, joins WLS-TV Chicago as publicist.

Jill Katz, on-air promotion coordinator, WCVB-TV Boston, named promotion manager. **Michele Byrnes**, assistant promotion manager, WSBK-TV Boston, joins WCVB-TV as copywriter-producer.

Arthur Dwyer, who joined Cox Cable Communications, Atlanta, in February from General Electric Co., named VP for corporate communications.

Jesse Rotman, executive VP of Harshe-Rotman & Druck, public relations firm, named general manager of New York office. He is son of company's chairman and chief executive officer, Morris Rotman.

Steven Holub, associate account executive, Carl Boyer & Associates, Kansas City, Mo., joins Chicago office of Hill & Knowlton as director of news media relations.

Jerrilyn Greenough, who designed and headed video production workshop for teen-agers in Providence, R.I., and who has done freelance work as producer, joins Creamer Inc., Providence, as associate producer.

Technology

Dennis Dunbar, director of engineering, noncommercial WTVS(TV) Detroit, named VP for engineering and operations.

Don Addington, assistant chief engineer, WXIA-TV Atlanta, named chief engineer.

Stephen Baughn, former assistant chief engineer, WHIO-AM-FM Dayton, Ohio, joins WSB-AM-FM Atlanta as chief engineer.

Al Bednarczyk, chief engineer for noncommercial KCPQ-TV Tacoma, Wash., before its sale last year to Kelly Broadcasting Co., which now operates station commercially, named acting chief engineer for KCPQ-TV.

Howard Lilley, former product manager for Ampex Corp.'s VPR-2 helical scan videotape recorder, Redwood City, Calif., named national sales manager for Ampex's Audio-Video Systems division, Redwood City.

William Delaney, Eastern regional sales manager, Sharp Electronics Corp., Paramus, N.J., named national sales and merchandising manager, television.

Gary Rosch, former staff attorney specializing in international telecommunications, Common Carrier Bureau, FCC, Washington, joins Antiope Videotex Systems in Washington as staff counsel.

Fred Bundesmann, director of Bosch Product Management, New York, joins A.F. Associates, Northvale, N.J., as national systems sales manager for this mobile and studio video system designer and fabricator.

Donald Blumenthal, marketing representative, Burroughs Corp., New York, joins Phelps Dodge Communications Co., Marlboro, N.J., as product manager-sales.

John Appel, deputy general counsel of CBS since 1968 and associated with company since 1961, named VP and general counsel of Western Union Corp. and Western Union Telegraph Co., Upper Saddle River, N.J.

International

George Howard, member of board of governors of BBC, London, appointed chairman. He succeeds **Sir Michael Swann**, who retires at end of July. Howard assumes over-all control of BBC's two television networks, four nationwide radio stations, 22 local radio stations, overseas shortwave broadcasts, and attached departments including engineering, research and program marketing. **Derrick Amore**, formerly with BBC Television News, named manager of BBC Radio London, succeeding **Allen Holden**, who retires.

Humphrey Barclay, head of comedy at London Weekend Television, assumes additional duties as deputy controller for entertainment. **Richard Drewett** named head of entertainment specials. Producer **Peter Greegeen**, who recently finished drama series for Yorkshire Television, joins drama department of London Weekend Television to produce series of thrillers.

Stewart Pruvix, chief sub-editor for ITN, news company for Britain's commercial network, named program editor for *News at Ten*. **Sue Tinson**, also previously chief sub-editor, assumes responsibility for U.S. Democratic convention and special programs relating to presidential elections.

Keith Smith, former chief publicity officer for BBC Television, joins Yorkshire Television, one of commercial stations in Britain, as head of press and publicity.

Craig Armstrong, of Canadian Broadcasting Corp., elected president of Radio-Television News Directors Association of Canada.

Allied Fields

William Livek, division manager, Arbitron Midwestern Radio Station Sales, named VP of Arbitron Radio Station Sales, New York. **Stephen Streiker**, account executive,

WLEQ(FM) Bonita Springs, Fla., joins Arbitron Radio's Southwestern division as client service representative, based in Dallas.

Bruce Northcott, television consultant, Frank N. Magid Associates, Marion, Iowa, named corporate VP.

E. Perry Johnson, deputy director of Federal Trade Commission's Bureau of Competition, Washington, named director.

John Phillips, president of CBS Foundation, New York, has joined National Executive Services Corps on loan from CBS and will serve for indefinite period with corps, which supplies corporate executives to nonprofit institutions.

William Gorgus, former head of chemistry operations for Redstone Arsenal film laboratory in Huntsville, Ala., which processes and prints film for U.S. Army, joins Walter J. Klein Co. Ltd., motion picture laboratory, as manager of company's new Charlotte, N.C., facility.

Deaths



Patrick in 1964

Gail Patrick, 69, actress during 1930's and 1940's who also produced *Perry Mason* television series, died of leukemia July 6 at her home in Hollywood. *Perry Mason* made its debut in 1957 and ran nine seasons on CBS-TV. It is still syndicated. Patrick, whose real name was Margaret Fitzpatrick, formed

Paisano Productions with Erle Stanley Gardner, creator of *Perry Mason* mysteries. Before she went to Hollywood, where she appeared in about 50 motion pictures, she was law student at University of Alabama. Survivors include her fourth husband, John Velde Jr., two children by earlier marriage, and stepdaughter.

Dore Schary, 74, motion-picture and stage producer, director and writer, died July 7 in New York after long illness. Schary was also prominent in pay television in early 1970's as president of Telepremiere pay-TV system and later of Theatervision Inc., which operated pay system in Sarasota, Fla. He was also member of National Citizens Committee for Broadcasting, and at his death had been national chairman and honorary national chairman of Anti-Defamation League of B'nai B'rith for 17 years. Survivors include his wife, Miriam, and three children.

William A. Kehoe Jr., 58, retired assistant general counsel at FCC, died of heart attack July 3 at Southern Baptist hospital in New Orleans. He joined FCC during mid-1960's as senior trial attorney in Broadcast Bureau and retired in 1978 as assistant general counsel. Kehoe was living in Bozman, Md., and was visiting one of his daughters in New Orleans when he died. Survivors include his wife, Elizabeth, two daughters and four sons.

Norman B. Furman, 79, retired general manager of WEVD-AM-FM New York, and pioneer in several New York radio stations, died of heart attack July 4 at John Randolph hospital in Hopewell, Va. He was travelling from Delray, Fla., retirement home to Massachusetts when he had heart attack. Survivors include his wife, Helen, and sister.

Stock Index

Exchange and Company	Closing Wed. July 9	Closing Tues. July 1	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	28 3/4	28 7/8	- 1/8	- .43	5	810
N Capital Cities.....	55	51 1/4	+ 3 3/4	+ 7.31	11	727
N CBS.....	49 1/4	47 3/8	+ 1 7/8	+ 3.95	7	1,427
N Cox.....	79 3/4	74 1/4	+ 5 1/2	+ 7.40	12	537
A Gross Telecasting.....	25 7/8	25 3/4	+ 1/8	+ .48	7	20
O LIN.....	51 1/2	47 3/4	+ 3 3/4	+ 7.85	10	141
N Metromedia.....	70 3/8	71	- 5/8	- .88	8	324
O Mooney.....	9 1/2	9 1/2			13	4
O Scripps-Howard.....	53 1/2	52 1/2	+ 1	+ 1.90	8	138
N Storer.....	25 3/4	26 5/8	- 7/8	- 3.28	8	280
N Taft.....	31 1/4	30 3/8	+ 7/8	+ 2.88	9	272

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	19 1/2	19 7/8	- 3/8	- 1.88	16	35
A Affiliated Pubs.....	19 1/8	19	+ 1/8	+ .65	8	98
N American Family.....	8 3/8	8 3/8			4	88
N John Blair.....	20 7/8	20	+ 7/8	+ 4.37	7	77
N Charter Co.....	19	23 3/4	- 4 3/4	-20.00	1	528
N Chris-Craft.....	24 7/8	23 5/8	+ 1 1/4	+ 5.29	12	66
N Coca-Cola New York.....	4 3/4	4 7/8	- 1/8	- 2.56	11	83
N Cowles.....	24 1/2	24 1/8	+ 3/8	+ 1.55	16	97
N Dun & Bradstreet.....	48 5/8	46 1/2	+ 2 1/8	+ 4.56	15	1,352
N Fairchild Ind.....	48 1/4	48 1/4			14	275
N Fuqua.....	14 7/8	15	- 1/8	- .83	3	189
N Gannett Co.....	47	45 7/8	+ 1 1/8	+ 2.45	12	1,632
N General Tire.....	18 7/8	15 3/4	+ 1 1/8	+ 7.14	7	399
O Gray Commun.....	34 1/2	34	+ 1/2	+ 1.47	7	16
N Harte-Hanks.....	28 5/8	23 3/4	+ 2 7/8	+12.10	13	248
O Heritage Commun.....	15 5/8	13	+ 2 5/8	+20.19	8	47
N Inslico Corp.....	14 3/8	14	+ 3/8	+ 2.67	6	154
N Jefferson-Pilot.....	28 1/4	28 7/8	- 5/8	- 2.16	6	619
O Marvin Josephson.....	14 1/2	14 1/2			9	37
O Kansas State Net.....	29 3/4	29	+ 3/4	+ 2.58	24	56
N Knight-Ridder.....	24 5/8	23 3/8	+ 1 1/4	+ 5.34	9	801
N Lee Enterprises.....	20 1/4	19 3/4	+ 1/2	+ 2.53	10	145
N Liberty.....	15	15 1/4	- 1/4	- 1.63	6	194
N McGraw-Hill.....	31 3/4	31	+ 3/4	+ 2.41	10	782
A Media General.....	29 3/8	28 3/4	+ 5/8	+ 2.17	8	212
N Meredith.....	37 1/4	36 1/2	+ 3/4	+ 2.05	5	116
O Multimedea.....	28 1/4	23 1/2	+ 2 3/4	+11.70	14	262
A New York Times Co.....	23 3/4	23	+ 3/4	+ 3.26	7	285
N Outlet Co.....	23 7/8	23 1/2	+ 3/8	+ 1.59	35	60
A Post Corp.....	17 1/4	17 1/2	- 1/4	- 1.42	8	31
N Rollins.....	29 1/4	29 1/4			12	392
N San Juan Racing.....	17 1/4	17	+ 1/4	+ 1.47	19	43
N Schering-Plough.....	40 3/8	39 1/8	+ 1 1/4	+ 3.19	9	2,143
O Stauffer Commun.....	35	35			9	35
A Tech Operations.....	10 5/8	10 1/4	+ 3/8	+ 3.65	11	14
N Times Mirror Co.....	32 7/8	32 1/4	+ 5/8	+ 1.93	8	1,115
O Turner Broadcasting.....	13 1/2	14	- 1/2	- 3.57	7	133
A Washington Post.....	16 7/8	17	- 1/8	- .73	7	239
N Wometco.....	19 5/8	17 7/8	+ 1 3/4	+ 9.79	9	174

CABLECASTING						
A Acton Corp.....	10 7/8	11 1/2	- 5/8	- 5.43	8	32
N American Express.....	34	34 7/8	- 7/8	- 2.50	7	2,423
O Burnup & Sims.....	9 3/4	9 1/8	+ 5/8	+ 6.84	12	85
O Comcast.....	20 1/4	19 1/2	+ 3/4	+ 3.84	23	77
O Entron.....	5	5			5	4
N General Instrument.....	58	55 1/4	+ 2 3/4	+ 4.97	10	502
O Geneve Corp.....	40 1/8	38 3/8	+ 1 3/4	+ 4.56	28	44
O Tele-Communications.....	28 1/2	27	+ 1 1/2	+ 5.55	27	314
N Teleprompter.....	19 1/8	17 7/8	+ 1 1/4	+ 6.99	16	324
N Time Inc.....	48 7/8	45 1/8	+ 3 3/4	+ 8.31	9	1,377
O TOCOM.....	18 1/4	14	+ 2 1/4	+16.07		48
O UA-Columbia Cable.....	47	49	- 2	- 4.08	35	157
O United Cable TV.....	31	30	+ 1	+ 3.33	21	127
N Viacom.....	38 3/4	38 3/4			14	147

Exchange and Company	Closing Wed. July 9	Closing Tues. July 1	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.....	3 1/4	4	- 3/4	-18.75	3	10
N Columbia Pictures.....	30 1/8	28 1/2	+ 1 5/8	+ 5.70	9	302
N Disney.....	49 1/2	48 1/2	+ 1	+ 2.06	12	1,607
N Filmways.....	7 7/8	8 1/8	- 1/4	- 3.07		52
O Four Star.....	1 5/8	1 5/8			16	1
N Getty Oil Corp.....	79 1/2	79 3/4	- 1/4	- .31	9	6,531
N Gulf + Western.....	18 1/2	16 1/4	+ 1/4	+ 1.53	4	922
N MCA.....	47	47			8	1,104
O Medcom.....	4 7/8	4 1/4	+ 5/8	+14.70	17	8
N MGM Film.....	8 1/4	8	+ 1/4	+ 3.12	5	267
O Reeves Commun.....	19	18 3/4	+ 1/4	+ 1.33	13	46
O Telepictures.....	3 5/8	3 5/8			16	8
N Transamerica.....	18 5/8	16 3/8	+ 1/4	+ 1.52	5	1,086
N 20th Century-Fox.....	47 1/4	45 3/4	+ 1 1/2	+ 3.27	8	380
O Video Corp. of Amer.....	7 1/8	7 5/8	- 1/2	- 6.55	15	7
N Warner.....	44	42 1/8	+ 1 7/8	+ 4.45	11	1,251
A Wreath.....	17 3/4	16 1/4	+ 1 1/2	+ 9.23		40

SERVICE						
O BBDO Inc.....	38 3/4	35 1/4	+ 1 1/2	+ 4.25	8	92
O Compact Video.....	18 1/2	16	+ 1/2	+ 3.12	15	31
N Comsat.....	37 1/2	36 7/8	+ 5/8	+ 1.69	8	300
O Doyle Dane Bernbach.....	29 1/2	27	+ 2 1/2	+ 9.25	8	77
N Foote Cone & Belding.....	27 3/4	27 7/8	- 1/8	- .44	7	74
O Gray Advertising.....	49 1/2	46	+ 3 1/2	+ 7.60	5	30
N Interpublic Group.....	31 3/4	30	+ 1 3/4	+ 5.83	6	142
O MCI Communications.....	9 5/8	8 1/2	+ 1 1/8	+13.23	48	292
A MovieLab.....	7 3/4	8	- 1/4	- 3.12	6	12
A MPO Videotronics.....	5 3/4	6 1/2	- 3/4	-11.53	16	3
O A. C. Nielsen.....	27 5/8	27 1/8	+ 1/2	+ 1.84	12	303
O Ogilvy & Mather.....	24 3/4	24	+ 3/4	+ 3.12	7	101
O Telemation.....	1 1/2	1 1/2			9	1
O TPC Communications.....	7 3/4	7 5/8	+ 1/8	+ 1.63	55	6
N J. Walter Thompson.....	32 5/8	31	+ 1 5/8	+ 5.24	7	99
N Western Union.....	24 5/8	24 1/4	+ 3/8	+ 1.54		373

ELECTRONICS/MANUFACTURING						
O AEL Industries.....	7 3/8	7 3/8				12
N Ampex.....	21 1/8	19 1/4	+ 1 7/8	+ 9.74	10	242
N Arvin Industries.....	11 3/4	11 3/8	+ 3/8	+ 3.29	6	91
O CCA Electronics.....	1/8	1/8			1	
A Cetec.....	5 1/2	5 1/4	+ 1/4	+ 4.76	7	11
A Cohu.....	8 1/8	6 1/4	- 1/8	- 2.00	9	10
N Conrac.....	18 7/8	16 1/4	+ 5/8	+ 3.84	7	34
N Eastman Kodak.....	57 1/8	57	+ 1/8	+ .21	9	9,219
B Elec Missile & Comm.....	3 7/8	3 3/8	+ 1/2	+14.81	48	10
N General Electric.....	53 3/8	52	+ 1 3/8	+ 2.64	8	9,852
N Harris Corp.....	38	37 1/4	+ 3/4	+ 2.01	14	1,149
O Harvel Ind.....	8 1/2	6 1/2			17	3
O Intl. Video.....	7/8	7/8				2
O Microdyne.....	21 1/2	20 1/4	+ 1 1/4	+ 6.17	16	2
N M/A Com, Inc.....	34	29 1/4	+ 4 3/4	+16.23	30	311
N 3M.....	54 1/4	53 1/4	+ 1	+ 1.87	9	6,318
N Motorola.....	51 3/4	49 1/8	+ 2 5/8	+ 5.34	10	1,477
O Nippon Electric.....	48	45	+ 1	+ 2.22	35	1,510
N N. American Philips.....	30	28 7/8	+ 1 1/8	+ 3.89	5	360
N Oak Industries.....	28 7/8	27 3/8	+ 1 1/2	+ 5.47	10	150
A Orrox Corp.....	5 1/2	5 5/8	- 1/8	- 2.22	18	9
N RCA.....	23 3/8	22 3/8	+ 1	+ 4.46	6	1,749
N Rockwell Intl.....	58 3/4	57	+ 1 3/4	+ 3.07	15	2,068
A RSC Industries.....	3 7/8	4	- 1/8	- 3.12	10	9
N Scientific-Atlanta.....	30 3/8	26 1/2	+ 3 7/8	+14.62	27	295
N Sony Corp.....	10 1/4	10 1/4			17	2,210
N Tektronix.....	58 1/4	50 7/8	+ 7 3/8	+14.49	13	1,048
O Texscan.....	12	8 3/4	+ 3 1/4	+37.14	24	9
O Valtec.....	31 1/4	28 1/4	+ 3	+10.61	31	124
N Varian Associates.....	24	22 7/8	+ 1 1/8	+ 4.91	11	184
N Westinghouse.....	25 1/8	23 1/4	+ 1 7/8	+ 8.06	6	2,160
N Zenith.....	10 7/8	10 3/8	+ 1/2	+ 4.81	10	204

Standard & Poor's 400 Industrial Average 132.86 129.23 +3.53

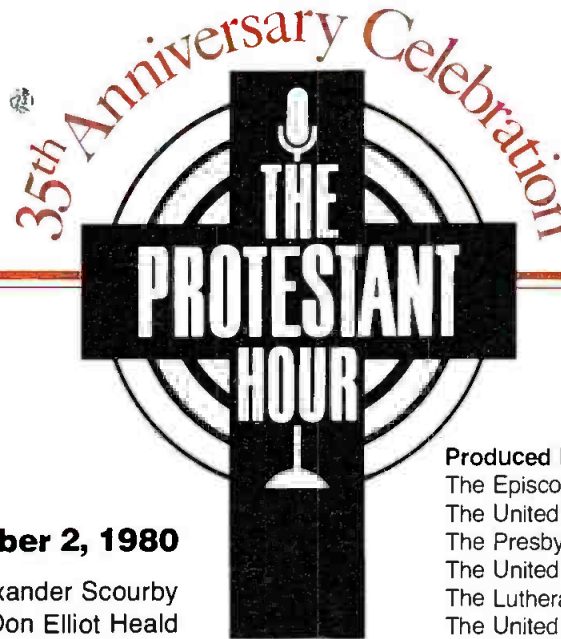
Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own 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. + Stock traded at less than 12.5 cents.

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September 7	John Stone Jenkins	"The Most Critical Need"
September 14	Robert E. Goodrich, Jr.	"The Cross In My Pocket"
September 21	James A. Smucker	"God's Little Ones"
September 28	Edmund A. Steimle	"Martha Missed Something"
October 5	C. FitzSimons Allison	"Christ and Guilt"
October 12	Thomas L. Jones	"A Letter To Billy Jones"
October 19	J. Wallace Hamilton	"Sit-Ins Among The Shut-Outs"
October 26	Ernest T. Campbell	"The Depletion Anxiety"
November 2	George Gallup, Jr.	"Hope For The Future"



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CBS's Bob Pierpoint: paving the way in WHCA

Back on May 3, in the cavernous ballroom of the Washington Hilton hotel, filled with a black-tie crowd attending the White House Correspondents Association's 66th annual dinner, history of a sort was made when the gavel, symbol of the presidency, was passed to Robert Pierpoint of CBS News. Pierpoint became the first broadcast journalist to hold the office. And, in a way, it was fitting that the breakthrough was achieved by him.

After all, he has covered the White House for most of the last 23 years, longer than any other correspondent now on the beat, and he began when broadcast journalists were not even admitted to membership in the WHCA. They were told they had their own Radio-Television Correspondents Association, which was true. But there was also the feeling among some of the White House press that broadcast journalists weren't, in the same sense print people were, *really* journalists.

Over the years, Pierpoint did what he could to see to it that broadcast correspondents were considered part of the same profession as newspaper and wire service reporters. And he did it—probably to a greater degree than he would have wished—by pulling what he says was the dirty detail for CBS at the White House—the late-night stake-outs, chasing after the first family on a night on the town, the weekend duty when news was breaking, as well as by covering the daily grind of press briefings and pursuing presidential aides in search of a story.

For Pierpoint has been what might be called an institutionalized number-two newsman at the White House. He is regarded by colleagues as a thorough, aggressive, professional reporter with good contacts not only at the White House but elsewhere in government, particularly the State Department, and as a radio-TV correspondent whose voice crackles with authority. RKO General Inc.'s Clifford Evans, who is vice president of the WHCA, describes Pierpoint as a "super correspondent" in the "fast company" at the White House. And CBS's vice president and director of news, Burton (Bud) Benjamin, says Pierpoint is "one of our most valued people." But Pierpoint... well, as one CBS colleague, a booster, has put it, lacks "star quality."

With his hair brushed across his brow, Pierpoint's round face projects an image of uncompromising plainness. His is not the electric handsomeness of Dan Rather or the cool good looks of Bob Schieffer, both of whom he served behind for years at the White House. And when CBS two years ago plucked blonde Lesley Stahl from the



Robert Charles Pierpoint—president, White House Correspondents Association, and CBS News correspondent; b. May 16, 1925, Redondo Beach, Calif.; BA, University of Redlands, 1947; University of Stockholm, 1947-48; Swedish Broadcasting Corp., English-language service, 1949; CBS stringer, Scandinavia, 1949-51; CBS correspondent, Korea, 1951-53; Far East and Asia, 1953-57; present post since 1957, except for brief tour on Capitol Hill in 1961 and coverage of Barry Goldwater campaign in 1964; m. Patricia Adams Porter, Nov. 3, 1959; children—Stanley, 31; Eric, 29, and Kathleen, 28 (wife's by previous marriage and adopted by Pierpoint), and Marta, 18.

co-anchor desk of the *Morning News* to make her number one at the White House, it wasn't because of her background and experience. "You have to remember," Pierpoint says, smiling, "this is show business. This isn't just journalism."

There's no bitterness in his remark. Pierpoint said that at the time Stahl was being considered for the White House assignment, he had suggested to Benjamin and CBS's Washington bureau chief, Edward Fouhy, that then would be an appropriate time for him to move on to other things. But they, along with Walter Cronkite, persuaded Pierpoint to stay put, at least in part to help Stahl make the adjustment. He did, and seems not to regret the avuncular role. "She's number one and I'm number two, and we get along very well," he says.

Indeed, Pierpoint these days is more relaxed, professionally, in working with Fouhy, a personal friend, and with Benjamin than he had been for a number of years when William Small, now president of NBC News, was head of the CBS Washington bureau and later CBS News vice president. Those were dark days for Pierpoint, when he was not only number two at the White House but sometimes num-

ber three, and when dirty details could be very dirty. "Small and I," Pierpoint says, "have never been on the same wavelength."

Pierpoint thought of resigning more than once. But, difficult as things were, other options—different beats or even an overseas assignment—were not, for various reasons, including personal ones, appealing. Besides, the White House was still a fascinating place to be. During Pierpoint's tour, one President was assassinated, another was driven from office and a third resigned. So, Pierpoint says, there were no offers he couldn't refuse.

But that situation may be changing. Pierpoint is under consideration as a successor to Marvin Kalb—now at NBC—on the diplomatic beat ("Closed Circuit," July 7). And Pierpoint indicates he would like the assignment. Not only would the hours be better—and at 55, reporters with families tend to think of those things—but he is not looking forward to covering another (it would be his sixth) presidential election campaign. Covering campaigns is grueling. But what's more he is comfortable in the area of foreign affairs. In fact, Pierpoint's first eight years with CBS were spent abroad.

He had broken in with the network in 1949 in Sweden as a stringer whose only previous experience in journalism had been as a part-time correspondent for the Swedish Broadcasting Corp.'s English-language service. Pierpoint had gone to the University of Stockholm in 1947, after graduating from the University of Redlands, in California, for what he thought would be a year of seasoning before returning to California and entering Stanford Law School. In 1951, he accepted a CBS offer to sign on as a correspondent to cover the war in Korea. And after two years of the war and three more as CBS bureau chief in Tokyo—a job that kept him commuting among the countries of the Far East and the Pacific—Pierpoint returned to the United States and took the post as White House correspondent he has held with only a few short interruptions ever since.

In time, he was elected to the 10-member board of directors of the White House Correspondents Association. He thought it important that broadcasters be represented, and so did the board that elected him. For the legitimacy of broadcast journalists was being recognized, and it was correspondents like Pierpoint who had helped in that regard. It may have been an ABC newsman, who is critical of Pierpoint in some respects, who nevertheless paid him the most telling compliment when informed of Pierpoint's possible move to the State Department: "He's a good reporter; he won't be fooled."

Precarious perches

To such media events as the leak at Three Mile Island, the eruption of Mount St. Helens and the flood tide of Cuban refugees may now be added the departure of Jane Cahill Pfeiffer from NBC. For a while, the Pfeiffer-Silverman affair, if that is what to call it, drew more attention than the Pope's visit to Brazil. At the peak of the frenzy, *Wall Street Journal* reporters, seeking the meaning of it all, collected 36 inches of coast-to-coast comment, of which the insightful observations of a field producer for a television station in Portland, Ore., were but a sample.

That isn't the way things used to be. Blood has often flowed on the sixth floor of 30 Rockefeller Plaza, not to mention in the executive suites of two buildings up Sixth Avenue, but the custom was to wipe it up before it seeped into the corridors and to hide the bodies. Any number of high executives have disappeared from broadcasting networks without a word of parting to the outside world.

Pfeiffer would not go quietly. Indeed the shrillness of her first protests may have been supporting evidence for the unkind appraisals, made by some, that she had never understood how things were done in the upper echelons of broadcasting.

In Pfeiffer's defense it must be said that those who propelled her through the door were not exactly seemly. Perhaps it is no longer fashionable at the very top to find ways for failed executives to leave with their self-respect intact. Two weeks before NBC leaked the report of Pfeiffer's imminent departure, Edgar Griffiths, RCA chairman, had fired Maurice R. Valente for failing to live up to expectations in the less than six months he was RCA president.

Perhaps the amenities are obsolete in a business world of increasing complexity and a broadcasting world of intensifying competition. If so, the most important clause in future management contracts will be the one providing terms of settlement upon departure.

Off the air

As was to be expected, the magazine venture of noncommercial television stations in New York, Los Angeles, Chicago and Washington is drawing opposition from commercial publishers. *The Dial*, a monthly to be introduced in September, is regarded as an unfair competitor for advertising and circulation, subsidized at least indirectly by the government.

The opposition is understandable. No magazines that must spend heavily to sell subscriptions will welcome a competitor that comes into existence with an instant circulation of 650,000—the viewers whose contributions to the sponsoring stations will entitle them to *The Dial*. Nor can most magazines make a profit on advertising rates as low as those *The Dial* is charging. Still there may be limits to the obstructions that the existing magazines can erect in the newcomer's path.

The *Washingtonian* is well within those limits in the petition it has filed with the FCC. It wants the FCC to declare it illegal for noncommercial WETA-TV Washington to promote *The Dial* on the air, thus removing one of the presumed advantages that *The Dial* would have over a *Washingtonian* that cannot afford extensive advertising on commercial television stations.

It is hard to see how the FCC can turn the *Washingtonian* down. If WETA-TV and the other participating stations are allowed

to plug *The Dial* as an inducement for contributions, the conversion of the noncommercial system to commercial will be complete. Indeed, the process is already far along with those strident fund-raising appeals that frequently pollute the noncommercial air and the credits to sponsors, oops, underwriters of programs.

It is doubted here, however, that the FCC can do much else to deter the noncommercial stations from entering the magazine market. *The Dial* will use no spectrum space and is therefore outside the FCC's jurisdiction.

Perhaps the fears articulated by the *Washingtonian* will prove excessive. Like other magazines, *The Dial* could fail.

Way out

The FCC last week was given no end of advice on what to do about the 13 RKO General licenses left in limbo by the commission's 4-10-3 decision to take three other RKO licenses away. If the agency is to rescue any semblance of justice from the RKO case, it ought to accede to the request by the parent, General Tire, for permission to spin off RKO into a new and independent company.

The penalties already exacted—loss of VHF licenses in three of the biggest markets in the country—far exceed in severity the offenses they are intended to punish or deter. Unless the FCC majority wants to drag the body through the streets, it has no reason to apply further sanctions.

Indeed the commission's own Broadcast Bureau, in its comments filed last week, made a convincing case that the objective of "deterrence" of future transgressions by other licensees had been fully satisfied by the removal of the three RKO television licenses. Although the bureau proposed approval of the spin-off as only one of three alternatives it presented to the FCC, the spin-off, under strict controls to remove present officials from the new company's management, was clearly the bureau's choice.

So should it be the FCC's.

To put the rest of RKO's licenses up for grabs by the scavengers that have been waiting for them would promise no better public service than RKO has historically performed and would only compound the excess of punishment already inflicted. The FCC will undoubtedly be challenged in the courts, whatever course it takes. Its most straightforward course is to approve a spin-off.



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Tom eagerly gives credit for the impressive growth of WROR to many, from his roots in the Boston North End birthplace of his mother, to the team spirit of his staff. But first among all is his family. A deeply committed husband and father, he cites the unity of home and purpose as the main ingredient in his success.

This unity manifests itself in the community activities of the station as well. An avid runner, Tom has brought this interest to the station's activities and WROR supported the wheelchair entrants in the Boston Marathon. WROR also has distinguished itself as the key station in both the "Right on Red" vehicle law and the publishing of the official "Jubilee 350 Calendar" listing the events surrounding this momentous event in the history of Boston.

Sensitive, involved, committed and dedicated to family and career, Tom Baker crosses the finish line at RKO. We have been pleased to let you run alongside and get to meet him.



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