Minneapolis/St. Paul’s five favorite TV programs are KSTP-TV’s Eyewitness News!*

**ARBITRON TELEVISION Top 25 Programs**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Metro Rating</th>
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<tbody>
<tr>
<td>1</td>
<td>Eyewitness News (Mon. 10 PM)</td>
<td>27</td>
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<tr>
<td>1</td>
<td>Eyewitness News (Wed. 10 PM)</td>
<td>27</td>
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<td>3</td>
<td>Eyewitness News (Thurs. 10 PM)</td>
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<td>4</td>
<td>Eyewitness News (Sun. 10 PM)</td>
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<tr>
<td>4</td>
<td>Eyewitness News (Tues. 10 PM)</td>
<td>24</td>
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</tbody>
</table>

*KSTP-TV's 10 PM Eyewitness News occupies seven of the top eleven positions in the market, seven nights a week.

KSTP-TV
Minneapolis, St. Paul

**#1 EYEWITNESS NEWS**

Down to earth. Up to the minute.

For more information, call KSTP-TV at 612-646-5555 or your nearest Petry office.
Six Jerry Lewis'... plus Bing Crosby and Elvis Presley.

And that's only half of our new package.

A star-studded package featuring:

A remarkable find: over a dozen outstanding theatrical films with incredibly promotable stars, limited network prime exposure, and they have never been in syndication before! You will find them all in Paramount's new theatrical package—PREVIEW 1.

Performers and performance is what PREVIEW 1 is all about! It's an efficient package of just 14 titles starring such popular audience pleasers as Jerry Lewis, Bing Crosby, Elvis Presley, Dean Martin, Walter Matthau, Shirley MacLaine, Groucho Marx and Richard Dreyfuss, just to name a few.

PREVIEW 1 titles delivered a strong 18.4/33 in their initial prime time airings, and showed continued strength in repeat airings—only a 9% fall-off in share, even with an average of only four months rest between runs.

PREVIEW 1 gives you several other benefits: 13 of the 14 titles are completely new to syndication. Each feature has had a minimum of six years rest since its last network prime run. Plus, every title offers the advantage of extremely limited exposure—no feature has aired more than twice in prime time!

PREVIEW 1 is also a uniquely flexible package, strong enough to perform in prime time, dominate a weekend slot, or head a matinee. Its wide range of versatile features allow you to program for a variety of thematic needs, while also assuring you the most desirable demographics: young adults, kids and teens. Available October, 1980

PREVIEW 1. The first in a new series of popular feature packages from Paramount Television Domestic Syndication
The second quarter figures are in... and once again on both Saturday and Sunday, ABC's Wide World of Sports is the number one sports series with the sports-viewing public by an impressive margin.

In fact, for the first half of 1980, the Saturday and Sunday editions of ABC's Wide World of Sports captured nearly twice as many viewers as the other two networks' weekend sports anthologies!

For almost 20 years, ABC's Wide World of Sports has consistently been the most popular and the most honored year-round sports series on the air! And we'll continue to bring you exciting, dramatic coverage of the thrill of victory... as well as the agony of defeat.

ABC's Wide World of Sports... still the undefeated champion of weekend sports anthology programming.

By unanimous decision, ABC's Wide World of Sports retains its title as the number one weekend sports anthology series.

ABC SPORTS®
The Week in Brief

EVERYBODY IN THE ACT  □  Live coverage of political conventions — long the domain of the networks — is now also being provided by local stations and groups via satellite. That’s good news for the stations, but whether the conventions are good enough for the networks to devote traditional heavy coverage is once again a question. PAGE 27.

UPSTAIRS AT RCA: CHAPTER 2  □  Silverman says he won’t replace Pfeiffer, slides more responsibility to Salant. Backe’s name pops up. RCA directors reported in at least one meeting about further replacements. PAGE 33.

WHEELER’S OLIVE BRANCH  □  NCTA’s president makes a plea for broadcasters and cablecasters to forget the past and work together as partners. First step could be in local programming on cable, he says. PAGE 33.

STOP THE GRANTS  □  Upset by NCTA support of certain provisions in the Senate’s latest Communications Act rewrite, the National League of Cities urges its members to protest by imposing a moratorium on franchising. PAGE 34.

CABLE’S PRESENCE IN MARKETING  □  CTAM’s growth is one indicator of the new business orientation of the industry. The trend will be further analyzed at the society’s Aug. 3-6 annual meeting in San Francisco. PAGE 35.

COMMUNITY HELP  □  Cablevision Systems sweetens the pot in its bid for a Brooklyn franchise by offering to cut in a local redevelopment group. PAGE 38.

STV RUNS UP A FLAG  □  Formation of Subscription Television Association is formally announced in Washington. Rinaldo Brutoco is first chairman; Terry Mahn named executive director. PAGE 40.

BUSINESS

BOYCOTT BOUNCE  □  RCA says its decline in second-quarter profits is partly attributable to a $16-million loss NBC suffered after the pull-out from the summer Olympics in Moscow. PAGE 41.

A DIP FOR TAFT  □  The company expects its first-quarter profits to be held down by performance of its amusement and entertainment groups. PAGE 41.

UNWANTED  □  Twentieth-Century-Fox goes to court to force out 21% owner Chris-Craft. Problems in acquiring more VHF’s are cited. PAGE 44.

NO VIEWING LOSSES  □  A CPB-sponsored study concludes there is little danger that videocassette recorders will have a negative effect on audience sizes. PAGE 46.

THE BIG BACKYARD STORY  □  GOP convention time provided Detroit stations an opportunity to put on a media show about national happenings on the local scene. PAGE 48.

TV’S TASTE TESTER  □  For 13 years at NBC, Herminio Travesias was probably one of the most visible of all the so-called network censors. Now retired, but still serving as consultant to that network, he discusses the evolution of today’s attitudes towards television’s treatment of sex, violence and other sensitive subjects. PAGE 52.

THE $400-MILLION WOMAN  □  Marcella Rosen says Barnard College inspired its women not to settle for second best. That is one reason she has risen to senior vice president and media director of N W Ayer ABH International with primary responsibility for almost $400 million in expenditures. PAGE 81.
KSDK PROFESSIONALISM

GATEWAY TO A NEW DIRECTION IN DAYTIME TELEVISION

...nearly 43 hours of magazine and news programming each week

Never before in the history of television has one station committed to an all-day diet of news, information and magazine type programming like we're launching this Fall. Nearly nine full hours worth...every weekday. Not just the full NBC slate. But 22 1/2 hours of our own scheduling, including our locally produced MIDDAY AM Magazine, MIDDAY NEWS, Early Evening NEWS block and NEWSBEAT Magazine...plus Hour Magazine and The World of People.

Why? Because people are ready for a new...and better direction in daytime TV.


the Pulitzer BROADCAST STATIONS
Touching the lives of over nine million Americans.

KOA-Tv & KBBC-Fm
Phoenix

KOAT-TV
Albuquerque

KSDK
St. Louis

KETV-TV
Omaha

WTEV-TV
New Bedford/Providence

WGAL-TV
Lancaster/York/Harrisburg/Lebanon

KTAR & KBBC-Fm
Phoenix

Represented by Blair Television & Radio
Fitting out

NAB executive committee is expected to approve creation of television task force on allocations to go along with radio task force that is already at work. Total budget for both will probably be about $500,000. Radio is already earmarked for $200,000. NAB hopes both can work with FCC to study effects of various proposals to enlarge station populations in radio and TV, although FCC so far has been cool to idea of government-industry action.

Radio task force, headed by Arnold Lerner, WLH(AM)-WSSH(FM) Lowell, Mass., is to hold strategy meeting Aug. 4, before regularly monthly meeting of NAB executive committee. July 9 meeting that task force had scheduled with FCC was called off, may be rescheduled in month or so. Meanwhile, radio task force has retained Jules Cohen, Washington consulting engineer, in loose-knit arrangement until it works out concrete plans for future operations. Members of Lerner group are Ralph Green, CBS Radio; Eugene D. Jackson, National Black Network; Bruce Johnson, Shamrock Broadcasting; Michael O. Lareau, WOOD-AM-FM Grand Rapids, Mich.; Jerry Lee, WDRV(FM) Philadelphia; Walter E. May, WPKE(AM) Pikeville, Ky.; Charles E. Wright, WBYS-AM-FM Canton, Ill., and, added last week, Marion Stephenson, NBC Radio, New York.

Sampling

Cable News Network, behind schedule in expanding its universe of cable viewers, is about to undertake novel promotion: For 24 hours on July 31 co-owned superstation WTBS(TV) Atlanta, will substitute CNN service for its regular programing, thus exposing CNN to five million cable subscribers that get WTBS. Hope is that subscriber demand will force cable systems to begin picking CNN up (at 15 cents per subscriber per month with WTBS and 20 cents without).

Although CNN’s creator, Ted Turner, has promised to carry operation through developmental stage, turn-on rate will have to pick up if subscriber goal of five million is to be reached by end of year. CNN started with two million connections June 1, says it has added 300,000.

Simmering down

RCA Chairman Edgar H. Griffiths has survived first wave of crisis that followed firings of NBC Chairman Jane Cahill Pfeiffer and RCA President Maurice Valente. Unpublicized meeting of executive committee last Monday (July 14) decided waters had been muddied enough for now, agreed it’s in company’s best interest to leave executive superstructures of RCA and NBC alone at present. Silverman’s contract is being renewed, although that’s no guarantee of his continued grip on NBC helm. Nevertheless, number of names continue to circulate as prospects for Griffiths job. One that hasn’t yet: present board member Peter G. Peterson of Lehman Bros. Kuhn Loeb Inc. He’s former secretary of commerce, former chief executive of Bell & Howell. Among board members exerting influence in current crisis, outside director Donald B. Smiley of Macy’s, insider George H. Fuchs, RCA’s executive vice president for industrial relations.

Foreign entanglement

Inadvertently or not, FCC has stirred up controversy over international common carrier rates that could result in serious rise in foreign rates and spill over into other international telecommunications negotiations, such as World Administrative Radio Conference where broadcast and satellite frequencies are involved. Precipitating dispute was recent FCC notice of rulemaking that would permit users that lease international circuits from U.S. common carriers to share circuits or even resell time on them to other users—as users of domestic circuits of U.S. carriers may now.

Trouble is that U.S. was party to International Telecommunications Union policy prohibiting shared use. ITU’s International Consultative Committee on Telephone and Telegraph has charged sell-out, and there’s threat that many nations will drastically increase rates on their parts of international circuits that U.S. carriers may now.

Coming attraction

Broadcasters and cablecasters, still getting used to such new technological developments as teletext and videodisks, can expect still another future shock in next decade. It’s high-definition television—transmission of pictures with 1,000 to 1,500 lines per frame, versus current 525 lines in U.S. TV, and widescreen aspect ratios nearer two-to-one than current four-to-three. Prospect may arrive sooner rather than later, as technologists prepare for direct satellite broadcasting. Medium could arrive first in theaters and videodisks—and, indeed, through cable. Of all media potentially affected, only present over-air broadcasters are wedded to relatively narrow bandwidth.

Apartness

Hollywood-based Academy of Television Arts and Sciences is decidedly cool to growing sentiment within New York-based National Academy of Television Arts and Sciences or healing of three-year rift between groups and possible reunification. “We have told them there’s just no way,” said one ATAS official last week after two-hour informal meeting with Robert A. Behrens, ATAS member; NATAS trustee and Miami producer. Meeting was largely background for Behrens on 1977 split, but reunification was discussed. Neither academy has formally discussed merger.

From Hollywood’s point of view, organizations are “two different breeds,” and conflicts between ATAS’s national entertainment programers and NATASS’s largely local ones would still remain in any new relationship developed by groups. NATAS is now headed by persons not on line when groups split—Post-Newsweek’s Joel Chaseman has headed New York group for only one month—but Hollywood still has number of active leaders who were around when two groups went separate ways.

Reserved roster

In deal involving RCA Americom, Southern Satellite Systems and Cable News Network, RCA has agreed to guarantee CNN permanent spot on Cable Net One (now Saocom I) for number of concessions, including Southern Satellite’s agreement not to partake in lottery for two transponders on yet-to-be-launched Saocom III.

Details of deal haven’t been disclosed, but it’s presumed that it also includes agreement on part of CNN to drop breach-of-contract suit it’s been pressing against RCA in Atlanta federal court.

Next round

While major attention is being focused on cable franchising of unwired markets, story of equal importance in next five years will be renegotiation of franchises granted in late sixties. Renegotiation of mostly 15-year franchises usually begins two or three years before termination date. Communities have option of opening franchising to new bidders. That’s what citizen groups in Austin, Tex., where Midwest Video and LBJ Co. jointly operate system, are demanding.
HE'S THE MAN 72

- Sold in New York
- Sold in Los Angeles
- Sold in Chicago
- Sold in Philadelphia
- Sold in San Francisco
- Sold in Boston
- Sold in Detroit
- Sold in Washington, D.C.
- Sold in Dallas-Fort Worth
- Sold in Pittsburgh
- Sold in Houston
- Sold in St. Louis
- Sold in Minneapolis-St. Paul
- Sold in Miami
- Sold in Tampa-St. Petersburg
- Sold in Seattle-Tacoma
- Sold in Baltimore
- Sold in Indianapolis
- Sold in Denver
- Sold in Portland, Ore.
- Sold in Hartford-New Haven
- Sold in Sacramento-Stockton
- Sold in Milwaukee
- Sold in Kansas City
- Sold in San Diego
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<td>West Palm Beach</td>
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<td>New Orleans</td>
<td>Burlington-Plattsburgh</td>
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<td>Oklahoma City</td>
<td>Baton Rouge</td>
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<td>Orlando-Daytona Beach</td>
<td>Huntsville-Decatur-Florence</td>
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<td>Louisville</td>
<td>Austin</td>
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<td>Harrisonburg-York-Lancaster-Lebanon</td>
<td>Ft. Wayne</td>
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<td>Norfolk-Portsmouth-Newport News-Hampton</td>
<td>Colorado Springs-Pueblo</td>
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<td>Salt Lake City</td>
<td>Duluth-Superior</td>
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<td>San Antonio</td>
<td>Santa Barbara-Santa Maria-San Luis Obispo</td>
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<td>Tulsa</td>
<td>Amarillo</td>
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<td>Flint-Saginaw-Bay City</td>
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<td>Johnstown-Altoona</td>
<td>Honolulu-Hilo-Waikiki</td>
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The number one Thursday night show on any network. Barney Miller.
A Four D Production distributed by Columbia Pictures Television.
**Business Briefly**

**RADIO ONLY**


**Bermuda Department of Tourism** □ Travel. Begins this week for six weeks in Atlanta. Agency: Foote, Cone & Belding, New York. Target: adults, 35-64.


**California Credit Union League** □ Begins July 28 for six weeks in 10 California markets. Agency: Forrest Dolan Associates, Los Angeles. Target: adults, 35 and over; adults, 18-34.


**Wendy’s Old Fashioned Hamburger** □ Restaurant chain. Begins this week in Rockford, Ill., and Green Bay and Madison, both Wisconsin, for three weeks to introduce chicken. Another campaign also begins this week in Milwaukee for five weeks to promote salad bar. Morning drive, midday and afternoon drive times. Agency: Clinton E. Frank, Chicago. Target: adults, 18 and over.


**Trucking Activities** □ International trucking show. Begins this week for five...
Reagan's reservists. Ronald Reagan's advertising war chest is swelling. Two independent groups set up to elect Reagan as President say they'll spend as much as $9 million in advertising. National Conservative Political Action Committee has produced 10 TV commercials that it says will run in selected markets, starting last Friday (July 18) and continuing through Nov. 4. NCPAC reports it will spend at least $1 million and perhaps as much as $5 million. Another group, Americans For Reagan, headed by Senator Jesse Helms (R-N.C.), says it has set a fundraising goal of $4 million in Reagan's behalf. Federal Election Committee said several weeks ago it would take legal action against groups supporting Reagan with independent expenditures, claiming this would violate legal prohibitions on campaign spending and contributions. NCPAC, AFR and other independent groups maintain their activity is legal and they are only exercising their constitutional right to free speech. NCPAC TV commercials for Reagan contain catch-phrase, "We'll make America great again."

Widening horizons. Lockhart & Petus, New York, agency specializing in marketing to blacks, is setting up TV program production and syndication unit to produce television specials and daytime dramas appealing to black women. Agency's major client, Carson Products Co., Savannah, Ga., which spends about $4 million to advertise hair conditioning and shampoo products, is set to finance L&P's first program venture—one-hour variety special starring Debbie Allen, star of "West Side Story" on Broadway and commercial spokesperson for Carson Program will be produced in fall for telecasting in December in major black markets and later will be available for cable television. Agency believes burgeoning cable market offers black-oriented advertisers expanding opportunities.

United they stand. Vacation America, worldwide network of travel agencies, unveils $1-million TV, radio and print campaign beginning in August in cooperation with over 200 travel agencies. Covering major markets including Los Angeles, San Francisco, Dallas, Miami and New York, spots will stress expertise of agents, their planning and use of computer information and reservation systems. De Krig Advertising, New York, created campaign which introduces theme "Vacation America, the place to go before you go any place."


If you could buy only one TV station in Nebraska, which would you choose?

How about the one that's first in the NATION in prime time audience share:
KOLN-TV/KGIN-TV.

Our 52% share of TSA adult viewers, 18+, during prime time indicates how KOLN-TV/KGIN-TV dominates Nebraska's big Lincoln-Hastings-Kearney market. Get all the facts and figures from Avery Knodel. 


A Telzter Station
KOLN-TV/KGIN-TV
Channel 10  A CBS Affiliate  Channel 11 Lincoln, Nebraska / Grand Island, Nebraska 1500 FT. TOWER 1095 FT. TOWER
Avery-Knodel Television National Representatives

Broadcasting Jul 21 1980
NEW FROM MCA TV!

UNIVERSAL

NET WORK

MOVIES 85

The five CBS (countries, bought 'em all!}

© 1983 Universal City Studios, Inc. All rights reserved.
NEW FROM MCA TV!
“Universal Network Movies 85”

Here’s a superb combination of 85 movies especially made for the networks—33 90-minute and 52 two-hour lengths—perfect for all your movie time slots!

Each movie has the stars that today’s audiences look for — Peter Falk, Dennis Weaver, Barbara Eden, Larry Hagman, Henry Fonda, Lee Remick, Angie Dickinson, Raymond Burr, Shirley Jones, Robert Conrad, Kirk Douglas, Martin Sheen, Martin Balsam, Anthony Quinn, Brenda Vaccaro, Walter Matthau, Jill Clayburgh and dozens and dozens more!

In the kind of movies that television audiences love: contemporary drama, with lots of action, adventure, romance, mystery and suspense! Almost all available now!

85 of television’s best movies from the company that started it all!

July 24—Radio Advertising Bureau Idearama for radio salespeople. Sheraton Old Town, Albuquerque, N.M.


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


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


Also in July


July 30-31—Wisconsin Broadcasters Association annual summer meeting. Holiday Inn, Janesville.


July 31-Aug. 1—Arkansas Association of Broadcasters meeting. Friday luncheon speaker: Representative Leonel Van Deen (D-Calif.), chairman of House Communication Subcommittee. The Arlington, Hot Springs.

August

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


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

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

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


September

Sept. 1—Deadline for entries for 15th Annual Gabriel Awards, presented by Undo-USA for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schisla, (317) 635-5586.

Sept. 1—Deadline for entries for annual Women at Work broadcast awards sponsored by National Commission on Working Women for radio and TV reporting and programming about working women in categories of spot news, news series, editorials, public affairs documents and entertainment. Entries must have aired between May 1, 1978, and July 31, 1980, Infor-
Network news programming without network commercials

For the price of a few spots a week, you can get the world's best network news programming without any network commercials.

As an AP member, affiliation with the AP Radio Network will get you the fastest, most accurate and objective news programming in the world. It's all sound, and all ready-to-air, programming that brings the sounds and voices of the whole world to your station.

AP Radio Network is packed with features, and completely flexible, so you can custom tailor programming for a specific advertiser and create fixed positions to sell at a premium.

And, it's all saleable, because it's free of commercials—we never touch your inventory except to make it more attractive for advertisers.

After all...Time is Money.

We'll gladly give you the time of one of our Broadcast executives. Just a phone call to 212-262-4011 is all it takes.

Broadcast Services

INNOVATION for better news programming

Television west Sept. annual convention. Atlanta Hilton. Information: (404) 489-1360.
Jean
third annual New England Sept. 17-21-24-
Baptist Radio and Sept. 14-15-18-
hotel, Honolulu.
Square, London WC1H 9LG; (01) 388-0671.
Broadcasters annual convention. Fairmont hotel, Philadel-
phia.
Sept. 30-Oct. 3- Public Radio in Mid-America annual

**October**

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

Oct. 1-2-National Association of Broadcasters
diagonal antenna seminar. Cleveland Marriott Air-
port hotel, Cleveland.


Oct. 3-5-American Women in Radio and Television northwest area annual conference. Tutt Inn, Albany N.Y.


Oct. 5-7—Common Carrier Association for Telecommunications annual MDS convention. Washing-
ton Hilton.


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

Oct. 8-9—"The World Administrative Radio Con-
ference: 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.


In July 7 report of May sweeps, CBS figure (49,000 households) for Jackson, Miss., market was incor-
rectly boldfaced to indicate leading net-
work affiliation. NBC figure ($2,000) should have been so indicated.

Fran Reiter is new sales manager, Carter Grant Productions, New York, not Frank Reiter, as reported in "Fates & For-
tunes," July 7, page 68.

Oct. 8-10—National symposium on videodisk pro-
gramming sponsored by Nevada ETN Network, WCNM-Lin-
coln and Office of Engineering Research, Corporation for Public Broadcasting, University of Nevada-Lin-
coln. Information: Chuck Havlek, 205 Nebraska
Center, University of Nebraska-Lincoln, Lincoln 68553: (402) 472-2844.

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

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

Oct. 9-12—American Women in Radio and Televis-
ion southern area convention. Shabtai hotel, Jack-
sonville, Fla.

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

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


Oct. 12-14—Pennsylvania Association of Broad-

Oct. 12-14—North Carolina Association of Broad-
casters annual convention. Pinehurst hotel and country club, Pinehurst, N.C.

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

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

Oct. 15-16—National Association of Broadcasters


Oct. 18-19—American Women in Radio and Televis-
ion east central area conference. Broad Court House, Cincinnati, Ohio.

Oct. 16-19—American Women in Radio and Televis-
ion southwest area conference. Airport Marine, Abu-
querque, NM.

Oct. 22—International Radio and Television Society

Oct. 22-24—1980 Japan Broadcast Equipment Ex-
hibition co-sponsored by Electronic Industries Asso-
ciation of Japan, National Association of Commercial
Broadcasters in Japan and NRK (Japan Broadcast-

Oct. 24—Colorado State University's ninth annual
CSU Broadcast Day CSU, Fort Collins. Featured guest:
FCC Commissioner Anne P. Jones. Information: Dr. Robert MacLachlin. Dept. of Speech and Theatre Arts, 312 Wadsworth Eddy Building, CSU, Fort Collins, Colo. 80523.

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

Oct. 28-28—Kentucky CATV Association annual
Simply fantastic picture quality. Fantastically simple set-up. Get both with our renowned TK-47.

Press a button, and it sets up automatically. In seconds, instead of hours. File and recall six basic lighting situations, and get great picture quality—instantly—under any conditions.

All RCA cameras are built to extend your creativity, lighten your chores, and deliver the very best on-air product.

Our TK-76C is light, rugged and agile enough to go anywhere and start shooting right away.

Our TK-760 has enough heft for smooth studio work, yet is light enough for easy transport to the field as an EFP camera.

And with them all comes famous RCA TechAlert service to keep you on the air, come what may. Your RCA Representative can tell you more.

RCA Broadcast Systems, Building 2-2, Camden, N.J. 08102.

SIMPLY FANTASTIC.
**More's the less**

**Editor:** Why is it that governmental agencies, and those people who staff them, are of one mind? "More is better!" More is not better. In most cases, "more" only serves to hurry up the demise of a situation...and in the case of the current FCC proposals, an industry.

If FCC proposals are expedited, the broadcast industry could see another 4,000-plus stations on the air. Where does it end? Does Chairman Ferris want us to end up like the fast-food industry? A station on every corner! The fastest records in town! Get your latest news while you wait!

Competition is good for our industry; oversaturation is not. Surely, Ferris and the commission are having difficulty seeing the forest for the trees.—Bob Parks, general manager, KELD(AM)-KAYZ(FM) El Dorado, Ark.

**Hearing problems**

**Editor:** Henry Geller at the National Association of Black Owned Broadcasters meeting (Broadcasting, June 30): "We don't want to degrade the AM band...but..."

What if not degradation, pure and simple, is the bandwidth reduction from 10 kHz to 9 kHz that he espouses so warmly?

Are we to assume blithely that "the American public really won't know the difference?" With all the hi-fi ear training they've had in the past 30 years?

Let's not oversimplify the problem into a question of haves and have-nots, ins and outs. There's a lot more to it than that.

---

There's just so many bales that this one donkey can carry.—Arnold Hartley, Key Broadcast Management Inc., Garden City Park, N.Y.

**Region 2 rejoinder**

**Editor:** In response to John J. Miller of KCOL-AM-FM Fort Collins, Colo.: "Open Mike," June 16:

**Notwithstanding majorities or minorities or who makes [National Association of Broadcasters] policy," it only takes an I.Q. above room temperature to understand that my letter to the NAB is an emphatic reproach and condemnation to a villainous act, for instigating foreign administrations against the efficient function of a U.S. delegation in a foreign land. Senator Robert Dole [R-Kan.] said to the news media:

The Logan Act "prohibits that any citizen of the United States wherever he may be, who, without authority of the United States directly or indirectly commences...intercourse with any foreign government...in relation to any dispute or controversies of the United States, or to defeat the measures of the United States."

Despicable acts like the one perpetrated by NAB in instigating foreign administrations against the U.S. delegation to Region 2 in Argentina, have also contributed to the loss of respect for our country.—Oscar Leon Cuellar, consulting engineer, Denver.

**Households, not people**

**Editor:** Again, the well-meaning but misinformed lament about how people are corrupted by overuse of TV: this time by Ted Turner (Broadcasting, June 9).

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He asserts that "I don't believe the people who run the networks have any idea of what effect TV has on American viewers." That claim is probably as well informed as his further assertion that "I don't see how anyone can watch six hours of television a day and be worth anything to their country."

He has gathered data reporting average household viewing levels. Average viewing time per day per person is closer to four hours.—James A. Brown, associate professor, broadcasting, University of Southern California, Los Angeles.

**Straightening the record**

**Editor:** Corrections are in order re your mention of [Multimedia's] Walter Bartlett and Phil Donahue in the "Fates and Fortunes" section of your June 23 issue. Bowling Green State university is in Ohio, not Kentucky. Bartlett received a Distinguished Alumnus Award. Donahue was awarded an honorary doctor of humanities degree.—Clifton Boutelle, director, news and photography services, Bowling Green State university, Bowling Green, Ohio.

**Fan mail**

**Editor:** After reading your Profile of me (May 26), I was flattered by your writership. Having heard from so many friends, I'm doubly awed by your readership.—Roy Danish, director, Television Information Office, New York.

**Cable compliments**

**Editor:** A note of thanks to you and your associates for the extensive write-up of our 1980 convention that was included in the May 26 issue. We appreciate your continued support of our industry by the coverage presented in the magazine.—Douglas Dittrick, president, Douglas Communications Corp., Mahwah, N.J., and chairman, National Cable Television Association.

Editor: Your people have outdone themselves with the complete and accurate coverage of the NCTA here in Dallas. We can't get enough good information about cable, and BROADCASTING has provided the industry with another genuine contribution by its thorough editorial coverage.—John F. Molanphy, media supervisor, Tracy-Locke Advertising, Dallas.
THANK YOU

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June, 1980

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Planet of the Apes, a unique group of 5 two-hour movies, is about to take over the ratings.

The proven success of the original "Apes" features makes this new offering a perfect choice for theme weeks or prime time. And the strong appeal the regular series has for younger audiences also makes it excellent movie fare for weekend fringe.

In short, the "Apes" can take over—all over.

"Apes" theme weeks take over early show ratings.

In New York, up 50% over early show average during Sweep weeks. Averaged 32% higher share than the 1979 showing of "Roots" theme week. (WABC, 1978)

In Detroit, up 45% over February 1978, 1979 and 1980 early show performances. (WXYZ, February 1978)

In Dallas, up 32% over the average early show performance. (WFAA, May 1978)
"Apes" features take over prime time.

The previous success of "Apes" features in network prime time makes these 5 new movies a natural for the 8:00-11:00 PM time period. The average first run Rating 26.1/Share 44 (NTI).

"Apes" take over young adults and children.

During the series' regular 1974 season, "Apes" was especially popular with young adults and children. 71% of the total adult audience was in the 18-49 category. And children's rating averaged a 22:*

These demographics make it ideal for weekend fringe (12 Noon-8:00 PM) movie programming.

The "Apes" are taking over this fall. Make sure you've got them on your side.

Planet of the Apes
The reasons of rules

This Monday morning finds me reflecting on what it is like, for the first time in 19 years, to be considered an outsider. Since 1961 I have been directly involved with the creation of regulations and their enforcement by the FCC. Now, having quit the government (and no one in Washington says “forever”) for the University of Texas at Austin, I find it perfectly natural to be outside the fishbowl of public service, peering into the slightly murky waters trying to make some sense out of what I see.

In all of my government service I have been subject to the ceaseless pressures put upon the commission and its staff by the public, by Congress and by commission licensees and their attorneys. The reactions to such monumental hearings by complainants, petitioners of all sorts and others are not always normal. Someone always wins or loses these constant battles, and the first reaction of the loser always seems to be: ‘Kill the umpire. To keep the large volume of applications, claims and complaints moving, the temptation always exists to give short shrift to some problems or to treat them with forms “by the numbers.” It takes almost a daily effort to recognize and deal with the fact that each problem comes from an individual who is in distress or needs help or advice and that, regardless of the merits or triviality of the claim, each person is entitled to a rapid, honest and clearly stated response. The less bureaucratic hokum the better.

In this regard, it has always been my belief and operating principle that rules and policies cannot be mindlessly interpreted, that common sense and the human touch are required to bend rules when necessary to meet needs that are considered just. If the rules have to be bent too much and they no longer seem to make much sense in view of changing circumstances, it is the government’s duty to re-examine those rules and change them if necessary.

However, bending or revising rules is not the same as wiping them out completely. Lately, rules—all rules as an abstract and undefined subject—have become the handy target and punching bag for just about anybody. Everywhere, rules and policies of various regulatory agencies are under attack simply because they exist. To the politician in this election year, there is no better issue for obtaining votes. Never mind the fact that many rules were created to protect the public and often provide the only satisfactory vehicle for balancing the shaky and frequently antagonistic relationship between business and public interests. The political speaker rarely, if ever, makes any attempt to distinguish between types of rules and their reasons for being. It is ironic that the audience that most enthusiastically applauds this general attack on rules often stands to lose the most. Thus, the public and the rules themselves can both be said to be victims of current political thought.

Politicians themselves are subject to fantastic pressures from special interest groups. Nonspecific attacks on rules spring from such pressures. The public itself is not always so well represented. In recent years the public certainly has not been well served by the paid public service activists. There are many reasons for this, including a strange paralysis and loss of taste for the jugular. In the main, the public until very recently has remained impotent because the message has not reached them in a digestible fashion.

The attacks against rules are increasingly heard in advertising by industries that are affected by regulation in some way. As in political speeches, the blame for many ills is laid upon rules in general. Specific rules are rarely identified. I certainly cannot fault the natural desire of industry to protect itself. I see nothing wrong with access to the air through paid advertising by industry if that is how it wants to put across its message. (I should add that I see nothing wrong if the sponsor of the message is clearly identified and the station licensees are given the full freedom of choice of program matter the Communications Act allows him.)

Controversial messages of public importance of all sorts belong on the air as a public service. The fairness doctrine exists to protect both public and industry by requiring the presentation of conflicting viewpoints. It is distressing, therefore, to see that the fairness doctrine itself is under attack. Most distressing of all is the fact that the doctrine is suffering attack for all the wrong reasons and by those who may not fully understand it.

The basic fairness doctrine requirements are not difficult to understand or to comply with. Despite the ease of compliance, the so-called complexities of the fairness doctrine are often seized upon as the excuse for broadcasters to rid themselves forever of any requirements to present conflicting viewpoints. My observation as the person responsible for the administration of the fairness doctrine over the past several years is that in many markets, were it not for the doctrine’s existence, controversial viewpoints on matters of public importance would simply not be heard.

It is also my belief, again from first-hand observation, that the presence of the doctrine does not in any way limit the presentation of views of any kind by anyone. Hard-hitting, controversial programing has always been done by those who want to do it. Nor, in my opinion, does the existence of approximately 10,000 radio and television stations in the U.S. alter the need for the doctrine. Individuals listen to stations one at a time, not collectively.

The creation and enforcement of regulations appears to be cyclical. We seem to be at or near the bottom of the swing, and in due time the pendulum will swing back. Before it does, useless rules and even useless agencies will be wiped out or their powers curtailed. All the better. But at the same time, before awareness dawns, many public rights will be lost, perhaps forever.

In recent years, enforcement of the Communications Act and the rules has been given an extremely low priority. It has been a constant struggle to obtain funds for necessary investigations. With tight commission budgets, I do not think that the situation will change. There is a growing awareness of the deteriorating enforcement situation by those whose business it is to know and advise clients of current trends.

One hears everywhere in Washington the buzz words: The marketplace should control all actions. Indeed, the FCC’s deregulation efforts are based upon it. Yet marketplace activities do not always square with public rights. While the marketplace must always be considered in our society, it should only be one of many factors which must be considered by regulatory agencies in the creation or elimination of rules. Cost-benefit factors, often the favorite yardstick of economists, cannot and must not be controlling where human rights and well being are involved.
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GOP a test of patience for the networks, an opportunity for local TV

As stations try out their wings with satellites, news-dullness of convention again raises question of event-type coverage

High in the upper reaches of the Joe Louis Arena in Detroit one night last week, in a press box from which sports writers normally watch Detroit Red Wings hockey, a television correspondent, seated on a stool, listens on his headset to his Gannett-owned station in Denver—KBTV(TV)—gets his cue, then, speaking to a camera, does a live report on the activities of the Colorado delegation to the Republican national convention. His report done, he transfers the headset to another correspondent, from another Gannett-owned station, who does a story on an angle presumed to be of interest to his station’s audience. It’s a little primitive, but it works. And some who watched the process thought they were seeing the future—live coverage of national political conventions by stations across the country.

There may have been another portent of the future—not in what was done but in what wasn’t. The gavel came down on the first night of the convention, on Monday, and two networks were not there. ABC was broadcasting the first of two 20/20 programs it aired during the week, and—what was more significant, considering its history—CBS was broadcasting a special 60 Minutes program. Only NBC elected to provide the gavel-to-gavel convention coverage that political parties have come to expect, and many viewers, apparently, to dread.

Thus, while the Republican convention, in nominating Ronald Reagan and George Bush as the party’s presidential and vice presidential candidates in the 1980 election, may or may not have marked the watershed in American political history Republican speakers said it did, it may have marked one in terms of broadcast coverage of conventions.

Certainly there was present in Detroit a concatenation of events that could spark one or more new departures. Individual stations, prosperous, driven to expand local coverage both to shine their image locally and to pursue journalistic obligations, had the means, by satellite, to provide the kind of live coverage only networks had been capable of in the past. And whatever the general impression of the convention as a news story, it provided stations an exotic background against which to illuminate local personalities and issues.

Then, too, the enormous media attention attracted by a political convention that had been drained in advance of most of its suspense and drama—only the confusion and bad information put out by Reagan aides on Wednesday regarding the selection of a vice presidential running mate saved it from being the dullest convention in memory—has caused some network figures, at least at CBS and ABC, toponder the wisdom of committing such substantial resources to convention coverage. Such soul-searching has gone on in previous conventions, but this time there is some reason to believe the withdrawal from the trap of tradition and competition has begun. The ratings provide one clue.

More in the hall than in the audience? Republicans in Detroit last week may have been voting, lobbying and love-feasting but just about half the television viewers were abstaining from network coverage of the GOP convention. For the first three nights of prime-time, combined network shares added up to only 48.6, 45.7 and 52.0 respectively, meaning a heyday for independent stations. Normally, networks can expect that July programing will bring them total shares at least breaking the 80-mark.

Monday, in New York, for example, local independents grabbed a 64 share compared to the network-owned stations’ 27. Tuesday in Chicago, it was 59 for the independents and 32 for the networks. And Wednesday in Los Angeles, it was 57 to 42. (Other draws included the Public Broadcasting Service, which got as high as a 10 share in Chicago on Tuesday) Network performance on Monday gave prime time in national Nielsens to CBS with an 8.1 share and 17.4 rating to ABC’s 7.9/17.0 and NBC’s 6.6/14.2. Tuesday, ABC was on top with a 7.5/16.2 to CBS’s 7.2/16.0 and NBC’s 6.0/13.5. And NBC’s Wednesday win with 8.6/20 to CBS’s 8.0/18 and ABC’s 6.4/14 meant each network had its day. NBC, in fact, was claiming a three-day win for the 9.5 hours of common coverage for the three days prime time and beyond. (ABC broke with two hours of 20/20 and CBS had an hour of 60 Minutes) NBC said the ratings averages gave it a 7.7, CBS 7.5 and ABC 6.6.

While convention coverage isn’t expected to be a major draw, this year’s event turned in even a poorer performance than the Republican convention in August 1976, when NBC averaged an 11.4/25; CBS an 11.3/24 and ABC, including five entertainment hours in the first three GOP nights, an 8.5/19.

By last Friday, national ratings were not yet available for the fourth and last day of this year’s GOP convention. However, for the four metered markets, network stations in New York, Chicago, Los Angeles and San Francisco had combined respective shares of only 29, 34, 41 and 50.
The Quiet Revo

The Rise of Made-for-TV Movies Continue Pre-Sold to all Five CBS O&O’s.

Six months ago when Paramount introduced MARQUEE II—our two-hour movie package—we pointed out the "quiet revolution" occurring in our industry: the rise of made-for-TV movies. Since then, MARQUEE II has been sold in over 45 markets, including the CBS O&O’s.

Now, we’re introducing MARQUEE III—our ninety-minute movie package—because demand for this efficiently priced product is continuing to rise. Just consider these facts: for the past two seasons over two-thirds of network first-run movies were made-for-television. And, research for the ’78/’79 season shows that these movies combine excellent rating delivery with less fall-off in repeat airing than theatrical—a distinct programming plus.

MARQUEE III is a carefully selected package of 18 titles that has already been pre-sold to all five CBS O&O’s. It offers an unbeatable combination of range, versatility and dynamic performance: averaging an outstanding 19.5/32 in its first prime time exposure, with more than three-quarters of the titles in the 30 plus share category!

Each of MARQUEE III’s titles were chosen to keep attracting large audiences. They feature current and compelling themes, like the fast-paced, death-defying adventure of "Stunts Unlimited": critically acclaime-
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ramas with awesome delivery, like the 46-share, "The Secret Life of John Chapman," starring Ralph Waite; thrilling dramas like "Locusts," starring John Howard and Ben Johnson as father and son struggling against impending disaster; suspense thrillers like "Night of Error"; haunting stories of the occult such as "The Devil's Daughter"; and the hilarious comedy antics of Sammy Davis, Jr. and Jack Klugman in "Poor Evil"; plus stories of romance and mystery starring television's most impressive names.

MARQUEE III. It has the top-draw settings, exciting stories, and promotable stars to keep you on top of the made-for-TV movie revolution!
vice president and managing editor who also worked the convention as correspondent, said after its initial immersion in convention coverage, “We have demonstrated we can do a competent story. The viewer got more complete coverage [from CNN] than from the gavel-to-gavel coverage of the networks.” He referred to the various background pieces and interviews CNN had done, in addition to its straight reporting.

But it was Dan Schorr, the former CBS correspondent who was one of CNN’s anchors and floor reporters, who pointed to what he saw as the important advantage CNN had over the major networks—flexibility in coverage. The networks, he said, commit convention coverage time in blocks; they are locked into convention coverage, whether the news warrants it or not. “Because of the flexibility of an all-news network,” Schorr said, “it has no compunction about pulling out of a dull speech and going to other news.”

But on a more local level, live coverage of conventions by stations became inevitable when satellites brought the cost within reach. And last week, from the press section, from sky booths rimming the upper limits of the arena (and looking on television surprisingly like the expensively crafted booths used by the network anchors), from places on the floor itself and from a section of seats set aside for them, correspondents, cameramen and producers put together live feeds and packaged pieces for some 60 stations across the country. Another 60 were served by special networks—Independent Television News Association, Independent Network News and Capitol Broadcast News.

The reaction of those involved was uniformly positive. “It went extremely well—we’re thrilled,” Rick Sabreen, Group W’s vice president for television operations, said on Tuesday of the group’s live coverage of the preceding day. “Between 5:30 and 7 p.m. we did nine live inserts for four stations—WBZ-TV Boston, KYW-TV Philadelphia, WIZ-TV Baltimore and KDKA-TV Pittsburgh.” And the Philadelphia reports, he said, opened the station’s 5:30 and 6:30 shows in the sky booth Group W occupied.

Group W’s operation at the convention, incidentally, was one of the largest, outside of the networks—four cameras and 90 people, including 25 who provided coverage for the group’s radio stations.

Ken Middleton, of Post-Newsweek’s WFAA-TV, said, “We got more special programs. Now, a lot of consortia and groups, like Post-Newsweek and Group W, are doing that. And I expect there will be a lot more in four years.”

It wasn’t only the groups that were reporting success with the satellite. David Goldberg, producer of the coverage provided by WFAA-TV Dallas, said, “It was terrific. It was no problem. We got some good stories.”

For a few hours on Wednesday night, the convention produced genuine excitement. Emotions and rumors—generated by Ronald Reagan’s efforts to persuade former President Gerald Ford to accept the nomination as his running mate—took over, as they are supposed to at a convention. After network correspondents and anchor people, on the basis of information from Reagan aides, had about convinced themselves and the viewers that Reagan had squashed the circle and persuaded Ford to run for Vice President, word came, almost literally out of the blue, that “it’s Bush.” NBC claimed a beat, by Chris Wallace, from the floor, at 11:54, but CBS’s Lesley Stahl came on at almost the same time. In any case, the incident was an excellent example of what NBC’s John Chancellor called “politics out of hand in the electronic age.”

One reason for the intense speculation regarding Reagan’s choice of a running
mate was that it was the only story in town. Enormous energy was spent in trying to anticipate the selection. Scoring a beat was likely to enhance a career. And the report that Wallace flashed from the floor probably has helped him, even if he scored the beat not by digging but by being in the right place to hear a Reagan operative reporting the news to colleagues.

The frenzy of interest in Reagan’s choice of a vice presidential running mate helped produce one of the more bizarre footnotes to the convention coverage: a PR dispute between the CBS and ABC press relations departments over a story CBS was putting out on ABC’s Barbara Walters. According to CBS, Walters had “dashed over” to the CBS anchor booth on Wednesday night, as Walter Cronkite was interviewing Ford and the latter’s wife, Betty, “and demanded to be let in.” She said she had to see Ford. And when a security guard continued to bar her way, a CBS spokeswoman said, “she asked for his name and said she would report him.” When the Fords emerged from the anchor booth, the CBS spokeswoman continued, Walters “begged him” to give her an interview. “At first he refused, but then he relented.”

ABC’s version, not surprisingly, differs. Walters on Sunday, at the time of the Issues and Answers program on which she helped question the former President, had arranged to interview him on Wednesday night at the convention, according to ABC. She had appeared at the CBS booth—in advance of the scheduled (7:45 p.m.) interview—at the suggestion of an aide to the former President who said she could walk the Fords to the ABC location. At one point, the versions get closer. An ABC spokesman said Walters reported that a guard “gave her some guff, so she gave some back.” On balance, however, ABC was claiming, as ABC’s Chancellor might put it, that CBS’s story on Walters was a case of “PR out of control in the electronic age.”

As in the past several convention years, there were questions last week in Detroit about the wisdom of gavel-to-gavel coverage. The convention promised little in the way of conflict and drama; the candidate had been chosen in the primaries, and the platform issues had been settled in advance. Why, then, spend $10 or $12 million on convention coverage? (That, at least is ABC’s estimate of its costs; the other networks’ costs are presumably comparable.)

The ratings indicated that the public regarded the convention as a crashing bore (see page 27). And even the networks were showing signs of restiveness. CBS, for instance, covered only an hour of the two-hour opening session on Monday, presented a special 60 Minutes—featuring interviews with Reagan and family members—on Monday night, when the first night session was getting under way, and chose to ignore several hours of programming during the week. And ABC, which for the first time in years was providing extensive reporting of the convention, mixed into its coverage a couple of convention-oriented 20/20’s and Night Line and simply skipped some early evening convention happenings.

NBC, which provided the most extensive coverage—a total of some 22 hours—seems committed to that kind of effort, which, an executive in the company’s executive suite pointed out one night, was not without its irony. NBC, last in the ratings, is headed by a man, Fred Silverman, known as a programmer, who did not hesitate to turn the network over to the news department for an endeavor that could only—and did—worsen the ratings problem.

Yet, NBC News President Bill Small seemed relaxed last week. Never mind that the first overnights were terrible, particularly for NBC; complimentary things were being written about his team, and he felt they were justified. He expressed no uneasiness about offering gavel-to-gavel coverage. So what if there was no conflict or drama up to that point? “It’s a very important element in the political process,” he said.

ABC News and Sports President Roone Arledge, far less comfortable about the amount of effort being made—by ABC and the rest of the 12,000 media representatives on hand—in covering the convention. He thought it “ridiculous” under the circumstances. “The day has got to come when you cover conventions like any other event,” he said.

Why did ABC make the effort it did, after years of “abridged” or “edited” coverage of conventions? (It presented about 18-1/2 hours of coverage, including the two 20/20’s and a Night Line.) For one thing, it has the financial resources. But more than that, there are those inside ABC News who say it’s a matter of pride, that Arledge is determined to demonstrate that the gains in professionalism and ratings achieved by ABC News in the three years under his leadership are not a fluke, and that the ABC team is capable of competing with CBS and NBC on any level.

Arledge himself puts it differently. “I think there are certain dues you pay,” he said. And he suggests ABC was not paying them when, because of reasons having nothing to do with news judgment, it skipped convention coverage.

What happens when the dues are paid? Then, he said, ABC would feel free to exercise its news judgment.

The first exercise of that judgment is not
The challenge. President Carter last week telephoned Ronald Reagan to congratulate him on becoming the Republican presidential nominee and suggest a series of debates. Carter followed the phone call with a telegram to Reagan on the subject. Noting the "serious choices before the American people this fall," Carter said, "I suggest that we meet in a series of debates in the various regions of our nation... so that these two candidates, the victor and the defeated, are thereby given the opportunity to establish their qualifications for the Presidency..."

Of course, the Democratic convention could give pause to the staunchest advocate of gavel-to-gavel coverage. The convention managers have prepared a tentative schedule that calls for four days of 12-hour to 15 1/2-hour sessions. It's unlikely any network would give up the more than 57 hours that complete coverage would require.

By contrast, the Republicans, with no wrangles or floor fights expected to complicate scheduling, attempted to tailor their convention to the needs of television, and their own. They scheduled most of the sessions in prime time. And although the sessions usually ran over—most embarrassingly on Tuesday, when former Secretary of State Henry Kissinger wound up speaking after midnight and the keynote address had to be postponed to the third night of the convention—things moved smoothly on the last night. Presidential and vice presidential candidates had given their acceptance speeches and the final gavel had fallen short of 11 p.m.

Still, the Detroit experience shook even such commitment to gavel-to-gavel coverage as that of CBS News President Bill Leonard, who, in a sense, grew up in the tradition: He worked as a CBS floor reporter at the first convention that television covered in its entirety, in 1952.

"Every [convention] year we take the bullet out and chew it around, then put it back in the chamber without having given it a good bite," Leonard said, regarding talk of reducing convention coverage. "But some day, people will come to their senses and judge these shows for what they're worth. They cost a lot of money, and people are not interested." He noted that about 75% of the prime-time audience was ignoring the coverage. And he said that perhaps CBS, in its slightly reduced coverage last week (a total of almost 20 hours), "had started down the road toward freeing itself of the compulsion to extensive coverage.

But he also explained the dilemma television news executives face. Commitments regarding the size of plant to be used in covering a convention must be made months in advance.

Then, too, of course, a convention is a media event, he said. The journalistic world focuses on it. "I wouldn't want to be the guy who says CBS isn't there—really there—along with ABC, NBC and the New York Times."

Both Leonard and Arledge spoke vaguely of "changes" that the parties might make to ease the burden on the networks and make the prospect of coverage more attractive in an era when network news executives, at least, see primaries and caucuses as settling the question that once made conventions intriguing—who the parties' presidential nominees would be. "If parties expect coverage," Arledge said, "it should get away from old traditions." For openers, he suggested that parties quit offering invitations to address a convention as a reward. Leonard, too, expressed the hope the parties would reduce the length of conventions. But the dilemma will not be one for Leonard to help resolve. He is scheduled to retire next April.

And that may be a break for him, for the problem does not get easier. On Thursday morning, after the chaotic events of the preceding night, when the Ford nomination as vice president was locked up, then unlocked, and the breathless word that "it's Bush" went out, Leonard confessed he was feeling different on the question. "You never know what will happen [at a convention]. Last night was a perfect example. It was one of the most exciting convention nights I ever experienced. I wouldn't want to be sitting with regular programming when that was going on. It's the kind of thing that makes it seem all worthwhile."

But Leonard didn't take everything back. Reduction in coverage—"that's got to be the direction we go in," he said. He noted the low rate of viewing attracted by all networks in the first three nights. The audience, he suggested, was trying to tell the networks something.

Supreme Court Justice William Brennan on Friday acted immediately on request from attorneys for wbb-wr Boston investigative reporter Walter Roche and issued indefinite stay of state court ruling that ordered newsmans to jail for refusal to reveal news sources (page 49). In seeking stay, Roche said state court ruling "deprived him of his constitutional rights to have a full hearing before a fair and impartial tribunal on his claims to a constitutionally mandated newsmans's privilege."

National Cable Television Association has moved site of its 1981 convention from Los Angeles to Las Vegas. New dates are May 25-28. Based on dramatic increase in attendance and exhibit space experienced by this year's convention in Las Vegas, NCTA projects 10,000 attendees and 110,000 square feet of exhibits in 1981 and judged Los Angeles facilities inadequate.

Republican campaign strategy could possibly have effect on future of FCC Commissioner James Quello, whose term has already expired. Senator Strom Thurmond (R-S.C.) said last week that Ronald Reagan would ask Republican senators to block presidential appointments to federal posts until after Nov. 4 election.

National Association of Broadcasters has suggested formula by which Copyright Royalty Tribunal divide cable payments among stations (once CRT determines how to divide payments among various industry claimants [Broadcasting, July 14]). NAB says CRT should take total number of programing hours claimed by one station, and divide this by total number of hours on which all cable systems are paying royalties to all broadcasters. Resulting figure would be multiplied by total amount cable system is paying CRT.

Carter-Mondale Committee is warning broadcasters across country about possible legal implications of accepting advertising from so-called independent groups supporting Republican presidential nominee, Ronald Reagan. Several committees, claiming they are independent of Reagan organization and thus legally free to spend money to support victory and Democrats' defeat, are reported planning to raise and spend $50 million to aid Reagan. Carter-Mondale Committee, in first mailing last week, to 300 television stations, said they may be involved in violation of law if they accept such advertising and committees are found to be in concert with Reagan. Even if those committees' actions are legal, letter said, their commercials could subject stations to fairness doctrine, personal-attack and equal-time complaints.

Rumors don't always cause panic on Wall Street. Last week's report in one investment newsletter that ABC, trading around $29 per share, was to get tender offer in '80's from unnamed "multiindustry giant" drew ho-hum response from broadcast analysts. They don't put much stock in possibility, citing huge total cost (near $1.5 billion) and difficulty any company would have in mounting presumably unfriendly takeover of...
No Pfeiffer successor; Salant role grows

Silverman decides against replacement for former chairman, gives more responsibility to vice chairman who denies rumors of his resignation

NBC President and Chief Executive Fred Silverman said last week that he would not replace ousted Chairman Jane Cahill Pfeiffer but would assign more responsibilities to Vice Chairman Richard S. Salant.

Silverman’s disclosure came in a week marked by speculation and often contradictory reports about what, if anything, might come next in the sequence that started with the abrupt firing of Maurice R. Valente as president of RCA, NBC’s parent company, and continued with the dismissal of Pfeiffer (BROADCASTING, June 23, July 14).

Some outside directors of RCA were said by usually knowledgeable sources to have held at least one meeting to discuss the possibility of seeking a successor to Silverman or his boss, RCA Chairman Edgar H. Griffiths, or both.

John D. Backe, himself ousted as president and chief executive of CBS last spring (BROADCASTING, May 12), was reported to have been approached by members of the RCA board wanting to know whether he would be interested in the RCA presidency or, possibly, the top job. Backe declined last week to comment on the report. “The rumor mill is in a frenzy most of the time,” he told BROADCASTING, “and I try to stay out of it.” (CBS officials said there was nothing in Backe’s termination agreement with CBS that would prevent his taking a job with RCA or NBC.)

RCA directors reached by BROADCASTING refused to comment on the recent RCA and NBC events, and on the reports that some of them had been meeting to discuss possible action. One director did indicate support for both Griffiths and Silverman by saying the only “unprofessional” conduct in the sequence of events was Pfeiffer’s going public with the dispute between her and Silverman.

RCA staff spokesmen denied any board meeting had been held since the regular session in July and said the next meeting would be the regular one Aug. 6. Silverman meanwhile was represented as having no fear for his job, as confident that NBC-TV would show improvement in the audience ratings next fall (though not necessarily moving into first place) and as being prepared to resign voluntarily if the ratings don’t improve.

He didn’t specify what new responsibilities might be assigned to Salant, and Salant, on vacation in Massachusetts, told BROADCASTING that he had not discussed the subject with Silverman. Of speculation that he might resign because he had been given too little to do, Salant said he was “divinely happy when I don’t have anything to do.” More seriously, he said he doubted he would resign.

Wheeler extends an olive branch

NCTA president wants broadcasters to become partners with cable, even help program local channels

National Cable Television Association President Tom Wheeler last week called for an end to the antipathy between the cable and broadcasting industries and suggested that broadcasters begin programming “a channel or two” on local cable systems.

Speaking before the Colorado Association of Broadcasters on Friday, Wheeler said: “It is time that we dispense with the emotional rhetoric which has characterized our relationship in the past and look to how we can work together.”

Wheeler said the first step toward cooperation requires broadcasters to begin looking at themselves in a new light—“to reorient your thinking away from the medium of delivery and more toward what is being delivered.”

That done, broadcasters can “shed the shackles of scarcity” and begin transmitting programing via cable. “Instead of running one television station why not run two or three? There is nothing sacred about having to deliver those signals over the air. If localism is really a goal and purpose ... why not start a new local television channel and deliver it over cable?”

Referring to the recent announcements by ABC and CBS of intentions to get into cable programing, Wheeler said that the networks have already begun the evolution. “Their new business ventures indicate that they see themselves as being in the programing business, not just the broadcasting business,” Wheeler said if local broadcasters follow the lead of these networks, cable could be “an asset to them—a way around a current limitation and a way to grow both in services and profitability.”

And, Wheeler warned, if “creative

ABC, ABC says it’s received no offer; stock moved slightly higher first three days of week, joined rest of market in big Thursday jump, 1 3/8 for ABC, to close at 31 3/8.

Despite near certainty of federal budget belt-tightening, FCC will request 21% increase for fiscal 1982, to $91.8 million and 2,395 positions. Commission gets $76 million, 2,153 positions for fiscal 1981, beginning Oct. 1, and those figures are down from what commission sought.

Continental Electronics, of Dallas, has purchased Rockwell International Corp’s Collins broadcast products business, Richardson, Tex., for price in excess of $7 million. Closing is expected Sept. 30.

FCC Chairman Charles Ferris turned down request by Don Curran, Field Communications, that Ferris “keep his promise” that broadcasters would be afforded opportunity for oral argument before FCC issues decision on cable deregulation (page 51). Chairman said he doesn’t recall making promise, and “voluminous record” in proceeding indicates there was ample opportunity for oral and written presentations to commission.

Ron Howard, star of long-running ABC-TV series Happy Days (Paramount TV), has left show and signed exclusive long-term contract with NBC-TV. His Major H Productions will develop series and movies for number-three network. Howard’s new contract with NBC is effective immediately, and 26-year-old actor-producer will not be returning to Happy Days in fall.

Phillip Merrill, publisher of Washingtonian magazine, who asked FCC to prohibit nation’s four largest public television stations from on-air promotion of their new monthly magazine, The Dial (BROADCASTING, July 14), has gone to court over matter. Merrill filed suit in District of Columbia Superior Court last week asking that wea-TV Washington be prohibited from funding or participating in The Dial, which will compete with his own publication for advertising dollars. Merrill moved on another front to try to insure favorable outcome: His attorney drafted proposed amendment to Corporation for Public Broadcastin Appropriation that would bar payment of federal funds to public telecommunications outlets that are involved with periodicals that accept advertising in competition with private corporations.

K. James Yager, who left Cosmos’s wsoy-TV New Orleans executive vice presidency earlier this year, joins Spartan Broadcastings’s wspa-an FM-TV Spartanburg, S.C., as executive vice president-general manager. Yager will also supervise WTAW1AM/WTHO-FM Thompson, Ga.

At FCC: Commission expected to rescind cable rules on distant signals and syndicated exclusivity Tuesday (BROADCASTING, July 14). On Capitol Hill: House Commerce Committee to mark-up H.R. 1621, telecommunications amendments to Communications Act, Wednesday.

Broadcasting Jul 21 1980
Quad consideration

FCC seeks comments on proposed rules for 4-3-4 and 4-4-4 systems

Nine years after it was first proposed, the idea of FM quadraphonic broadcasting still has a flicker of life. Last week the FCC initiated a rulemaking that seeks comments on two approaches for setting standards for a quadraphonic system.

The commission set out two alternative approaches: either adoption of standards that would clearly specify most operating characteristics of the quadraphonic system, along the lines of those proposed by RCA and QSI, or adoption of a general standards approach that would rely totally on the marketplace to choose quadraphonic systems.

And, unlike its order adopting a single system for AM stereo (Broadcasting, April 14), the FCC's proposed rulemaking leans toward adopting the marketplace standard for FM quad.

Richard Shiben, chief of the FCC's Broadcast Bureau, explained that "it may be easier for a marketplace approach to FM quad because we're not sure everyone would go for it."

FM quad was a novel idea when it was first proposed in 1971, but after two inquiries and the approval of the use of a matrixed system for quad, much of the excitement over its development has died down.

With the matrixed approach, an FM station can transmit a type of quadrophonic signal by placing two channels of sound on each of its two stereo signals. The drawback of such a system is that it cannot reproduce music with four separate tracks of sound with great clarity.

What the FCC has been asked to approve is a process of splitting a station's signal into either three or four channels to carry four distinct tracks of sound.

The two systems are labeled semi-discrete (4-3-4) and discrete (4-4-4). And adopting general standards for both systems would allow the use of any quadraphonic system that satisfies the FCC's concerns regarding interference, compatibility with existing receivers and international agreements.

The FCC said it was unnecessary to adopt standards for the 4-2-4 matrix system since that type of quadraphonic broadcasting is permitted under the commission's current rules.

The FCC found that quad would not create greater adjacent channel interference than the currently allowed monophonic or stereophonic transmissions and that the existence of quad would have a minimal effect on proposals to reduce FM channel spacing.

The commission will also seek comment on the economics of choosing between the two—including the added cost to the consumer of receiving equipment, the expected cost of installation, and manufacturers' attitudes toward manufacturing and marketing multisystem equipment.
CTAM's growth is indicator of new orientation toward marketing in cable business

San Francisco meeting next month will attest to a shift in focus marking the maturing of an industry

If growth is a measure of good health, then the Cable Television Administration and Marketing Society is thriving. As it readies for its sixth annual meeting in San Francisco, slated for Aug. 3-6, it counts a membership that has more than doubled since last year.

According to its president, Tom Johnson, executive vice president of Daniels & Associates, last year at this time CTAM's rolls listed just 240 members. The list has now grown to almost 600 individuals representing every major cable company in the country. Johnson attributes the dramatic increase to "an interest in marketing as being the future of our business."

He said that, as the broadcasting industry has already experienced, leadership in the cable industry has passed from the engineers to the operators and from administrators to the marketers and programmers.

To illustrate his point, Johnson said that he and the two immediate past presidents of the organization and the incoming president, Ernest Olson of Metrosystem, were all marketing people who have moved into the operation of cable systems.

One of the past presidents he mentioned was Gregory Liptak, now vice president of operations for Times Mirror Cable TV. Liptak, who also is credited with founding CTAM in 1975 and is chairman of this year's annual meeting, said that CTAM's growth "reflects the explosion and excitement within the cable television industry." The ranks have also been swelled, he said, by members of the New York advertising and the Hollywood motion picture communities.

While agreeing with Liptak and Johnson, CTAM's executive director, Lucille Larkin, also sees a simpler reason for some of the growth. She said CTAM last year did away with the requirement that each member submit a marketing idea that can be reproduced and sent to all the other members. Larkin felt the lifting of that burden encouraged more people to join.

Despite elimination of the required ideas exchange, the various CTAM meetings remain places where the cable operators can get together and exchange ideas. As Larkin said: "Everybody is doing the same thing. There's no need for 4,000 cable systems to reinvent the wheel."

Liptak said that CTAM is not considered "a nuts-and-bolts kind of thing. It would be more the topics that are on the cutting edge of the technology. CTAM has, through the years, been the forum for new ideas in the industry." Johnson explained that it was a new concept, pay television, that caused CTAM to be born. "We had a new product we had to understand... so we could market the service to the best of our ability."

The nuts-and-bolts issues and the how-to questions are addressed, Liptak said, in the series of regional seminars that CTAM sponsors each year. The regional seminars are as much a part of CTAM as the major annual meeting. Johnson said that the association sponsored six of the one-day seminars since last year's annual meeting in Denver. He said that normally there are six different topics discussed at the seminars, "ranging from direct mail to office procedures."

Johnson said the theme for his year as president was set by the Denver meeting that focused on advertising. "From that launch pad, this has been a year of developing our relations with the advertising industry. We have had a series of advertising workshops and we have also developed the idea of putting together a Cable Television Advertising Bureau."

Johnson said the idea of a bureau, which would have headquarters in New York, Wisconsin, Michigan, and the West Coast. The headquarters eventually would be in the Midwest, "as we grow and as the regions grow, the amount of activity generated will lead us into that."
York, has been well received by the advertiser-based satellite networks and the cable operators. The steering committee forming the bureau, Johnson said, already has commitments for 30% of the $250,000 needed to start it up.

Another result of the CTAM's year-long focus on advertising was the formation of the CTAM Advertising Committee, headed by Bill Ryan of Palmer Television. Although many of the topics discussed at the CTAM annual and regional meetings are also confronted at the annual meeting of the National Cable Television Association, neither Liptak nor Johnson has any doubt that CTAM performs a service distinct from that of NCTA. "CTAM's charter is to provide very specific seminars on programing service and operations," Liptak said. NCTA, he said, uses a "broad brush" in addressing these subjects. "CTAM was formed because there was a deep need and there continues to be a deep need for an exchange of information" that NCTA doesn't afford, he said.

Johnson said CTAM is more effective in sharing ideas than an NCTA convention and added, "An NCTA convention is more of a selling convention."

Unlike NCTA, there is no exhibition at the CTAM meetings. There is, as Larkin calls its, "a show-and-tell" room equipped with videotape machines and projectors should anyone care to illustrate a point or show off a marketing technique to those in attendance.

Despite membership approaching 600, the organizers of the San Francisco convention have decided to put a limit of around 500 on attendance. There is no mystery for the cut-off. That seems to be the most the St. Francis hotel, the site of the meeting, can comfortably accommodate.

Even that number might place too great a strain on the hotel. Last week hotel workers in the city went on strike and indications are they will stay out for the duration of the meeting. Nonetheless, Johnson said that he's been assured by the hotel management that enough nonunion personnel will be recruited to keep things functioning close to normal. It will mean, Larkin said, that "everybody will have to make his own bed."

Both Johnson and Larkin pointed out that this year's meeting has special significance, since the management meeting, usually held separately, is to be incorporated into it. Larkin said the meeting would try "to show the symbiosis between marketing and management in making a system successful. I believe that we're getting to the point where local success depends on marketing. We have the chan-
nels and the services, now we have to sell it."

The convention will be a four-day affair. There are nine seminars scheduled, most running two hours. John L. Clendenon, vice president, resident marketing sales, AT&T, will speak at the Monday luncheon. Jack Schneider, president of Warner Amex Satellite Entertainment Corp., will speak on Tuesday.

Liptak said that one of the highlights of the meeting should be the opening seminar on Sunday: "The Great Distribution ... or How To Get Your Share of the Pie." Liptak said the panelists will discuss "what may happen in the future as [the various] video technologies meet head-on in the marketplace." The panel seminar was one of the few that last week had a full contingent of players. They are George Billings, business development executive, Comsat Satellite Television Corp.; William Dunn, vice president, general manager, Dow Jones & Co.; Allen T. Gilliland, president, Gill Industries; Paul Magnone, president, American Trans-Video; Robert Schmidt, president, Communications Technology Management, and Andrew R. Wald, senior vice president, programing National Subscription Television.

Another event that Liptak highlighted was the speech by Schneider on Tuesday. "From his perspective as former president of the CBS television network and now as chairman of the Warner Amex Satellite network, he is going to provide a perspective on what's going to happen as network TV and cable march toward the future together."

Johnson gave a more general description of what a registrant will find in the course of his four days in San Francisco, "It's a gathering of those people that are running the businesses, that are the workers." He said they'll "roll up their sleeves," exchange ideas and discuss "how we can move this industry ahead faster and better."
which group
ager
wrvw(TV)
June
WTVC(TV)
broadcast
properties due to unsatisfactory return
three
Industries, Atlanta
$19.5
WTVM
Record,"
on
top
Armshaw
tor, and
attorney; Murray
Horwin
(73
98.9
The
March 31).
Richter
TV's.

Armshaw

is
owned
by
Joseph
Wolf, Los Angeles
attorney; Murray
Moss, Los Angeles
investor, and
Frank Allen, manager of systems.
Armshaw is president and general
manager of wrok(FM) Greensboro, N.C.,
which group owns. They announced plan
to acquire full complement of FM stations
within next five years, concentrating on
top 25-50 markets. Armshaw also owns
33.33% of wpet(AM) Greensboro. KPLV is
on 98.9 mhz with 44 kw and antenna 61
feet above average terrain. Broker:
Carolina Media Brokers.

Other proposed station sale is
KBWA(AM) Williams, Ariz. (see "For The
Record," page 57).

WTVM(AM) Columbus, Ga.: Sold by
WTVM Inc. to Western Broadcasting for
$19.5 million. Seller is owned by Fuqua
Industries, Atlanta-based publicly traded
conglomerate that owns two AM's and
three TV's. It is disposing of broadcast
properties due to unsatisfactory return on
broadcast investments. It has also sold
wtvctv(AM) Chattanooga (Broadcasting,
June 30) and, subject to FCC approval,
wtvwtv) Evansville, Ind. (Broadcasting,
March 31). J.B. Fuqua, chairman, has
sold his personal station, wbft(AM)
Augusta, Ga., to same buyer of wtvm,
sell to FCC approval (Broadcasting,
March 31). Buyer is principally owned by
Davis G. Moore, chairman of Westner,
Missoula, Mont., based group owner of
kgoi(FM) Missoula; kcap(AM-FM) Helena,
Minn.; ksei(AM)-krbu(FM) Pocatello and
kmv(AM) Twin Falls, both Idaho, and
wapa(AM) San Juan, P.R. WTVM is ABC
affiliate on channel 9 with 284 kw visual,
52.5 kw aural and antenna 1,650 feet
above average terrain.

Wilda(AM) Bosion: Sold by minority
owned Sheridan Broadcasting Corp. to
minority-owned Nash Communications
Corp. for $1 million. Seller is owned by
Ronald Davenport, chairman, and wife,
Judith (70%); Art Edmunds (10%);
Thomas McKinney, president (2%), and
others. They also own wuf(AM) Buffalo,
N.Y., and wji(AM)-wamo(FM) Phila-
delphia, as well as Sheridan Broadcast-
ning Network. Buyer is owned by Kendall
Nash who is with Boone, Young & Associates,
New York financial consulting firm. He
has no other broadcast interests. Wilda is
1 kw daytimer on 1090 khz.

Other approved station sales include:
keyj(AM) Jamesstown, N.D.; ksha(AM)
Medford, Ore., and wkhf(AM) Bristol,
Tenn. (see "For the Record," page 57).

Cable

Cable system serving Greenville, S.C.: Sold
by Greenville Cablevision Associates
to Telescape of Greenville Inc. for approx-
imately $3 million. Seller is owned by Ca-
ble Management of South Carolina,
Gerard J. Looby, and Sutton Capital Asso-
ciates. Cable Management is owned by
Falls Church, Va.-based cable investment
and management firm, Cable Commu-
nications Consultants, which is owned by
Martin Smith (President) and Looby (vice
president). In addition, Looby has
ownership interest in Greenville system as
an individual. Cable Communications has
interest in cable systems in Westchester
county, N.Y., and Monmouth county, N.J.
Sutton Capital is New York-based invest-
m ent firm. Bill Ingram is president. It
has interests in various cable systems in Texas
and Ohio. Buyer is subsidiary of Telecable
Corp., Norfolk-based MSO owned by
Landmark Communications, also broad-
cast group owner of three AM's, three
FM's and six TV's. Frank Batten is chair-
man and Richard D. Roberts is president.
Greenville system has 8,000 subscribers
passing 20,000 homes.

Westbank Communications Inc., Gre-
ta, La.: Sold by W Clarke Swanson (prin-
cipal owner) to Cox Cable Communica-
tions Inc. for approximately $2 million.
Swanson owns South Florida Cable
Television which serves Lee and Collier
counties, Bonita Springs and five other
communities in surrounding area. Buyer
is subsidiary of publicly traded Cox Broad-
casting Corp., Atlanta-based group owner
of five AM's, seven FM's and five TV's.
Clifford Kirkland is chairman of parent
and Robert C. Wright is president of cable
division. Cox Cable owns 56 cable systems
in 22 states with 765,300 basic subscribers.
Westbank system has 3,500 basic subscrib-
ers, passing 10,000 homes.

WWCM(AM-FM) Brazil, Ind.: Sold by
WWCM Inc. to Voice of the Wabash Valley
Inc. for $480,000 plus $60,000 noncom-
pete agreement. Seller is owned by Barry
and Constance Hansom (married) who
have no other broadcast interests. Buyer
is owned by Richard Kaufman and David
Fleck (29.41% each), Douglas Rigler and
John F. Graybeal (14.71% each) and
Thomas Shropshire (11.76% each), John
Fleck (29.41% each), Douglas Rigler
and Constance Hausman (married),
dating 10,000 homes. WWCM(AM)
has 97.7 mhz with 3 kw and
antenna 300 feet above average terrain.

Behan Broadcasting, Inc.
has acquired radio station
KCEE (AM)
Tucson, Az.
from the Strauss
Broadcasting Company

The undersigned initiated this transaction and assisted in the negotiations:

Richter-Kalil & Co., Inc.
3438 North Country Club • Tucson, Arizona 85716 (602) 795-1050

Brooklyn applicant
sweetens cable pot

Cablevision offers to cut in
local redevelopment concern
if it wins right to wire borough

Cablevision Systems, an applicant for the
cable franchise for the New York borough
of Brooklyn, has signed what it calls an
"unprecedented" agreement with a local
Quietly, you have made the OTARI tape machine a standard for reliability and performance in literally hundreds of stations and thousands of production studios—worldwide! The legendary 5050 series were the first compact professional recorders accepted by the industry and remain, dollars for dB's, the best tape recorders made. Whether moving 1/4" or 1/2" tape, these SMPTE adaptable machines are complete with every necessary production feature.

Our ARS Series Reproducers have been accepted by the most prestigious automation manufacturers in the business. These people must have a reliable product before they put their name on it. Our MX-7800 1" transport production machine remains the most functional eight track on the market.

The OTARI pre-eminence in engineering is more than fifteen years old and encompasses tape formats from full track to twenty-four track and tape speeds from 33 1/4 to 240 ips. To the broadcaster, OTARI has earned its envied reputation for reliability with technological leadership and 100% pre-shipment check-out.

Behind our product is a further commitment: factory support with a large domestic parts inventory, thorough documentation and communicative personnel. A qualified and dedicated dealer network is the final link in OTARI's comprehensive approach to the broadcaster.

You have made OTARI—the New Workhorse. We have made them the most comprehensive line of tape machines in the world.

Call or write today for your nearest dealership. They will be happy to put you on top with an OTARI.
community development organization. Under the agreement, the Bedford Stuyvesant Restoration Corp. is to secure an unspecified “substantial equity position” in the Wometco franchise (if Cablevision wins it) at a price of $10 million. Cablevision has estimated it will cost $150 million to wire the borough.

Although Brooklyn has a population of 2.5 million, it contains enough economically depressed areas to make it unattractive to many companies that have entered the bidding to wire the four New York outer boroughs besides Manhattan. Bedford-Stuyvesant, a largely black community, is one such area.

Cablevision’s president, Charles F. Dolan, in announcing the agreement, said it “will give a major community development organization the opportunity to become a working partner in a service designed to improve the quality of life for all residents of the borough. It is a textbook case of combining human resources and the private sector to improve a community.” The community group is to raise its $10 million through an equity offering or subordinated debt.

Curtis A. Wood, president of the Restoration Development firm, simultaneously announced that Cablevision, Restoration and the Department of Labor will jointly fund a training program for Bedford-Stuyvesant residents, conducted at Cablevision’s Woodbury, N.Y., headquarters, to prepare them for jobs in the cable industry. There are to be 15 participants in the initial program; Wood anticipates a program that could eventually accommodate “several hundred minority residents.”

### STVA is under way

Subscription television sets up its own association; piracy and cable carriage first causes

Subscription television has arrived—at least by one yardstick. Last week in Washington, formal announcement was made of the formation of the Subscription Television Association (STVA), with, for the moment, membership consisting of five of the seven firms active in the field.

Rinaldo S. Brutoco, president of Universal Subscription Television and first chairman of STVA, proclaimed that “STV is prepared to assume its rightful place in the emerging spectrum of communications technologies.”

The association was actually set up last May by Brutoco and the heads of four other STV companies: Richard F. Wolfson, vice chairman, Wometco Enterprises (vice chairman of STVA); James L. LeVitus, chairman, American Subscription Television; Robert V. Cahill, vice president, National Subscription Television; and H. Brian Thompson, president, Subscription Television of America. All but Cahill were on hand for the Washington press conference.

Membership in the association so far in-
cable. He said the ultimate beneficiary of such competition is the public.

Speaking of the "sanctity of property," Valenti said that he would join STVA in its fight against signal piracy, specifically joining in the support of an antipiracy bill (see box) introduced in the House by Representative Richardson Preyer (D-N.C.). "The concept of property," Valenti said, "ought to be clearly protected."

In addition to piracy, another issue facing STVA and the industry is mandatory carriage of STV signals by cable companies. Although there is strong feeling in the industry and on the board of directors of STVA that STVA should press for mandatory carriage, Brutoco stopped short of endorsing the concept or defining STVA's position on the subject.

He said there are some who feel mandatory carriage can't be obtained in the current regulatory environment, and that "economic forces" will cause the cable systems to pick up the STV signal in any case.

Citing examples of cable systems that already are carrying STV signals, Brutoco said "cable and STV have many mutual interests" and working together could mean "a net increase in revenue to both."

Brutoco, who has been in the pay television business since 1972, said that STV is in a "transition business" and that the means by which the signal is delivered is unimportant. He said he would deliver the programming in whatever way is most economical. "If it's more economical to deliver the programming in a wheelbarrow, I'd get into that too."

Brutoco also gave a status report on the industry and made some optimistic projections. STV, he said, is already available in seven major markets, serves 474,000 homes and generates revenues in excess of $120 million annually.

Brutoco predicted that within 40 months STV would expand into 34 additional markets that contain 49% of U.S. households. He also said by 1984 the industry's total revenues would be $1 billion a year.

In the years ahead, Brutoco also said that STV would begin incorporating some nonvideo services: electronic mail, newspapers, magazines, shopping and games, home security and educational opportunities. "It is our job," he said, "to marry sophisticated technological intelligence to that humble cathode ray tube to make true consumer choice possible."

For the time being, STVA will be represented in Washington by the law firm of Wexler & Mah. A partner in the firm, Terry Mahn, is serving as the first executive director.

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**Business**

**Olympic losses help drop RCA income 9.9% in second quarter**

Boycott cost NBC about $16.1 million; parent company posts revenues of $1.96 billion, income of $77.1 million

Net income for RCA Corp. was off 9.9% in the second quarter, down to $77.1 million, 80 cents a share on revenues of $1.96 billion, which were up 5.9%. Though results for the company's divisions aren't quantified, RCA indicated that earnings for NBC were down, due to a $16.1 million after-tax write-off of losses resulting from "curtailment" of 1980 Olympic coverage.

The write-off was cited as one of three "unusual items" that affected the corporation's earnings. The second quarter a year earlier benefited by $23 million from the sale of the company's Alaska Communications division, and this year's second quarter results were boosted $10.8 million by the sale of Random House. According to RCA Chairman Edgar H. Griffiths, excluding the three unusual items, second-quarter operating profits were up 32% this year.

The magnitude of the NBC write-off becomes apparent when viewed against the total $105.6 million in profit NBC was reported to have earned in 1979. Industry observers had been estimating a slight decline in full year profitability for the network, exclusive of the effect of such a special charge. And, of course, as an after-tax figure, it means that the out of pocket expenses for the Olympics that NBC wasn't able to recover from insurance amounted to between $25 and $30 million.

RCA units said to have turned in "strong performances" were Global Communications, American Communications, RCA Service Co., Government Systems, Solid State and Consumer Electronics. C.I.T. Financial earnings were up, though Hertz HP Corp. profits were down.

The company's SelectaVision videodisk project was touted by Griffiths in the earnings announcement. He said it was on schedule for "a national introduction in the first quarter of 1981," and he called it "the most extensive consumer engineering and product development program in RCA's history."

For the first half, RCA earnings were up 5% to $155.8 million, $1.69 a share, on sales that were up 8% to $3.93 billion. The per-share figure for the six months was down from $1.94 a share reported last year, because of increased dividends resulting from the issuance of two new classes of preference stock to effect the merger with CIT.

**Taft sees first-quarter profit dip**

While revenues are up, including those of broadcasting division, income drops due to performance of Amusement and Entertainment groups; company expects to show profit for full year, however

Taft Broadcasting Co.'s broadcasting group should show a 15% increase in revenues for the fiscal first quarter ended June 30, excluding the results of WDCA-TV Washington, which was purchased last year. Including that station's results, revenues will rise 22% to 25%. However, operating profit for the quarter will climb only 5% to 8%, with the trimmed profit margin a result of the WDCA-TV inclusion and the purchase of "popular and competitive programs" for Taft's stations. That was the word Taft's
120 Incomparable Episodes Available September, 1981
By Every Yardstick...

1

The Muppet Show

There is Nothing Like it.
...There Never Will Be.
Outright. Capital Cities Communications, owner of 25% of Democrat-Herald Publishing Co., Albany, Ore., exercised option to purchase all company stock held by estate of Glenn Jackson and acquired balance of shares from remaining stockholders. Share price was not disclosed. Acquired company publishes daily newspapers in Albany and Ashland, Ore., newspapers in other Oregon communities, national weekly for philatelists and national twice-monthly publication for stamp dealers.

Mid East move. Getty Oil, big backer of ESPN and Premiere cable programming operations, may end up with Kuwait government holding substantial chunk of its stock. Offer of $982 million has been made by Kuwaitis for 14.6% of Getty stock, held by J. Paul Getty estate, move opposed by Getty management. Co-executors haven’t yet made up their minds about offer.

All in family. Chuck Barris Productions paid $1.558,184, at $2 per share, to buy 779,092 shares of its common stock held in trust for Della Barris, Chuck Barris’s daughter. Over-counter issue was bid at $3.375 that day.

As you were. Technical Operations Inc., Boston, has withdrawn from construction business. Its board of directors approved return of wholly owned subsidiary, Vappi & Co., to C. Vincent Vappi and Vappi family in exchange for shares of 367,000 shares of TechOps common stock. Vappi & Co., founded in 1927, was acquired by TechOps in 1973. G. Schorr, president of TechOps, said separation was by mutual agreement of all concerned in belief that Vappi company would be best operated as private firm and that cyclical nature of construction business conflicted with parent company’s objectives for profitable and more consistent results. TechOps resources, Schorr added, will be concentrated on its technology-related businesses and its broadcast holdings (80% of WOKW-AM-FM Providence, R.I., WXOC-AM-FM Suffolk-Norfolk, Va., and WPYE-FM Buffalo, N.Y.).

chairman, Charles S. Mechem Jr., had for security analysts in New York at a meeting which included the company president, Dudley S. Taft.

Analyzing the quarter’s results, Mechem said local advertising revenues have been up only about 7%, though national spot revenues grew 25%. But he noted that the rate of gain in both categories softened as the quarter progressed, and he cautioned: “It is unlikely that the rate of growth experienced during the first quarter can be sustained in the second quarter or for the remainder of the year unless the economy and the advertising environment improve later this year as some industry experts are predicting.”

According to Mechem, when the company formally reports quarterly figures at its annual meeting of shareholders tomorrow (July 22), net earnings could be down 10% to 15%, with earnings per share dropping 20% to 25% due to growth in the number of shares outstanding. Mechem laid the blame for the earnings drop to a decline in the profitability of Taft’s Amusement Park Group as well as a change in the revenue and profitability patterns of the company’s Entertainment Group. The latter is likely to show a “modest loss” for the quarter, attributed to an accounting change and “changes in the timing and mix of programming delivered to the networks.”

For fiscal 1981, however, Entertainment Group revenues and operating profit will "increase significantly," thanks to "record new show production levels at Hanna-Barbera Productions, the high level of sales of shows already in inventory and the inclusion for a full year of Worldvision Enterprises."

Week's worth of earnings reports from stocks on Broadcasting's index

<table>
<thead>
<tr>
<th>Company</th>
<th>Current and change</th>
<th>Year earlier</th>
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<tr>
<td></td>
<td>Revenues</td>
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* Subsidiary RKO General had revenues of $141,152,000 and income of $10,371,000 for the six months of 1980. Revenues of $121,277,000 and income of $15,915,000 were reported for corresponding six months of 1979.

** Tele-Communications’ net income in six months of 1980 reflects gains from sale of affiliate’s holdings in Resorts International common stock.

Broadcasting Jul 21 1980
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if it is unable to acquire control, to succession of stock acquisition programs." Fox alleges this has continued in "an unlawful scheme to cause Chris-Craft to attempt either to acquire control of Fox, or if it is unable to acquire control, to position itself to be able to effect a transfer of control of Fox to a third party to suit Chris-Craft's own purposes."

Fox maintains that Chris-Craft's stock purchases have caused Fox to experience "severe difficulties in successfully completing negotiations for the acquisition of additional VHF television stations."

"Prospective sellers of VHF television stations to Fox have advised Fox that their unwillingness to sell to Fox stems from Chris-Craft's position in Fox stock and the legal and business uncertainties created thereby," according to the court papers filed by Fox's attorney. They further claimed that "in a number of cases, prospective sellers of VHF television stations, or brokers therefore, have not even advised Fox of the availability of their stations for sale. Chris-Craft also has station holdings."

Chris-Craft's Siegel, in response to the suit, issued a statement that said "it seems obvious to me that the real purpose of this frivolous and wasteful lawsuit is to force Chris-Craft to sell its stock in Fox at a price our board of directors considered inadequate."

Fox had offered $45 a share for what was then a 20% holding—2.1 million shares—of Fox.

**Video makes more at Time**

Second-quarter results reported by Time Inc. continue to demonstrate the growing importance of video operations to the parent of HBO, American Television & Communications and Time-Life Films.

In the eight cities where direct-pay programming was offered by cable or STV, 31% of the VCR owners subscribed. The study also found that VCR owners who watch public television spend an average of 163 minutes per week viewing television and 47 minutes playing back recorded public TV programs. Combining these two VCR-TV uses, public TV viewers with VCRs viewed 91% more public TV than the average amount of PTV viewed by all PTV viewers.

Other findings during the survey week included:

- One-half hour per week was of pre-recorded tapes, half of which were borrowed, half of which were purchased.
- Public television reach among VCR owners was slightly over 40%.
- Public television's share of playback viewing was 4.5%.
- Recording and playback of public television was heaviest from 5 p.m. to 8 p.m.; and
- At least 68% of all playback of home-

recorded public television programs was within two days of broadcast, with little evidence of library building of PTV shows.

**Public TV study says VCR's don't detract from viewing levels**

**Audiences still end up watching about same amount of television, says CPB-sponsored research**

A new study of videocassette recorders concludes there is little danger that the use of VCR tapes could have a negative effect on broadcast audience sizes.

The study, "Home VCR Owners' Use of Television and Public Television: Viewing, Recording and Playback," was conducted by Don Agostino and Jayne Zenaty for the Corporation for Public Broadcasting. The authors based their findings on one-week diaries completed by 250 VCR owners in 16 cities.

The data show that the typical VCR household viewed TV four hours per day, playback of recorded material an additional one hour per day, and recorded an average of 19 minutes per day. The combination of these three activities, 323 minutes, was 40 minutes less than the average viewing time of the typical household with just a TV set.

According to the study, over 90% of the material videorecorded by VCR owners was regular TV series, movies and specials; 60% of the recording was of programs broadcast or cablecast during prime-time hours.

"Like persons who first bought television sets in the late 1940's, these first buyers of VCR's are typically young, affluent, educated professionals," the report said. "Most owned their VCR for less than a year."

Where basic cable service was available, 21% of the VCR owners subscribed.

**Programming**

W. Russell Barry has resigned his post as president of 20th Century-Fox Television to take over the helm of Playboy Productions, the film and television arm of Playboy Enterprises. Barry's departure comes after Fox experienced an exceptionally productive selling season, doubling its presence on network television, as well as making strong inroads in the syndication field.

Barry will take over at Playboy after his

**Score another for ABC.** With a 15.1 prime-time rating and 30.1 share, ABC-TV achieved the highest average for the week ended July 13, followed by CBS-TV's 14.0/27.5 and NBC-TV's 12.4/24.3. It was a week when viewers clearly demonstrated their preference for sports and beauty over politics. The leading program was the baseball All Star Game, which brought ABC a 26.8 rating/46 share and new audience records for the game with 20,448,000 homes and an estimated 60,000,000 viewers. Next was CBS's Miss Universe Pageant (24.1/40), followed by ABC's WBC Heavyweight Championship (19.4/33)—impressive performances for both, considering they were in a head-to-head competition.

Other shows in the top 10, in order: ABC's Tegan, CBS's 60 Minutes, ABC's All-Star Pre-Game Show, CBS's Dukes of Hazard, M*A*S*H's Hand Alee, and ABC's movie, Doc. Deepest in the basement were three political programs, from the bottom-rated up: ABC's Republican Convention Preview (4.1/10), ABC's documentary, Lights, Cameras...Politics (5.5/13) and NBC News's Pre-Convention Report (6.5/14). During the week, ABC won Tuesday, Wednesday, Thursday and Saturday; CBS took Monday, Friday and Sunday, and NBC was shut out. Outside prime time, ABC again was claiming the victory for second place, with the 11th consecutive week that World News Tonight has bettered the NBC Nightly News—and this time by the widest margin. After CBS's winning 12.0/27, it was ABC 11.0/26 and NBC 9.1/21.
Fox resignation becomes effective July 31. He will be president of the production company and a senior vice president of the publishing and entertainment conglomerate.

His move to Playboy marks a new emphasis at the company away from publishing. Initially, Barry said, Playboy will be concentrating on producing long-form television projects as well as possible series. Next on his list of new areas for the company is the theatrical film market, followed by pay cable and other "ancillary markets." Playboy is currently making a three-hour movie for ABC-TV, A Whale for the Killing, for airing next season.

Barry was named president of Fox in April 1979 when the company had only one half-hour, M*A*S*H, on network television. Fox added Trapper John M.D. to its CBS line-up in the 1979-80 season. It was one of only two undisputed hits introduced last September. This fall, Fox will be adding Ladies Man to its CBS schedule and Breaking Away to ABC-TV.

In syndication, Fox has launched The Monte Carlo Show, which will debut this fall on over 90 stations and in 30 foreign countries.

Barry's departure from Fox was surprising but not totally unexpected. Last May, producer Harris Katlen was named chairman of the television subsidiary, and there have been a number of additions to the executive staff since. But Barry's record with Fox indicated that he was secure in his position. Barry said that he requested "to be released from my contract," and that the parting was "very amiable and amicable."

**Different package, same conclusion**

McCann-Erickson does a tape presentation of new season for its clients, but it, like other agencies, sees it CBS, ABC, NBC

In a departure from usual agency practice, McCann-Erickson, has produced a 40-minute videotape presentation previewing the new fall season and citing programming trends.

The agency tabs CBS-TV as the win-
ner of the prime-time race through the fourth quarter with an 18.7 rating, followed by ABC-TV, 18.3, NBC-TV, 16.9. It projects that ABC-TV will continue to lose strength, CBS-TV will maintain its lead, and NBC-TV will improve its position. These conclusions follow the predictions of several other agencies (Broadcasting, July 14).

For the fourth quarter McCann predicts that CBS will wind up with nine programs in the top 20; ABC, eight, and NBC, three, and that ABC will win four nights and CBS three.

In the vital 18-49 age demographic, McCann says, ABC-TV will continue in first place with an average 15.2 rating among women and a 13.6 among men, but these figures will be down by 19% and 9% respectively, compared with the fall of 1979. CBS's rating will be the same among women for both quarters (13.9) while McCann says it will be up slightly for the fall of 1980. 11.5 from 11.4. NBC's rating will increase slightly for both women and men, up 2% for women and 1% for men, McCann says.

Programming trends cited by McCann are an increase in nonfiction, free-form programming, based on the success of Real People and That's Incredible; an expansion in dramatic serials, leading to such new shows as Flamingo Road and The Secret of Midland Heights, and a decrease in the number of police and detective series.

The tape presentation was prepared under the direction of McCann's media services department by Gene DeWitt, executive vice president and director of media services; Richard J. Busciglio, senior vice president and director of network programming, and Cindy Kettler, director of program information services. The presentation has been shown to many of McCann's 120 clients, and, according to DeWitt, "We were more interested in the likely performance of individual programs in which we might schedule advertisements" than in the over-all ratings of the networks.

Detroit stations put on their own media show covering the GOP

Three affiliates go state-of-the art with ENG, microwave, helicopters for all angles of the convention

The Republican national convention, regardless of its national news value, was the biggest story to hit Detroit in years, and the three major VHF's in the city responded in a big way.

The three stations—WDIV-TV, WXYZ-TV and WJBK-TV—made use of the latest in electronic newsgathering gear to cover a story that for the people of Detroit went far beyond Republican politics.

With WDIV and WJBK-TV expanding their regular evening news shows by a half hour, all three presented hour-and-a-half news programs each evening, anchored in studios overlooking the convention floor in the Joe Louis Arena.

The evening newscasts were studdied by inserts, taped and live, coming from numerous remote units all over the city. There was so much microwave being used in Detroit last week that one news director advised that visitors should take care to wear "lead jockey shorts."

Jim Lynagh, vice president and general manager of WDIV, said the blanket coverage of the convention was precipitated by the size of the story and the competition among the three stations and made possible by the evolution of ENG technology. Lynagh said, "We're doing [remotes] from as many locations as the networks. We're literally all over the city."

Mike Von Ende, news director of WJBK-TV, went one step further. He said the stations did more than the networks in terms of variety and breadth of coverage. And Bob White, news director at WXYZ-TV, said the stations' coverage was certainly the most extensive use ever of ENG in the city.

All three stations had helicopters to enhance their coverage. WDIV and WXYZ-TV leased helicopters especially for the occasion; WJBK-TV has been renting a helicopter for its regular news coverage.

According to Lynagh, WDIV had 11 minicams out in the field in addition to two studio cameras at the Joe Louis Arena. To carry signals back to the station, 10 microwave units were employed—six 2.5 ghz units for the long hops (up to 15 miles) and 13 ghz units with a maximum reach of four blocks. The 13 ghz units, he said, were often used in tandem with the 2.5 ghz units. The station also used three permanent links: a microwave link from the Detroit Plaza (Reagan's headquarters) and telephone lines from the convention arena and the Pontchartrain hotel.

Although he said that the remotes were used more for sending back taped reports than live ones, his station flexed its ENG muscle on the opening night of its convention coverage. On July 2, Lynagh said the station was live from several locations.

Lynagh said WDIV's helicopter is equipped with a microwave unit so that stories on traffic and crowds can be sent back to the station.

The only barrier Lynagh found in transmitting from remotes was legal, not technological. He said that WDIV was prevented by law from beaming microwaves from Windsor, Ont., across the Canadian border. He said he would have liked to bring back live reports from Windsor, where many of the delegations were staying.

Jeanne Findlater, vice president and general manager of WXYZ-TV, said the station's evening news was opened and closed from the anchor desk at the arena. She said that during the convention, 60%
of the news was live, 35% was taped and 5% was as-

WXYZ-TV's White said the station had seven minicams floating about the city last week. Four, he said, were aboard microwave vans. Three others, used primarily for taping, were kept close to the three hard-wire links the station had set up at the distant Metropolitan hotel, where the Michigan delegation was staying, at the Plaza hotel, and at the arena.

White used his rented helicopter for taping inserts for production work. He said he had no live feeds from it and, because the city is flat, did not need it for a microwave relay station.

Von Ende said that WJBK-TV used five microwave-minicam units. One was on the roof of the convention, one was at the Metropolitan hotel and three were sent where needed.

Von Ende added the station also had a minicam-microwave unit in its helicopter. He said that because of security around the convention sites, it was difficult to use it for spot news. It was used extensively, however, for transporting reporters and cameras.

Although Von Ende admitted that the news departments of the stations are "fiercely competitive," competition wasn't the force behind the stations' extraordinary efforts. "It's just the magnitude of the story."

WBZ reporter fighting court over news source

WBZ-TV Boston investigative reporter Walter Roche has been ordered to jail today (July 21) for refusing to disclose confidential news sources. The Massachusetts Supreme Judicial Court last Thursday denied Roche's appeal of a contempt citation.

Roche had been found in civil contempt for refusing to disclose who had given him information for a 1979 broadcast on alleged incidents of misconduct by a district court judge ("In Brief," July 14). Supreme Judicial Court Justice Benjamin Kaplan ruled that Roche had "knowingly violated" the orders of the state's judicial conduct commission and Supreme Judicial Court directing him to appear at a deposition and answer questions about his interviews with film.

Roche's lawyer has argued that his client has a reporter's privilege not to reveal confidential sources. The station's news director, Jeff Rosser, said "there's very little we can do" to keep Roche out of jail. Rosser said that the station's lawyers and Roche's attorney are looking into the possibility of taking the case to the U.S. Supreme Court.

The Supreme Judicial Court also has under advisement a case in which a Boston newspaper reporter has been held in civil contempt for refusing to testify before a grand jury investigating a murder (Broadcasting, May 5). His lawyer had argued that although Massachusetts has no shield law, his client's testimony is available from other sources.

Do inflation stories ignore government?

The media, which have made almost a religion of the adversary role they say they play in relation to government, really are a patsy for government in reporting on one area—inflation. At least the television networks are. That is the conclusion of a study done by Tom Bethell, Washington editor of Harper's magazine, for the Media Institute.

Bethell says the networks virtually ignore government as a cause of inflation when, he says, it is the principal villain. The networks, he says, pin most of the blame on price increases.

Bethell studied the 200 inflation stories broadcast by CBS News in 1978 and 1979, as well as the inflation pieces broadcast during four months of those years on ABC and NBC. CBS received the most attention because it alone makes transcripts of its news programs.

Bethell says a principal finding is that television newsmen do not understand that inflation results from an expansion of the money supply. And, he said, he came across no story reporting the money-supply figures published every week by the Federal Reserve Board. Publicizing those figures, Bethell says, would reveal government's contribution to inflation, since only government can control the supply of money.

But more than that, Bethell says television reporters permit government to manipulate the news on the inflation issue. He says 75% of the network stories on inflation were initiated by government spokesmen or agencies. And, he adds, the same percentage of stories cited non-government phenomena—OPEC, wages and prices, "excess demand" and the weather—as inflation's causes.

Bethell found that only 15% of CBS's inflation stories and only 10.5% of those on ABC and NBC, pointed at government—through its monetary policy, federal spending or regulatory action—as contributing to inflation.

Granada locked in fight with British government over confidential source

Britain's House of Lords, the highest court of appeal in the nation, last week heard a major case concerning the
The chief justice of the three-man court, Lord Denning, ordered that Granada must disclose what gave it the classified documents.

In its decision, the court acknowledged that journalists normally have protection against forcible revelation of sources. But the court's opinion said that "a free press must be a responsible press. Its power is great. It must not abuse its power. If a newspaper (or broadcaster) should act irresponsibly, it forfeited its claim to protect its sources of information."

Denning said Granada was irresponsible in failing, until the day of the broadcast, to notify British Steel that it possessed the papers, making it impossible for the company to obtain an injunction to stop the program.

The original British Steel suit demanded only that Granada return the papers, which was done. But before handing them over, Granada removed from each page serial numbers that would have identified the source. The court said this "mutilation" was a further sign of Granada's irresponsibility. Following Granada's action, British Steel modified its suit to demand that Granada supply the name of the source.

Law & Regulation

Drop-ins rear their head again at the FCC

Staff working on document that raises possibility of added V's in any number of markets under "equivalent protection" standard

The FCC, as a means of adding VHF stations to the present allocations, may replace its minimum separations for television stations with a standard that simply insures "equivalent protection" to existing stations.

The proposal, being pushed by the commission's Broadcast Bureau in a draft order that looks toward resolving a seven-year-old drop-in rulemaking, would allow additional VHF assignments as long as they provide, by means of reduced radiated power, the minimum protection allowable under current rules.

But the proposal stands to face opposition from established broadcasters, who view it as an intolerable reduction in interference protection. While the equivalent-protection standard has been applied in the case of "move-ins"—existing stations that are moved to new, short-spaced sites while still insuring minimum protection to other stations—it is novel in that it has never been applied as an allocations tool, as proposed for drop-ins.

A short-spaced VHF station would have to reduce antenna height, reduce power, or employ directional radiation patterns that would allow it to cause no more interference than would be caused to an established station by a full-height, full-power assignment at conventional separation.

The Broadcast Bureau, in advocating this standard, believes it will eliminate "much of the uncertainty and costliness" of current procedures. The FCC, in adopting such a proposal, would consider each application on its own, making a determination on the public interest benefits of the service involved. Thrown out would be requirements for detailed engineering studies and the reliance on hypothetical gained-and-lost viewing areas by both the new and old stations.

The standard has its origins in a 1973 rulemaking petition filed by the United Church of Christ, which sought to add as many VHF's to the spectrum as possible. UCC based much of the premise for the rulemaking petition on a study done by the Office of Telecommunications Policy (precursor to the present National Telecommunications and Information Administration), which indicated that 96 channels could be added to the existing table of assignments in the top 100 markets. The FCC put that proposal for comment as a rulemaking in 1977, but it had whittled down the prospective number of drop-in sites to four—Charleston, W.Va. (ch. 11); Johnstown or Altoona, Pa. (ch. 8); Knoxville, Tenn. (ch. 8), and Salt Lake City (ch. 13).

But at that time, the proposal was strongly opposed by Commissioners Robert Lee and James Quello, who saw it as a threat to UHF expansion. Nor was the rest of the commission convinced. Then-Chairman Richard Wiley said in a statement: "The feasibility of VHF drop-ins remains to be proved in this record" (Broadcasting, March 14, 1977).

However, the notice of rulemaking warned that the FCC "would not foreclose future drop-ins."

The Association of Maximum Service Telecasters, perhaps the biggest opponent of the "equivalent protection" standard, said in comments on the rulemaking that since a substantial drop-in is impossible unless it is short-spaced, all the interference it causes is new. Accordingly, there is no means of preventing massive new and additional interference."

AMST noted that the FCC adopted its minimum separations requirements at a level beyond which interference would be wholly intolerable, recognizing that most stations would be separated by more than the minimum. "Indeed, the existence of a table of assignments with most assignments at spacings greater than the minimum requirements guaranteed that result," AMST said. "Thus the architects of the television system contemplated a system in which some stations are limited only by terrain, not interference, and some stations are interference limited in varying degrees in various directions."

AMST is expected to be the most formidable opponent when the FCC takes up the bureau's proposal—anticipated in September. At this point, however, the association wants to see the actual proposal before commenting.

Erwin Krasnow, senior vice president and general counsel of the National Association of Broadcasters, said he "is not sure, as a practical matter, what the effect will be on the quality of service," and said NAB plans meetings with its engineering staff to "get on top of this" before the proposal is before the commission.

Jones says cable will soon have no excuses

Freed from nearly all regulation, the industry should not hold back on developing new services, says the FCC commissioner telegraphing vote this week

FCC Commissioner Anne Jones warned the cable industry last week that if it is "not to be eventually superseded in the marketplace by still newer modes of delivery," it will have "to flex and change and expand" its services.

Speaking before the New England Cable Television Association, she said an "old and serious" question for cable is "whether to push the technology as soon as it's feasible and hope the public will follow, or to build public demand before offering more advanced services." But, she admitted, the "inconsistencies and wave-rings" of FCC cable policy over the years "have not created an atmosphere conducive to developing cable's potential."

Jones feels that all that may be about to change when the FCC takes up proposals
to repeal its distant signal and syndicated exclusivity rules on July 22 (Broadcasting, July 14).

"When I first considered the rules soon after coming to the commission, I was generally sympathetic to them," Jones said. "In the past year, however, I have heard increasing good arguments against retention of these regulations. The strongest one, to my mind, is the existence of the Copyright Tribunal."

Jones said that FCC regulation in this area "may not be necessary or even lawful," since Congress has "mandated a mechanism to reconcile the interests of program owners and cable..."s."

"In any case," she said, "it's not the function of the FCC to protect one industry from another. Our ultimate goal, and the real reason for our existence, is to regulate in the public interest. Here, the elimination of some old rules due to changed circumstances may well serve the public by allowing greater use of cable's channel capacity—and may encourage new service in areas now lacking cable."

FCC turns down AIM over Anderson on 'Today'

**It affirms show's exemption; NBC rejects Commoner demand**

The FCC has denied Accuracy in Media's equal time complaint against NBC-TV over the Today show interviews with John Anderson during last week's Republican convention. Stephen F. Sewell, acting chief of the FCC's Commercials and Compliance Division, said that Today is a bona fide news show, and as such, exempt from the equal time provisions of the Communications Act.

AIM asked the FCC to order NBC to give equal time to other presidential candidates if it aired the Anderson interviews. Anderson appeared July 14-18 on Today to comment on the GOP convention. The interviews were taped and satellited from Europe where Anderson was traveling. AIM said in its complaint, "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" (Broadcasting, July 14).

Sewell, in an appendix to the complaint, said that AIM offered "no information which would persuade us that the [news show] exemption should not apply to Representative Anderson's appearances on the Today show."

Furthermore, the FCC noted that "the evidence AIM presents to substantiate its claim of bias, if found to be sufficient by commission standards, would effectively bar all networks from carrying news interviews with any candidate during the campaign season."

The FCC also reiterated what it called a "long line" of legislative history that makes it clear that "the judgment of whether a particular item qualifies as news subject to an exemption [under the rules] is left to the bona fide news judgment of professional broadcasters."

Equal time may be invoked only when a legally qualified candidate has made a non-exempt appearance on a broadcast facility, the FCC stated. Furthermore, the FCC said, only those legally qualified opposing candidates are entitled to equal time. The commission has interpreted this part of the law to mean that candidates in primary elections are considered separately from candidates in general elections. "Thus, until a major party has designated its candidate on the ballot for the general election, only other candidates for the party's nomination are entitled to equal opportunities," the denial said.

NBC had also received a request from Citizen Party candidate Barry Commoner for equal time as a result of the Anderson interviews (Broadcasting, July 14). NBC denied that request, also on the ground that the program was a news event. Attorneys for Commoner said they haven't decided yet whether to appeal.

**ANPA wants protection from phone company monopoly of future information services**

The American Newspaper Publishers Association has proposed that pending Communications Act revisions be further revised to prevent any telephone company from using its monopoly power to dominate future provision of information services.

In letters to Representative Harley Staggers (D-W.Va.) and Senator Howard Cannon (D-Nev.), chairman of the House and Senate Commerce Committees, ANPA President Katharine Graham, who is chairman of the Washington Post Co., expressed concern that two bills, H.R. 6121 and S. 2827, "would allow common carriers to influence and potentially to produce and to control the content of information carried over their facilities. In allowing AT&T and other telephone companies to furnish data processing services, the bills go beyond the point necessary to insure full and vigorous competition among providers of telecommunications services and facilities," Graham said.

As proposed, the ANPA amendment would (1) demarcate clearly between the transmission of information and its ownership or control, limiting the financial interest of a telephone company offering facilities for an electronic home information service to revenues generated from computer storage of information, and from increased network traffic generated by the system; (2) reduce any financial incentive for a telephone company to discriminate among providers of information on such a system, insuring that those wishing to provide information to the public would have access to the data base storage and retrieval facilities maintained by a telephone company, and (3) limit the potential for anticompetitive abuse by telephone companies offering home information systems.

Wait a minute. Don Curran, president of Field Communications, San Francisco, and member of National Association of Broadcasters' television board, has telegraphed FCC Chairman Charles Ferris asking for oral arguments on FCC proposals to repeal distant signal and syndicated exclusivity rules (Broadcasting, July 14). Ferris reminded Ferris of meeting and several broadcasters had in April 1979 during which Ferris promised "ample opportunity" for broadcasters to present views to commission. "We ask that the promise be made good and that we be given ample opportunity to present our views to the full commission before any decisions are made regarding the elimination of these rules as they apply to cable," the telegram said. Rules are expected to be repealed this week at commission meeting (Broadcasting, July 14).

Give us a break. Smaller Market UHF Television Station Group has asked FCC to afford nonduplication protection against all distant network signals, including those considered significantly viewed, in markets below top 50. FCC repealed protection rules in 1978 saying that stations that had share of at least 3% of total viewing hours had least 25% in given community were to be considered "local" and as such, were entitled to carriage by cable systems.

Loss on prerelease. U.S. Court of Appeals in Washington has affirmed FCC decision denying for second time protection requested by KIRO TV Seattle against importation by local cable television systems of network programming that had been released to Canadian stations prior to broadcast in the U.S. Court said party was correct in basing argument on ground that KIRO-TV had failed to overcome evidence that importation of prereleased programming would have little economic impact on station. Court had remanded original commission decision three years ago, on ground it was flawed.

Help. Corporation for Public Broadcasting has established task force, headed by Steve Symonds, CPB director of policy and administration within its telecommunications division, to help increase representation of women and minorities as licensees and managers of public telecommunications outlets.
They never told me about 'Laugh-In'

Herminio Traviesas was for 13 years in charge of NBC's "broadcast standards," and probably the most visible of all the so-called network censors—the people with the final cut on sex, violence and other sensitivities in television (and sometimes radio) programming and commercials. Traviesas, now retired, was NBC's vice president, broadcast standards, from 1969 to 1977, when he became vice president for broadcast standards policy. He entered broadcasting with NBC in 1957 as traffic manager for NBC's international shortwave radio department. Later he served in administrative positions in the international sales area of the radio recording division before moving to CBS-TV in 1947 as its first sales service manager. In 1950 he joined BBDO as a TV account executive on the American Tobacco account, and for seven years administered the broadcast activities of Lucky Strike cigarettes. He was elected a VP in 1953. In 1957 he was named VP and manager of the BBDO program department, supervising the broadcast activities of such major corporate advertisers as duPont, Armstrong Cork, General Electric and U.S. Steel. In 1964 he was named vice president in charge of the broadcast division of BBDO, Los Angeles. He left that post in 1967 to rejoin NBC as director of broadcast standards, West Coast. In 1969 he was elevated to the top job as director of broadcast standards for the company. Before Traviesas phased into his new consultancy with NBC, BROADCASTING took an opportunity to talk with the man who allowed "bastard" to be uttered on Bonanza and a braless starlet to juggle on Johnny Carson; whose job it was to draw the line daily on matters of taste and social mores while the media changed from the days when Paye Emerson concealed her cleavage to a time when public television, at least, was willing to show partial nudity.

How have things changed since you came on board?

First of all, there was the breakthrough in bold types of humor, as reflected in Laugh-In and the Smothers Brothers, especially, and there has been an evolution of storytelling. In the past two or three years we were sort of criticized for suddenly going into sex, especially when they said that now that violence is over, we've got to have sex.

I always denied that it was a sudden thing. We had been telling much more provocative stories for some time. I go back to Silent Night, Lonely Night, with its black-white relationship theme, and that was about 1969. Ever since then, we have been doing more provocative stories—although still controlling the language, the overt nudity, and many times turning down something thematically that you just can't live with.

What are the things that exercise people most?

There are two things: nudity and religion. They complained about the slit skirts on the Dean Martin gals, the Goldiggers, thinking that that was lascivious or something, but it wasn't in my judgment.

It's not as bad as it used to be. I remember the first time that one of our stars appeared on the Johnny Carson Show without a bra, and my staff was wondering what I was going to do about it—and even then it had already been a part of society. And we just allowed it to happen—but at the same time making certain that the cameraman wasn't focusing on it. Now the braless look is there all the time.

You see, one of the things that has influenced television is the tremendous strides forward in other media, including feature films and some very conservative magazines for women. Not only are they showing the braless look, but they're showing see-through, which we do not allow.

Do you have any arguments among your staff about the range of taste, and do you find that you represent a different generational taste than other people on your staff?

That's a good question. And it has hit me in a different way—mainly from the younger people because the younger people think that we should have younger people on our staff. We have very little turnover on our staff—I
sometimes wonder about it, because it’s such dedication. Now in general, I think they’re a little tougher than I am, and there’s a good reason: If they’re not, they don’t last long. Let me make the mistakes, because I’m at a level that... you know, in my job, you’re only remembered by your mistakes.

Whenever you get called up on something, it’s because somebody wrote too many letters and why did it happen? And nobody remembers that we had taken our hundreds of bedroom scenes and low-cut gowns and language and all the rest. It shouldn’t have been on “hellos” and “darns” if there are too many of them. So, all of a sudden, you allow a legitimate use of the word “bastard,” and we’re dirty. The first time I allowed “bastard” was on Bonanza. Very legit. But unfortunately, the guy held it of beforehand, and the headlines said, “NBC allows dirty word on Bonanza.”

What are the mistakes they will remember you for?

The one I always remember, because it was in my early days on Laugh-In, was when we did a very provocative joke on the pill, and when Dan and Don and I were talking to 20 years ahead of time. I knew instinctively I shouldn’t have done it, but I finally allowed it to be talking to constantly say “20 years from now.” But the public never heard the “20 years from now.” The story was something about a reporter going to Rome and finding the Pope wasn’t there, but his wife was. And it ended up that they thought of the pill as St. Joseph’s aspirin for children. Well, it was beautifully written and very, very funny. But it was a mistake; there were just too many people who didn’t think that it was as funny as I thought it was. And so that was a mistake.

There were certain things that happened on Saturday Night Live which provoked me more.

Provoked you or provoked the public?

Well, maybe it was because I’m too old. I allow them to do it because they’re not trying to go for my Edwardsians—they’re going for a younger audience—and they cut the young people that I talk to, certainly based on the mail reaction, find it very, very funny and provocative, while I sometimes find it strange that they’re laughing.

But do you hear audience protests?

Again, the audience protests are always on religion—if you make fun of or if you satirize religion. The most recent was the one we did at Easter on Saturday Night Live, which was a legitimate satire because there are so many feature films and television shows based on the life of Christ. These two 12-year-olds are looking at “Jesus of Nazareth” and they’re each saying each other which star they liked as Jesus. And there’s been the competition between Paul Newman and Bob Redford. And that was the satire. I would say if we get 400 or 500 phone calls overnight, that’s a major protest. This one only had about 160 or 170.

Do you have a typical audience in mind as you consider what you’re going to allow and what you’re not going to?

Lots of times I am accused of using double or different standards, because I consider what the audience expectations are, based on the time of the day and the show’s personality. There’s no doubt that Saturday Night Live watches Johnny Carson and Johnny Carson’s stuff watches Saturday Night Live. And I get the phone calls the next week, if I allow something for them that I won’t allow the other to do. And my defense has always been that it’s a different audience. Johnny Carson’s audience has been with him a long time; he has very good control of himself and his audience. He is a very special audience, too. It’s a younger audience, not necessarily young in terms of the 17-21 age bracket. It’s sinking into young married couples and to the 35’s and it’s spreading a little toward the high school age which is a guess because some parents are a little concerned. But we cannot control the sea.

We at NBC have always felt concerned about the 8 o’clock time period. For instance, we will review a script right now, a comedy script, and if it’s a little provocative, we’ll note, “We are approving this if it’s after 9 o’clock.”

Well, there still is the family hour concept.

At NBC we have always felt there was a family hour concept, and we continue to feel that way. Another thing that has developed in the industry which has been very successful as we went into more provocative storytelling is what we call the “advisory legend,” to let the public know that tonight, if you’re going out or if you want to sit around with your family, maybe this is the time to be careful of what you’re watching.

Now that isn’t because we think it’s not acceptable. It is probably the most important responsibility that ends in my lap, because if you do not use it with tremendous caution, you can be accused of still using just to get the audience. And if you use it too often, it’s ignored.

So that when you have a story like the feature film, “Coming Home,” which dramatically is an emotional state of the sex problem in it, to the regret of some people who remembered the original—but the story was emotional and we put up a legend to advise the public.

What next tool of that sort have you got up your sleeve? Is there a way that you can enlarge the range of acceptability, and get away with it?

No. I tell you, the best tool that I know of—and you can’t put a figure to it—is being certain that you do the story with tremendous artistry.

When you do Skag or even United States—when you think of the subject matter that’s discussed in United States—we had no complaints. It was so well done.

But artistry is not your final arbiter, I take it.

I am in the hands of God, because I cannot... well, except for one thing. We do recognize who the more responsible and experienced producers are, and while all producers obviously say that they are responsible, there are degrees of responsibility. And if I see a provocative show come in, from a thematic point of view, I usually ask who is going to do it. And if it’s a certain three or four types of guys that we know well, I find I’m relaxed more.

One show that I’m so proud of having at least participated in is Shogun. If you’ve ever read the book you’ll know that the problems Shogun has, per se, in terms of sex and violence, are such that you’d say you couldn’t put it on television.

I happened to be on the West Coast when I found, to my delight, that I was going to meet with James Clavell himself, the original author, who had taken over the show. It was an interesting meeting. I remember it so well because he came in with his dark glasses and a little stiff, because he was familiar with the "censors." So anyway, we sat down and we said, “Well, why don’t we just go over the things that concern us?” and then we started reading the script from the first draft, and he turned around to me and said, "Where are you getting that stuff from?" And I said, "Well, it’s here, so we have to tell you." He said, "I wouldn’t touch that with a 10-foot pole! I just don’t do it that way." And as we went along, talking to him, suddenly the dark glasses came off, and suddenly he relaxed, and suddenly we were friends, and what he has done in working with us is one of the most outstanding television programs that I have ever seen in my entire career. It is a fabulous show, and in terms of taste, just magnificent.

It’s great when you have quality. That was why I was always proud of being a part of "The Godfather." A lot of people said I was wrong because it was so violent, but that was a work of art, and to work with Francis Ford Coppola was a tremendous experience for me personally.

I’m wondering what television could do to get rid of your job.

Well. I don’t think they can. I think you’re always going to have somebody. It’s a responsibility that is inherent in your license for stations. The network is not licensed, as we all know, but somebody has to take over that responsibility and defend it.

If there were licenses in perpetuity, could that and the necessity of your job? Do you think the form—the art—the form would be better off without you?

Oh, no. No. And I’m not trying to defend my job or be prudish about this, but I think that if first of all, you’ve got to exist and keep in mind that you’re coming into someone’s home as a guest. It’s not paid admission. You’re coming into somebody’s home.

Take your own personal experience coming into anybody’s home, and when you meet them for the first time. That’s why, even with a series that I know is going to be provocative, for the first few shows you have to get them to know the characters, and then expand your story a little bit.

But there’s a danger there, as in Bonanza. Don’t stay away from it because you let them down. The public builds up for something, like James at 16. People were calling me personally and saying, "You let me down when he was in that story about the contraceptives—I mean he was the idol that I was telling my kids about, and all of a sudden, you threw this at me; you threw me a curve, and I wasn’t expecting it and you let us down." An interesting observation, and it came from quite a few people.

There is a new element which is going to affect broadcast standards, just like the movies have, and that’s cable. Because the public just knows that it’s watching something on television. They haven’t the slightest idea that one show’s on CBS and another’s on NBC. It’s just television, right? Now cable comes in with no holds barred—some pay shows are R-rated things—and this has started making it tougher for us to hold the line, as the creative fraternity out there, who feel that that’s the way it should go, will fight us. Now, where that will be checked is [by] the organized small groups and finally—and very importantly—the advertisers. Even though he
You say that a little admiringly. Do you mean to convey that you think that's a good thing?

Oh, no; I deplore the advertising position. I deplore the advertising position because it tends to create absolutes. Many of my creative friends will say, "Mr. Traviesas, where does say you can't do it?" And I always tell them, "Don't force me to do it. If I ever set up a list of do's and don'ts for you, you'll be dead."

So you don't have such a list?

No, we don't have a list. We have only our code, and a code is a set of guidelines and principles, which can be interpreted. It's a reminder that there are certain things that you have to treat with respect. The relationship between a man and a woman, or religion, or don't put children in jeopardy, things like that.

But I remember that I once had a rule, unwritten, not to put two unmarried kids in bed together, as an indication that they have sexual relations. And there was one of my close friends, and one of the finest producers, George Schaff of Hallmark Theater who taught me on it, and I said, "Well, prove it to me and shoot it two ways, as I might have to cut it."

And he taught me a lesson. He did it and it was the most important part of that story, and he did it in good taste, and it was not erotic, and he knew it as an angle, and if I had had a rule in writing, it never could have happened.

Have you changed more or has the medium changed more?

My wife once said if I have any reason for whatever success I've had in my job, it's because of my Latin permissiveness and my strict Presbyterian upbringing, because I am, you know, from a Spanish family, but I also am very much involved in the Presbyterian church. But no. I don't think I have changed. In terms of doing my job I am listening to that public and reacting to it.

What about the pressure groups? Is there any validity to their position, and is television at all guilty as charged in terms of "T&A" and violence?

Yes, sure. I'm not saying we're perfect. There's no doubt about it; I think we do overdo the "T&A," or we did.

We've come a long way from Dorothy Collins's split blouse, with which I was very much involved in the Hit Parade days, and the days when Faye Emerson used to put a little handkerchief in her dress so you couldn't see the bra. It was a long way, but it is a gradual evolution of styles and certainly a lot more conservative than a lot of areas, especially the sophisticated areas of New York, Chicago, and Los Angeles where you can go to a party and know there is no underclothing on some of the ladies, and that they do it for a purpose, or even an indifference. And when you go to the movies today or read books or pick up the magazines, there's no holds barred on anything, including the vulgar, vulgar language.

One of the joys I have in cutting feature films—good feature films—is when you take the language out—and again, I don't want to pick on "Coming Home," but that is one I remember well—is that when you take the language out, that it's so well done, it didn't make any difference. It's still a tremendous movie, but it's a part of the medium today.

I have a hard time accepting your statement that "artistry" is the rule for acceptability when I recall your statement that the rear nudity on "I, Claudius"—accepted by PBS—and Zeus's bed on NBC. You conceded that it was done with great artistry. Wasn't there a note of regret in your voice about that?

My only regret from the personal point of view is that it is unfortunate that we're in this puritanical society and that bare flesh is still a no-no. Especially in that particular scene. It was not done eroticly, but in the commercial television medium we're in, that would be considered as a beginning of a complete breakdown in anything goes, including copulation.

How do you get from A to B? Or A to X? How could that scene have brought down the network or opened up the floodgates? Can't you say no and yes?

To whom?

To the creative people, presumably.

Oh, we do. For instance, when we write our notes and we know that there's a bedroom scene, we immediately say: "Be sure the girl does not walk in with a low cut nightgown. Be sure that there is no nudity, be sure..." And if there are two in bed, at least one has to have a garment on and there should be no indication that the two of them are nude together. That creates more erotica. We don't show a man and a woman in the shower together—well, I shouldn't say we don't or never did, but that is played down, even in commercials, which tend to be a little more erotic. We avoid that, because that's something that the public will just call you on.

So you feel your boss is the public?

Sure. They are the ones whose homes we're going into.

A few answers back you said, it was "unfortunate" that a puritanical society dominates, that television can't do this or that.

That's right.

Well, if it's unfortunate, shouldn't it be your mission to make it possible for television to do that?

Well, yes. My mission, through very judicious and careful editing, is to slowly move the medium forward. But that doesn't mean—and I can just see one of your readers saying, "See? Traviesas really wants total nudity!" I'm just saying that we're trying to do better, provocative storytelling, so that scenes that were very objectionable five years ago are an integral part of the storytelling without shock or disturbing elements in it.

What's the most helpful thing to you in terms of dialogue with the outside world?

The most helpful thing is that I've had a very close relationship with my affiliate stations' managers. They know that I'm on their side, and when they tell me that their community disagrees with a judgment that we made, I listen. That's very important, because if they don't know what that community is, nobody else will.

Then we have an information service here, and the public doesn't realize what letter writing means. When there's a trend of mail indicating that a series is going one way—at one time Dean Martin was getting a little raunchy—they bring that to my attention, and I look through. And it's not just the Bible Belt. I mean, when you start getting into New Jersey and right down the line, in big cities, you know that something is going wrong, and you pull back. And I've done an awful lot of public speaking, and you really get to know what the public is thinking.

What about the professional critics, like George Gerber?

Well, as you know, George and I have gone around on this many times. I think that George's methodology as a researcher is not to be faulted, but I think when you just count numbers and ignore the creative environment, then I just ignore that research. It doesn't mean a thing to me.

When they came out with the violence count, it was very disturbing to me that one network actually told its editors not to have more than three violent acts per hour, or something like that, and when I heard about it, I told my staff, never count it like that. If the violent act is not responsible, take it out. If you have to have three, fine: if you have to have one, fine: but if you don't have to have any, just take it out. That's what bothers me about the numbers game in violence.

What about the commercial side of your job? Is that difficult?

Something must be happening that's awfully good because we review about 45,000 different commercials a year—each network does this—and out of that about 12,500 are put in final form. A lot of them fall by the wayside.

And out of the 12,500, there's less than 1% that never make it because of broadcast standards. Because once the advertiser knows that you cannot accept their claim because they can't substantiate it, they modify it to a point where you can accept their claim. And sometimes it might take three or four months.

Is it generally a matter of claim rather than taste?

Claims are the biggest problem. Taste is more the cosmetic end of things, and again, the good ones know that they're crazy to waste the money without going before the broadcast managers. So sometimes they'll come in with a real rough cut to see if they've gone too far in the nudity or in the erotic thing.

Another major concern that has grown up in the last 10 or 15 years is the action of the minority groups as to how they are reflected in the medium.

Do you have a responsibility to that part of the audience that is unhappy with the television product—commercials and entertainment—for reasons other than ethnic insult or sex or violence. Do you feel a responsibility to that part of the audience that thinks it's boring, dull, pollution of the airwaves—in terms of ring around the collar, for example, in commercials?

No. Actually, honestly, because I guess I've been in the business of broadcasting and advertising for 43 years, I defend the industry because I still think it's a fantastic industry, even though we make mistakes. They're picking on things that they never see, the good things.
and why advertising is necessary
If I were ever to get involved in telling my program department, when I look at something, that I think it is not entertaining, or bad television. I don't think I would have a very happy relationship. That is not my job, even though I think I know what is good television and what is entertaining because of my past experience. But that is not my job.

What about from the advertiser's side? For example, there are a number of complaints about commercials that seem to cast women in housewife roles. That must be a matter of some concern to you. Yes, yes. We have felt that we could do something about it. But it's a very difficult thing for me to tell Lever Bros., Procter & Gamble or Colgate that they cannot do this or that because I don't have enough scientific knowledge to say yes or no. I can do it on taste, but that has evolved because I've listened to the NOW groups, I've listened to the interfaith groups and so on. But I am able, through my staff—when they come in with something that is very anti the feminist groups—to tell them, "Have you ever thought about this?" And then tell them about the meetings we have.

And slowly they're learning. There is a little influence that we're making, and it's being noticed by the groups we meet with. And the interfaith group that we have met with tells us they have a feeling that we not only listen, but we care. And that it's obvious that we're doing something about it because they're starting to notice it.

But yes, there is a direction we can do it in, but I don't know how to do it in terms of guidelines, other than to be aware that they are annoyed. Take that whole feminine protection item business—that's a problem. That's a problem in terms of many women, and I'll give you my philosophy on it. I voted in favor of allowing such advertising on the air. After having listened to a lot of people before I voted on it, I became convinced that the women in this economic system should know more about a very necessary thing they use regularly, and that if there is control in terms of the copy—at the NAB Code Authority level, rather than the three networks competing with each other as to what is good taste and what isn't—that it could be done.

And we went ahead and did it. Allowing such advertising from 9 a.m. to 4 p.m., and after 10 p.m. at night, avoiding early prime time. And for the first couple of years, we had no complaints on it. What happened was that television, which is such a powerful medium, brought more and more advertisers into the field, and they found that the 10 o'clock Eastern Standard Time period, where you got the majority of the audience, was a good place to put their spots.

What legacy of advice do you leave for the producers in the creative community? Well, I've always said this to the creative producers: that I honestly believe that they're fortunate that the three networks have such dedicated members in their broadcast standards departments who are out to help them, not hinder them. And it is foolish for them to waste so much time arguing whether they should allow a low cut gown or another "hell" or "damn" when we're really trying to get them to do better stories. The good producers will tell us after the fact that we forced them to be disciplined writing, because writing can become sloppy.

So I say to the producers, don't assume just because your new circle of friends are using gutter language that everybody uses it. And don't assume that every young girl sleeps with every young man, even though there's a trend in that. There are a lot who don't, and that public that we go to doesn't want us to condone that action, even though you can do it with good storytelling.

What about the public? What would you say to the audience? I would say to the audience: Learn how to use the media. Our parent-teachers workshops are one of the finest things that I know of. We should have done it 10 years ago. When I grew up, we learned how to use books—my wife is a very well read woman, and her grandfather read with her and showed her the difference between one book and another. And here this new medium comes into the house daily, and nobody has learned how to use it. So now through the parent-teachers workshop we are getting the parent, the teacher and the child to understand good from bad television, to understand what goes behind it, not just to criticize that everything is awful.

So I would say to the public: Become a part of that, especially when you have young children. You have to say that medium is important in my family, and I believe find out how to use it and when to turn it off and when to know when there's a good thing coming on. And if they're going to do a story about sex education, I should be there with them and help them so they don't think it's a thrilling show. And I think that's one of the greatest things we're doing. And it's going through the roof now, by the way; we just can't keep up with it.

What would you say to the advertiser? My message to the advertiser is not to run away from daring to do better television. For instance, I can see certain advertisers right now saying, "I'll never touch Shogun because I'm not going to be involved in violence and I'm not going to be involved in anything where they talk about the sex culture of that time when women thought nothing of nudity or going to bed with a man." They have a beautiful expression in that show—you don't copulate, you copulate. One girl says to the other, "How did you copulate last night?" I think that's a great expression, we ought to adopt that.

So I would tell the advertisers to have more faith in the broadcaster, I know it's difficult; it's easy for me to say, but I know from recent experience that the management prefers not to have a confrontation at a shareholder's meeting with a minority group. But if you believe that the medium is selling a product, then you should also believe in it enough to support it and go with it, even though not all shows are going to be popular.

Do you feel that you've been in charge of the leading edge? Of programing. Has it been your job to define what the leading edge of television is to be? Yes. Although initiation comes from the program department, of the subject matter. It has been my job to go along with them, but holding them back when they just go too far out. Well, they are your adversaries in my job, but they're not worth their salt if they're not always thinking to go one step further.
As compiled by BROADCASTING July 7 through July 11 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications, ALJ—Administrative Law Judge, alt.—alternating, ann.—announced, anc.—ancillary, au.—auxiliary, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, Doc.—Document.

AM actions

Eddylive, Ky.—Lyon County Broadcasting granted 900 kHz, 250-w. PO: address: City Hall, Eddylive 42038. Estimated construction cost: $50,000; first year operating cost: $2,000; revenue: $84,000. Format: MOR; pop. commercials.行动 May 10.

Wickliffe, Ky.—Ballard-Carlisle Broadcasting Co. granted 1010 kHz, 250-w. Address: P.O. Box 495, Wickliffe 42087. Estimated construction cost: $53,400; first year operating cost: $50,000; revenue: $91,000. Format: country/top 10 gospel. Principals: Robert W. Granger (33%); Charles B. Fulk (20%); Thomas A. Gallacher is 10% owner of WUCRAM (Sparta, Tenn., and 10% of WKNXFM (Greenville, Ala. Action June 3.

Berlin, N.H.—McLaughlin Broadcasting Inc. granted 1400 kHz, 1kw-D. Address: 211 Emery St, Berlin 03570. Estimated construction cost: $8,000; first quarter operating cost: $3,485; revenue: $9,089. Format: MOR; Principals: Richard J. McLaughlin (100%). He owns Berlin car dealership and has no other broadcast interests. Action May 1.

Mororv, P.R.—Morovis Radio Associates granted 1380 kHz, 1 kw-U. Address: 155 San Antonio St., Huico Rey, P.R. 00917. Estimated construction cost: $38,000; first quarter operating cost: $7,332; revenue: $78,000. Format: popular Latin music. Principals: Wilfredo G. Blanco (30%) and Adolfo P. Portales (30%) and President of WZVS-FM Vieques-Culebra. P.R. Portales is San Juan businessman. Neither has other broadcast interests. Action June 3.

Arlington, Tenn.—Disapproved application of George Flink, Jr. for new AM station on 1220 kHz (BP-702727A). Action May 30.

Harrogate, Tenn.—Harrogate Radio Co. granted 1400 kHz, 250-w. Address: Sherwood Dr., Middleboro, Ky. 40695. Estimated construction cost: $28,000; first year operating cost: $20,000; revenue: $36,000. Format: country/pop. Principals: Patrick M. Fultz, Charles C. Owens III and Thomas A. Amis (33%/13%/19 each). Fultz is Harrogate businessman with interests in truck and equipment sales and in retailing of gasoline, clothing, dry goods and groceries. Owens and Amis are employees of WFXY (Middlesboro, Ky. He neither has ownership interest in the station. Action May 29.

FM actions

Big Pine Key Fla.—Lower Keys Broadcasting Corp. granted 93.5 mhz, 3 kw. Address: 192 ft, 1 kw. Address: 4431 Rock Island Rd., Ft. Lauderdale, Fla. 33139. Estimated construction cost: $21,866; first quarter operating cost: $14,544; revenue: $18,000. Format: adult contemporary. Principals: John W. Bell (25%); Gene C. Bell (25%) and John L. Bell (50%). Galansis is operations manager for WCKOFFM Pompano Beach, Fla. and 2/7 of owner of WQFT (AM) Youngstown, Ohio. Bell is 1/3 owner of WKBQ(AM)-WCKOF FM Pompano Beach; presi-
dent and 51% owner of WXL(LAM) Decatur, Ga., and president and 42.2% owner of WCG(LAM) Jacksonville, Fla. Action June 19.

- Mccomb, Ill. - Dismissed application of McDonough Broadcasting Co. for 103.1 mhz, 3 kw, HAA: 234 feet, Address: 719 South Main St., Gulfport, Miss. Estimated construction cost: $19,850; first-quarter operating cost: $37,350; revenue: $12,400 (year). For- mants: principals: Pat Cousin, William J. Clark, and Carmen (50% each). Clark is former general manager of KEZ(FM) St. Louis. Neither has other broadcast interests.


- Tisbury, Mass. - Martha's Vineyard Communica-
tions, Inc., for 91.5 mhz, 3 kw, HAA: 284 ft. Address: Box 1148, Tisbury 02568. Estimated construction cost: $169,431; first-year operating cost: $132,460. Format: Popular. Principals: James Charles Daly, Edward Bennett Williams and Elizabeth Ellis (33-1/3 each). Daly is Washington investor and consultant for Citibank of New York. He is also associate of American Enterprise Institute, Williams, the Washington attorney and president of Washington Redskins football team. He also has real estate holdings. Ellis of Hilton Head Island, S.C. is housewife. He has no other broadcast in-
terests. Action May 23.

- Preniss, Miss. - Jeff Davis Broadcasting Service granted 98.3 mhz, 1 kw, HAA: 94 ft. PO address: Highview, MS 38638. Estimated construction cost: $4,580; first-year operating cost: none; given revenue: $5,000. Format: C&W, variety. Principals: Jesse R. Williams and Albert M. Smith (59% each). They own WPLC(TM) Preniss and WJRL(TM) Cahool City, Miss., and have application pending for new FM in Cahool City. Williams also owns WCLR (AM) 1300 of W编码 WMCB (FM) McComb and WMDC-AM-FM Hazlehurst, all Miss., and KADL-AM-FM Pine Bluff, Ark. Action May 29.

- Sidney, Mont. - Sidney Broadcasters granted 93.1 mhz, 1 kw, HAA: 100 ft. Address: 401 Main St., Sidney, Mont. 59370. Estimated construction cost: $118,965; first year operating cost: $17,182; revenue: $98,400. Format: Variety. Principals: David P. Halvor-
sen (16.9%); brother, Thomas (16.9%); their parents, Oscar and Fay Halvorson (33-1/3%); and Olaf Folkvolds and wife, Borghild (33-1/3%).


- TV applications

sultant. He owns station and has application for new UHF in Birmingham, Ala., pending before FCC. They have purchased, subject to FCC approval, WMCQ(AM) Chattanooga, (BROAD-
CASTING, March 10), and will soon apply for ch. 26 in Pueblo, Colo. Action July 14.

- Poughkeepsie, N.Y. - Family Television Inc. granted ch. 54; ERP: 500 kw vis., 500 kw aud, HAA: 1,607 ft.; alt. height above ground: 893 ft. Address: Rt. 9, South Rd., Poughkeepsie Plaza, Poughkeepsie 12601. Estimated construction cost: $1,448,428; annual operating cost: $161,000; revenue: $11.1 million. Legal counsel: George Douglas, Wash. consulting engineer: Robert L. Chisholm, Chisholm Consulting Engineers (43%); Keim House, wife Bar-
bara, Emil Antonoff 10% each and seven others with less than 10%. Evangelical Christian Church is nonprofit religious organization based in Canton.
conditions trans. and type ant. (BPET-ERP to visual change type trans. (BPCT-STV (BSTCT -39). Action June 11.)

5.


8. *KUTV(FM) Salt Lake City, Utah—Granted CP to change ERP to 33.4 kw, maxERP 32.4 kw. Ant. height 3,707 ft.; change type and ant.; conditions (BPCPT-800207K1). Action May 30.

In Contest

FCC decision

*WHBI(FM) Newark, N.J.—Has affirmed its denial of application of Cosmopolitan Broadcasting Corp. for renewal of license to operate WHBI, FCC reviewed matter in light of directives of U.S. Court of Appeals for District of Columbia. It concluded that “no appreciable weight” could be accorded to Cosmopolitan’s claim of uniqueness of WHBI’s foreign language programming, and that “given the magnitude and frequency of violations demonstrated on record, the FCC was not sufficiently meritorious to mitigate these serious and numerous adverse findings.” Appellate court had upheld FCC’s conclusions made in decision released June 22, 1976, that Cosmopolitan had virtually abdicated all control over selection and content of its programming and had committed other violations—including promotion of lottery, broadcasting false and misleading advertising, improper logging, failure to meet filing requirements and inadequate record keeping. However, court remanded case to FCC for further findings and conclusions on whether WHBI’s programming was sufficiently meritorious to warrant renewal despite these violations. (Doc. 19657). Action July 1.

FCC Review Board decision

*Colorado, Ohio—FCC’s Review Board has upheld initial decision of ACLJ David I. Kraushaar, released Oct. 3, 1979, granting CP to Commercial Radio Institute, Inc. (CRI) for UHF station on ch. 28 at Columbus, and denying that of Christian Voice of Central Ohio (CVCO) for same facility. CVCO is licensee of Christian Voice of Ohio, suburb of Columbus, Ohio. (BC Docs. 78-395-96). Action June 24.

Allocations

Translators

VHF applications


*Monso, Calif.—Mono County Service Area No. 5 seeks CP for new VHF translator on ch. 7 (TPO: 1w, HAAT: 15 ft.) to rebroadcast directly KXT(K-TV) Sacramento, Calif. Ann. June 19.

*Colbran, Colo.—Mesa County seeks CP for new VHF translator on ch. 11 (TPO: 1w, HAAT: 16 ft.) to rebroadcast directly KRM(A-TV) Denver, Ann. June 19.

*Colbran, Colo.—Mesa County seeks CP for new VHF translator on ch. 13 (TPO: 1w, HAAT: 20 ft.) to rebroadcast directly KRM(A-TV) Denver, Ann. June 19.
Summary of Broadcasting

FCC Tabulations as of May 31, 1980

<table>
<thead>
<tr>
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**Includes off-air licenses

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**নিয়ন্ত্রণ ও সেন্ট্রাল প্রকাশনা

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**নিয়ন্ত্রণ ও সেন্ট্রাল প্রকাশনা
Cable

Tel-Com Inc. for Little Robinson, Long Fork and Elk Horn Creek, all Kentucky (KY0433-35) new system.

Action CATV Inc. for Leon, Fla. (FL0224) add signal.

Century Cable of Southern California for La Habra Heights, Calif. (CA0802) new system.

American Television and Communications Corp. for Marshall, Minn. (MN0001) add signal.

Fitchburg Cable Communications Group et al for Fitchburg, Wis. (WI0220) new system.

Niall Communications Group et al for Hazel Green, Wis. (WI0221) new system.

Troy Cable Communications for Marysville and Paris, both Ohio (OH0738-9) new system.

Oakel Communications Corp. for Kenbridge, Va. (VA0139) new system.

Niall Belmoni Cable Inc et al for Belmont, Wis. (WI0222) new system.

UA-Columbia Cablevision of Tex Inc for For Sam Houston, Tex. (TX0627) new system.

Vision Cable of Pinellas Inc for Clearwater and Belleair both Florida (FL0492) new system.

Action CATV Corp. for Benison Harbor and Benison, both Michigan (MI0182, 200) add signal.

Perry Cable TV Corp. for Indiantown, Fla. (FL0494) new system.

Midcontinent Cable System for Gettysburg, S.D. (SD0050) add signal.

Video Vision Inc. for Belts, Tex. (TX0628) new system.

Vidgo Vision Inc. for Whitewright, Tex. (TX0630) new system.

See-Nor Cable TV of Siskiyou Inc for Siskiyou, Miner and Mountoche, all Missouri (MO0053, 54, 82) add signal.

Community TV of Madison for Madison, S.D. (SD0040) add signal.

Midcontinent Cable Systems for Redfield, S.D. (SD0016) add signal.

River Bend Cablevision Inc for West Bend, Wis. (WI0128) add signal.

Warner Amex Cable Communications Inc for Hood River, Ore. (OR0216) add signal.

Champaign Cablevision Co. for Urbana, Ohio (OH0067) add signal.

BA Communications for Briarwood Village, Fla. (FL0479) add signal.

Safety Systems Inc. for Merrill, Wis. (WI0045) new system.

North Utah Community TV Inc for Hyde Park, Providence, Millville, Nibley, and Hyrum all Utah (UT0040-44) new system.

Clearview Cablevision Assoc et al for Murrell Inlets, S.C. (SC0152) new system.

Storer Communications of Jefferson County Inc for Windsor Hills, Ky. (KY0432) new system.

Cablevision Co. for Forestdale, Ala. (AL0186) new system.

CATV of Burlington Inc for West Burlington, Iowa (IA0110) new system.

Video Vision Inc. for Savoy and Grayson, both Texas (TX0629, 31) new system.

Amburgley Cullen et al for Hanover, Coal Mountain, Bruin and Varney, all West Virginia (WV0634-7) new system.

Black Hawk Cable Communications Corp for North Richland Hills, Tex. (TX0632) new system.

Telex-Media Co. of Addill Inc for Holloway, Ohio (OH0706) new system.

Ross County Cable TV Inc for Twin, Ohio (OH0706) new system.

Tel-com Inc for Matewan, Red Jacket, Blackberry City, North Matewan and Newtown, all West Virginia (WV0628-32) new system.

Blue Water Cable Inc for East Rockaway, N.Y. (NY0849) new system.

Cablevision of Chicago et al for North Riverside, Ill (IL0389) new system.

Storer Cablevision of Jefferson County Inc for Minor Lane Heights, Cherrywood Village, Shively and Bellendale, all Kentucky (KY0439, 8, 6, 7) new system.

Community Cablevision Inc for Frankfort, Kan. (KS0243) new system.

Brookhaven Cable TV Inc for Brookhaven, Lake Grove, Patchogue and Bellport all New York (NY0545, 136, 386, 581) add signal.

Six Star Cablevision of Covina Inc for Covina and Culver City, both Calif. (CA0806-7) new system.

Horizon Communications Corp of Alabama for Arab, Centre and Hariselle, all Alabama (AL0015, 73, 47) add signal.

Horizon Communications Corp of Kan for Tepoka, Kan. (KS0070) add signal.

Horizon Communications Corp of Neb for O'Neill, Neb. (NE0040) add signal.

Horizon Communications Corp of Mo for Knob Noster and Whiteman AFB both Missouri (MO0034, 83) add signal.


Spencer Community Antenna System Inc for Spencer, Iowa (IA0023) add signal.

Coxewriter Cable Corp for Newman, Ga. (GA0105) add signal.

NewChannels Corp for Marcellus, Salena and Livonia, all New York (NY0487, 48, 346, 26) add signal.

Audobon Electronics Inc for Medford Lakes, Medford, For Dix and McGuire AFB, all New Jersey (NJ0386, 410, 255, 113) add signal.


Telerama Inc for North Randall and Euclid, both Ohio (OH0757, 6) new system.

WGLU WMFM Johnstown, Pa

WLNE WTEV New Bedford, Mass.

Grants

Call Assigned to

New ALs

WCTA Crockett Broadcasting Corp, Alamo, Tenn.

KELG Bastrop County Communications Inc, Elgin, Tex.

New FM

KD2G Cave City Public schools. Cave City, Ky.

New TVs

WJLP WJLA Hollywood, Fla.

WWMX WYNO Sarasota, Fla.

WMMF WKYZ Harker, Ky.

WTNY WWNY Watertown, N.Y.

KDOJ KEYJ Jamestown, N.D.

KBLW KBLW Logan, Utah

Existing FMs

KRHS-FM KRHS Buttehead City, Ant.

WAFL-FM WAFL Milford, Del.

WKOA WZRO Park, Ill.

KNJY KLNO-FM Clinton, Iowa

KYLC KRMS-FM Osage Beach, Mo.

WYYS WLTV Fairfield, Ohio

Services

COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV

COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV

DOWNTOWN COPY CENTER FCC Commercial Contractor AM-FM-TV & NRRA lists—tandem updates-search services-mailing lists, C.B., Amateur, etc.

AERONAUTICAL CONSULTANTS Tower Location/Height Studies FAA Negotiations JOHN CHEVALIER, JR. AVIATION SYSTEMS ASSOCIATES, INC.

Call Letters

Applications

Call

New ALs

KRMJ Holiday Broadcasting Co, Buhlehead City, Ariz.

WGFE WGRV Radio Assoc, Morris, Mo.

Existing ALs

KELG KGRH Jacksonville, Ark.

WLOV WCZY Detroit

KALO KTRN Beaumont, Tex.

Existing FMs

WBJD WWCM-FM Brazil, Ind.
RADIO

HELP WANTED MANAGEMENT

Experienced Sales Manager, for successful Minnes-
obla is station. Must like to sell & manage, complete rein-
certification list for Sales Department. We are growing, would you like to grow? Send resume, Box F-195.

Station Manager position open with Regional Broadcasters Group. Powerful AM/FM combo in com-

petitive, desirable market. Sales Managers wanting their chance to prove their worth, send resume to: Dick Robinson, Excellent mgr. only.

Sales Manager for dominant Eastern Shore AM-FM. Salary, commission, expenses, Excellent sales staff, and equipment, telephone 215-356-7375.

Tallahassee, Florida Sales Manager and Salespers-
son wanted. A chance to get in on the ground floor of the new WXAL soon to be the talk of Tallahassee. Florida’s beautiful city, pending FCC approval, of course. Pricer Tallahassee radio veterans, but will con-
sider all applicants. All EEO guidelines affirmatively observed. Send resume to Donald C. Keyses, WYNN, 1515 Cleveland Avenue North, Canton, OH 44703.

Sales Manager or Station Manager. Experienced/qualified, or work with young sales staff in growing small/mid-sized market in the Northeast. Send confiden-
tial resume to Box G-20.

Manager or Salesman needed for leading mid-
western FM station in college market. Experience needed. EEO. Resume to Box G-147.

I need an all around individual to assist manage-
ment. Some experience in engineering, fill in ann-
ouncer & sales, ideal for retired engineer or person on way up, 5 kw near St. Louis. Person to person for mgs. only 314-586-8577.

Dynamic General Manager/Sales Manager for ma-
JOR New England AM-FM Must have strong sales back-
ground, be able to motivate and carry a top local list. Expertise at selling and incentives, send resume to Dick Robinson, 6 Sunncest Lane, Farmington, CT 06032 or call 203-232-9888.

Station Manager and Program Director for a 50,000 Watt FM religious station on Eastern Shore of Mary-
land. Salary and benefits requirements to: Box 130, Princess Anne, MD 21653.

General Manager. Small market in Wisconsin. Aggressive, sales oriented, Manage and work short air shift, Possible buy-in situation for the right person. 307-864-2118 Bruck Long.

General Manager of a strong, owned AM-FM combo in midwest market of 250,000. Experience necessary. Salary and benefits in excess of $50,000. EOE. Send resume to Box G-158.

HELP WANTED SALES

Local Sales Manager—experienced especially guiding and motivating four person local sales staff, while same time selling and servicing your own ac-
count list. Chance to be manager within six months, possibility within two years. Send resume to person, Commission. E.O.E. Call Robert F. Rice for interview at 419–226-9248.

Sales Manager with saleable ideas willing to take a chance on a beautiful commission basis with major market AM full limits. Up to 40% on personal sales plus overscribe on others. Big money potential. Box G-68.


Fresno Group Broadcasts seeks local sales man-
gager for Beautiful Music station. Market’s No. 1 rated station. Will have ability to direct and motivate cur-
tent sales staff and implement current FCC programs. Must be creative communicator with a good track record. Call or write: John Tolson, KKNU, PO Box 4261, Fresno, CA 93727, EOE.

Account executive for expanding sales department. FM station approximately 60 miles from Pittsburgh. Applicants should have one or more years experience. Salary commission, and excellent benefits. Apply in writing to WTRF Radio, 86 Sixteenth St, Wheeling, WV 26003 by August 8, 1980. An Equal Opportunity Employer.

Combo salesperson/announcer who can handle mornings and take over established list. Single station small market, $150/week salary plus 15% commis-
sion. Earnings potential $18,000+. Send tape and resume to Wm. J. Clark, KTOC, 622 Hudson Avenue, Jonesboro, LA 71251.

Make Big Dollars with a growing broadcast group! If you can sell, there’s no stopping you in our 9 station group. We don’t “nickel and dime” our advertisers or our sales people. Only hard working, motivated people need apply. Offerings now in upstate N.Y. with future possibilities in N.E. and Southeast. Send resume immediately! All replies confidential! EOE. Box G-131.

Florida, 100,000 Watt FM—Growing active list needs salesperson. Contact Jim Chaplin, PO Box 3192, Ft. Pierce 33450, Equal Opportunity Employer.

Radio Advertising salesperson: Experience necessary for this exciting station. Call 301–424-9292 for an interview, EOE.

Account Executives Wanted. Number one rated AM/FM combination in New York suburban area. Ex-
cellent salary and commission plan. Must be a self-
starter. Send resume to Box G-152.

HELP WANTED ANNCOUNCERS

Staff announcer needed late August for Beautiful Music combo. Good voice and reading a must, produ-
tuction ability desired. Send letter, resume and tape to: Manager, WELW/WWGO, 20 S. 4th, Pekin, IL 61554. We are an Equal Opportunity Employer.

Staff person. Entry level: Creative. Imaginative. Depen-
dable. Announcing-production. E.O.E. KHAS, Box 728, 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. Minorities en-
couraged. Send tapes and resumes to Bill James, WODQ Radio, PO Box 5717, Greensboro, NC 27410, EOE.

Beautiful music station in a top 10 market in the booming sunbelt needs a professional, experienced announcer with production skills, Acquisition minded manger for all production work. Strong ondrive, drive time. An Equal Opportunity Employer. Box G-57.

Announcer/PBP … Live in one of U.S. most beau-
tiful areas. Modern Country, WPED/ WDZZM/WDZD, Dickson City, PA. Salary and benefits. Direct supervision. Contact Ronald K. Craven, General Manager, WBNX 312–626-1030 or 406 South Oak Park Avenue, Oak Park, IL 60302. An Equal Opportu-

Air talent needed immediately for 50,000 watt coun-
try AM and 100,000 watt rock FM in North Carolina. Must have strong on-air presence & outgoing commu-
nity involvement. Send tape and resume to: Joe London, Program Director, WFCN-WOSM, Box 35297, Fayetteville, NC 28303, EOE/AFM.

Wanted: Morning personality, very strong on pro-
duction. Adult rock format in Missoula, Montana. Con-
tact Steve Benedict 406–728-9399.

Maryland Adult Contemporary seeks morning drive communicator. Tape/resume to WARK, PO Box 1006, Hagerstown, MD 21740. No phone calls please.

50,000 watt FM, Top 40 seeks qualified drive time jock. Good production necessary. No beginners. No, in AM. Tape and resume to: Box 758, Ocean City, MD 21842. No phone calls, E.O.E.

One of America’s great radio stations is now taking talk show tapes and resumes for future consideration Send to Tom Barsanti, Operations Manager, WTCI AM FM, One Financial Plaza, Hartford, CT 06103, EOE. M/F.

Pop Adult Announcer (RD) and AM Drive New positions now available at WAFM, Central N.Y. small market college town with larger market sound. Join our rapidly growing broadcast group and grow with us. Send tape and resume to WODG/WSKR, 104 Chestnut Street, Oneonta, NY 13820 EOE.

Morning Drive Personality needed at areas No.1 Country Station. Experience and talent a necessity. Great opportunity with a growing station. Send resume and tape to: G. James, WARE, 90 South Street, Ware, MA 01082.

Production specialist needed for Texas Station. Automation experience helpful. Good position working with fine staff. EOE. Send resume to Box G-126.

HELP WANTED TECHNICAL

Are you tough enough to be Chief Engineer where the cowboys are men? The summers get hot, the win-
ters get cold, the wind blows over our three towers at least twice a year the lightning cuts your hair, and the women are good-looking? Call Two-Gun Gordon in Lamot, CA 303–336-2206.

tive Action Employer.

Chief for Chicago area FM/AM Requires 1st phone, strong background in studio and transmitter mainte-
nance. Digital knowledge needed. Experience in radio a must. Excellent equipment, experience and commis-
sion. Good pay and benefits. Send resume and 2 references to Box E-10.
HELP WANTED TECHNICAL CONTINUED

Major Broadcast Group seeks experienced chief engineer for dominant S.E. AM/FM operation. DA hands-on and automation expertise necessary. All applicants should include extensive resume, salary history and compensation requirements. Equal opportunity employer. Please reply to Box G-60.

Chief Engineer: For leading AM/FM facility in one of the best recreational areas of the Ohio Valley Directional AM, Class C FM, group stations. Needs permanent, hard working individual with good references—applies directly responsible for studio and transmitter maintenance and directional operations. EO. Send resume and salary requirements to: General Manager WKYX, PO Box 2397, Paducah KY 42001.

Assistant Chief Engineer for WSPD Radio, Toledo, Ohio, a full-time 5 kW station. First Class License required, with experience in preventive maintenance, transmitters, studio construction and directional antennas. Salary negotiable. Equal Opportunity Employer. Send resume with references to Chief Engineer, WSPD Radio, 125 South Superior, Toledo, OH 43602.

Where are you? Somewhere there has to be a good engineer familiar with automation and stereo who would like to live in one of the most beautiful areas of the Midwest. We're an AM/FM background with music, resume and salary requirements to Al Kahn, WJSK, Urbana, OH 43078.

Chief Engineer (AM and FM). If you have been working with a good chief and are ready for your own situation, write to Metropolitan Broadcasting Group ac- cepting applications now for early August employment. Contact Bill Cunningham, Mitchell Broadcasting, Box 31777, Omaha, NE 68131. Equal Opportunity Employer.

Group broadcaster looking for experienced chief engineer for major market station. Applicant must be well-versed in FCC regulations, plus have a good back- ground in record keeping. Excellent starting pay plus benefits. EO. Send complete resume and references to Box G-127.

HELP WANTED NEWSPAPER

Major Market Newspaper: tried 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 KFGD-Fargo, North Dakota. This is an exciting opportunity in a regional news market in the last year. We need a heavy morning anchor. We pay major market salaries. T&R to Jay Jones, News Director, KFGD Box 2986, Fargo, ND 58108. EOE.

Hardworking, Energetic newsasser/reporter needed for 50 kW AM, 1,000 kW FM, Southeastern N.C. station. Must have good production skills, know FCC rules, and be a fast learner. Apply in person or by resume, salary requirement in first contact, Doug Felice, WPFW/CGWQM, Box 35297, Fayetteville, NC 28303. EO. Women, minorities encouraged to apply.

Solid News Operation at 50 kw A/C in New York's capital city has immediate opening for dedicated anchorman or woman. Send resume and tape to Phil Gregory, News Director, WPTR, PO Box 12279, Albany NY 12212.

News Director Wanted for one of the Midwest's out- standing radio news departments. Need experienced, judgmental and creative individual for hard work. Resume and tape to Dick Record, WZM & Z-93, La Crosse, WI. America's number one small city.

Established Virginia station looking for broadcast journalist to join growing news department. Good delivery reporting and writing skills a must. Send tape, resume, expected salary and writing samples to News Director, WPLS AM/FM, Box 7275, Fredericksburg, VA 22401. An EOE, affirmative action employer.

Radio news outlet needed for afternoon anchor and evening newscaster. Strong writing and good voice essential. Dominant news organization in medium up- per western market. An Equal Opportunity Employer. Send resume to Box G-137.

HELP WANTED PROGRAMMING, PRODUCERS

Best Production Job in the business. JOIN News-talk WPXN and get away with your energy is endless. Tell me about it. Box G-55.

Announcer/ PD/ MD position opening soon due to promotion within company. Send tape, resume and let- ter of philosophy to Charlie Harrigan, Radio 790, KEKA, PO Box 1984, Eureka, CA 95501. Group owned operation, EOE.

Wanted Immediately: Experienced program director. Good commercial voice required. Prefer someone with football play by play experience. Send resume, audition tape, and salary requirements to William J. Hilton, WBXY, PO Box 668, Lexington, NC 27292, EO.

Program Director/Operations Manager-100,000 Watt regional station, midwest. Excellent administra- tor, supervise, lead entire station day to day operation. Excellent sales record. Send resume to station management. Knowledge of programming, copy pro- duction, take charge person. Respond immediately. Box G-146.

SITUATIONS WANTED MANAGER

Administrator with engineering background seeks position as operations manager with a large or medium market station in the next six years. Expecting to network and test major 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. Com- petitive mark up and discount. Call anytime. Box G-21.

General Manager: A solid professional broadcaster with 17 years experience all in management. Includes- he has heavy sales and promotions, strong leadership and motivation, 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 creden- tials available. Box G-58.

If seeking a salesman for your jukebox, look some- where else. 30 years radio—TV—PR. Know FCC rules, programming, and have the ability to sell. Call George Henry, General manager available. Any size market; sunbelt preferred, all considered. Box G-145.

Major Market ... 8 years experience as General manager in a highly competitive top 15 market. Extensive sales, programming and administrative skills all documented by a successful performance record. Your response to this ad will reveal a professional broadcaster with many qualifications which can be affirmed through multiple references. Box G-148.

General Manager—13 years mgmt. experience in medium and large market stations.unique in making stations profitable that don't have ratings. I've done it with religious, country, beautiful music and community oriented formats. Let me lead your station to more sales and profits. Box G-136.


Extraordinary News Operation in AP-award-win- ning, Billboard’s “Station of the Year” needs ex- perienced pro who can dig, read and write by our standards. If you're good enough to join us, expanding department, send tape and resume to Bob Bender, WBST Radio, PO Box 10,000 Millerton, OH 43022, EO.

HELP WANTED PROGRAMMING, PRODUCTION, GAINERS

Sales Manager—One man station type who sells air does air write—writes great copy. Three decades of knowledge of both a two station market—prefer South or deep West. Family man, settled looking for permanent- lcy and ownership. Access 813-447-1478 Jim Brownell 1091 N Glenwood Avenue, Cielearwater, FL 33531.

General Manager: experienced in all phases of sta- tion operation. Seeking management— FCC renewals. Looking to grow with right station. Box G-161.

Twenty years program and sales experience medium and large markets. Long-term situation. Bill, 602—955-1073.

SITUATIONS WANTED SALES

Sales Manager, 20 years in radio. 5 sales. Small market. 308—384-4706 after 7. Anytime weekends.

knowledgeable, aggressive sales pro seeks per- manent position in Sales or Sales Manager slot. Any size market. Box G-129.

SITUATIONS WANTED ANNOUNCERS

Currently contemporary country in Milwaukee, seeking Top 40 or Pop/Ad in New England area. Keith, 414—769-6966.

D.J./Announcer 30 years experience 3rd class license available. Send resume and show you have any situation Georgia or Southeast except Florida John Sullivan 404—872-6850 if no answer 404—872-0103 leave message.

Got the ticket need the break 1st phone willing and able seeking break production experience will relo- cate call Martin 219—389-5729.

Billboard's Military Personality for 1978. Seven years AFVC, AC, Top 40 or AM. Wes Wilson, Box 5678, APO NY, 09283.

Four years board experience, one year PB; know "modern country" some rock. Prefer southern Rockies, southwest, or west coast. Call anytime 307— 872-2182.

I've missed many opportunities to shoot up, can make it pay off for you. Broadcaster-Writer-Salesman with brains energy and excellent background (re- cently trained). Love small market. For openers, call Dan 212—548-1184.


DJ with 2 1/2 years experience 3rd ticket, wants full-time Top 40 position. Box G-51.


Presently employed, already sold the town lines and ready to go South, Southeast before winter. 6 years experience Jock, presently continuity director. Call 215—347—0987.


Experienced DJ. Good production, looking for a per- manent position in good small market. Bill Jenkins, Box 1045, Charlottesville, VA 22902, 804—296-0987.

Newscaster—Skilled Writer—Warm, personable DJ. Articulate delivery, polished speech (Communica- tions Degree) available for small market with modest budget, trees and fog all inclusive. Excellent tape and music background. Box G-142.

Solid announcer, versatile, single, will travel. Call Jeff Branch 414-202-9292.

Aggressive sportscaster fresh out of college with experienced announcing basketball, football, base-

ball, hockey. Also experienced in disc jockeying, news, and sales. Tapes available. Call Doug at 419-924-2936.

Young broadcastor with one year major market ex-

perience. Can phone talk, D.J., news, pro-

duction, and even some janitorial work. Need 900/mo. Any size market, fine. Contact John Bailey 303-

714-1945.

I'm named after a city in Texas but this experienced Top 40 A/M/F FM Drive/Right jock is looking for a gig in the East. Other area jocks are too expensive. Good low voice, and

able to play with the go any where. Call Bill: 413-732-8604.

Minority jock looking for first break. Tight board plea-

sant voice 3rd phone looking forward to relocating and wishing to go anywhere now ready. Box G-155.

Consider: pleasant voice, creative production, copywriting experience, communications degree, and dedication. Desire small market experience anywhere, For tape, resume. Call Bill: 4-713-8604.

Sweating! Station sold. Currently production direc-

tor/mornings. 22. Six years small markets—seeking afternoons, middays, Southeast, Box G-170.

SITUATIONS WANTED TECHNICAL

I'm working for the Mutual Broadcasting System, ad-

ministering the installation of their satellite system. I'm looking for a management opportunity with an aggressive company that is directly involved with radio broadcasting. Write Jon Banks, 1566 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 617-678-8592 after 2 p.m./Jeves. Box F-221.

Experienced newswoman... currently working in Milwaukee. I'm good on the air, phone, beat work. Call 414-262-0506 afternoons.

Sportscaster with commercial experience available excellent production sales and air shift skills will relo-

cate Milch 212-376-4684.

Sports Director with administrative and budgeting experience. My total sports coverage honored

here. My past sports coverage has been with major market stations and with local sports reports, with

achieved success. Let us hear from you in confidence. Box G-175.

Sportscaster—Top-10 midwest market experience. I

write, report, produce and handle daily sportscasts and play-by-play for increased responsibility and opportunity in large or medium market. Let's talk now for fall start. 517-546-7755 mornings.

News director with six years experience in small and medium market seeks midwest market ND po-

sition or major market reporter position. Minimum salary $15,000. Call 217-243-8675.

Sportstalk Host seeks major market challenge. Fi-

ery, opinionated, knowledgeable, creative, saleable, respected. Currently doing sportstalk in big league market. Has sportstalk experience on 50,000 watt radio and television. Box G-125.

News Pro available. Young, aggressive, midwest market experience, former ND, top references. 715-

456-1058.

Former news director with Colorado A/M/F TV for five years. Currently with Congressman in Wasington, D.C. Seeking position in small/midwest market broad-

cast journalism in West. Jim Huska, 703 MorningSide Court, Herndon, VA 22070, 202-225-9802.

Sportscaster 4 years play by play sports talk. Board work production. Prefer midwest. Available immediately.

Box G-112.

Experienced energetic street reporter with strong background in and experience. I believe in looking to move up. Prefer East but will consider anywhere. 5 years in radio. Box G-159.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Program Director. Station seeks dynamic program director with 5 years experience in medium market programming and operations. Community involvement, ratings, audience and music research, promotion, format expertise plus crack-


Top 10 Talent. Workaholic with superior manage-

ment/leadership abilities. Available to B2, your station and guide it to number one! Box G-138.


General Manager. We need a station manager. Somewhere our managers need to be at our station and are captured by large station opportunities or are offered executive positions with the networks. We seek an energetic, experienced manager who is pre-

pared to grow with a corporation which is making its move on the airwaves. 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 com- 

petent 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.

General Manager, Public TV and FM: Supervise $2 million budget. Staff of approximately 55. Must have at least 5 years broadcasting, including department head and/or direct supervision of people. Salary commensurate with experience. Updated New York, A/E/O/E/M-F SEND resume to Search Committee, Box G-104.

Promotion Manager for fast-growing, well-equipped network affiliate in top 100 southern market. We cur-

ently have the best local programming, production expertise and promotion in our market. You'll be a Department Head with good sized budget and plenty of encouragement. Send resumes at once to Ken Gerdes, General Manager, WAFF-TV, PO Box 2116, Huntsville, AL 35804, (EOE).

Staff Analyst: Assists GM in performing institutional research, preparing and coordinating requests for li-

ence, ad. Call board at any time. Responsible for market analyses, market trends, market studies. As and

yearly market studies. $1,439/month. Application deadline: 1/15/80. Contact Larry Condit, KTEH, 100 Skyport Drive, San Jose, CA 95110.

Development Manager—Dulev: City and local air-

shifting activities. Must have full understanding of station. Send resumes to Dave Stuart, General Sales Manager, KFYR-

TV, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

HELP WANTED SALES

Professional salesperson needed to take over es-

tablished account list. One to two years television sales experience required. Must be well versed in all facets of local direct and national sales. Excellent opportunity for contact and advancement with this group owned VHF ABC affiliate. Contact or send resume to Eric Ziron, WEXE-TV, PO Box 886, Rich-

mond, VA 22307. Equal Opportunity Employer.

Account Executive. Experienced TV A/E. wanted in top 10 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.

Local Sales Manager. Station in 110th market seeks experienced self starter to lead sales staff. Must have experience in working with agencies as well as smaller clients. Send resume and salary requirements to Market Director, KAUZ-TV, Box 2130, Wichita Falls, TX 76307. EOE.

Entry level local sales position at growing top 100 southern market TV station. Group broadcaster with outstanding growth potential. Send letter and resume to Box G-115.

HELP WANTED TECHNICAL

Looking for good Assistant Chief Engineer, familiar with RCA transmitter—TR 600, TK 630, Sony, RCA, GE Engineers. Contact: Jim Robinson/WFCA-TV 904—893-3127.

Videotape Duplication, Post-Production, Remote Fax company looking for Operating Engineers. Re-

quires broadcast related experience, electronics school graduate or equivalent technical training and first class FCC license. Must have strong technical skills, excellent personality, salary and company benefits, including pension plan. Send resumes to Personnel, NET Television, Incorpor-

ated, Post Office Box 404, Alpine, TX 79830. 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: 206-723-3541.

West Coast ABC Affiliate seeks qualified chief engineer with minimum five years administrative ex-

perience and heavy maintenance background. EOE! Send resumes to Box G-7.

Immediate openings. First class VHF Network affili-

ation needs experienced engineer. TV maintenance and supervision of RF equipment in enclosed studio. Must have 3 years previous experience and 1st phone license. Equal opportunity employer. Contact: Henry B. Ruh, Director of Engineering, WECA-TV, PO Box 845, Terre Haute, IN 47806, 812—232-9481.
Manager of Engineering for growing PBS affiliate. Seeking an innovative, progressive engineer to manage department, including broadcast operations, technical training and development, supervisory capability, keep transmitter and translators on air including nights and weekends. This is a maintenance position. $12,000. Send resumes to box owens, WSKG Public Television, PO Box 97, Endwell, NY 13760. EEO/AA Employee.

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 box owens, WSKG Public Television, PO Box 97, Endwell, NY 13760. EEO/AA Employee.

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, WGAATV, PO Box 1585, 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 reply to: Anchor Love, WJBK-TV 2, Box 2000, Southfield, MI 48037.

Chief Engineer (Lansing/Jackson, MI) Minimum five years engineering experience; good management abilities, necessary to maintain ENG equipment, RCA VCR in excellent working condition and capable of reliable operation. Salary negotiable. Write: Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909. Equal Opportunity Employer.

wanted: broadcast chief engineer: to be responsible for the total supervision and operation of a public broadcasting station in Southwestern Minnesota. Station just received new grant to construct total new TV and radio operations that will serve some of the most remote areas in the state. At least five years in electronic, strong working knowledge of digital electronics, five years maintenance experience in broadcast systems, must be able to grasp and apply good managerial policies. First class FCC license essential. Experience in building new broadcast facilities helpful. Will manage staff of four full-time engineers and two part-time operators. Salary $22,000 plus strong benefit package. Send resume and qualifications to: Paul VanDeventer, General Manager, KVAT-TV Austin, MN 55912. KATV, owned and operated by I.S.D. No. 492, is an equal opportunity employer.

Assistant Chief Engineer: Experienced in Master Control Operations and Studio Maintenance. Must have First Class FCC license and a minimum of 5 years practical experience on UHF Transmission. Effective reports to: A.M. vanDierendonck, EVP, WAU TV, Inc., PO Box 5847, North Augusta, SC 29841. An Equal Opportunity Employer.

Chief Engineer—Full responsibilities for personnel and maintenance of ABC Television Network local and portable equipment. Requires Associates degree or equivalent experience and at least 2 yrs. successful work with video equipment, plus strong technical grasp. Must have strong interest in engineering, maintain current license and practical experience. Apply to Personnel Office, Hampshire College, Amherst, MA 01002. EEO/AA Employee.

Maintenance Engineer with strong background in television maintenance and operation and first-class radio license required. Years of experience necessary. An EEO, Send resume and salary requirements to Box G-166.

Fast growing production company in South Florida, looking for recent college graduate in the latest state of the art equipment: Both Vital's Squeezer and Quantax DPE-5000 Digital Effects, Datatron Videomaker Editors, Ampex VPR-260, RCA TK 88B's, etc. The positions are heavy technical, no required. Call. Michael Orsburn, Director of Engineering 305-587-9477 or send resume and salary requirements to: Video Tape Associates, 2251 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. Experience must include strong facility with computer logic editing systems. Opportunity to grow within a top award winning production company. Call 617-329-4094.

HELP WANTED NEWS

Weather: M-F 6 and 10 p.m. Good opportunity in Florida resort city. Salary in tens. Send tape to: Douglass Grimm, General Manager, WMBB-TV, Box 3460 Panama City, FL 32401. EEO.

Assistant News Editor and week-end anchor for South Texas VHF station. Good opportunity. Salary negotiable. Send resume and recent UHF work to: Gary Anderson, News Director, KGUN-TV, Tucson, AZ 85701. EEO, Send resume and salary requirements to Box G-78.

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: Joseph Stango, Mgr, WCGT-TV 250 Country Fair Dr, Champaign, IL 61821.

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.

Top southwest sports crazy major market city wants the best most creative sports ENG photographer/editor in the country. Play by old硬 stories, features and specials all in a week's work. Must know sports. Many years experience and hard work a requirement. EOE. M/F. Box G-58.

Weathercaster. Excellent opportunity for person with a good grasp of weather and can 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.

Anchor for midwest medium market station with strong news commitment, large staff and well-equipped newsroom. Our product is interesting, well-produced, journalismally strong, but not slick or market- driven Compensation can be quite attractive. Strong anchoring experience is a must, EOE. Box G-83.

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. It will be returned promptly. All replies should include a recent resume and salary requirement. Addressed to: Gary Anderson, News Director, KGUN-TV, PO Box 387, Columbia, SC 29202. An Equal Opportunity Employer.

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TV News—Consumer /Economics Reporter: Qualified applicants will combine background in consumerism and economics/business with television production experience to write, field produce and present a broad range of consumer topics and stories. Applicants must show demonstrated understanding of how financial, governmental and private sector concerns fit together to create economic news stories. Salary negotiable. Send resume to: Box G-111.

Electronic News Gathering Shooters: Qualified candidates should have a thorough grasp of digital production and live trucking along with considerable experience in a daily television news operation. Applicants should have experience in cinematography and the ability to work well with others. Must also be able to respond to spot news requests and handle the ability to work on highly produced specials and to produce stories for the news department. Applicants must have a working knowledge of all ENG equipment presently used in the news department, and must also be able to edit tape pieces. An EEO, Employer, M/F. Letter and resume to be sent to Box G-141.


TV Environmental/Medical Reporter: Applicant must combine specific working knowledge in areas with ability to package highly polished stories. Experience on an affiliate is not necessary. Will manage staff, including medical institutions, current environmental topics, federal agencies in Baltimore and D.C., and others. Great places and benefits. Will produce topical stories and series. College degree necessary. TV news reporting experience also necessary. An EEO, Employer, M/F. Letter and resume to Box G-116.

Senior Reporter to cover Washington National News for independent TV stations. Seeking aggressive, enterprising pro. Resume and cassette (no calls) to Hal Levenson, Bureau Chief, ITNA, 1101 30th St. NW, Washington, DC 20007.

Weatherperson who is knowledgeable of weather and convincing on the air. Station has complete weather equipment. Equal Opportunity Employer. Resume to Box G-119.

News Assignment Editor: WPBT/TV 2 years has an opening for a News Assignment Editor. Duties include assigning stories to reporters & photographers for The Independent Business Report. Knowledge of news stories for potential coverage; booking guests for studio interviews; managing crew from news desk; checking wire machines & news sources for breaking stories, 3 years experience in TV news; financial news background desirable. College course work in Journalism & Economics. Send resume in confidence to: Manager of Engineering & Operations, WPBT/TV 2, PO Box 610001, Miami, FL 33161.

Strong weekend sports anchor, weekday reporting. Must be able to carry weekday sports. Will co-host football coaches show. News reporting background helpful. Salary in area. Write: Jon Poston, KGUN-TV, Box 5700, Tucson AZ 85703.

Economics Reporter: We are an aggressive, hard-hitting news operation and are looking for a reporter to develop local economic stories and present them in a way that is meaningful to our viewers. We want someone looking for a "go out and find" or "initiation Fighter" reporter in the traditional consultant-wise sense. The reporter we're looking for is a person who can develop sources within our business community, and who has the ability to take a sympathetic, yet critical view of trends in a way that is visually interesting and editorially meaningful to the lives of our audience. If you feel you're the person we're looking for, please send your resume and a letter of interest in how this vital area affects people, we're interested in you. EEO/MF. Letter and resume to Box G-164.
HELP WANTED NEWS
CONTINUED

Anchor-Reporter for noon and weekends at number one news station. We are looking for an aggressive reporter who can handle live situations easily. Must have two years experience. Excellent salary and fringe benefits. Contact KCOB-SurfMedia affiliate. Equal Opportunity Employer. Send resume and salary history to Box G-110.

Weathercaster—some meteorology experience. Ability to produce concise and informative weather cast. Immediate opening. Send resume to Box G-12909, WIS TV.

Immediate opening for experienced News Producer to produce live newscasts and supervise newsgroup. Excellent salary, plus benefits. Contact Duane Lawler, News Director, WNEP-TV, Wilkes-Barre/Scran-ton Airport, Avoca, PA 18841.

TV News-Feature Reporter Qualified applicants should send 2-3 reels with feature stories on a daily basis. Field production knowledge and tight writing style with emphasis on originality and ability to incorporate personal trademark. A college degree is required. Excellent salary and fringe benefits. Send resume, tape and resume requirement to News Director, WIS TV, Box 367, Columbus, SC 29202.

WIS TV is looking for a full-time dedicated, experienced reporter. We just lost one of our best reporters to our own PM Magazine. If you have a good track record, at least two years experience and like working for a top rated station dedicated to putting out a quality news show, send a resume, recent tape and salary requirements to: News Director, WIS TV, Box 367, Columbus, SC 29202. EOE.

Sports Anchor: M-F, 5:30 & 10 pm. We want someone who hasmanda just look and read, Good entry level position. Send tape/resume to: Tom Lundstrom, News Director, KREX-AM-FM-TV, Box 798, Grand Junction, CO 81501. EOE.

TV Producer: Applicant must have experience supervising TV station morning news programs. This person will also work with news reporters on mini-docus and specials, and handle a variety of production assignments. Applicant must have experience in working with news formats. Prefer college degree and minimum of three years experience commercial television news. An EEO employee. M/F. Letter and resume to Box G-148.

News Reporter: Progressive, top rated, small station opportunity for the right gal or guy. Send resume and tape sample of air work. Ulysses A. Carlins, PO Box 749, North Platte, NE 69101.

Feature Reporter: Has four years experience with general assignment reporting. Has写的 referenced in specific areas. Strong writing skills a must. Excellent salary and fringe benefits. Send resume, recent tape and salary requirements to: News Director, WMGV, Madison, WI 53711. We’re an equal opportunity employer.

Newsfilm Photographer: To shoot/edit/slot/supervise. Must have production experience in broadcast. Good opportunity in small city with tight deadlines. Excellent salary and fringe benefits. Must have some college experience. Send resume and references to: News Director, WMTV, Box 4067, Monroe LA 71203.

Anchor. Experienced on-camera entry level. Send tape and resume to Art Angio, News Director, KNOE-TV Box 4067, Monroe LA 71203.

Sports Anchor: Central California NBC affiliate is looking for a bright, professional newscaster with a degree in journalism or equivalent on-the-job experience. Must have extensive TV work history in field reporting/news, copywriting, and anchoring of news. 40-hour week, salary negotiable, depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Bill Murphy, News Director, KMVT, Channel 24, PO Box 12907, Fresno, CA 93779. An Affirmative Action/Equal Opportunity Employer.

Co-anchor: Top fifty market losing our co-anchor to California. Person with journalistic background, pep and enthusiasm is needed to succeed. Send resume and references to: Tom Lawler, News Director, WNEP-TV, Wilkes-Barre/Scran-ton Airport, Avoca, PA 18841.

TV News/Weather Reporter: Qualified candidates should be disciplined self-starters, able to set and meet self-imposed deadlines. Applicants should be able to handle news situations easily. Must be able to use a computer and word processor. If you’re interested, contact Nick Lawler, News Director, WNEP-TV, Wilkes-Barre/Scran-ton Airport, Avoca, PA 18841.

Sports Director with a feel for story and show production—someone not content with scores and network feed. Knowledge of TV sports and TV market experience a must. An EOE. Send resume to Box G-175.

Weekend Sportscaster /Sports Reporter. Looking for creative writer and storyteller, with an emphasis on local sports and major events in the eastern market. An EOE. Send resume to Box G-173.

Producer: Top 50 market with jet helicopter, multiple vans, two bureaus, and above, all-hard-hitting and imaginative reporters. Needs creative producer to mix it all together and help make sometimes pleasing show. . . Take charge guy or gal wanted. Contact: Nick Lawler, News Director, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA 18841.

TV News-Feature Reporter Qualified applicants should send 2-3 reels with feature stories on a daily basis. Field production knowledge and tight writing style with emphasis on originality and ability to incorporate personal trademark in features. Send full resumes and Primary requisite is to: Duane Tucker, WBGU-TV, Bowling Green, OH 43403. Applications must be received by August 8, 1980. Equal Opportunity Employer.

Top 10 Market seeking qualified Documentary Producer and on-air personality Knowledge or experience of Pittsburgh area preferred. Group owned station. EOE. Send resume to Box G-44.

Wanted television director — minimum 3 years broadcasting experience with background in directing live newscast. Good producer. Send resume and salary requirements to: Director of Personnel, KTVU, 1280 Ala Moana, Honolulu, HI 96814. An equal opportunity employer.

Marketing Director for Midwest station. Need aggressive, energetic person with creative talent and strong writing skills to take charge of Marketing/Production department. Will also handle budgets and creative work. Prefer experience in advertising or public relations. EOE. Send resume to Box G-96.

Assistant Production Manager—must be capable of assisting as Production Manager in all phases of television production. Must have knowledge of in-studio, setting, location ENG, chyron, special effects, audio and contemporary television production operations. Must be familiar with videotape and ability to schedule and time allocation procedures. Must be pleasant and personable. Please send resume and salary requirements to Tom Edwards, Program Director, WSTM-TV, 1030 St. Clair Avenue, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

Manager of Creative Services: Unique opportunity to market network quality facilities and participate in growth potential. Seeking an individual with proven TV writing, producing and directing skills in writing, producing and directing TV commercials, and field produce, edit and produce remote production. Must be able to work under tight deadlines and have strong film and commercial background. Must be familiar with videotape formats of all types. Must work as a team. Excellent salary. Send resume to: Howard & McE, PO Box 6, Sacramento, CA 95801. EOE/AA.

KAKE-TV needs someone with strong photographic and production credentials, plus an ability to handle myriad demands. Send tape and resume to Alan Schroeder, Box 10, Wichita, KS 67201. An EOE.

Studio Supervisor—Top 10 Eastern Market Qualified television lighting director with studio supervision experience. Must be responsible for maintaining quality and control of studio production. EOE. Send resume to Box G-42.

Producer (Public Affairs)—Primary responsibility for production of weekly magazine broadcast using ENG, HH, in-studio and live remote production. Supervisor, program and other creative personnel. Bachelor’s degree in journalism, broadcast or related field and minimum two years demonstrated television production experience. Send resume and tapes of production programs for consideration or broadcast journalism or equivalent combination of education and experience as on-camera reporter preferred. Background and experience in all formats of videotape recording and editing preferred. Salary range: $16,000 - $19,500. E.E.O. Persons interested in consideration for this position should send the following items to be received no later than August 1, 1980: (1) letter of application; (2) a qualification summary which indicates clearly the relationship of the candidate’s education and work experience to the job requirements cited above, and (3) the name, address and phone number of at least three professional references with a thorough working knowledge of the candidate’s work experience and achievements. Applications should be sent to: Program Director, KRMA-TV, 1261 Glenarm Place, Denver CO 80204. This is contract employment subject to yearly renewal.

TV Director (Bilingual: English/Spanish). WPBT/TV 2 has an immediate opening for the following positions: 

Traffic: Hollywood studio is seeking an experienced Traffic Director, BIAS and supervisor experienced in the field. Position requires a minimum of three years traffic experience. Excellent salary and fringe benefits. Must be bilingual. Send resume and salary requirements to Personnel Manager, KU-TV, 5515 Melrose Ave., Hollywood, CA 90038. EOE M/F/H.C.

Creative Services Director: Must be able to talk with clients, write and produce local commercials. Minimum two years directing experience and samples of work required. Contact Production Manager, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An Equal Opportunity Employer.

On-Air Promoter: Successful applicant will have at least two years experience in location and in-studio production. Position demands the ability to conceptualize and produce high quality, quick and efficiently. Send resume and tape to On-Air Promotion, PO Box 7698, St. Louis, MO 63103.

Production Manager: Creative person with minimum of three years of producing or directing to supervise and motivate a staff of competent production personnel. Must be detail oriented and be able to handle the range of a medium market. Send resume to Program Director, WLTW, 140 W 9th, Cincinnati, OH 45202. Equal Opportunity Employer (M/F).

Top ten market. East Coast, looking for producer/ director with 2-3 years experience in medium market TV. Should have production, supervisory work and remote production writing, producing and directing ability to direct in-studio production. EEO/AA.

Broadcasting Jul 21 1980
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Video Promotion Associate: The Public Broadcasting Service seeks individual in Video Promotion group to create national promotional announcements. Position requires active creative writing and production experience with high school diploma preferred. Minimum of three (3) years experience in television promotion and production required. B.A. in Broadcast Communications or equivalent preferred. Please submit resume, salary requirement and three (3) references to: Carole Dickert-Scher, Public Broadcasting Service, 475 17th Street, NW, Washington, DC 20024, EEO/AEmployer.

SITUATION WANTED MANAGEMENT

Experienced Program Director looking for small or medium market station. Any part of country Box G-171.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service, Established 1976. Installation-maintenance-system design/survey and critique-intern maintenance or chief engineer. Available by the day week or duration of project. Phone Bruce Singleton 813-869-2969.

9 Years Experience TV-AM-FM operations/maintenance, studio/transmitter. Re locate. Box G-23.

Experienced assistant chief wants chief engineer position. 20 years experience. 816-833-3582.

SITUATIONS WANTED NEWS

Experienced, energetic reporter/photographer strong on photography can prove he's an asset to your staff. 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-149.


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.


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 MA. Broadcast Journalism. Talented, imaginative newsman. Box G-52.

Experienced, skilled Anchor/Reporter. Also other production skills, both radio and TV. Now in Northern Pennsylvania, but ready to move for right position. Reply Box G-77.

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.


News Director position wanted. Seasoned reporter/arch/or producer ready for small market. Box G-153.

Experienced ENG news photographer and editor in midwestern market desires move to southeast. Box G-154.

Proven anchor-producer/director team. Produced 12% ratings growth this present station with video minded, fast paced, and award-wining newscasts. Looking for new challenges in bigger market with better equipment. Let us prove it to you. Box G-132.

T.V. Weathercaster with 4 years experience seeks same or Sport Anchor position. Box G-134.

Experienced photographer/editor (Tape/ Film/35mm Still) Seeking more feature oriented job. Some camera experience. Tape available. Box G-157.

Weather Anchor, AMS. Seal, five years medium market. Box G-162.

Assignment Editor wants back in Top 40 market would also consider News Director/Assignment Editor at Top 80's station. Replies to Box G-151.

Top flute play-by-play man NFL, NHL and college football. Call if you need a pro 612-941-8465.

News Director, Executive Producer, Managing Editor or Feature Reporters. If you are looking for one of the above, is committed to journalistic excellence, contact a 30 year veteran of broadcast journalism reportorial producing, writing, editing, assigning, polling, editorializing, featuring, investigating, training and teaching. Bob Henry. PO Box 113, Dauphin Island, AL 35528, or call 205-861-4433.

Anchor/Male, 27, Masters Degree, came to number 3 station that is now number one. Two studios, microwave, live reports. ENG and 16 mm. Newsroom leaders innovative production techniques, light weight, take charge attitude, will not settle for second best. Solid all around performer Box G-168.

Former News Director with Colorado AM/FM/TV for five years. Currently with Congressmen in Washington, D.C. Seeking return to small-medium market broadcast journalism in West. Jim Huska, 703 Morningside Court, Herndon, VA 20270, 202-225-9802.

TV Reporter. 3 years experience. Wants job in top 60 markets. Box G-174.

SITUATION WANTED PROGRAMMING, PRODUCTION AND OTHER

ENG Editor (Emmy Award winner), extensive experience. Satellites, telecine and so on. 1st class FCC license. Interested in directing. Box G-114.

Creative Camerawork: I'm my specialty! Know all phases of production, Degree in TV/Film. I will materialize your ideas. Will relocate. Tape, resume-David Wright, 824 Boat Park Pkwy. Winnetka, IL 60093, 312-446-3057.

Looking for a producer/host, or booth announcer? Why not put a winning smile on your team? Young man with several years of experience. 914-459-6087.

TV Intern available immediately ENG, camera, audio, production and more. Speak fluent Spanish and Tagalog. Box G-117.

Ten Years Experience in all phases of local TV production, following a Master's degree from Syracuse! As program director for two cable systems, I've administered, produced, directed, interviewed, ENG'd, announced, taught, written, edited. Now what can I do for you? Tom Thomas, 413 Chestnut Court, Washington, PA 15301, 412-225-5494.


The Gay Eighties: TV's doc's and sitcoms, and feature films and 80's contain gay sensibility or content examining homophobia in America. Experienced consultant/researcher available for gay themes PR, promotion, TV/Film situations, locations-Historical or contemporary Ken Maley 415-956-1089.

CABLE SITUATIONS WANTED TECHNICAL

TV Production Engineer. Seeking position in local origination cable TV. 1st phone experience. Call Jim 301-465-0884.

HELP WANTED SALES

Telesalesperson Wanted: Outstanding opportunity to join the world's largest supplier of the broadcast industry. A must. Please write or call David Tyler W. Tanner Company, collect at 901-320-4340.

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 relief and opportunities 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.

National radio time sales organization has openings in Chicago area office to sell by telephone or in person contractually to accounts all over the country. Call or write Ed Berk, C.O.O., Call Communications, 601 Skokie Blvd., Northbrook, IL 60062, 312-564-3904.

HELP WANTED TECHNICAL

Video Engineer-Operator: Job emphasis on maintenance of professional video studio equipment. Some operations involved. Excellent writing skills. Resume to Byron Motion Pictures, Inc., 85 K St. N.E., Washington, DC 20002. Attn: Video Mgr: EEO.

HELP WANTED NEWS

A major national trade association located in Washington, D.C. has immediate need for a national-wide spokesperson to represent it on major issues. Responsibilities include: active participation in media interviews, preparation of press releases, and appearances in radio, "talk," and "call-in" programs. A minimum of 3 years experience is required in radio television public speaking and press interviews and demonstrably speaking ability. Willingness to travel extensively in the U.S. Excellent fringe benefits. Salary commensurate with experience. Please reply in confidence to Box F-204.

Radio news anchor/street reporter. To program our radio news service. The service will offer spot news and documentaries on socio-economic and scientific issues of medicine and will be available to all radio stations via a toll-free number. Applicants must be experienced electronic media journalists who are creative, strong interviewers, good news writers. Some travel involved. We are an equal opportunity employer: M/F. Send resume to: Tom Nillies, American Medical Association, 535 N. Dearborn, Chicago, IL 60610.

HELP WANTED INSTRUCTION

Broadcasting Faculty Position. Instructor or Assistant Professor of Speech Communication to teach undergraduate courses in radio/TV in associate degree program at Penn State/Wilkes-Barre. Ph.D. preferred. Masters and broadcasting experience required. Responsibilities include teaching, administrating program, managing FM station and color TV facility on local campus. Send resume to: Nils Part PO Box 1830, Penn State/Wilkes-Barre Campus, Wilkes-Barre, PA 18718, An Equal Opportunity/ Affirmative Action Employer.

Buena Vista College is seeking an individual who can teach Radio Production, Station Management, Broadcast Regulation and Advertising and who can supervise the campus radio station. Able to teach both English, Speech or Theater a plus. MA required, Ph.D. preferred. Send credentials to: Fred D. Brown, Dean of Faculty, Buena Vista College, Storm Lake, IA 50588.

Instructor for radio and TV school in midwest, 5 years experience. Salary and hospitalization. Reply to Box G-143.
WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt FM Transmitters. Guarantee Radio Supply Corp., 1314 Hurstbourne Street, Laredo, TX 78040. Manuel Flores 517-723-3331.


Wanted 750 to 1000 FL tower capable of 12 FM bays. Clarence Jones, 803-492-7613.


FOR SALE EQUIPMENT


RCA TT-10AL VHF Transmitter—Working good. Channel 6, many spares, S5,000.

RCA TT-35CH VHF Transmitter—All spares, good condition. Channel 10, S20,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares. Channel 11, S12,000.

Sony 2850 3/4" Video Recorders—Good condition. S1,500 ea.

Sony 2860 3/4" Video Recorders—Excellent condition, S2,500 ea.

Spectravision 3/4" Editor—works with 2850 or 2860, S3,000 ea.

Complete film island—PE 240, Eastman 285's, TP7, Eastman multiplexer. S30,000.

IVC 500A Color Cameras—complete, beautiful pictures, ea. S7,500.

GE PE-350 Color Cameras—All accessories, good condition, ea. S4,000.

GE PE-240 Film Camera—Automatic gain & blanking, S8,000.

CDL VSE-741 Switcher—12 input, chroma key. S4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available. S1,200.

RCA TP-6 Projectors—Reverse, good condition, ea. S1,000.

Amplex 1200 A VTR'S—Amtec, Colortec: one with editor, ea. S2,200.

Norelco PC-70 Color Cameras—16x1 200M Lens, enhancer, scope, monitor, 2 available. New low price, ea. S14,000.

New Edmunds CCD-2H Time Base Corrector—Broadcast specs. S5,800.

VHF Antenna—RCA Batwing, Available new now. S5,800.

UHF Antennas—Various Models and Prices. 30 Bands 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.

20 KV FM CCA 20,000DS. 3 yrs. old, going to higher power, like new. M. Cooper 215-379-8585.

100KW ERP Circular Polarized FM Antennas 2 available: 1 RCA BFC 6 Tardomes tuned to 98.7 and 1 Shelby 6 bay with decibels tuned to 94.7, S4,000 each. Contact W. Clark, KTOC. Jonesboro, LA

Magnetic Film Recorder, RCA PM 75, 16 mm. S700. Contact Robin Staw at 213-577-5575.


RADIO

Help Wanted Programming, Production, Others

EXPERIENCED TALK PERSONALITY

Prestigious major station in top five eastern market looking for versatile, creative personality for late night talk program appealing to 25-54 women. Must be caring as well as assertive. Comfortable with phones as well as interviews; humor as well as issues. Years of experience is not as important as demonstrated success. Excellent compensation for the right individual. Men and women of all races desired. Send descriptive material to:

Box G-122

MAJOR MARKET P.D. WANTED

Major Group Flagship Station in major market, needs a very special Adult Contemporary P.D. We need someone with large market experience; a fantastic track record, both in ratings and in handling people; and needs a great challenge. We're a new group about to explode on the scene as a very impressive broadcasting company. We pay very good, our benefits are great, and we're an equal opportunity employer. Send replies to:

Box G-128
Help Wanted Management

Prospective purchaser
of radio station KJAZ-TF Alameda serving the San Francisco market area desires to hire experienced, high energy sales oriented general manager. Excellent salary plus incentives tied to both gross and net with potential of equity position. Send resume to Box G-163.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Talk Show Personality/Interviewer
Seven years medium market experience. I have made a name for myself in the South and Midwest and now I am looking to expand. If talk means numbers to you, write 2300 Jackson Rd. No. 502, Winter Haven, FL 33880, or call 813–324-1691.

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.

SPORSTSCASTER FOR SALE
wants to join existing major-market staff or build new department. 9 years news, sports and talk experience. Currently employed in Detroit. Contact: H. L. Townsend, Jr, Senior Vice President, Tennessee Valley Broadcasting Corporation, P.O. Box A, Parsons, TN 38363, 901–847-3621 (office) 901–847-7547 (home).

Help Wanted Programing, Production, Others

ATTENTION, GENERAL MANAGERS!
I'm an experienced Bergen County 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. I have over 7 years experience on the air (some in major markets) and behind the scenes. Presently employed, you or your program director can contact me through S.R. Murison, RFD 2, Box 95, Delmar, DE 19940.
Help Wanted News

Continued

METEOROLOGIST/ ENVIRONMENTAL REPORTER

Top 25 market station searching for Meteorologist/Environmental Reporter who can communicate. We are committed to News/Weather. Our commitment includes Color Radar, NAFAX, UNIFAX II, ACCU-WEATHER. Please send resume to Box F-185. An Equal Opportunity Employer, M/F.

Help Wanted Programming, Production, Others

WANTED: PROMOTION MANAGER

WTBS SUPERSTATION

The country's fastest growing station, Ted Turner's WTBS Atlanta wants an aggressive, creative manager for the Promotion Department. Developing on-air and print promotion, media planning/contact, cable relations print/broadcast materials, and a heavy workload demands strong experience with fresh perspective. Send your story and salary requirements to Edward Kessler, Director of Corporate Communications, Turner Broadcasting System, 1050 Techwood Avenue, Atlanta, Georgia 30316.

CREATIVE COPYWRITER

With audio production experience and a versatile voice to develop commercial and promotional concepts. Submit resume, tape, and samples to:

Elizabeth Blakeslee
Production Manager
WCTI-TV
PO. Box 2325
New Bern, N.C. 28560
An equal opportunity employer M/F

DAILY MAGAZINE PROGRAM

If you're looking for an opportunity to grow in a hard-working environment, we're looking for you. Daily Magazine program scheduled to start this Fall needs experienced:

Co-Hosts
Senior Producer
Associate Producers
ENG Camera Operators

If you have the drive and creativity needed to make a quality local magazine program number 1, please send a tape and resume (no phone calls) to:

Ron Gates
WIVB-TV
207 Elmwood Avenue
Buffalo, NY 14207

Help Wanted Programming, Production, Others

Continued

PROMOTION MANAGER

We need an idea person, skilled in using our own facilities as well as radio and print, to help our audiences for an active NBC station. Immediate EEO opening. Please sign for applicant who can produce own TV and radio promos. Resumes and tapes to Barry Baltimore, Exec. Vice President, WERE-TV Box 26, Wilkes-Barre, PA 18773.

Situations Wanted

Programming, Production, Others

Producer-Director available:

Films, television, and radio producer-director over 10 years experience in film and tape. Have been working as an independent producer in feature and documentary films, commercials and jingles, and videotape theater. Age 32. Have had enough experience to take control of a production. Can think on his feet rapidly. Have demonstrated creative potential and want a chance to pull it all together. Call 203-227-8761; Mt. 16, Raveh, 1 Chelsea Court, Westport, CT 06880.

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.

Situations Wanted

News

NEWS DIRECTOR

seeking top 100 market station with the resources and resolve to achieve and maintain dominance in the market. Give me the tools and I'll get the job done. Box G-139.

ALLIED FIELDS

Help Wanted Programming, Production, Others

COMEDY RECORD

Producer wanted for comedy album—Excellent script. Box F-247
Help Wanted Sales

**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 resume, 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.

**SALES PROMOTION/MARKETING**

Looking for someone in television adv/promo field who wants to move into sales. Chicago office ntl rep offers unique opportunity for an enthusiastic self-starter. Sales oriented, good communications skills and capable of developing sales promotion plans for TV clients. Excellent compensation package. Send resume to Box G-177.

**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.

**Share The Advantages Of Being With The Leader In The**

**BROADCASTING INDUSTRY**

Harris has excellent opportunities for professional sales personnel in TV and Radio Sales as:

**SALES SPECIALISTS**

**PRODUCT MARKETING MANAGERS**

**DISTRICT SALES MANAGERS**

In the constantly expanding broadcast equipment industry, the Broadcast Products Division of Harris holds a dominant position. You can benefit not only from our impressive division growth but also from the fact that Harris is a leader in the state-of-the-art technology and plans to stay in the lead.

Due to our growth, several positions are presently open for District Sales Managers which have outstanding compensation potential. Also openings presently exist at our Quincy, Illinois headquarters for Sales Trainees and Product Marketing Managers.

Those individuals in the Broadcast industry who have a sales or marketing background and technical experience with Broadcast Transmitters, Program Automation, Antennas, and Studio Equipment we challenge you to come join the leader HARRIS!

Please send resume in confidence to Gary Schell, Personnel, Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301, or call (217) 222-8200.

HARRIS COMMUNICATION AND INFORMATION PROCESSING
An Equal Opportunity Employer M/F

Broadcasting Jul 21 1980  71
Writer/Producer TV News
Award-winning Corporate Video News

We seek a creative production professional to join the AT&T staff responsible for producing "Long Lines Journal", a video newsmagazine format program that serves to inform our people of the technology, issues and professional achievements at AT&T Long Lines.

As writer/producer you'll create and execute professional mini-documentary segments from the initial research to the final mix. Your objective will be to present complex technical and managerial concepts in a clear, visually interesting manner. Your efforts will be supported by top-flight technical facilities including portable cameras and one-inch Type-C shooting/computer editing.

Ideal candidate will have a degree in communications or journalism (or equivalent), complemented by 2-3 years successful TV production experience including Electronic News Gathering and supervisory responsibilities. Strong field directing ability; experience with SMPTE-code off-line and on-line editing, are requisites. Position requires travel.

We offer attractive salary and benefits with opportunity to advance in corporate PR. Location is an attractive suburban NJ community only an hour from Manhattan. Apply by sending resume and salary history to: Professional Employment Director, AT&T Long Lines, Dept. BM-3, Room 5A110, Bedminster, NJ 07921. All replies will receive prompt confidential consideration and response.

AT&T Long Lines
An equal opportunity employer

Help Wanted News

Help Wanted Technical

Broadcast Engineers

Bored With Your Job
Or Career?

If you feel confined in your present job, sitting behind a desk or trapped in a day-to-day routine with no future in sight, then a career with RCA Service Company may be your ticket out.

RCA Service Company's Broadcast Engineers travel all over the world to install, maintain and service transmitting systems, television cameras, and/or television tape recording equipment. Experience in the maintenance of television broadcast and related equipment necessary. Digital background helpful.

We are looking for a few of the best Broadcast Specialists, who are able to work without close supervision and who would enjoy working from home to travel throughout the U.S. and occasionally to many foreign countries. A first class radio-telephone license is required.

Naturally we provide excellent salaries and Company paid benefits including medical and life insurance, vacations, holidays, and an income savings and retirement plan.

For immediate consideration, call collect, or send a letter or resume to: Mr. Rob Robinson, (609) 338-6517, RCA Service Company, Building 207-2, Rt. 38, Cherry Hill, NJ 08003. An Equal Opportunity Employer.

Employment Service

PRODUCTS

UHF SPECIALIST
* Construction Assistance
* Coverage Recommendation
* Equipment Negotiation
* Turnkey Installation

LABOR SPECIALIST
* Contract Analysis
* Negotiations
* Personnel Analysis

GENE HILL
702-831-2870

Services

Help Wanted Technical
CATV PROGRAMMING

American Television & Communications Corporation, serving over 1 million subscribers in 32 states, has established a reputation as one of the most successfully managed multiple system cable television operators in the industry. Our unparalleled growth has created the need for experienced individuals in our Cable Programming Department. Two of these opportunities include:

MANAGER COMMUNITY PROGRAMMING OPERATIONS

The selected candidate will serve as a liaison between ATC corporate and operating systems, and will be responsible for the daily logistical coordination and monitoring of over 30 ATC Local Origination operations, field training, community involvement and studio operations. This position requires an individual with a degree in Math Communications or 5 years experience as a Producer/Director, writing ability and strong organizational skills. Extensive cable system Local Origination and budget control experience is desirable.

PROJECT MANAGER—PROGRAM DEVELOPMENT

Responsibilities of this position include preparation of program elements of franchise proposals, and involvement in numerous developmental programming projects and medical uses. Candidates must possess a college degree and related experience, the ability to speak and write effectively, good organizational skills and the ability to work independently.

Our company offers a competitive salary and benefits package, in addition to excellent opportunities for rapid career development. For confidential consideration, please forward your resume and salary requirements to:

Mr. Chip Crawford
Employment Manager

AMERICAN TELEVISION & COMMUNICATIONS CORPORATION
20 INVERNESS PLACE EAST
ENGLEWOOD, COLORADO 80112
An Equal Opportunity Employer M/F/H/V

For Sale Stations

THE KEITH W. HORTON COMPANY, INC.
P.O. Box 948
Elmhurst, NY 11003
(607) 733-7138
Brokers and Consultants in the Communications Industry

Dan Hayslett
& Partners, Inc.
Media Brokers
RADIO, TV, and CATV
(214) 881-2076

R.D. HANNA COMPANY
BROKERS • APPRAISERS • CONSULTANTS
5844 Larrue Ln, Suite 503, Dallas, TX 75225 • 214-696-1022
8346 E. Princeton Ave., Denver, CO 80237 • 303-771-7675
1819 Peachtree Rd., Suite 606, Alpharetta, GA 30009 • 404-351-6555

Stereo FM In IL

$500,000.00, 12% interest, $150,000 down. Real estate included. 10 year contract to qualified buyers. All information first letter Box G-117.
For Sale Stations Continued

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<td>Small AM/FM $1,100K Terms Peter Stromquist (218) 728-3003</td>
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<td>Medium AM $310K $389K J.T. Malone (404) 453-9236</td>
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<td>Medium Fulltime $475K $512K Bill Whitley (214) 387-2303</td>
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<td>Medium Fulltime $2,300K $500K Ray Stanfield (213) 363-5764</td>
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<td>Metro AM/FM $2,500K Terms Bill Cale (904) 893-6471</td>
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day time, early sign on, non directional radio station for sale in St. Ignace, Michigan. Call after 7:00 PM. 517-321-1763.

BROADCASTING'S CLASSIFIED RATES
Paraible in advance. Check or money order only. (Billing charge to stations and terms $200)
Deadline is Monday for the following Monday’s issue. Orders and/or cancellations must be submitted in writing. (Telephone orders and/or cancellations will be accepted)
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Rates: Classified listings (non-display) 75c per word. $100.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $50.00 weekly minimum. All other classifications 80c per word. $100.00 weekly minimum. (Display) Box numbers: $200 per issue.
Rates: Classified display: Situations Wanted: (personal ads) $200 per inch. (All other classifications) $600.00 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.

CLASS C FM
for sale to ethnic minority under FCC distress sale policy. Will appraise in excess of $39K. Will sell for less than $290K terms; or less than $290K cash. Contact Steve Pasquini, KLSN, 2408 Coggin Ave, Brownwood, TX 76801.
Media

Rupert A. Walters, category manager for General Foods Corp., White Plains, N.Y., with marketing responsibility for Sanka and Brim brands, joins Warner Amex Cable Communications Inc., New York, as executive VP, marketing and programming. Nickolas Davatzes, VP of Intext Inc. and president of its Intext Communications Systems division, New York, named senior VP, human resources and organization development, Warner Amex Cable.

Bazil O’Hagan, VP general manager of WNDU-AM-FM-TV South Bend, Ind., elected president and general manager of licensee of stations, Michiana Telecasting Corp. (owned by University of Notre Dame). He now becomes chief executive and chief administrative officer. He succeeds William Thomas Hamilton, who has managed stations for 21 years, and is now partially retired, but will continue in executive capacity with WNDU stations.

Laurin Jostad, station manager, WAOW-TV Wausau, Wis., named general manager. Kent Hutchison, local sales manager, succeeds Jostad.

Charles Heiser, general sales manager of KYW(AM) Philadelphia, named VP and general manager of KOAX(FM) Dallas (both stations are owned by Group W). Heiser succeeds James Stansell, who is one of the purchasers of KDOC(FM) Dallas (“Changing Hands,” page 37).

Jay Hoffer, operations manager, KERE(AM) Denver, named general manager.

David Barrett, former general manager of CFCE(AM)-CFQR-FM Montreal, named general manager of KWKW(AM)-WWKU(FM) St. Louis.

Richard Osborne, general manager of WXL-AM-FM Concord, N.H., elected president of Capitol Broadcasting Corp., licensee of station. He will continue as general manager. J.W. Patrick Chaloux, local sales manager, elected VP. Donald Shapiro, sales representative, elected treasurer. Gardner Hill, traffic manager, and public affairs director, elected clerk. Elections followed purchase of stations by new, office new stations and other station employees.

Boyd Arnold, general manager, WKMF(AM)-WQMM(FM) Flint, Mich., named VP.

Edward J. Murray, local sales manager, KBG-AM-FM San Diego, named general manager of KSMA-AM-FM Santa Maria, Calif.

Rod O’Dell, account executive and acting sales manager, WNNR(AM) Beckley, W.Va., named general manager.

Brian Moors, general sales manager, WHN(AM) New York, named station manager.

Dan O’Brien, former promotion manager and assistant program director, WQCA-TV Washington, joins KERO-TV Tucson, Ariz., as director of operations.

Gary Neif, treasurer, KTXL(FM) Sacramento, Calif., assumes additional duties as VP-station operations.

Dennis Roberts, sales manager, KEKS(FM) Dallas, named station manager.

Rick Fetherston, 6 p.m. anchor and reporter, WMTV(FM) Madison, Wis., assumes additional duties as assistant to station manager.

Frederick Satter, media analyst, Campbell-Ewald Advertising, Detroit, joins WRIF(FM) Detroit as research director.

Douglas Jones, senior research associate, Frank N. Magid Associates, Marion, Iowa, joins Greater Media Inc., group owner based in East Brunswick, N.J., as director of research for radio division.

Jerry Buford, executive VP-operations, Daniels & Associates, Denver-based cable company, named executive VP-corporate development and acquisitions.

Paul Waring, who joined Cox Cable Communications, Atlanta, in February from General Electric Co., named VP of corporate development for Cox Cable.

Dr. Roger Fransecky, president of New York-based media consulting and production company, Roger B. Fransecky and Associates, former president of National Television Workshop, New York, joins Teleprompter Cable Television there as VP-public affairs.

Barbara Levy Landes, assistant controller, financial planning and analysis, CBS News, New York, joins NBC there as VP-financial planning and analysis.


Christine M. Warshaw, director of business affairs for ABC Television, Los Angeles, appointed director of business and legal affairs, ABC Motion Pictures.

Mitchell Stern, director of financial planning, CBS Television Stations Division, New York, joins CBS-owned WBBM-TV Chicago as director of business affairs.

Agnes Scott, development manager, noncommercial WTVS(FM) Detroit, named VP for development. Charles Colding, government affairs manager, named VP for government and community affairs.

James Long, manager of personnel development and services, Storer Broadcasting Co., Miami, elected VP.

Shirley Martin, chief accountant, noncommercial KOKH-TV Oklahoma City, named business manager and secretary of corporation.

Frank Gilland II, director of development, noncommercial WPTD(TV) Kettering, Ohio (Dayton), named VP for development.

Peter Pantaal, Southern representative, Agency for Instructional Television, joins Southern Educational Communications Association, Columbia, S.C., as director of administration-operations.

Advertising

Louis A. Magnani, VP and general manager of New York office of Marsteller Inc., named president of agency, succeeding Ramon Gaulke, who has resigned to become principal and partner in new agency, Interco-Americans, New York, which is co-owned with Publicis of Paris, European-based agency.

Arnold Weinrib, management representative at McCann-Erickson, New York, appointed senior VP. Tyy Mattson, associate media director, Lee King & Partners, Chicago, joins Mc-

QUALITY TALKS FOR

KLBJ

Austin, Texas

Continental’s new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

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Broadcasting Jul 21 1980
Cann there in same capacity.

Bruce Broder, VP-associate creative director, W.B. Doner and Co., Detroit, named senior VP Advertising.

Jim August, executive VP based in Detroit, Barkley & Evergreen, named executive VP-general manager of Kansas City, Kan., office.


Martin Murphy, account supervisor, Litter Neal Wotkin, Atlanta, elected VP.

Richard Helmer, assistant professor of marketing and operations analysis, School of Management, State University of New York, Buffalo, joins N W Ayer ABH International, New York, as associate in marketing services group. Shelley Kawal, from Sacks & Rosen Advertising, New York, joins Ayer as art director. Stephen Mandeville, from Cunningham & Walsh, joins Ayer as media planner.

Richard Nye, account executive, Ogilvy & Mather, New York, joins Tracy-Locke Advertising, Dallas, as account supervisor.

Neal Hamlin, account executive, Fahgren & Ferriss, Cincinnati, named account supervisor.

Vera Carbo, senior art director, Weightman Advertising, Philadelphia, named creative group supervisor.

John Montague, from Colle & McCoy, Minneapolis, and Brian Hooks, from Bosell & Jacobs, Minneapolis, join Carmichael-Lynch Advertising there as account executives. David Steen, who recently completed account training program at Carmichael-Lynch, named account executive.


Scott Clark, associate media director, Rosenfeld, Sirowitz & Lawson, New York, joins Kenyon & Eckhardt there in same capacity.


Pam Kellies, media director, Saunders, Lubinski & Powell, Dallas, named VP. She will also supervise newly formed subsidiary, SL&P Media Services.

Robert Dias, assistant account executive, Benton & Bowles, New York, joins Sieve Associates, Cincinnati, as account executive.

Jack M. Taylor, media director, Garfield-Linn & Co., Chicago, joins Simpson Marketing Communications Agency, Columbus, Ohio, as director of media services.


Donald Sherman, new business development director, KGSC-TV San Jose, Calif., resigns to form advertising and public relations agency, Donald J. Sherman & Associates.

Erio Lieberman, from Stiefel/Raymond Advertising, New York, joins Keichum MacLeod & Grove, New York, as copywriter.

Dick Weinsteinn, marketing and sales director of Arbiron, New York, named VP, director of marketing, Petry Television, New York.


Scott Lazzure, account executive, Roslin Radio Sales, New York, joins Blair Radio in same capacity.

Linda Packer, in sales capacity in Chicago office of RKO Radio Sales, named manager of Chicago office.

Barbara Mihalich, network coordinator, and Susan Specht, sales assistant, Eastman Radio, New York, named to New York network sales for Eastman.

Ed Trimble, local sales manager, WPCH-TV Pitts- bburgh, named general sales manager.


Michael Cefaratti, sales manager, KZEW(FM) Dallas, named general sales manager.

Ray Senate, national sales manager, WBBM(AM) Chicago, named director of marketing. Vince Frye, account executive, named national sales manager.

John Leeg, local sales manager, WICZ-TV Binghamton, N.Y., named national sales manager. Robert Clibuksky, on sales staff of WICZ- TV, succeeds Leeg. Andrew Hubbell, from WMGT-TV Binghamton, joins WICZ-TV as account executive.

Tony Battaglia, sales manager, WTVH(TV) Syracuse, N.Y., joins WJMJ-TV Lansing, Mich., as local sales manager.

Bud Clayton, account executive, KEKSF(M) Dallas, named sales manager.

Kelly Bender and Johnny Treffelt, account executives, KRLV(FM) Houston, named national and local sales manager, respectively.

Christopher Corson, account executive, KQV(AM) Pittsburgh, named local sales manager.

William E. Kelly Jr., account executive, WDEP(FM) Pittsburgh, named local sales manager.

John Hendricks, account executive, WXZY(AM) Detroit, joins KVIA(AM) Seattle as national sales manager.

Judy Layman Trent, account executive, WCMZ(FM) Flint, Mich., named local sales manager.

Robert Woodbury, commercial manager, WCCO-AM-FM Minneapolis, has announced his retirement. He has been with station since 1936 and commercial manager since 1963.

Sherry Owens, sales manager in Chicago market and credit clearing house specialist for Dun & Bradstreet, joins WLSAM Chicago as account executive.

Dennis Schoeme, former publisher and owner of Apartment Living magazine, joins KSER(FM) St. Louis as account executive.

Robert E. Butler, graduate, Southern Illinois university, Carbondale, joins WKAT(AM) Miami as account executive.

Howard Cook, account executive, KBSR(AM) Springdale, Ark., named sales manager. Randy Freeman, graduate, University of Arkansas, Fayetteville, joins KBSR as account executive.

Carl Price, senior account executive, Harrison, Righter & Parsons, Chicago, joins WBBM-TV Chicago as account executive. Rolly Clark, who is working on master's degree at Southern Illinois university, Carbondale, and former instructor there, joins WBBM(AM) Chicago as retail sales account executive.


Jeanne Marie Schlaff, freelance public relations specialist, St. Louis, joins KSER(FM) there as account executive.

Faith Shaw, from WLWTV(C) Cincinnati, joins WCVU(FM) Naples, Fla., as account executive.

Gary Drake, former South Dakota state legislator, later in insurance business, joins sales staff of WKAT(AM) Watertown, S.D.

Herman Rush, president, Marble Arch Productions, Hollywood, named president, Columbia Pictures Television there. Betsy Cullen, director of contract administration, Columbia Pictures Television Distribution, Burbank, Calif., named VP-domestic sales administration.

William M. Siegel, named chief executive officer of National Subscription Television (ON-TV), Los Angeles, with responsibility for both pay operations and regular commercial broadcasting on KGSC-TV there. Siegel, formerly executive VP for operations and member of board of ARA Services Inc., will report to Jerry Perenchio, NST president.

Ralph D. Campbell, product marketing manager for Computer Sciences Corp., named marketing manager, video sales division, ABC Video Enterprises, stationed in Los Angeles.
Susan E. DiNapoli, sales representative with Renaud International Ltd., joins the ABC unit as marketing representative, based in New York.

Greg Nathanson, VP of programing, Golden West Broadcasting Corp., Los Angeles, joins Premiere—joint venture of Columbia Pictures Industries, Geisy Oil Co., MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp.—as VP of programing. Premiere is scheduled to begin programing Jan. 1, 1981, and will offer motion pictures via satellite to cable systems and over-the-air pay television.

Ronna Wallace, director of programing, VidAmerica unit of Video Corp. of America, named director, programing, CBS Video Enterprises.

Merrill Brockway, producer of Dance in America series on noncommercial WNETTV Newark, N.J.—New York, named executive producer, arts programing, CBS Cable, first in series of appointments by CBS Cable of artists and producers in various fields.

Don Baer, director of Olympic operations, NBC Sports, New York, named VP-operations, NBC Sports.

Steve Halpern, co-owner, executive VP and director of account services and new business development, Rafshoon Advertising, Atlanta, joins Paramount Television Domestic Syndication as Southeast division manager, based in Atlanta.

James N. Ricks, with sales division of Paramount Television, named Southeastern regional sales manager, Metromedia Producers Corp. He is based in Daytona Beach, Fla.

Jon Turtle, who was involved in product acquisition and programing for National Subscription (ON) Television, Los Angeles, joins International Home Entertainment, Los Angeles-based company specializing in creation and production of shows for cable systems, as VP-production and sales.

Mark Blinoff, former VP-general manager of Consolidated Communications, La Crescenta, Calif., and former program manager, KMPC(AM) Los Angeles, joins Meri Griffin Radio in Los Angeles as VP-general manager.

Jim Epstein, regional marketing manager for Philadelphia area, Prism, pay program service, named director of corporate development. Tim Williams, from Southwestern Bell Telephone Co., Houston, succeeds Epstein. Bobby Taylor, former Philadelphia Flyers goatender, who was formerly with Prism, rejoins Prism as marketing and public relations representative.

Glen Swanson, director of Dinah Shore network and syndicated programs for almost 10 years, named director of Hour Magazine, Group W Productions’ new syndicated daytime series.

Candace Johnson, formerly with WGBS-AM-FM Washington, joins Parkway Productions, Washington, radio fine arts program syndicator, as director of marketing.


Dick Purtan, CKLW(AM) Detroit, and J.J. Johnson, KDAY(AM) Los Angeles, elected presidenti and VP, respectively, of Society of Radio Personalities and Programers.


Gerry Peterson, chief of staff for governor of Mississippi, and former program director for RKO stations WK4(AM) Boston and KU(AM) Los Angeles, joins KO’s KFRC(AM) San Francisco as program director.

Larry Knight, former assistant national program director for Fairbanks Broadcasting Co., Indianapolis, joins KGB(AM) San Diego as program director.

Mark Driscoll, from WMIX(FM) Miami, joins KIYI(FM) Palmdale-Fresno, Calif., as program director and air personality.

Frank Allen Philip, director of children’s program development, Field Communications, San Francisco, joins Public Broadcasting Service, Washington, as director of children’s and youth programing.

Judith Baker, director of programing, non-commercial WPTITV Kettering, Ohio (Dayton), and co-owned non-commercial WPTV(AM) Oxford, Ohio, named VP for programing.

Cary Pfeffer, air personality, KEZQ(AM) Omaha, and Mary Jane McKittrick, area manager, Residential Guide magazine, Los Angeles, join WQW(AM) Omaha as co-hosts of PM Magazine, which starts in September.

Kathy Fountain, co-host and associate producer, PM Magazine, WINK-TV Fort Myers, Fla., and Jim Milka, reporter, WNNZ-TV Grand Rapids, Mich., named co-hosts of PM Magazine on WZTV-AM.

Jon Findley, production manager at Field Communications’ WXKS-TV Philadelphia, named to same position with Field’s WFLD-TV Chicago.

Solomon Levine, programmer assigned to various two-way talk shows, WAGM(AM) Washington, named administrator, programs.

Tom Barsanti, operations manager, KCMO(AM) Kansas City, Mo., named operations manager, WABC-AM-FM Hartford, Conn.

Tim Staudt, sports director and anchor, WJIM-TV Lansing, Mich., joins WJFL(AM) Onondaga (Lansing), Mich., as sportscaster and anchor.

Roger Springfield, former assistant sports director, WABC-TV Birmingham, Ala., joins WNET-TV Scranton, Pa., as sports director.

Viv Roundtree, from WXKS-FM Medford, Mass., joins WBCN(AM) Boston as air personality.

Ian Silva, former weekend air personality, WMZQ(AM) Washington, joins WPRW(AM) Manassas, Va., as morning air personality.

Patricia Houlihan, director of weekend news broadcasts on KJDO-TV Fresno, Calif., named producer-director of The AM Show on KJEO.

Jan Daniels, night director, WLEY-TV Columbus, Ga., transferred to co-owned WAFV-TV Huntsville, Ala., as night production director.

News and Public Affairs

Paul Davis, news director, WCIA-TV Champaign, Ill., and immediate past president of Radio-Television News Directors Association (“Profile,” Sept. 18, 1978), named news director of WGAN-AM-FM Chicago, succeeding John Ravencroft, who will become news operations manager of WGN Radio.

Effective Aug. 18, Dave Shaul, assistant news director and executive producer, WCIA, has been named to succeed Davis as news director.

Nick Lawler, former assistant news director, WTVW-Buffalo, N.Y., joins WNET-TV Scranton, Pa., as news director. Pat Nilsen, former reporter, WABC-TV, Birmingham, Ala., joins WNET-TV in same capacity.

Roy Carden, news director and anchor, KCBP-
TV Lubbock, Tex., joins WPIT-TV Durham, N.C., as news director.

Ed Dorsey, producer of news and special projects, WDIV-TV Detroit, and also serving as communications advisor to Benjamin Hooks, executive director of National Association for the Advancement of Colored People, named news director of WINDM Chicago.

Dave Berg, assignment editor, KETV-TV Omaha, joins KMOV-TV Stockton-Sacramento, Calif., as assistant news director.


Marty Ryan, special projects producer, NBC-TV's Today program, named producer of Today.

Joe Day, reporter, WCBS-TV Boston, named chief news correspondent.

Randi Covington, documentary producer, WAVY-TV Norfolk, Va., named manager of "I-Team" investigative reporting unit at WBBM-TV Chicago.

Rich Yepsen, 6 p.m. news producer, WCMI-TV Columbus, Ohio, named assignment editor. Ben Douglas Gabler, graduate, Northern Illinois University, DeKalb, joins WCMI-TV as meteorologist. Phil Paulin, from WCHS-TV Charleston, W.Va., joins WCMI-TV as news photographer.

Angela Estell, general assignment reporter, Post-Newseum's WPLG-TV Miami, joins co-owned WXTV Jacksonville, Fla., as noon anchor. Michelle Gähring, general assignment and consumer reporter, WXTV, named weekend anchor and consumer reporter. Larry Shenosky, news producer, WXTV, named news producer-director.

Sally Fitz, field reporter, WXTV Miami, named weekend co-anchor.

Neal Rosenau, weekend news producer, KMOV-TV Portland, Ore., named reporter.

Leah Erickson, former feature reporter and critic for KMOV-TV St. Louis, joins KYW-AM Philadelphia as weathercaster and science reporter.

Roberta Gordon, former senior producer-director for noncommercial WITC-TV(AM) Chattanooga, joins noncommercial WJCTV Jacksonville, Fla., as executive producer for public affairs programming.

Cecily Newton, newscaster, WBMM(AM) Danville, Va., joins WATT(AM) Charlotte, N.C., as reporter.

Neil Snelling, reporter, WHIZ-AM-FM-TV Zanesville, Ohio, joins WHIZ(AM-WKNO) Newark, Ohio, in same capacity.

Promotion and PR

Bonnie Jacob, independent theatrical press agent working in Washington and Boston, and Ben Kittner, assistant editor of National Education Association's newspaper, NEA Reporter, join Public Broadcasting Service, Washington, as editorial associates in public information department.

Vicky Purnell, admissions counselor at Old Dominion University, Norfolk, Va., joins WTAR(AM) there as audience promotions manager.

Technology

Carl Youngberg, former VP-manufacturing, Data Pathways, Sunnyvale, Calif., joins International Video Corp. there as VP-manufacturing.


Richard Carlsen, video sales engineer, Harvey Electronics, Anthony Schicchi, audio-visual consultant, Modern Mass Media, and David Hillman, who has been with Sony three years and recently completed management training program, named district sales managers for Sony Video Products Co.'s Eastern region.

Three executives in CBS-TV's production facilities and engineering department promoted to VP: Robert M. Hammer, general manager, network operations, New York, becomes VP, production facilities, New York; Charles Cap- place, general manager, Television City, Hollywood, becomes VP, production facilities, Television City; Bernard Oseransky, general manager, CBS Studio Center, Hollywood, becomes VP, production facilities, CBS Studio Center.

Gary Frank, international manager, Duo Fast, Franklin Park, Ill., joins Oak Communications, Crystal Lake, Ill., as director of sales for CATV division.

Stephen Lang, senior marketing specialist, Valtec Corp., West Boylston, Mass., named sales manager of Valtec's communication fiber optics group.

Allied Fields

Marcus Cohn, communications attorney with Washington law firm of Cohn & Marks, has been nominated by President Carter to six-year term on 26-member council of National Endowment for the Humanities, which disburses $150 million appropriated by Congress for studies in humanities. Nomination is subject to Senate confirmation.


David C. Jatlow and Stuart F. Fieldstein, associates, Fleischman & Walsh, Washington communications law firm, named partners.

Richard Rubin, formerly with FCC Common Carrier Bureau, named associate.

Mel Kampmann, former VP for news and public affairs, WILA-TV Washington, has opened communications consulting firm in Washington, specializing in news and program consulting.

Firm is located at 4000 Albermarle St. N.W., Washington, D.C., 19801, (202) 362-8582.

Katherine Rutkowski, television research analyst, ABC, New York, joins National Cable Television Association, Washington, as assistant director of technical research. Vithhear Ouk, graduate, Computer Learning Center, Springfield, Va., and American University Graduate School of Business, Washington, joins NCTA as manager of office of data services.

AI Crocker, sales engineer, Moseley Associates, Santa Barbara, Calif., joins Broadcast Communication Associates, Atlanta, as national sales manager.

New officers, Washington chapter of American Women in Radio and Television: Linda Cinciotti, Arent, Fox, Kintner, Plockin & Kahn, president; Mai Johnston, Cox Broadcasting Corp., president-elect; Alice Riehi, Storer Broadcasting Corp., VP; Elizabeth Levy, Environmental Protection Agency, corresponding secretary; Mila Alberson, freelance writer and reporter, recording secretary, and Helen Disenhaus, Dow, Lohnes & Alberson, treasurer.

Ken Sunshine, former special projects director, Record World magazine, New York, joins American Society of Composers, Authors and Publishers, New York, as communications coordinator.

Larry Kirkman, professor, School of Communications, American University, Washington, named director, Television and Video Services program, American Film Institute, there.

Edward Stephens, professor of advertising and assistant dean of intermediate division at S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, N.Y., named acting dean of school. He succeeds Henry Schulte, who has resigned, but remains member of faculty.

Deaths

Dick Graf, 51, former news director at WNAC-TV Boston, died July 15 in Boston hospital. He had been suffering from heart trouble. Last month, Graf gave up his position as news director at WNAC-TV because of ill health, but continued to work for station as director of special projects. During his career, he served as news director for WJAX-TV Detroit, WBBM-TV Chicago, and earlier had been news director for WNAC-TV. From 1959 to 1972, Graf worked for NBC News in New York as writer, editor, producer and news director. In 1973, he joined Television News Inc. as assistant news service, as VP-news director. Survivors include his wife, Madonna, and three children.

Clarence J. Mulrooney, 91, former chairman of board of Midwest Radio-TV, licensee of WCCO-AM-FM-TV Minneapolis, died July 8. He was director of company since it was formed in 1952 and was vice chairman from 1967 to 1976. He was elected chairman in 1976 after reorganization of company under MTC Properties, which acquired ownership of WCCO. Survivors include his wife, LeVonne.

Don Nicholl, 52, television comedy producer and writer, died of cancer in Los Angeles July 12. He was co-executive producer of Three's Company and The Ropers and was also story editor and executive producer of A11 in the Family. He also produced The Jeffereons.
When you position an ad in SRDS Spot Radio, you position your station in the market place.

It's as basic as that.

A lot of popular misconceptions have been floating around about today's radio buying habits. So we challenged them. We researched.

Our continuing in-depth research shows that buyers and planners of media don't consider ONLY rates. In fact, they don't even consider rates FIRST.

What advertisers and agencies do want from your station is an information base. THAT'S WHY THEY COME TO SRDS.

They want to know about your format. Your audience. And its demographics. So that they may position their advertising most effectively within their market.

THAT'S WHAT THEY GET FROM SRDS.

Before advertisers and agencies think of rates, before they think of anything else, they think of positioning. Rather than scanning your rate card, the buyer of spot radio carefully peruses SRDS. He is, in effect, saying...

"Tell me everything you can about your station." We know, because we found out.

SRDS, the first source of information for buyers of spot radio, is your best opportunity to meet your market head on. To show buyers how your station is positioned in the market place.

Contact your SRDS sales representative today. He'll be glad to show you how to position your station advantageously.

WE'RE MORE THAN JUST RATES.

In SRDS, YOU ARE THERE, selling by helping people buy.

SPOT RADIO RATES AND DATA

5201 Old Orchard Road, Skokie, Illinois 60077
Ayer's Marcella Rosen: bring on the challenges

The topsy-turvy world of advertising media in the 1980's is a shot of adrenaline to Marcella Rosen.

As senior vice president and media director of NW Ayer ABH International, New York, Rosen oversees a media staff of about 200 and has primary responsibility for almost $400 million in expenditures, half of that in broadcast. As if that were not enough stimulus, Rosen says she's excited about the advertising implications of the new technology, particularly the challenges posed by the intensified competition to established forms by cable, pay cable, videocassettes and other communications outlets.

Challenges never have constituted a problem for Rosen, who has spent 23 years in advertising. She notes that she held account management positions at advertising agencies back in the mid-1960's, when women were a rarity in such posts. And she assumed the top media position at Ayer in 1978 although her background had not been extremely heavy in media.

Rosen does not come across as the stereotype of the strong-willed, plain-spoken career woman. She speaks softly and evenly, smiles and laughs often, but radiates seriousness and self-confidence. She thinks of herself as the modern career woman who combines marriage with a vocation.

"I would never have been able to hold down the jobs I did without the cooperation of my husband and the excellent household help I have had," she confesses. "My husband always has been supportive of everything I've tried to do. And without the household help I never would have been able to raise two wonderful children."

Her husband, David Rosen, helps in other ways. He is now president of TVC Laboratories, a New York-based color film processing firm, but was once a salesman for Screen Gems (now Columbia Pictures Television) and manager of WAST-TV Albany, N.Y. She says she sometimes discuss questions relating to television with him.

Like many executives in advertising and broadcasting, Rosen originally had set her sights on a career in another field—clinical psychology. While studying for her MA degree at Columbia University during 1955-57, she worked for the Psychological Corp. in New York evaluating various psychological experiments.

"When I received my master's degree in 1957, I decided to see if my background would be useful in industry," she recalls. "I made the rounds of several management consultant firms, and one suggested I might be able to land a job in research at an advertising agency. I had never thought of that.

She applied at various agencies and was accepted at Cunningham & Walsh in the market research department. She remained at C&W until 1962 and broadened her background over the next 15 years with posts in marketing, account management, and media and at such other New York agencies as Doyle Dane Bernbach; Smith/Greenland; Altman, Stoller, Weiss, and her own agency, Trager-Rosen.

"It was wonderful experience," Rosen remembers. "At one time or another I was involved in marketing, account management and media on such diversified accounts as Yardley, General Mills, Folger coffee, the ABC Radio Network, Colgate, Sunshine biscuits, Chelsea National Bank and the Fortunoff discount stores."

In 1977 she accepted an offer to join Ayer's Marketing Services Group as an associate. She performed a variety of marketing assignments for such clients as Avon, duPont, Scholl, Nestle and AT&T and also was active in the new business area.

The following year when the top slot in Ayer's media department opened up, the agency tapped Marcella Rosen.

Louis T. Hagopian, chairman and chief executive officer of Ayer, explains Rosen's selection: "We knew Marcella had not had extensive media background, but we saw two things. We had become aware of her excellent management skills and we were impressed with her broad background in marketing and account management. These we considered pluses. We feel she has strengthened the department by bringing in outstanding individuals and by broadening the activities of the media unit."

Rosen is confident that broadcasting will continue to flourish in the 1980's despite the growth of new media.

"We think that network television will continue to be a mass medium, although it will become more segmented, more like magazines," she ventures. "We feel that radio will find its place and continue to grow. We had some reservations because of the possible impact of the energy crisis on our radio station. But we've concluded that Americans like their cars too much to cut down significantly on their usage of autos.

"We think of cable TV and disks as supplementary to existing media. We hope that cable will experiment with different kinds of programming. The investment can be modest for advertisers if they do anything new, and some of these projects may move up to network TV or other forms of television."

Rosen's network program staff was immersed in up-front buying for the 1980-81 season until a few weeks ago, and has completed these transactions. Rosen disagrees with other agencies that had been delaying their up-front activity.

"We found the market was generally soft and we were able to buy at reasonable rates," she says. The probability of escalating costs in the 1980's places emphasis on the need for well-trained, skilled media specialists, according to Rosen. She is proud of an in-house media seminar institution at Ayer recently. It runs from 10 to 12 weeks and 40 persons have attended so far. Of that total, she adds, 27 have been promoted to higher positions.

Aside from her husband, she cites her alma mater, Barnard College, as an influence on her career. "Barnard inspired its women not to settle for second best," she remarks. "If you wanted to be a physician, you were never told to become a nurse."
Down to earth

There are encouraging signs that reason and balance are finding a place in projections of what the new technologies are likely to do to broadcast television. For a while, the enthusiasm whipped up by the new media gave broadcast TV incredibly short shrift. That seems to be changing.

In the last two weeks, for example, two respected agencies have produced forecasts that strike us as basically sound. Young & Rubicam, speaking only of pay cable, foresaw some effects on network TV but said they will be negligible, at least through 1985.

"The end of network television as a mass medium is not in sight," Y&R concluded (BROADCASTING, July 14). And N W Ayer, as reported elsewhere in this issue, reached similar conclusions in a look at the whole lot of new media, deciding that they will essentially be supplements to existing forms.

These projections have logic on their side. It is irrational to think that viewers, given a greater diversity of things to watch and do, will not sample them and revisit attractions that they like. It is equally illogical to expect wholesale defection from broadcast TV to the assorted new media. Penetration alone—almost total for TV, just beginning for the new media—will protect broadcast television for quite a while, without regard to the inevitable need of the new media to prove themselves with programming.

It is often said that the new technologies will transform television as television transformed radio. The situations are not alike. Radio was confronted with a new medium that added an entirely new dimension on a national scale. The new technologies are just that—new means of delivery; they bring new and sometimes different programs but add no truly new dimension. Instead of transforming broadcast television, they will nibble at it.

The first signs of nibbling may, in fact, already have been detected. In the second quarter of this year, network shares of prime-time audience were down slightly from the same period of 1979 (BROADCASTING, July 7). Since total TV usage was up, the networks obviously lost audience, although its whereabouts is not yet clear.

Whether the dip was a meaningless aberration or the onset of a trend, this is how the new media that succeed will eventually establish their audiences—in bits and pieces. They will take something away from broadcast television, perhaps causing broadcasters to make some adjustments, but for as far ahead as anyone can see, they are not likely to endanger television's pre-eminence among mass media. Nor should that prospect dismay the new media, for they have already proved they can earn profits on relatively small pieces of the action.

How to cool it

The National Cable Television Association is understandably "shocked and disappointed" by the threat of a moratorium on cable franchising by municipal authorities who dislike S. 2827, the Senate bill to overhaul the Communications Act. S. 2827 is read by the National League of Cities as the death sentence for local authority over franchising. The NCTA says the league misunderstands the bill, which the NCTA ardently supports.

The space here is inadequate to evaluate the arguments in this face-off. It is enough to say that the National League of Cities may be reading more danger into the bill than is really promised and that the NCTA, attempting to calm the league's fears, may be reading less. The point is that there is a disagreement that will not be settled by a freeze on local franchising. What is needed is clarification that can come only from the Senate Commerce Committee, which before the current recess was hell bent to mark up the bill.

Indeed the committee has many other reasons to reappraise S. 2827 before coming to a vote. Broadcasters have expressed strong reservations about sections that apply to them. S. 2827 offers broadcasting longer license terms but not much else in the way of deregulation and contains the mechanism for creation of substantial rental fees for spectrum use. It proposes to liberate cable from all governmental controls on broadcast signal carriage, a subject of intense dispute that ought to be vested in hearings.

There are other interests that the committee cannot ignore on its way to legislation. As reported elsewhere in this issue, the American Newspaper Publishers Association has drawn attention to features of S. 2827 that it thinks would encourage telephone companies to supply as well as to deliver electronic programing in unfair exploitation of their carrier role. On the other side, AT&T has expressed reservations of its own about the bill.

The advocates of fast action on S. 2827 argue that all the conflicts of interest were exposed at length during hearings on bills that preceded it. The fact is that S. 2827 is new enough legislation to have created controversies of its own. There may be no need for extended hearings. Surely, however, the committee will not go to mark-up before listening to testimony at reasonable length.

Perhaps the National League of Cities would appear to discuss its concerns and to explain why cooler heads decided to call off the moratorium on franchising.

Never look back

A foolish editor, attempting to refresh his memory of what was said on this page about political convention coverage four years ago, discovered an unequivocal prediction that the 1976 conventions would be the last to attract full television coverage. The prediction was based on the networks' loss of audiences that in 1976 left in droves for any other television they could find.

As reported elsewhere in this issue, the networks suffered a worse hemorrhage of audience during their full coverage of the Republican convention last week, but readers will find no prophecy about 1984. Maybe the networks are willing to sacrifice half their normal viewers to other television fare for the journalistic joy of overplaying a story. And indeed the Ford-Bush off-again-on-again vice presidential exercise last Wednesday was something all those absent network viewers must have been sorry they missed.

On to New York with the Democrats Aug. 11.
At 7:34 P.M., July 9, 1980, WESH-TV became

FLORIDA'S TALLEST ATTRACTION

WESH-TV Station officials Marvin C. Whatmore, left, and John M. Haberlan pose with 9-year old viewer Becky Evans who had just joined them in activating WESH-TV's new Harris transmitters and CP antenna atop a Kline Steel tower (inset) which, at 1,740', not only dwarfed the tower it replaced, but is some 50 stories taller than New York's World Trade Center.

But it takes more than height to build character.

It took a year and more than $3,000,000, plus years of planning, for WESH-TV to introduce a circularly polarized signal from a tower nearly 800 feet taller than the one from which it has served Central Florida for almost a quarter century. The result is improved reception for veteran viewers and the availability of a superior signal to some 300,000 new viewers in the 2,950 square miles added to the primary coverage area.

But reaching skyward with a new tower doesn't mean WESH-TV has forgotten that success in this fast-growing market is grounded in character, concern and involvement. That is what WESH-TV viewers, who've come from every corner of the nation, demand.

That's why WESH-TV maintains fully equipped and staffed studios in both Daytona Beach and Orlando, with a full-fledged news bureau in Cape Canaveral. That's why WESH-TV people are involved with the civic life of the region and why the station offers more hours of news and public affairs programming each week than its competitors. That's why 80,000 Central Florida Students play WESH-TV's 'TV News Game' and why the station's Daytona Beach manager is consultant to the Florida State Reading Council and the Florida Federation of Womens Clubs on programs geared to make the state a leader in using television to unite the family.

For a lot longer than it took to build a new tower, WESH-TV has been involved; has been concerned — has been building character.

WESH-TV
Daytona Beach/Orlando
A Cowles Broadcasting Station
100 Huntley Street

100 Huntley Street, known to millions of television viewers across North America, Europe and the Far East, is both the title of a daily program series and the location of a dynamic production centre operated by Crossroads Christian Communications Inc. Network and syndicated programs in ten different languages are produced and mixed here in newly expanded facilities that include this comprehensive custom Ward-Beck model 790637 television audio control console.