

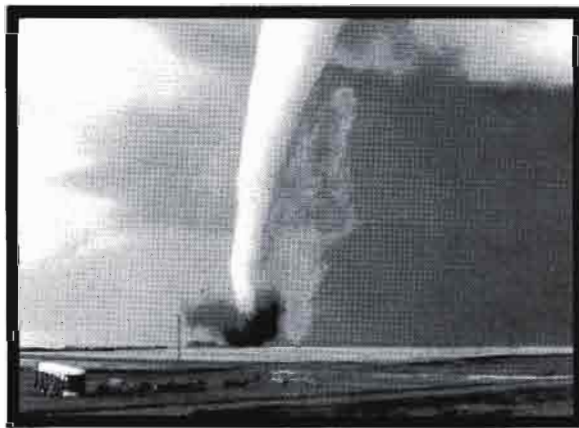
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promises, perils of new technology**

Broadcasting Apr 21

The newsweekly of broadcasting and allied arts

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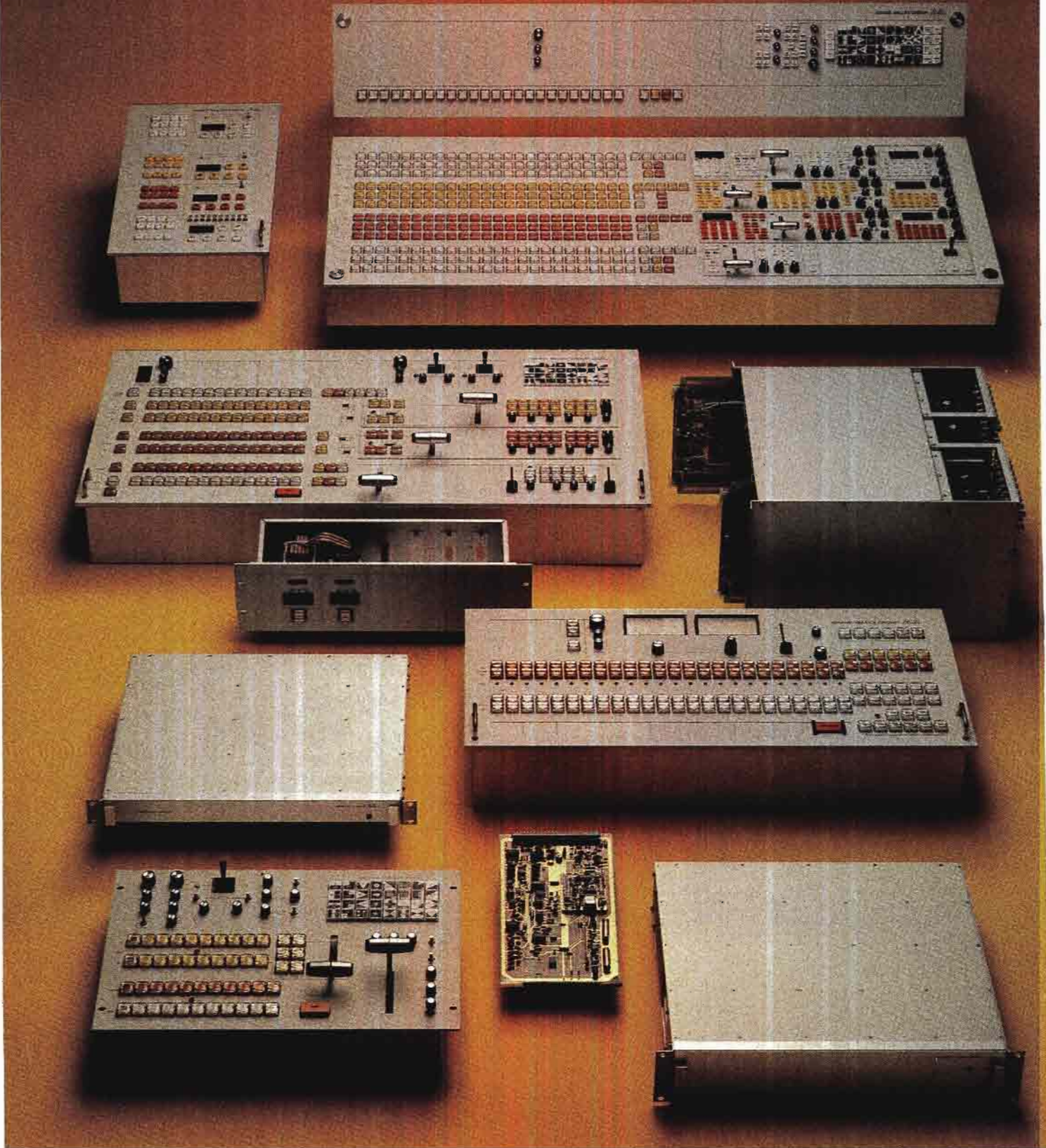
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The Week in Brief

TOP OF THE WEEK

NAB'S WEEK IN VEGAS □ Technology dominated the 58th annual convention—not only in the exhibit halls but also as part of the industry issues discussed and debated throughout the agenda. **PAGE 25.**

PULLING ANOTHER PLUG □ Carter wants to increase pressure on Iran by having American news groups minimize their presence and activities there. **PAGE 28.**

LAW & REGULATION

TIT FOR TAT □ FCC Chairman Ferris urges broadcasters at the NAB convention to embrace the new technologies, increase competition, and, in turn, earn less regulation and First Amendment parity. **PAGE 29.**

VOICES FROM CAPITOL HILL □ NAB delegates hear Van Deerlin tie 9 khz to deregulation. **PAGE 30.** Goldwater pitches for a communications bill. **PAGE 32.** Hollings is quizzed on broadcast issues. **PAGE 34.** House Communications Subcommittee members explain their stance on limiting FTC powers and cable deregulation. **PAGE 34.** Broadcasters-turned-congressmen give NAB radio delegates tips on dealing with Capitol Hill. **PAGE 38.**

ON THE FIRING LINE □ The FCC's Lee, Quello, Brown and Fogarty field questions at separate TV and radio sessions in Las Vegas. The latter has explosive moments over AM stereo and EEO guidelines. **PAGE 42.**

MEDIA

ON THE OFFENSIVE □ Donald Thurston, winner of the NAB's Distinguished Service Award, exhorts broadcasters to support the minority fund, defends the association's 9 khz stance and answers criticism by Van Deerlin. **PAGE 52.** NAB President Wasilewski rebuts charges of obstructionism, declares that broadcasters are synonymous with progress. **PAGE 52.**

AT IT AGAIN □ Mobil's Schmetz and CBS's Mater debate advocacy. **PAGE 56.**

ARRIES UNDAUNTED □ The chairman of the All-Industry TV Stations Music License Committee doesn't think CBS's loss in per-use litigation will affect the committee's own antitrust suit against the licensers. **PAGE 58.**

BUSINESS

SALES SINGALONGS □ RAB charts radio's success story at its Las Vegas session and throws some brickbats back at TVB. **PAGE 62.** TVB's meeting focuses on the greater opportunities that television will enjoy in the next 10 years. **PAGE 62.**

FINANCIAL REALITIES □ An NAB workshop discusses tight money and how it could affect station deals. But the forecast is that interest rates will drop and avert buying and selling problems. **PAGE 63.**

PROGRAMMING

THAT OLYMPICS GAP □ With its Moscow coverage all but officially cancelled, NBC-TV examines its options for substitute programming and alternatives it can offer sponsors. **PAGE 67.**

JOURNALISM

PLANNER'S PLAN □ NBC News vice president predicts the networks will spread correspondents throughout the country as new technology puts reporters closer to where the news breaks. **PAGE 71.**

TECHNOLOGY

CHEST BUMPING □ The 9 khz issue is revived in Las Vegas as both Thurston and Livesay claim the other was used. Lee doesn't let Thurston's criticism of U.S. delegation to Buenos Aires go unanswered. **PAGE 73.**

HOT ITEMS □ The hardware for fixed satellite service is very much in evidence at the NAB exhibits, and workshops on that subject draw substantial numbers. **PAGE 74.** Delegates also get a preview of the components that will go into the digital studio of tomorrow. **PAGE 76.** Teletext updates are afforded both management and engineers in Las Vegas. **PAGE 78.** A storm of controversy over the selection of the Magnavox system may delay its implementation. **PAGE 80.**

PROFILE

VIA THE SMALL TOWN □ In 1972, William Dilday left his native Boston to further his career in Jackson, Miss. Since then the general manager of WLBT(TV) has made his mark there and on the national broadcast scene as a member of the NAB board, a congressional Black Caucus advisory group and the NBC-TV affiliates board. **PAGE 105.**

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Against stream

Despite strong signs of recession in other businesses, spot broadcasting is still robust. Talks with leading national representatives indicate first quarter was strong for both spot television and radio and second quarter is outpacing 1979 by comfortable margin. Even in hard-hit Detroit, business is said to be up substantially over last year, with spot radio particularly bright in automotive accounts. Some smaller markets report sharp drop-off in auto advertising.

Two for one?

Separate annual NAB conventions for radio and television, with separate exhibits by suppliers of equipment and services? That's in minds of some members of NAB's five-man Convention Futures Committee and could jell as formal proposal at next NAB board meeting in June. Sheer size of combined convention such as last week's in Las Vegas, where nearly 20,000 were in attendance, prompts talk of change. NAB conventions are now said to be second in size only to those of American home builders for attendance and equipment displacement.

NAB's recently instituted annual radio programming conferences (next in New Orleans in August) could provide basis for full-fledged radio convention. Presence of National Radio Broadcasters Association on scene also figures in NAB thinking. Division of NAB into radio and TV shows would be expected to displease manufacturers supplying both media and facing duplicated costs.

More and more

Still another candidate has surfaced in White House search for possible successor to FCC Commissioner James H. Quello. It is Shelton Merrill, 30, of Oceanview, Del., and he is neither Hispanic nor lawyer (most other candidates have been one or both) but operator, with his wife, of antique store and leader in Delaware's effort to secure first television service. He heads Delaware Citizens Committee, whose goal is public television operation, and is vice chairman of Citizens Committee for Expansion of Commercial Television in Delaware, which is interested in obtaining commercial station.

Merrill will be interviewed for job by White House staff on Wednesday, but he has already had some noteworthy talks at White House. Two weeks ago, he had appointment with presidential domestic

policy adviser, Stuart E. Eizenstat, who sent him to see Harley Frankel, assistant director of presidential personnel office. Merrill had seen Eizenstat in connection with Delaware's campaign to secure television service. But Merrill's interest in FCC spot was also discussed, and one thing led to another.

Snubbed?

Conspicuously absent from annual gourmet dinner given by Broadcast Music Inc. at last week's NAB convention were three invited guests who had accepted but failed to show: FCC Chairman Charles D. Ferris and Commissioners Robert E. Lee and Tyrone Brown. At last minute all decided to dine at Sands hotel where Wayne Newton, reigning star of Las Vegas, was singing. Roy Elson, former NAB vice president, now political consultant to association, was host. In interview in BROADCASTING'S April 14 issue, Ferris had expressed desire to mingle with more broadcasters. Nearly two hundred influential ones were with BMI at Caesars Palace on night of April 14.

Three former chairmen were BMI guests: Rosel Hyde, Dean Burch and Richard Wiley. So were incumbent Commissioners James Quello and Joseph Fogarty. Robert Wells, former FCC member, is now BMI chairman. He succeeded E.R. (Curly) Vadeboncoeur of Newhouse stations, who continues to supervise BMI dinner arrangements.

Whopper

FCC hopes to schedule meeting on General Electric-Cox Broadcasting merger for April 28. If approved, \$500-million merger will be largest in broadcast history and result in GE's owning six AM stations, seven FM's and five VHF's. GE now owns three AM's, five FM's and three VHF's. (All VHF's are in top 50 markets—requiring GE to make public-interest showing why rule limiting ownership by acquisition to two should be waived.)

There are four petitions to deny merger as well as national concentration issue and GE character-qualification challenges to be resolved. Commissioner Abbott Washburn, lone dissenter to \$406-million Gannett-Combined Communications merger approved last June, may be dissenter again on same grounds of excessive concentration of control. Even though it's unlikely that FCC would deny merger, thorny issues promise long debate.

Four face-offs

League of Women Voters Educational Fund this week will announce tentative plans for presidential and vice presidential debates it hopes to sponsor in fall between Democratic and Republican candidates. League is thinking of four debates in all—three involving presidential candidates and one vice presidential—between mid-September and week before election, on Nov. 14. Additional details will be disclosed at news conference, to be held in Houston on Wednesday, before Republican presidential forum.

Writer's cramp

FCC's order denying license renewal to three RKO General stations, WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles, voted at Jan. 24 meeting, is still incomplete. Written document has been in Chairman Charles Ferris's office for last three weeks. FCC rules require member of majority to supervise writing of orders in adjudicatory cases. Ferris reportedly has come to head of what is supposed to be rotation on several major matters—with majority consensus. With four commissioners joining Ferris on trip to China in two weeks, three of them part of majority on RKO matter, it is unlikely that final order will be out before early June.

Busy bird

Joint venture between National Public Radio and United Press International will probably be finalized this week to deliver UPI wire and audio to NPR stations via NPR satellite. NPR, which has already signed agreement, is hoping 120 stations will subscribe to wire service initially, fewer for audio service. Amount each station will pay will depend on number of stations using service, as NPR has contracted for service for flat fee, which subscribing stations will split. If equipment is delivered on schedule, service will begin late in summer.

Fast draw

Staff recommendation that led FCC to now controversial choice of Magnavox AM stereo system (see page 80) was reportedly made in haste. After Broadcast Bureau's marketplace proposal drew criticism (BROADCASTING, March 31), seven-member committee from bureau and Office of Science and Technology was formed and ordered to pick single system within week.

Business Briefly

TV ONLY

Armour-Dial □ Twelve-week campaign for Treet begins May 12 and runs through Sept. 13 in 50 markets including Oklahoma City, Atlanta, and Columbus and Dayton, Ohio. Spots are placed during day and fringe times. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-54.

Beefsteak Charlie □ Eight-week campaign for restaurants begins May 24 in 10 markets including Albany-Schenectady-Troy, N.Y., plus various Florida and Connecticut markets. Spots will be placed during day, fringe and news times. Agency: Media Communications, New York. Target: adults, 18-49.

All Brands Importers □ Eight-week campaign for Moosehead beer begins May 5 in seven markets including Charlotte, N.C. Spots are placed during

late fringe and news/sports times. Agency: Mathieu, Gerfen & Bresner, New York. Target: men, 18-49.

Keyes Fiber □ Eight-week campaign for Chinette paper plates begins May 5 in 43 markets including Los Angeles; Washington; Philadelphia; Cincinnati and Dayton, Ohio; Dallas-Fort Worth, and New Orleans. Spots will run during fringe times. Agency: Rosenfeld, Sirowitz & Lawson, New York. Target: women, 18-49.

Union Oil □ Six-week campaign begins this week in about 14 markets including Miami, Atlanta and St. Louis. Spots are placed during fringe, prime and sports programming. Agency: Leo Burnett & Co., Chicago. Target: men, 18-49.

Mercedes-Benz □ Four-week campaign for automobiles begins May 5 in approximately 25 markets including San Francisco, Los Angeles, Miami and

Advantage

Debut. Multimillion dollar network TV campaign is planned for newest addition to Volkswagen line, "Jetta." Campaign will break May 15 over CBS and NBC, plus supplemental spot TV within the second quarter. Agency for Volkswagen is Doyle Dane Bernbach, New York. Credits: producer, Sheldon Levy; copy writer, Diane Rothchild; art director, Bert Steinhauer.

□

Together. Wallace & Washburn, Boston-based marketing firm, has entered into joint venture with Simmons Market Research Bureau, New York, to issue *Wallace & Washburn Report*. Annually syndicated media study provides radio programming information and qualitative sales data (shopping habits and preferences by products and brands) on station-by-station and market-by-market basis, as well as qualitative data for TV stations and local print media. Reports on New York and Boston have been completed. Approximately 40 stations, agencies and print media outlets have bought New York and Boston reports.

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Atlanta. Spots will run in prime and news/sports times. Agency: McCaffrey & McCall, New York. Target: men, 35 plus.

Porsche-Audi □ Four-week campaign for Audi 5000 begins June 12 in about 25 markets. Spots will run during late fringe times and news programming. Agency: Doyle Dane Bernbach, New York. Target: men, 18-49.

Speidel □ Four-week campaign for identification bracelets begins April 28 in eight markets. Agency: Creamer, Inc., New York. Target: teen-agers, adults, 18-24.

Piper Jaffray & Hopwood □ Four-week campaign for brokerage firm begins May 5 in about 20 markets including Portland, Ore., and Seattle-Tacoma, Wash. Spots will run during late news/sports times. Agency: BBDO, Minneapolis. Target: men, 35 plus.

Renault □ Four-week campaign for Le

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Car begins this week in about 20 markets including Los Angeles, San Francisco, Denver, Minneapolis-St. Paul and Pittsburgh. Some spots will run during late news times. Agency: Marsteller, New York. Target: adults, 18-49.

U.S. Shoe □ Four-to-five week campaign for Cobbie Cuddlers begins this week in about 40 markets including Pittsburgh, Denver, Birmingham, Ala., and San Francisco. Spots will run during fringe times. Agency: Leber Katz & Partners, New York. Target: working women; women, 25-54.

National Car Rental □ Four-week campaign begins this week in 18 markets including San Francisco, Los Angeles, Seattle-Tacoma, Denver, St. Louis and Atlanta. Spots are run in late news times. Agency: Manoff Geers Gross, New York. Target: adults, 25-54.

Booth Fisheries □ Four-week campaign for frozen seafood begins April 28 in Los Angeles and San Diego. Spots are placed in day, fringe and prime access times. Agency: Grey-North, Chicago. Target: women, 25-54.

John Morell □ Three-week campaign for Nathan's hot dogs begins May 12 in New York. Spots will run in day and fringe

times. Agency: Kenyon & Eckhardt, Chicago. Target: women, 25-54.

Rustler □ Three-week campaign for restaurant chain begins in early May in New York, Philadelphia, Baltimore and Washington. Spots are placed during prime access, prime, fringe and weekend times. Agency: Lewis & Gilman, Philadelphia. Target: adults, 18-49.

Four C □ Two-week campaign for ice-tea mix begins May 26 in New York and Philadelphia. Spots are placed in day, fringe and prime access times. Agency: Timebuying Services, New York. Target: women, 25-49.

Evan-Picone □ One-week campaign for women's fashions begins April 30 to promote spring sale in 16 markets. Spots will run during fringe and prime times. Agency: Humphrey, Browning, MacDougall, Boston. Target: women, 18-49.

Cooper Tire & Rubber □ Fifty-two week campaign for tires begins April 28 in Los Angeles, Portland, Ore., and New Orleans. Agency: Eisaman, Johns & Laws, Chicago. Target: men, 25-49.

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Rep Report

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Radio Sales from Torbet Radio.

□

WWLI(AM)-WHSL(FM) Wilmington, N.C.: To
Blair Radio from Torbet Radio.

Washington Dairy Products □ Six-week campaign to promote cheese festival begins May 21 in various Washington state markets. Agency: Ehrig & Associates, Seattle. Target: women, 18-49.

Chicago Mercantile Exchange □ Fifty-two week campaign begins May 5 in Chicago, Des Moines, Iowa, and Minneapolis. Spots will run during farm programming. Agency: Cohen & Greenbaum, Chicago. Target: men, 25-54.

Amalie Refining □ Sixteen-to-twenty week campaign for Amalie motor oil begins this week in about 16 markets including Houston; San Antonio, Tex.; Tampa, Fla., and Portland, Me. Spots will run in morning and afternoon drive times. Agency: The Bloom Agency, Dallas. Target: men, 18-49.

Hardware Wholesalers □ Three-week campaign for various products begins April 28 in about 19 markets including Memphis, Baltimore, and Louisville, Ky. Spots will run in morning drive times, day times and afternoon drive times. Agency: Dodge & Associates, Fort Wayne, Ind. Target: adults, 25-54.

Monsieur Henri □ Six-week campaign for Weber wine begins May 5 in Louisville, Ky., and Hartford, Conn. Spots are placed in both morning and afternoon drive times, plus weekend programming. Agency: Ogilvy & Mather, New York. Target: adults, 25-49.

Pilgrim □ Two-week campaign for self-service storage warehouses begins this week in Houston, Atlanta and Indianapolis. Agency: Lindell-Keys Co., Dallas. Target: adults, 25-54.

Dreyer's □ One week campaign for ice cream begins April 28 in about 15 markets, including San Francisco, San Diego, Seattle, Portland, Ore., and Boise, Idaho. Agency: Ron Wren Advertising, San Francisco. Target: women 25-49.

RADIO AND TV

Plum Rose □ Three-to-four week campaign for ham begins April 28 in 14 TV markets and May 5 in seven radio markets including Miami, Nashville, Louisville, Ky., Phoenix, Houston, Boston and Indianapolis. TV spots are placed in day and fringe times. Agency: Sumner & Barry, Dallas. Target: women, 18-49.

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■ indicates new or revised listing

This week

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Also in April

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

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

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

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

May

May 2—*Florida Association of Broadcasters* 22d annual Broadcasting Day. University of Florida, Gainesville.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

227-9105.

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

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

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

May 12-14—Fourth annual National Indian Media Conference sponsored by *Native American Public Broadcasting Consortium* and *American Indian Film Institute*. Quality Inn, Anaheim, Calif.

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

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

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

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

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

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

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

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

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

May 21-22—*Ohio Association of Broadcasters* spring convention. Speakers: Senator John Glenn (D-Ohio), CBS President Gene Jankowski, NAB Joint Board Chairman Tom Bolger, NAB President Vincent Wasilewski, Television Information Office President Roy Danisn. Kings Island Inn, Cincinnati.

■ **May 21-23**—*Minnesota Broadcasters Association* spring convention. Radisson hotel, St. Paul.

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

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

May 27-29—*Electronic Industries Association's*

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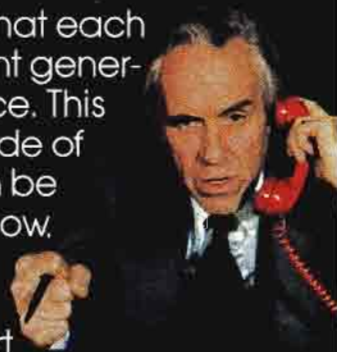
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Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

■ **April 12-15, 1981**—National Association of Broadcasters 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982, Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984, Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

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

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

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

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

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

June 4-5—Advertising Research Foundation's sixth annual midyear conference. Hyatt Regency, Chicago.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

June 15-27—National Association of Broadcasters 12th Management Development Seminar. Harvard Business School, Boston.

June 16-22—National Sisters Communications Service 5th annual seminar on "Communications in Religious Life." Loyola University, Chicago.

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

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

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

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

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

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

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

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

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

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

Communications Division fifth annual Hyannis Seminar. Dunley's Hyannis hotel, Hyannis, Mass.

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

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

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

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

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

June

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

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

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

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

2/80 vs 2/79

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

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

2/80 vs 2/79

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

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

in target!

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

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

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

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

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

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

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

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Errata

Bob Bradley is local sales manager at KCOY-TV Santa Maria, Calif., not station manager, as reported in "Fates & Fortunes," April 7, page 171

June 23—*Television Critics Association* meeting. Century Plaza hotel, Los Angeles.

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

June 24-26—*Armed Forces Communications and Electronics Association's* 34th annual convention. Sheraton Washington hotel, Washington.

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

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

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

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

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

July

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

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

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

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

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

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

July 18-22—*South Carolina Broadcasters Association* meeting. Meridien hotel, Montreal.

Open Mike

Not impressed

EDITOR: I found your article on subscription television [April 7] very interesting and informative. I for one cannot see too much future in STV with cable television in the picture, no pun intended. Cable television has so much more to offer; not only nationally but on the local scene. There are, on many systems, access channels for local public lease. With cable, one also has a choice of not only the national and local services but a selection of distant signals that can be enjoyed. Finally, with the STV system one can descramble the signal themselves. While it is true that the knowledge is not general, it will become so very quickly. I knew several people who have descrambled those signals and probably would be happy to do it surreptitiously for friends.

STV was a good idea 20 years too late.—
Peter Maynard, Englewood, N.J.

Ford fan

EDITOR: Recent FCC happenings tell me that our industry cannot tolerate another four years of the present administration. A GOP victory this year will give us a new chairman and FCC majority.

If we must have a GOP victory, and I believe we do, and if the Republican presidential nominee is to be Ronald Reagan, which he will surely be, then there is only one choice for VP: Jerry Ford.

An unthinkable thought? I say why not?

Jerry Ford is the singular American who

can guarantee a Republican victory and provide the back-up leadership required to get America headed again in the right direction.

A group of my associates is prepared to form a national "Ford for Vice President Committee." should we find sufficient interest.

I sincerely solicit the support of my fellow broadcasters to run editorials, conduct listener polls, and provide news stories on this new "movement." Since the selection of VP is a *personal* choice, I believe supporting such a decision does *not* fall within any election laws or Section 315 until after the convention this summer.—*Bill Sims, president, Wycom Corp., Laramie, Wyo.*

Older still.

EDITOR: A recent letter from Joe Henkin of KSOO(AM) Sioux Falls, indicated that KSOO is the oldest family owned radio station in the country, having been put on the air in 1926. For your information, radio station KMA(AM) Shenandoah, Iowa, was put on the air by my father, Earl May, August 12, 1925. Earl May had a daily radio program from August 1925 until his death in 1946. Since 1946 I have had the same time segment my father had (12:15 to 12:30 p.m. six days a week). Quick calculation shows a member of the May family has been broadcasting on KMA for 54 years. I might add, my son, Ed May Jr. is in the business so the third generation is active in the May Broadcasting Co.—*Edward W. May, president, May Broadcasting Co., Shenandoah, Iowa.*

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Monday Memo®

A broadcast advertising commentary from Lawrence Butner, president, Lawrence Butner Advertising, New York

The sell-everything medium—radio

In the past 35 years I've accumulated a wide background in many facets of advertising. I started at the Katz Agency, a national advertising representative, as an office boy at age 14 in 1945 while still in high school, and progressed to various agencies, including Maxon Inc. and Albert Frank-Guenther Law where I remained for 23 years until I started my own agency.

I've serviced food accounts, cosmetics, houseware, insurance, major brokerage firms, publications and banks, either in a management supervisory post or as a broadcast specialist.

I mention this personal history to indicate my experience has been diversified and has led to a usage of all media in advertising. I've had varying success with all of the media, but radio has been my constant companion over the last 24 years, dating back to the early days at Albert Frank.

I formed my own agency just about a year ago, and right now I'm spending 50% of my client budgets in radio. Our advertiser roster includes *The Wall Street Journal*, *Barron's Weekly*, *Smithsonian*, *Book Digest*, Duro-Test Corp. and Duro-Lite Lamps, United International Research Inc. and Source Securities Corp.

Much of the work is in the direct response field for which radio is especially useful.

Radio is a very hospitable medium. The salesmen are not order takers. They know their stations, their markets, the competition and they want your business. They're creative! These radio men want your business even if it is only a few thousand dollars weekly. They constantly work with us in selecting the right schedule at the right price. During the schedule they revise and constantly upgrade, improving efficiency.

We are very much at home with radio. It's really a love affair. Let me tell you why.

It works very well for accounts that survive on direct response. We have successfully sold a wide variety of publications on the radio ... not inquiries but actual subscriptions ... some as high as \$14, \$48 and \$63 per annum and that call for cash with order and receive it.

We have promoted stock brokers on radio. In some cases looking for qualified leads to turn over to account executives, especially the raw younger ones without a following. We've promoted portfolio reviews. They didn't usually deliver many returns, but I can assure you that there were many occasions where a single portfolio review very often paid for a 13-week radio schedule, when converted.

We've sponsored programs on some of the fine classical music radio stations that



Lawrence Butner, president of Lawrence Butner Advertising, New York, formed his agency in April 1979 after 23 years with Albert Frank-Guenther Law Inc., New York, which he left last year as executive VP management supervisor, director of broadcasting and house counsel. He started his career as office boy in 1945 with Katz Agency, New York, and worked in various executive capacities with Maxon Inc. and National Export Advertising, New York. Butner holds a JD degree from Brooklyn Law School and has been an assistant professor at City University of New York for six years, teaching law and advertising in evening sessions.

never really showed up in the ratings. They showed up in their loyal audiences who delivered new substantial accounts. Entire staffs at some brokerage firms would show up some nights just to personally receive the phone calls that came in after their commercials were scheduled. Some brokers and municipal bond dealers constantly schedule their advertising on radio during the business day so that their salesmen can receive the calls personally and get to know the customer in a single step. Radio is, in most areas of the country, the only medium that still delivers closing stock market prices.

At the younger end of the spectrum we've attracted and interested youngsters in attending a client college. We sold mutual funds nationally ... a language course on records ... self-help books ... advance sale of admission tickets to a major annual event ... and an investment advisory service.

We have quite a track record of successfully using radio for direct response. Radio lets you build a more personal dimension around your product or service. Your message is from one person to another. And you still, basically, have full

60-second commercial lengths to work with. You can also take advantage of long established popular personalities who have the confidence of their audiences.

You don't require a big budget to start with. If your product is right, your target audiences pinpointed and your creative approach well prepared, a small budget can keep regenerating itself into a very substantial one.

Radio permits you to select your audience by selecting market, station, day of week and time of day. Radio is all over. Every room of the house ... every car. You can find it on the street ... at the beach and even in offices.

What's also advantageous for so many direct response accounts is that prime drive times are not usually the most effective time. There's more inexpensive time around that's just right for us. We complement the station's needs and they complement ours. When we use radio, we have one mandate: Bring in qualified leads or good paying orders. Our clients do, however, recognize certain fringe benefits that are not easy to measure but are there.

In the case of publications they help stimulate advertising sales for those publications. They help push retail sales. They boost returns on some of their large concurrent direct mailings.

Direct response radio production is relatively inexpensive by comparison to production for other media. If the commercial doesn't work, you're not grief-stricken when you scrap a radio spot and produce a new one. Radio offers one of the fastest and most accurate barometers to success or failure. We know the next day if we're on the right track. We don't wait for ratings, or in-store surveys for results ... we can turn on a dime. Change our copy overnight and be on the air in little more than 24 hours ... sometimes less. What other medium can do this for you? We can respond to fast-breaking news that can affect our client's products and services.

In addition to radio people being so helpful, we have found another kind of company that helps us with our direct response sales. The toll-free 800 phone number companies. An "800" number stimulates orders because it's free and there's no concern about an expensive out-of-local-area call.

I believe there will be a continuing trend into direct response by traditional advertisers as competition heats up, with a lot of it going into radio. Why not car rentals, airline, hotel and travel reservations? I can see personnel recruitment, real estate selling ... freight forwarders ... and even military recruiting, inspirational and self-improvement organizations. Security systems ... gold, silver and all kinds of collectibles. The opportunities are limitless.



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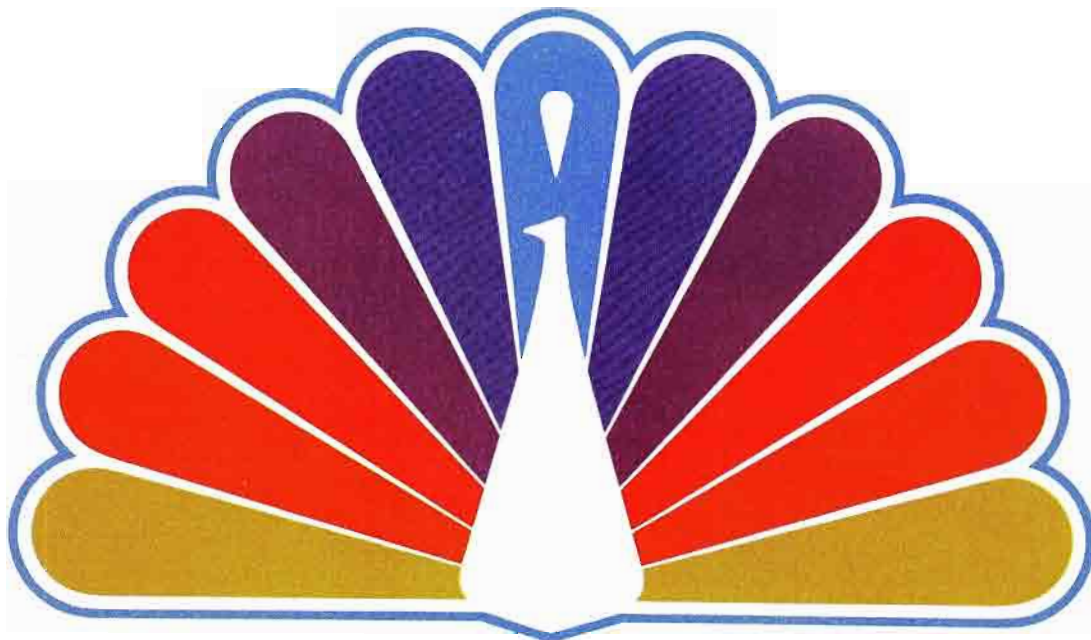
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Mon-Fri 8-11 PM	up 14%	up 28%
Mon-Fri 11:30-1 AM	up 53%	up 129%
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TOP OF THE WEEK

The decor was high-tech at the NAB

Las Vegas convention overwhelmed with changes and advances in engineering; huge crowds attend

Technology dominated last week's 58th annual convention of the National Association of Broadcasters as gambling dominates Las Vegas. Hardware was everywhere: In one way or another, it pervaded workshops, speeches, hallway conversations and, most conspicuously, 200,000 square feet inside the city's convention center and a good bit of the parking lot outside. Technology was the theme of NAB President Vincent Wasilewski's opening-day speech on Sunday (April 13), and of FCC Chairman Charles Ferris's address to the last luncheon, on Wednesday. All through the four days of meetings, the AM controversies of stereo broadcasting and 9 khz channel spacing were fodder for formal and informal discussions among radio broadcasters; for their television brethren, it was satellites, the digital studio, the promise of teletext, the challenge of new media.

Wasilewski set the tone in his keynote talk on the first day when he called broadcasters "innovators," willing and ready to meet the challenge of advancing technology, and he challenged critics who call them "obstructionists," fearful of competition (story, page 53). Ferris sounded the final note at lunch on Wednesday, when a record-setting crowd of 4,500 heard the chairman urge them to embrace the opportunities of the new media and, in return, to be freed of burdens of regulation (page 29). House Communications



Subcommittee Chairman Lionel Van Deerlin, also speaking on Wednesday, stood somewhere between Wasilewski and Ferris: He criticized broadcasters—principally the NAB—for having made "an expensive choice" in opposing, for whatever reason, reduction of AM channel spacing—a move defended in advance of the congressman's speech by NAB Distinguished Service Award winner and former chairman, Donald Thurston (page 52). Van Deerlin, like Ferris, tied an increase in media voices to a decrease in regulation: "When asked about radio deregulation, I would say put it on the shelf and keep it there until marketplace forces can protect the public interest" (page 30). But while Van Deerlin was praising the efforts of the FCC to increase media competition, from the other side of Capitol Hill came an opposing view on the commission: Senator Barry Goldwater (R-Ariz.), ranking minority member of the Communications Subcommittee, was in-

sisting that Congress, not the FCC, must "make national telecommunications policy." While he insisted it is still possible for Congress to come up with communications legislation in this session, the subcommittee's chairman, Ernest Hollings (D-S.C.), was not as sanguine (pages 32, 34).

Those were the words from on high. But the words flying across the convention over the issues of AM stereo and 9 khz were less tempered. Traditionally, the FCC delivers broadcasters some sort of regulatory "present" at convention time, but the decision just prior to Las Vegas to go with the Magnavox stereo system was one gift horse with a mouth under intense scrutiny. In management and engineering workshops, in Q&A sessions with FCC commissioners and personnel, the action was subjected to repeated criticism (page 42). Thurston ignited the war of words over 9 khz with an untraditionally controversial speech in accepting the DSA award; FCC Commissioner Robert E. Lee, who headed the U.S. delegation to the western hemisphere conference where the channel-reduction issue was promoted, couldn't let the gauntlet lie. In a speech to engineers, he defended the U.S. delegation: "Anyone who tells you they were unprepared or divided or inept is very uninformed. And that includes recipients of awards" (page 73).

For television delegates at the convention, new technology was less the subject of debate than an object of attention for the opportunities posed by satellites (page 74), digital equipment (page 76) and teletext (page 78).

For the people who went to Las Vegas to take immediate and more tangible advantage of the opportunities of new technology—the equipment marketers—it was an ideal environment.

Despite generally dismal forecasts for the national economy, the three-pronged financial assault of high interest rates,



double-digit inflation and the threat of recession did little to stem broadcasters' buying enthusiasm last week, according to equipment salesmen.

Tom Callahan, president of Thomson-CSF Broadcast Inc., said his company "really didn't see any problem" with sales this year. "I was more worried about the interest rates than inflation or the so-called recession," he said. Generally, he said, the prices for equipment have kept up with the general inflation rate, but some products—notably electronic newsgathering cameras—are coming down in price. Broadcasting, Callahan said, is not necessarily recession-proof but, "if anything, it will lag behind the general downturn."

Manufacturers interviewed admitted concern about the economy but many still reported an exceptionally good convention. "We were more concerned about inflation than recession," said Harris Corp.'s New York-New England sales manager, Vern Russel. "But the broadcasters are still spending money." He said sales were good across the board, with especially high interest being paid to Harris's high-ticket items, such as transmitters and antennas.

Broadcasters, Russel said, generally have more available cash than those in other industries, and purchases can be made even in times of high interest rates.

John McDonald, general sales manager

for Jefferson Data Systems, said of the economy: "Everybody is concerned about it and talks about it." Still, he added, "this was the best NAB we've ever had."

The exhibitors should have been

pleased. The convention came close to last year's records for attendance with nearly 20,000 registered in all—6,570 broadcasters, 6,000 exhibitors and 6,875 exhibitor guests.

It looks like CBS has locked it up

And thrown away the key; stretch drive puts network ahead of ABC by enough to make win mathematically sure

With a one-two punch of homegrown movies, CBS appeared last week to have KO'd ABC's hopes to regain a ratings edge in the last two weeks of the season. Even the mighty Oscars couldn't keep ABC off the ropes, despite its impressive 35.0 rating/52 share prime-time average.

CBS broke its way out of the ratings deadlock in the next-to-last week of the season with a strong drive that was spearheaded by the made-for-TV movie, *Kenny Rogers in The Gambler*. And it reprised that performance the next week with the two-part *Guyana Tragedy: The Story of Jim Jones*, another television movie. *The Gambler's* 31.2/49 not only made the film CBS's week's winner, but also the season's top-rated made-for-TV movie. The record didn't stand long, though: Part

II of *Guyana Tragedy* pulled a 31.7/50 the following Wednesday after Part I scored a 28.9/46 on Tuesday.

Only three nights of last week's ratings were available Friday. ABC's broadcast of the Academy Awards won Monday for that network, with a 32.1/47.6 for the night, against CBS's 18.0/27.0 performance from its regular series (mostly reruns) and NBC's dismal 11.1/16.6. *Guyana* boosted CBS to 24.9/40.2 Tuesday, against 18.6/30.1 for ABC, 11.7/18.6 for NBC. And *Guyana* crushed its opposition on Wednesday. NBC's *The Rockford Files*, going against the final hour of *Guyana*, could only scrape together a 9.2/15, while *Vega\$* in the same slot on ABC earned a mere 12.8/21. The Wednesday totals were CBS 27.1/43.1, ABC 14.6/23.3 and NBC 14.3/22.7. With those three days figured into the season-to-date, the standings going to the wire were CBS 19.6, ABC 19.5, and NBC 17.4.

With last night (April 20) generally

InBrief

Firmest step yet toward expanded early-evening network TV newscasts was taken last week at Las Vegas meeting between CBS-TV affiliates board and network officials: Consensus of board members, participants said, agreed with network leaders that

time has come to talk about expansion, preferably to 45 minutes in most affiliates' view, although some said 60. (CBS-TV officials said economics would probably decide length question.) Proviso: Affiliates would have to get back equivalent time or money or both for local period thus given up. Many steps yet to come, including CBS's working up specific proposal and selling it to affiliates generally. Thus actual expansion seems minimum nine months or year away. Affiliates board was less receptive to idea of expanding early-morning news, holding this should at least await further improvement of ratings in present one-hour length. Neither board nor CBS officials showed interest in introducing late-night news.

NBC-TV has acquired rights to 20th Century-Fox's "Breaking Away" for reported \$5 million and will air Academy Award-winning film May 5 as part of special-studded May sweeps line-up. Elsewhere in month are: "The Towering Inferno" (May 2-3); "Oh God!" (4); "King Kong" (8-9); "Capricorn One" (11); made-for-TV film "F.D.R.: The Last Year" starring Jason Robards and six-hour David Wolper-Stan Margulies miniseries, *Moviola* (18-20).

FCC order freeing cable television systems from obligation to black out "significantly viewed" distant signals that duplicate local ones has been affirmed by U.S. Court of Appeals for Fourth Circuit, in Richmond, Va., in 2-1 decision. Spartan Radiocasting, joined by some 30 other licensees, had argued that commission order, which came on reconsideration of earlier decision retaining rule requiring blackout of such signals (BROADCASTING, March 27, 1978), violated Administrative Procedure Act's notice requirements and was deficient in that it failed to provide reasoned explanation for "abrupt" reversal of prior policy. Those arguments were rejected by Judge Kenneth K. Hall, writing for himself and Judge James Dickson. Hall said "any surprise worked" upon broad-

casters grows out of "success of the opponent's arguments, rather than from any claimed failure of [commission] notice about their consideration." Judge James M. Sprouse, in dissenting opinion, said abrupt manner in which commission changed policy "demonstrates a total failure to engage in reasoned decisionmaking." Court, in affirming commission action, vacated its order staying commission's rule pending appeal. However, case may not be over. Broadcasters last week were considering asking court for rehearing.

ABC, CBS and NBC have petitioned U.S. Court of Appeals in Washington for rehearing in case in which panel of court affirmed FCC in Carter-Mondale Committee case (BROADCASTING, March 17). Networks say that, in upholding commission decision that they had violated "reasonable access" law in refusing to sell committee 30 minutes of time for appearance by President Carter in December, panel raised important new issues concerning commission's implementation of that law. ABC said panel's decision "sanctifies and perpetuates a pattern of confused, uncertain and arbitrary agency decision-making in the highly sensitive area of political programming." NBC said issue worthy of reconsideration is whether law grants to individual candidates "personal right of access which commences with a supposedly 'objective' determination" by commission that campaign has begun and which is based on commission's determination of candidate's "individual needs." CBS said commission's interpretation of statute expands its power at cost of limiting broadcasters' judgment regarding allocation of time to candidates, and says, "fundamental question" is whether that expansion of power in "highly sensitive area" is warranted by statute and consistent with First Amendment.

Final chapter in 18-year-old KRLA (AM) Pasadena, Calif., case was written off last week when FCC Administrative Law Judge Reuben Lozner approved reimbursement to Orange Radio Inc. in amount of \$1 million for "legitimate and prudent" expenses incurred in filing and prosecution of its competing application for station. There were 20 applicants at one time for license that had been stripped from Eleven Ten Broadcasting Corp. in 1964. There were seven surviving last September when Lozner awarded license to KRLA Inc., company formed from merger of five applicants. Pacific Fine Music and Orange, however, held out for reimbursement. Pacific previously was awarded \$100,000.

regarded as the end of the season, a mathematician calculated that to tie CBS, ABC would have to pile up a 25-point ratings advantage in four nights last Thursday through Sunday. He speculated that ABC picked up one or two of those points last Thursday night, leaving 23 or 24 to be amassed in three nights, or an average nightly margin of more than seven points.

In less precise mathematics, a CBS source guessed that the chances were 100 out of 100 that CBS would win the season by some margin, however small; that they were maybe 99 out of 100 that the margin would be big enough to be rounded to a tenth of a point, and that they might be one out of four or five that the margin would be big enough to round to two-tenths.

Gene F. Jankowski, president, CBS/Broadcast Group, in reacting to his network's success, said: "I think it's very exciting that we surprised a lot of people by finishing first for the 1979-80 season. We did it with series programs, and most of all we did it because of the talented people we have. It was a real team effort."

For the week ended April 13, with five winning prime-time nights and eight of the week's top-10 programs, CBS beat ABC by a full three points: 20.9 rating and 34.1 share to ABC's 17.9/29.1. NBC continued to trail in third, but more sluggishly than ever, at 14.7/24.1.



Jankowski. "It was a real team effort"

Combining those scores with the other weeks since the season began Sept. 17 now gives CBS a tenth of a point edge. The standings: CBS 19.6; ABC 19.5, and NBC 17.5.

Leading the way for the CBS assault in

the next to last week was the *Kenny Rogers in The Gambler* made-for-TV movie with its 31.2/49.

CBS's *60 Minutes* took second with a 29.0/46, followed by ABC's *That's Incredible* (26.1/39) and NBC's *Real People* (25.3/40). The remaining five leaders were all from CBS: *Jeffersons* (24.7/38), *Nurse* movie (24.3/39), *M*A*S*H* and *Alice* (both 23.6/35), *Flo* (23.0/35) and *Dukes of Hazzard* (22.4/37).

Aside from *Gambler* and *Nurse*, CBS also had a strong showing with the repeat of the movie "Magnum Force" (20.5/37). Elsewhere on the movie front, ABC had success with repeats of "High Plains Drifter" (21.1/34) and "Patton" (18.9/31). ABC's *The Comeback Kid* almost managed a 30 share with a 17.4/29. Considerably less auspicious was NBC's replay of "Coming Home," which managed only a 15.0/25, and its theater presentation of *The Oldest Living Graduate* (12.8/21).

During the week, CBS won Tuesday, Wednesday, Friday, Saturday and Sunday; ABC took Monday and Thursday, leaving NBC out in the cold.

Lowest rated of the week's shows were the back-to-back special scheduling for *United States* (7.8/13 and 6.9/12). NBC also ran into severe problems with a baseball runover until 10:15 p.m. Sunday, which brought only a 13.1/23.

FCC has denied National Association of Broadcasters' petition asking for **suspension of April 1 effective date of FCC's new equal employment opportunity processing guidelines**. NAB asked FCC to suspend date and asked commission to institute rulemaking proceeding to reassess its entire EEO program. FCC said guidelines were procedural in nature and staff used them to determine which of 3,000 renewal applications processed annually were to be selected for in-depth review.

House Judiciary Committee last week approved **legislation that would prohibit surprise police searches of persons not suspected of committing crime**; committee rejected move to limit provision only to news media. If approved, **legislation would overturn two-year-old Supreme Court "Stanford Daily" decision**. Senate Judiciary Committee is expected to act this week on similar bill that is only limited to journalists and writers, as suggested by administration.

Sears, Roebuck & Co. has signed agreement with Wometco Home Theater, subsidiary of Wometco Enterprises, under which it will **market WHT's subscription television service and install service's antennas and decoders**. Sears has similar agreement with Oak Communications in Los Angeles and Phoenix and has been talking with Comsat about handling marketing and installation services for the satellite carrier's proposed satellite-to-home service.

Board of Corporation for Public Broadcasting last week allocated **\$81 million as community service grants** for public TV stations for fiscal year 1981. Allocation is 50% of total CPB budget.

WADECO Inc. will attempt to get back into case in which it is challenging Belo Corp. as licensee of WFAA-TV Dallas. It will petition U.S. Court of Appeals in Washington for rehearing on question of whether—as commission found—WADECO should be disqualified on ground it misrepresented financial backing and withheld information from commission. Commission decision was affirmed earlier this month by three-judge panel in 2-1 vote (BROADCASTING, April 7).

Hearings are scheduled this Wednesday (April 23) on H.R. 6228, bill introduced by Representative Allan Swift (D-Wash.) on **media**

crossownership. House Communications Subcommittee will have three panels of witnesses on hand; tentatively included on list: Irwin Krasnow of National Association of Broadcasters, Pluria Marshall of National Black Media Coalition, Sis Kaplan of National Radio Broadcasters Association and Richard Shiben, chief of FCC's Broadcast Bureau.

FCC Administrative Law Judge Joseph Chachkin has granted URC Management Services Corp. application for new commercial television station in Seaford, Del. He also dismissed competing application of Seaford Television Co. for same facility. Station, ch. 38, is **only commercial channel presently assigned to state of Delaware**. Judge also granted motion by URC for summary decision resolving ex parte issue in its favor, and motion by Seaford for summary decision involving misrepresentation and lack of candor issues in its favor. Applicants had filed joint request asking for dismissal of Seaford's application and reimbursement by URC to Seaford of up to \$10,000 for legal expenses. Chachkin said data submitted by applicants warranted reimbursement and would serve public interest by enabling Delaware to receive its first television service at an earlier date.

SFM Media Corp., New York, has established **SFM Entertainment division to function in programing** for TV stations and for in-home, satellite and cable. **Stanley H. Moger**, executive vice president of parent company, has been named president of new division, which includes existing SFM Holiday Network (for feature film showing) and proposed SFM Documentary Network (outlet for independent producers).

Charles Gerber, VP program development, NBC Television Stations, named to newly created post of VP, MCA TV Program Enterprises. Responsibilities include negotiations and development of *The Toni Tennille Show*, *You Bet Your Life* and other syndicated projects.

Wallace Jorgenson, president of Jefferson-Pilot Broadcasting Co., Charlotte, N.C., elected chairman of board of Association of Maximum Service Telecasters at annual meeting in Las Vegas during National Association of Broadcasters convention. He succeeds Franklin Snyder, Hearst Corp., Pittsburgh.

U.S. news teams now getting pressure from home on Iran

Carter asks that they limit number of personnel there and reporting of hostage situation

American journalists, who have had their problems with the Iranian government in covering the hostage story, last week felt some pressure on the subject from the U.S. government. President Carter urged American journalists to "minimize, as severely as possible, their presence and their activities in Iran." The immediate indication from news organizations, including the networks, was that they would continue to report the story as best they can. Reductions in staff, they noted, had already been imposed by the Iranians.

Carter made the request during his news conference on Thursday, when he announced a ban on travel to Iran and on financial transactions between anyone in the U.S. and persons in Iran. In both cases, those engaged in news gathering activities were exempted.

Some reports quoting unnamed sources said the request for voluntary reduction in journalists' activities was aimed at isolating Iran from the world community. However, the President, in his news conference remarks, and an administration official who briefed reporters on a background basis later said the administration is concerned about the safety of American citizens, including reporters, in Iran. The administration official cited public threats that had been made against Americans and the increasing tensions between the two countries.

At one point in developing the decision on the travel and financial bans, reporters and news-gathering operations were to be included. However, the decision was finally made to exclude them for policy and practical reasons.

Network news representatives were happy about that, at least. But they did not take kindly to the suggestion they reduce the size of their operations in Iran. CBS and ABC have seven people each in Iran, only about a third of what each had before U.S. journalists were expelled in January. The size of NBC's presence has dropped sharply also, but the network declined to say how many staff members it has in the country.

Burton Benjamin, vice president and director of CBS News, said he was "pleased" the President "recognized the role of the free press by exempting us" from the restrictions. But he said the seven people CBS has on the scene "are the minimum necessary to cover the story." And, he said, "we'll provide the fullest coverage possible of this story of such major importance to the U.S."

ABC was also pleased the President understood the importance of reporters being on the scene in Iran. But, a spokeswoman said, expressing a view offered reporters by other ABC representatives, "the same good sense should have kept him from crossing the line defined by the First Amendment. He shouldn't tell us what to do or how to do it, except in time of war or national emergency. And he has said this is neither. He should be clear about letting us exercise our news judgment, not his policy judgment."

NBC News President Bill Small was at least as firm as the others. He told reporters: "Our obligation is to report the news fully and objectively as possible. That obligation remains."

Carter indicated he may go beyond a request to journalists in an effort to interfere with communications with Iran—and not only between Iran and the U.S. Among the measures Carter said he will take if "a constructive Iranian response" is not produced by the sanctions the U.S. has imposed—and that America's allies may impose—is to ask member nations of Intelsat "to bar Iran's use of international communications facilities."

How successful the U.S. would be in persuading other countries to deny Iran satellite links remains to be seen. But the administration sees interruption of Intelsat service to Iran as a means of denying that country a substantial amount of its telecommunications access to the rest of the world.

Television service could also be interrupted. But the networks would do their best to get around any such obstacle. Benjamin recalled that when Iran blocked the networks' access to satellite service, CBS flew its material out of the country to the closest satellite link available. "We will do everything possible to cover the story," he said.

Small said that "if the White House is limiting facilities available to journalists, it would have serious First Amendment implications. It would," he added, "become a form of limited censorship, which is hardly in keeping with the traditional American concept of a free press."

There was another aspect of the President's news conference of particular interest to the news media. He took advantage of one question to deny charges by his opponent for the Democratic presidential nomination, Senator Edward M. Kennedy, that he has scheduled announcements and news conferences dealing with Iran to win political advantage.

The President suggested his questioner check the calendar since the first of January. There isn't any date that would not be immediately before or immediately after a primary, he said, adding, "We have 35 primaries in a period of about five months, which is an average of seven primaries per month. And I have never designed the announcement of an action to try to color or modify the actions of voters in a primary."

As for the 7:20 a.m. news conference he called in the Oval Office on April 1, just

before the polls opened for the primaries in Wisconsin and Kansas, to report on the latest development in the hostage situation—that, he said, "was a completely appropriate time." He said it followed a statement Iranian President Bani-Sadr had made earlier, Washington time, about noon in Iran, about the possible transfer of the hostages to government custody.

FTC compromise may be in sight

Version approved by Senate conferees would include two-house veto, virtually end children's ad inquiry

After weeks of discussion, Senate conferees last week sent to their House counterparts a compromise that, after three years, may finally result in authorizing legislation for the Federal Trade Commission.

The Senate package, approved by a 4 to 3 vote, would saddle the FTC with a legislative veto—although not the one-house veto upon which the House has insisted—and would all but kill the children's advertising inquiry.

Under terms of the compromise, FTC rules could be overturned if both houses passed a resolution of disapproval. The President, however, would not be required to sign the bill—a provision the Senate had previously approved.

No provision in the compromise would specifically kill the children's advertising proceeding, but the proposal would have that net effect. Essentially, the FTC would be allowed to regulate advertisements for products deemed unsafe by another federal agency. Since candy and sugar-coated cereals have not been found unsafe, the FTC would have no jurisdiction in this area.

Action for Children's Television was predictably unhappy with the Senate compromise. "The strictures in the Senate proposal effectively destroy the rulemaking by forcing consumers to get rules from more than one agency," ACT said. "Big business has won again, and this time its victims are children."

But the ACT statement may be premature. House conferees now have to examine the Senate proposal and decide whether to accept its recommendations, as do both houses of Congress. A key sticking point could possibly be the veto, as the House has said it would not accept anything less than the one-house version.

The Senate also called for special interest exemptions from FTC action, although they were not as stringent as those proposed originally. When the House conferees will take up this compromise is uncertain, but the last stumbling block will be President Carter, who may be reluctant to sign a bill that kills ongoing investigations, such as the children's advertising inquiry.

Ferris urges broadcasters to go with the flow of technology

He tells record NAB crowd that new media forms can lead to less regulation; adaptability is key to prosperity, he says

FCC Chairman Charles D. Ferris last week held out the carrot-like enticement of less regulation and ultimate First Amendment parity with the print media, once the competition promised by new technology is in place. He urged broadcasters to welcome and adapt to the tides of change rolling in from the new technologies.

That way, he said, "you can exploit [your] advantages" and "should also expect that regulatory policies can and should be updated or relaxed—that our traditional licensing oversight can be made less onerous and less frequent and that broader programing discretion, and ultimately full parity with print media, can be achieved."

Ferris spoke Wednesday at the closing luncheon of the NAB convention, before a crowd estimated at 4,500, said to be the largest ever served at a sit-down meal at the Las Vegas Hilton, "the largest hotel in the world."

Like Representative Lionel Van Deerlin (D-Calif.) a few hours before him (see page 30), Ferris linked less regulation to increased competition. He ticked off lessons he said he had learned since taking office:

■ "That government regulation is not as effective a spur to diversity and consumer welfare as increased competition. [Applause.]

■ "That our broadcasting system is valuable and worth preserving and is strong enough to survive and adapt to new challenges.

■ "That we must work to achieve ultimate parity between the print and broadcast media as to their rights under the First Amendment. [More applause.]

■ "That change and competition may be the best hope we as a nation have for assuring that broadcasters do attain their full First Amendment equality; and, finally,

■ "That, whether or not we view it as a positive competitive development, change is inevitable. The genie of innovation is loose, creating new programing pathways into the home, and it cannot be stuffed back into the bottle by me or by anyone else."

Ferris said that "I do not believe that the

changes in regulatory policies I foresee can be achieved abruptly, or without some degree of uncertainty during the period of transition. But I see them as inevitable.

"You can help bring about these changes by grasping the fundamental link between competition and regulatory stability. Instead of resisting new services, new entry and new market conditions, I urge you to use them to shape a new regulatory environment in which the basic guarantee of the public's stake in broadcasting is not regulation, but a wider menu of programing choices.

"The future is yours to shape. I am confident that you who are astute businessmen and women, and you who are creative programers, will seize this as an opportunity for a new outburst of profit as well as creativity, to your own benefit as well as the benefit of the American public."

Ferris, who titled his speech "The First Amendment in a Changing Communications World," told the broadcasters he had kept the promise he made to them two years ago to resist program censorship. "I would rather risk the utterance of a few bad words," he said, "than foster a society of governmentally fettered ideas. You have my pledge to continue to resist the



Ferris

pressures on the FCC to engage in more control of speech on radio and television. We haven't—and we won't."

He said he had also kept his promise to follow a policy of "zero-based regulation," citing requirements already removed or loosened and changes under way, including the pending radio deregulation rulemaking.

"The Broadcast Bureau is also hard at work on a new approach to all renewals, both radio and television, which would substantially reduce paperwork and move towards a simplified technique to check compliance with commission policies," he said. "In the final analysis, this approach may serve the public better than our existing cursory review of nearly 10,000 renewal applications every three years."

Moreover, he said, efforts already made in both radio and TV "to expand the opportunities for new stations to be created and for new voices to be heard on these stations" could eventually help the commission reach the goal of "substantive deregulation" of television, in addition to radio.

He noted that minority ownership of 35 stations will shortly have been accomplished within a two-year span. He also noted that the commission had sought to provide for more stations by expanding the AM band and reducing channel spacing to 9 khz, adding wryly that these moves "have not met with wholehearted backing from this group." But at the same time, he said, the FCC has tried to increase the ability of existing stations to compete to their full potential through the adoption of AM stereo standards.

"The commission's efforts to insure minority participation and to open up opportunities for new full-time radio stations—both AM and FM—should be seen in their full context in the long-term interest of broadcasting," Ferris asserted. "I see them as necessary steps if we are to lay the basis for reducing government regulation of broadcasters and providing full First Amendment parity of broadcasters and the print media."

In his view, he said, "if there is a critical unmet need in the broadcast marketplace—one that demands a solution—the FCC should first ask whether the free market can provide a solution to it. Nevertheless, if the marketplace is unlikely to provide a solution or has been found to have failed, then I believe the commission can look to its radio and television licensees to determine how to address this particular marketplace failure."

The children's TV inquiry, Ferris said, "found hope for abundant service to our nation's children in future decades" but "left us with the difficult choice of what to do for this generation."

"It is not my wish to have government require children's programing," he asserted. "My earnest hope is that commercial broadcasting will provide, without regulation, the range of programs to meet the diverse needs of our society, young and old, city and country, black, white and Hispanic.

"If, however, it does not, I feel that the FCC cannot eternally forbear. That does not necessarily mean we will seek more regulation of your business. But it may mean more active FCC efforts to reduce the barriers to alternative media that want to enter the marketplace with specialized services for these audiences."

Ferris told the broadcasters that the world is not changing because of the FCC, but "of its own force," and that "the only real question is whether the commission

can or will stand in the way of this progress and competition."

He said he recognized their uncertainty about the future, and reminded them that "both radio and television in America are still alive and well" despite much change in the competitive environment since 1934, date of the Communications Act.

"You should take heart from the lessons of history. You who were in radio three decades ago survived and became a part of television, while radio changed its programming strategies and emerged stronger than ever. Many of you in television are now becoming part of cable. The major networks have indicated that they plan to produce programming for other distribution markets, such as cable and home videocassettes and disks."

Ferris saw a parallel between what is happening in the telephone field and other information services, and what might happen in broadcasting.

"Increasing competition in programming sources may ultimately lessen the role for traditional public interest regulation of broadcasting just as increased competition in telephone services and equipment can lessen the need for the FCC's heavy regulatory hand in those fields . . .

"The 1934 Communications Act provides us with substantial flexibility to adapt to changing industry conditions. But to the extent that the act presents any real impediment to needed policy changes, I would welcome limited legislative initiatives to eliminate those obstacles . . .

"I also recognize that new programming services and new technologies can be an important spur to more responsive programming by television broadcasters. In the past, we have relied heavily upon our licensing and comparative renewal policies to assure that public needs are met. But I am also prepared to rethink established policies in this area.

"I believe we should clarify the FCC's comparative-renewal policies. We need to eliminate unnecessary uncertainty for licensees who substantially serve their communities. And if we conclude we cannot establish adequate policies in this important area, I feel confident that the Congress would be receptive to recommendations for necessary changes in the act.

"In the coming year we will also be focusing more attention on the initial comparative-hearing process, in both the broadcast and nonbroadcast fields. That process is far too time-consuming and inefficient. It must be improved."

Ferris assured the broadcasters that "I have not prodded you to be more responsive to unmet programming needs for children or minorities simply because they are important social goals. I believe you must respond to these needs to survive—not because of regulatory pressures, but because of economic and technological pressures.

"I do not believe that either the commission or you can stem the tides of change that are fragmenting traditional viewing patterns and preferences. I urge you, therefore, to welcome the change, to exploit new opportunities, to carve out new services."

Van Deerlin ties 9 khz to deregulation

Key House member upbraids NAB at its convention for its backstage Region 2 maneuvers; says addition of channels is trade-off for less federal control

The chairman of the House Communications Subcommittee laid it on the line to members of the NAB last week.

Representative Lionel Van Deerlin (D-Calif.), appearing Wednesday near the end of their annual convention, told the members that the NAB won the battle against 9 khz and more competition, at least for a year, "but it surely lost the war" for radio deregulation.

"For in postponing a switch from 10 khz to 9 [separation between AM channels]," he said, "broadcasters may have also postponed radio deregulation," because "less regulation and more competition go hand-in-hand."

Van Deerlin was referring to NAB's action in soliciting other nations to delay recommending a switch to 9 khz, contrary to the U.S. position, at the Region 2 conference in Buenos Aires (BROADCASTING, March 17).

Van Deerlin said FCC Chairman



Van Deerlin

Charles Ferris "is his own man," and the FCC must reach its own policy decisions on the record compiled. But if Van Deerlin were an FCC member, he said, he would vote "no" to deregulation "until I was assured that more radio outlets would accompany deregulation" and "until I were convinced that marketplace competition could replace regulation as the principal means of serving the public interest."

"I would vote 'no,'" he said, "not because I am an advocate of federal regulation and agency paperwork. Not because I believe that broadcasters should be punished, like rambunctious schoolchildren, for their opposition to more radio outlets. I would vote 'no' be-

cause I would have no other choice under the existing law."

Van Deerlin noted that "in this week's [April 14] BROADCASTING magazine Charlie Ferris remarked that you can look at life as a series of opportunities or threats.

"It's clear to me which choice your industry has made," Van Deerlin continued. "Your choice may be more expensive than you realized. A few weeks ago, I suggested that broadcasters replace predictable self-interest with a new, more enlightened greed. I would never expect you to throw your cap in the air over the creation of more radio outlets. However, a temperate reticence—some well-chosen restraint—does not seem unreasonable.

"The NAB has failed to exercise such restraint. The association, as you know, has chosen to pursue radio deregulation at the commission, rather than in Congress.

"Some NAB members would seem to disagree. While NAB executives were flying to Buenos Aires, I was receiving letters from individual station owners and managers urging me to reintroduce radio deregulation (without spectrum use fees, of course).

"I cannot—I must not—interfere with the FCC's rulemaking process. But I can respond to questions asked [and] to requests for legislation, and when asked about radio deregulation, I would say put it on the shelf and keep it there until marketplace forces can protect the public interest."

Van Deerlin had warm words for the commission—its deregulation and restructuring of the telecommunications industry "in one bold stroke"; its deregulation of receive-only earth stations last fall; its lifting of the one-to-a-market rule for subscription TV stations; its apparent determination to "march ahead to complete cable deregulation."

"MDS—and the expansion of new pay television outlets—could be next," he continued. "The commission should be applauded for its efforts to eliminate lengthy comparative hearings for these new service offerings."

All this, he said, "is terrific news if you happen to be in the telephone, data processing, STV, cable or satellite receiver business."

As for broadcasters, he said, the FCC's "AM-stereo decision was hardly an example of deregulation. But it represents sound public policy, a case in which the FCC intervened to set technical standards because marketplace forces would not suffice. From your point of view, it also represents a much-needed boost to AM outlets trying to compete with thriving FM stations."

Van Deerlin also pointed to some negative entries in broadcasting's ledger: The FCC's inquiry into children's television, the FCC's and later the court decision against the networks in the Carter-Mondale political-time case; the defeat for the networks when the FCC announced its new Equal Employment Opportunity regulations; the FCC decision to strip RKO of three TV licenses.

He called the RKO decision "affirma-



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tion, at last, that a broadcast license is issued three years at a time, and even though it may become very valuable, the channel assignment is no more than that: an assignment, in the public trust, not to be confused with private property. Check the Gideon Bible in your room. 'The Lord giveth, and the Lord taketh away.'"

Van Deerlin said that "all things considered, the FCC has demonstrated a remarkable consistency in its policy decisions—especially those affecting broadcasters."

He thought observers might be right in saying a "Ferris Commission" is emerging at last but said that, in any case, over the past year he has watched seven commissioners "who seem to have grasped a concept which broadcasters can't—or won't—accept."

"The concept," he said, "seems simple enough: Deregulation is a two-way street. Less regulation and more competition go hand in hand—a marriage made not in heaven, but in the courts."

"This wedding of principles is not merely the preferred policy option of a Lionel Van Deerlin or a Charlie Ferris. Rather, the concept of less regulation and more competition is an expression of congressional intent which has been explicitly articulated by the courts. Broadcast regulation is a direct consequence of scarcity. As long as scarcity of broadcast outlets exists, so shall broadcast regulation."

Van Deerlin, just back from a fact-finding mission to Pakistan, also gave a report on one aspect of the trip, prefacing it with the observation that NAB members might be interested, "given your group's recent

infatuation with foreign diplomacy."

In the northwest corner of Pakistan, bordering on Afghanistan, he said, there are 25 million Pakistanis and a half-million Afghan refugees, all speaking a common language. "While Radio Moscow, Radio Peking, All-India and even Radio Cairo have been blasting their countries' version of [the Russian invasion of Afghanistan] to the 25 million Pushto-speaking people of that northwest province," he said, "the Voice of America has remained silent."

The VOA told him it had "funding problems," he said, and he added: "I think the VOA is commendable, as far as it reaches. But I also think it is deplorable that Radio Cairo can find the money to serve these Pakistanis while the Voice of America can't . . . This is a war of words we can't afford to lose."

Goldwater pitches communications bill

He tells NAB audience such legislation is vital and wants Congress to act this year; he deplores FCC 'pre-empting' regulatory policy

While the list of informed observers who believe Congress will not be able to pass significant communications legislation before adjourning this year—certainly not legislation including provisions bearing on broadcasting—is lengthening, Senator Barry Goldwater (R-Ariz.) is not among them. Not only that, but he thinks such legislation is essential, and he does not look kindly on what he regards as the FCC's effort to "pre-empt" Congress and the executive branch by attempting "to establish national telecommunications policy."

Goldwater, ranking minority member of the Senate Communications Subcommittee, took advantage of a forum provided him at the NAB convention—he addressed the engineering luncheon on Monday—to make clear his impatience and frustration at what he sees as a move by the FCC into a vacuum left by Congress:

"I wanted to make sure . . . that the FCC and, more importantly, my colleagues on the Communications Subcommittee, know exactly where I stand. The bureaucrats of the FCC must not be allowed to make national telecommunications policy."

It is that vacuum that Goldwater wants Congress to fill. And he took the unusual step of going public with an effort to pressure Senator Ernest F. Hollings (D-S.C.), chairman of the Communications Subcommittee, into moving quickly on the bipartisan draft bill the Democratic and Republican staffs have melded from bills originally introduced by Hollings and Senator Howard Cannon (D-Nev.), chairman of the parent Commerce Committee, and by Goldwater and fellow Republican Harrison Schmitt of New Mexico. The draft, which contains provisions dealing with the common carrier and broadcasting

industries, has not yet been made public.

Goldwater virtually called on the members of his audience to urge Hollings to move on the bill. He disclosed that he planned to meet the next day with Hollings and Cannon, "in an effort to get something out this year." And he even released a copy of a memorandum from two of his subcommittee aides, Ward White and Ray Strassburger, suggesting that, in the event Hollings and Cannon refuse to release the draft, Goldwater and Schmitt will "seek Democratic co-sponsors and introduce it."

But Hollings, who also appeared at the convention, was reflecting a less urgent approach. He said he planned to meet with Goldwater "within 10 days" and noted that the committee had been faced with a number of major issues—the trucking deregulation and railroad bills among



Goldwater

them. He also cited a political consideration: It would be necessary to have a "working majority," not merely a majority of the committee, to assure the bill's safe passage through the Senate this year.

Goldwater and Hollings did not meet

the following day, but Goldwater did get together with Cannon.

With all other major issues taken care of, the parent committee is now free to devote its attention to a communications bill, and Cannon expressed interest in getting the key senators together so legislation could be introduced.

There was optimism from both the majority and minority staffs that a bill could be introduced soon. An aide to Goldwater said, however, that if the Democrats hold up the process, Goldwater and Schmitt will be eager to press ahead, and may go looking for other co-sponsors.

The commission actions that concern Goldwater are the proposal to deregulate radio and the major action, two weeks ago, freeing AT&T and General Telephone & Electronics to provide "enhanced" communications services, including computer and information-exchange services, through subsidiaries that would operate at arm's length.

Within limits, he acknowledged, Congress is pleased when the commission reacts positively to its legislative efforts. "The FCC should deregulate wherever possible under present law and still protect the public interest," he said.

But, he added, "nothing—and I mean nothing—can satisfactorily substitute for congressional action." He said commission actions are certain to be challenged both administratively and in the courts. "The process will take years to reach a final decision . . . The uncertainty that presently exists will continue, and in the end, who will have established this country's telecommunications policy? The unelected judges of the federal courts."

Goldwater described the broadcasting provision of the draft bill he is determined to see moved along the legislative path as one that would substitute, for the regulation mandated by existing law, policy that would provide for competition among technologies—"a policy framework that is technologically neutral, allowing new technologies to flourish." The marketplace, not government, should determine the success or failure of new services, he said. The competition he foresees is of a kind that has caused con-

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cern among broadcasters. "Cable television, subscription television, and possibly direct broadcast satellites all compete with traditional broadcasting," he said. "Not only can we largely deregulate radio now," he said. "We can soon begin the process of deregulating television. But we can't do the job well without legislation."

Goldwater also saw the legislative proposal as providing a first step toward solving what he sees as a "communications gap between policymaker and scientist"—a gap he said has plagued the U.S. in preparing for the World Administrative Radio Conference in Geneva last fall and the AM spectrum planning conference in Buenos Aires in March.

He said initial failure to coordinate policy and technology prevented the U.S. from persuading other nations at WARC to support its positions, with the result that a number of important decisions were postponed. And he noted that in Buenos Aires, although the chairman of the U.S. delegation, FCC Commissioner Robert E. Lee, has said the U.S. proposal to reduce channel spacing from 10 khz to 9 was "effectively" adopted, the decision was put off "for further study."

The coordination of policymakers and technicians has proved difficult, also, in connection with efforts to solve radio frequency interference (RFI), Goldwater said. But that is one area where he believes "technicians are not listening to the problems of the policymakers." He warned that they had better.

He said RFI is a headache for congressmen, senators and their "outraged constituents." He said he has received mail on the subject for years. But, he said, the television set manufacturing industry has done nothing to solve the problem, even though the scientists and engineers have the necessary capability.

"If the industry does not take steps to resolve the problem soon," he said, the policymakers in Washington will act." And the result, he added, "may not be to the industry's liking."

Small talk with Senator Hollings

In NAB 'conversation,' head of communications subcommittee says he still has hopes for communications legislation

Monday's NAB television general session featured a "conversation" with Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee. Moderators of the discussion were Robert King, senior vice president of Capital Cities Communications and chairman of the NAB television board, and George Koehler, president of Gateway Communications, Cherry Hill, N.J.

King asked Hollings how close the senator feels the Senate is to an agreement on one communications bill, and if he expected any broadcast amendments. Hollings



Koehler, Hollings, King

ings explained that "we've been in the cooker" with trucking deregulation, the budget, and railroad legislation, but he hopes to get something out by the end of this year. He said that "we have to get more than a fair majority; we have to get a good working majority if we're going to get anything out this year." When questioned about amendments on a broadcast license term, Hollings replied, "I've always felt that if senators could get a six-year term, broadcasters should certainly be able to get a five-year term." He also expressed a desire to see much deregulation of radio.

Koehler then questioned the senator about the possibility of copyright legislation to stem what Koehler said was unfair competition from the cable industry. Hollings said he was watching closely the FCC's cable economic inquiry. And, should the FCC change its policy on program exclusivity, Hollings said Congress would take a look at that situation. However, he stated that, "it is not the role of the government to allocate wealth."

King then said that Comsat's proposal for satellite-to-home broadcasting, if approved, would be a major policy shift away from localism, and asked the senator if he felt the proposal was within Comsat's congressional mandate.

Hollings replied that he would not jump to any conclusions, but he felt the proposal would warrant oversight hearings. He emphasized that the public interest standard is still important.

Koehler then returned to the subject of a communications bill and asked if it would consider license renewal standards. Hollings said he did expect to see language that would give guidelines to the FCC for comparative renewal proceedings. "But, as long as broadcasters are doing a good job, the number of comparative hearings should be reduced," he added.

Koehler then asked the senator how he felt about multiple ownership. Hollings answered that he would like to frame the issue in terms of service to the public. "But," he said, "holding so many licenses is a tremendous amount of power."

King then wound up the session with a question about the FCC's children's television proceeding. Hollings said he was more concerned with children's minds than with their teeth, but said there should not be a mandate on children's programming at this time. He felt that broadcasters could do a much better job. "If the broadcasters can do a better job than the staff report shows, then I feel confident," he stated.

Washington update

Van Deerlin subcommittee members tell NAB House will probably approve part of Senate bill limiting FTC powers, but won't give up one-house veto; Moorhead wants Ferris to wait on cable deregulation

House conferees will probably vote for the provision in the Senate-passed bill removing the Federal Trade Commission's authority to regulate "unfair" advertising, one conferee predicted last week. The same source said, however, that the House "is wedded to" the one-house veto of FTC actions that the Senate would not accept. That disagreement remains the only deterrent to adoption by the Senate-House conference committee of a measure to send to both floors.

The authority for those evaluations was Representative Thomas A. Luken (D-Ohio), one of four members of the House Communications Subcommittee appearing at an NAB workshop last Tuesday. Luken, also a member of the Consumer Subcommittee that oversees FTC matters, is participating in the Senate-House conferences that are attempting to reach a compromise between conflicting FTC authorization bills passed by the two chambers.

The removal of the FTC's authority to regulate unfair advertising would also scuttle the commission's disputed inquiry into

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SOURCE: NTA Ratings Reports January 1—March 31 each year (March 24-30, 1980—NTA FWH Report). Household Average Audience Estimates. Regularly scheduled, multiple-telecasts, Weekend Daytime Sports programs. Data subject to qualifications which are available on request.

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Fresno

Las Vegas

New Orleans

New York

Norfolk-
Portsmouth-
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children's television advertising.

With David Markey, NAB legislative counsel, as moderator, the panel of congressmen covered a wide range of Washington topics.

On pending legislation to require disclosure of broadcasting financial reports, Representative James M. Collins (D-Tex.) said he opposed the principle when it was first applied—under pressure from the news media, he said—to members of Congress. For congressmen, he said, it has meant not only “those fool forms you have to fill out” but also outrageous requests for charitable bequests. As for broadcasters, the congressman said, if financial disclosure were to be required, he would favor the inclusion of salaries of news broadcasters. “I understand one of those commentators I’ve heard talking about ‘obscene’ oil profits makes several hundred thousand a year,” Collins said. “Folks ought to know that.” Collins has been a frequent critic of television news programs that he says unfairly label oil profits as excessive.

Representative Carlos J. Moorhead (R-Calif.) is opposed to the disclosure of station financial reports. “I don’t think the public should judge a business by the money it makes,” he said. Luken said the “vice” of the disclosure proposal was that it makes a fallacious assumption of a “correlation between profits and programing.”

What about FCC deregulation of cable? Moorhead pointed out that he was among subcommittee members who have asked FCC Chairman Charles D. Ferris to delay FCC proceedings until Congress has a chance to review the serviceability of present copyright law, which, the congressman said, was based on a continuation of FCC regulations then in effect. “I understand the FCC is divided 3 to 3, with one on the fence,” Moorhead said of the pending rulemaking to remove restrictions on distant-signal importation and to eliminate syndicated exclusivity. The congressman supports the principle of exclusivity and said an increase in the fees that cable systems pay to the copyright pool for broadcast carriage was needed.

Representative Timothy E. Wirth (D-Colo.) said he felt no congressional tinkering with the copyright law was indicated at this time. He wants adjustments left to the Copyright Royalty Tribunal, which was created by the present law and given the power to change the statutory rates with changing conditions.

The congressmen indicated they want a strong hand in deciding whether Comsat should introduce the direct-to-home satellite broadcasting service it has proposed. Wirth pointed out that the Communications Subcommittee had already expressed an intention to hold hearings on the matter. Luken said he thought it too early for Congress to make a decision, “but Congress shouldn’t abdicate to the FCC.” Moorhead said: “I don’t think Comsat ought to be allowed to go into competition with broadcasting. I’m not sure the public would be better off.”

In response to a question, none of the congressmen had fault to find with televi-



Luken, Collins, Markey, Wirth, Moorhead

sion news coverage and political exposure in congressional election campaigns. Collins said broadcasters were even-handed in their presentation of candidates. Luken said television broadcasters were “more generous than newspapers.” Moorhead said television news coverage figured only lightly in congressional races in metropolitan areas like Los Angeles, which can embrace many congressional districts like his. “You have to figure in a very controversial issue to get on the television news,” Moorhead said. For him, television advertising is too expensive and largely wasted circulation. He uses radio. Wirth said news coverage was “good and fair.” But he finds the costs of television campaign advertising “appalling.”

In his latest campaign, he said, his opponent spent \$600,000 and he spent \$400,000. “It’s out of control,” Wirth said. “It’s a bad use of money. I don’t know what the better way is, but we have to look for it.”

What if the Senate moves toward some kind of broadcast legislation this year, as Senators Ernest Hollings (D-S.C.) and Barry Goldwater (R-Ariz.) last week indicated it might (see story 32).

Wirth said there was no interest on the House side in broadcast legislation this year, although he hoped for action on the common carrier revisions in the Communications Act that he and subcommittee colleagues have been drafting. No others on the panel disagreed.

Some advice from one of their own

Broadcasters-turned-congressmen give NAB thoughts on how the industry could improve its dealings with Capitol Hill

Two congressmen who are broadcaster “family” had some straight talk for the 50 or so radio delegates attending a Monday morning NAB session.

The soberest talk came from Representative Al Swift (D-Wash.), a former television news director, who said that the rapidly advancing new-media technologies mean: (1) that radio and television broadcasters are “going to have a great deal to do with Congress in the years to come,” but (2) “from Congress’s perspective, a

lot more communications people than just broadcasters are coming to the Hill with problems.” Gone must be the days, he said, when the networks can appear in Congress and leave the impression that they came “without any significant degree of humility at all.” Broadcasters, said Swift, are going to get caught in a double bind: They need Congress now more than ever, yet they must work to overcome a reputation that, rightly or wrongly, has been laid on them: that they are, as Swift said he was often told on arrival in Washington, “the most arrogant bunch of SOB’s we see here on the Hill.” Broadcasters now “must adopt techniques for dealing with Congress accordingly,” he said.

Senator Walter Huddleston (D-Ky.), a former station owner (“I see my colleagues here, and wonder where I went wrong and ended up in the Senate.”) was more positive, but addressed the same matters of lobbying. “Beyond three or four members,” he said, “no one in the Senate has experience with broadcasters—except at campaign time when they had to buy ads, and thought they had to pay too much.”

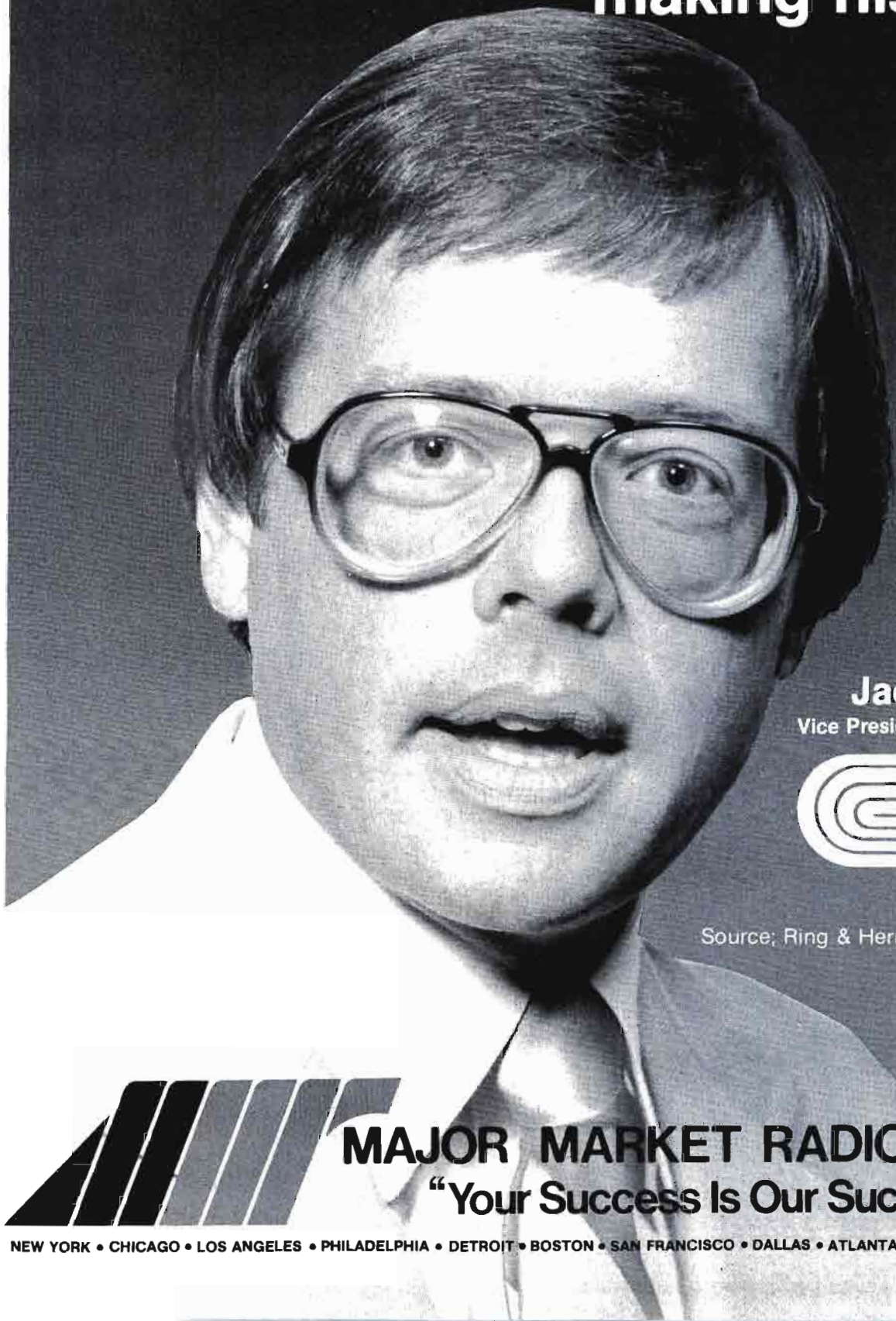
“See that the members of Congress learn what broadcasting is all about,” Huddleston urged. On the Hill, “there’s not a great depth of understanding” of the problems at the local level of broadcasting. “Let them understand the problems of keeping a log, of ascertainment, of renewal forms,” he said.

Both congressmen called for more sophisticated lobbying by state broadcaster organizations. The best of these, Huddleston said, come to Capitol Hill well prepared (“don’t come with a laundry list”), informed (“know all facets of an issue”) and open-minded (“come to learn as well”). He also said that timing is crucial on a particular legislative issue: Get up to the Hill “before the ox is in the ditch, before everybody who wants to mold broadcasting into their particular shape is up there lobbying.”

Swift, too, had his lobbying tips. “Do it in an organized fashion,” he said. And, he added, “any time you cannot invite me to lunch, dinner or cocktail party, I’ll give you a plus mark . . . See me in my office.”

In response to questions, both Huddleston and Swift addressed the issue of increasing the number of radio channels. “We don’t need gigantic increases in

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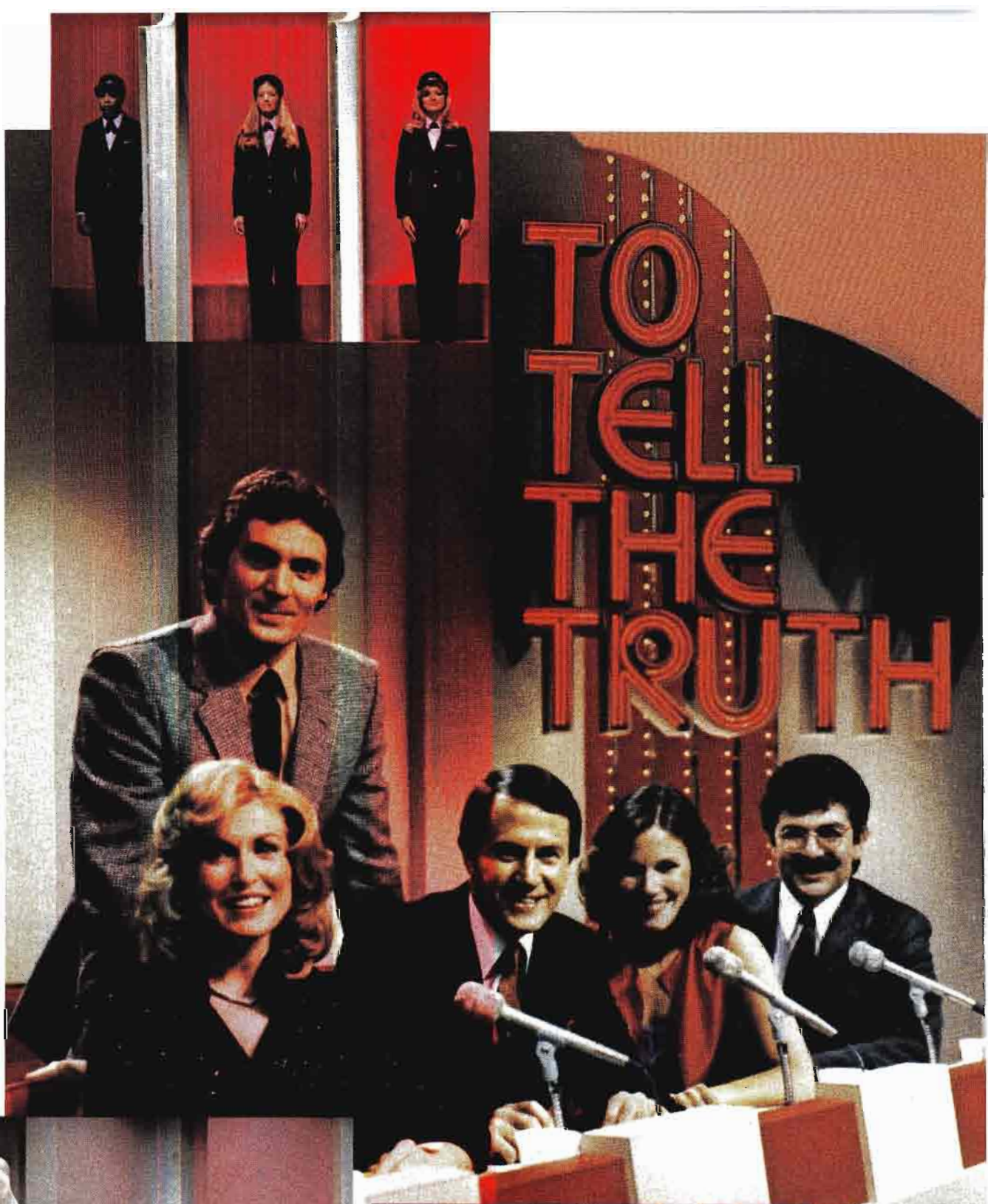


Source: Ring & Herring Report, Jan., 1980.



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WOTV Grand Rapids
WLKY-TV Louisville
WTAR-TV Norfolk
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WEYI-TV Flint-Saginaw-Bay City
WTOL-TV Toledo
WJKS-TV Jacksonville
WTVC Chattanooga
WKPT-TV Bristol-Johnson City-Kingsport
WEEK-TV Peoria
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WTVE Reading, Pa.





Huddleston, Wirth

broadcasting stations," said Huddleston, but he offered little hope of help from the Hill. There's "a lack of understanding" of the issue in Congress, he said. He said he thought the FCC would react if jurisdictional committees took a "strong position" on the matter, but he added, "I don't think that's going to happen."

Swift said that in seeking more radio channels, the commission was going after three "mutually exclusive" ideas: (1) an increase in the number of voices (an idea all right in itself, Swift said), (2) good service and (3) good programming. "You can only turn out so much good *anything*," he said.

The FCC on the firing line in Las Vegas

Lee, Quello, Brown and Fogarty field questions and criticism from broadcasters in separate radio and television sessions

The NAB held two question-and-answer sessions last week at the convention to look into the FCC's crystal ball for radio and television. The workshops, held Monday (television) and Tuesday (radio) and featuring four commissioners—Joseph Fogarty, Tyrone Brown, Robert Lee and James Quello—revealed no new insights into the future of both media. Ex parte rules prohibited discussion of commission matters now in rulemaking status, such as the children's television proceeding and radio deregulation. But the sessions did reflect the broadcasters' present concerns on a number of proposals and inquiries now before the commission, as well as criticism of some recent FCC decisions.

The television workshop covered such issues as Comsat's satellite-to-home broadcasting proposal, changes in ownership rules, financial disclosure and the prime-time access rule.

NAB President Vincent Wasilewski,

who moderated both sessions, opened the television workshop by asking the commissioners about their feelings towards Comsat's proposal.

Lee said that while he was willing to share some thoughts on the matter, he would have to wait for Comsat's formal proposal before he could make a final determination. He stated that while the concept is technically feasible, he questions the use of satellite-to-home broadcasting on a large scale. But, he added, "we might approve it, but then Congress will get into questions of whether Comsat can provide such a service, and whether the proposal hurts the concept of localism." Lee also questioned what effect direct broadcast satellites would have on national advertising and whether local stations could survive "with only local advertising, if it comes to that."

Quello said he too, would like to see Comsat's actual proposal, adding that the "possibilities are mind-boggling," but "I would have to see how localism is affected." Quello did not agree with critics who argue that broadcasters use the localism issue to obstruct competition. "It's not so," he said, adding, "I would like to see some of the best thinking on this issue."

Brown felt that the proposal presents a "peculiar problem" because "it's Comsat that is proposing it." He said that if the proposal is serious, he does not believe the FCC will stand in the way. But he wanted to clarify what he felt was a point overlooked by over-the-air broadcasters. "It is essentially a pay television proposal, one that will compete with subscription television and cable television," he said. "I don't see it as having a heavy impact on localism," he added, although he admitted that DBS might be a "siphoner" of programming. Brown then picked up on the issue of advertising, saying: "I would be skeptical if it aggravates the national market. However, if it does, perhaps they [national advertisers] have fallen asleep at the wheel."

Fogarty called the concept "brilliant—the most brilliant since the invention of the vacuum tube." And he said he would

not want "the religious principle of localism to stand in the way of such a concept. The FCC will protect the localism principle."

Wasilewski then asked how the commissioners felt about the possibility of educational stations airing commercials. Quello, considered to be the "educational commissioner" noted there are mixed feelings among public broadcasters on this issue. While he supports institutional advertising on public television, he cautioned that "once you start real commercialization, even for an hour, you are changing the basis on which public broadcasting was formed and the basis under which it should operate." Brown agreed with Quello.

Fogarty said he would like to go further and say that public broadcasting should be totally funded and get out of "the fundraising area." But Fogarty also added words of advice to the audience, should the issue become a reality: "I would have a real fear, if I were you, of having more advertising competition."

The NAB president then asked about any possible changes in ownership rules. Lee said that the present rules had been "in cement for quite a while now," and he would hesitate to make any changes. He did add that he hoped more broadcasters would take advantage of the UHF market. Quello agreed that the present rules are "reasonable" and do "an adequate job of defending against unreasonable concentration of control."

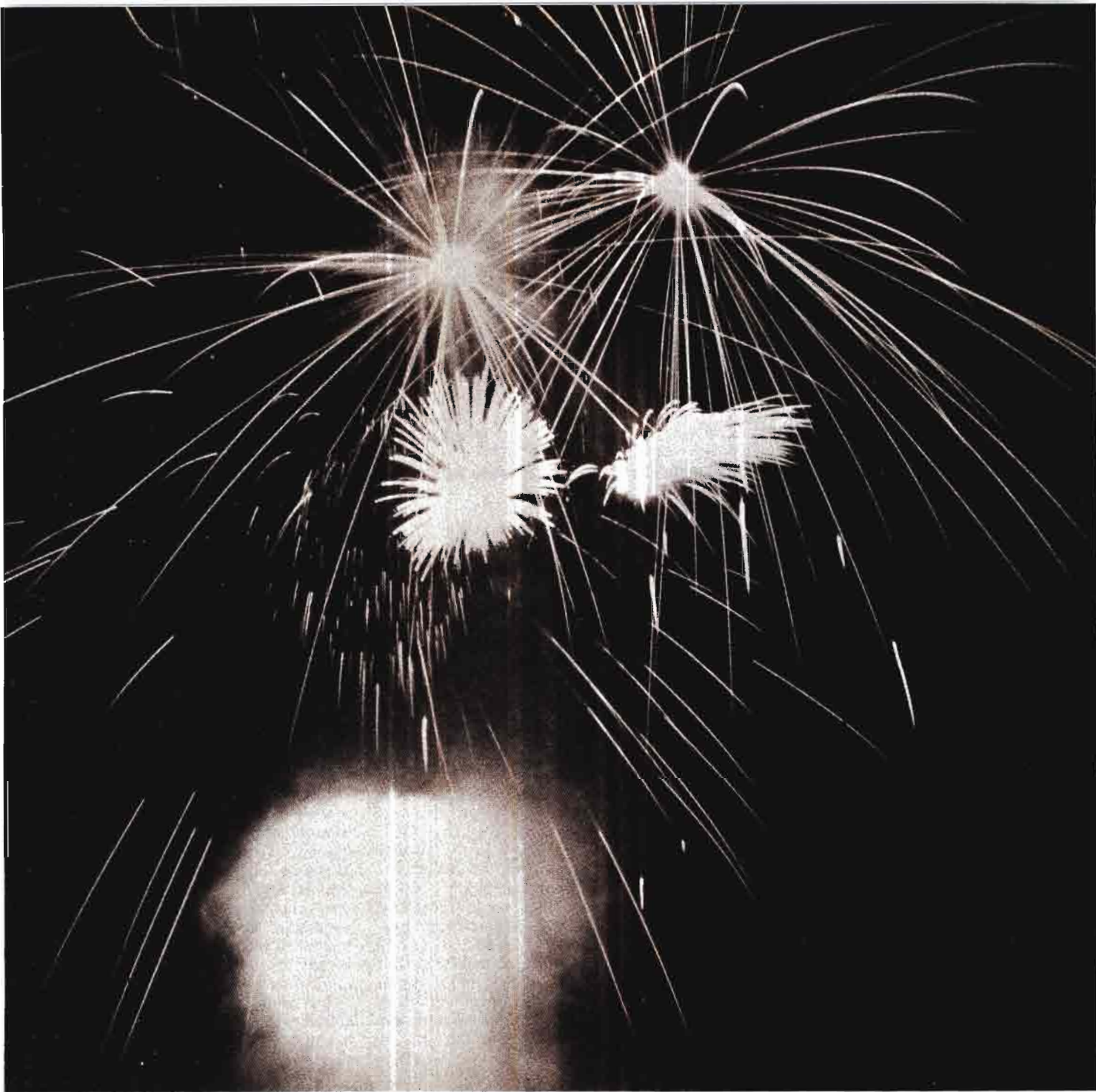
Wasilewski then polled the commissioners on how they would decide on releasing broadcasters' financial records to the public. Lee said he would oppose it. Quello said he would have to see how Representative Ronald Mottl's (R-Ohio) bill, which is intended to make those records public, develops. Fogarty replied that the telephone companies report all their finances and they are not kept from the public. But Quello opposed him, saying phone companies were a regulated monopoly and an altogether different service from broadcasting. Fogarty responded: "If I were a broadcaster, I would worry. Just two weeks ago the FCC deregulated the telephone industry, and with that action, there is no way to distinguish between the two."

Questions were then received from the audience:

■ In what direction do you see the FCC pushing television receiver technology? Fogarty replied that he felt the FCC had jurisdiction to order manufacturers to meet certain specifications. And Quello agreed. Lee added that the FCC "hasn't been asleep at the switch in this area."

■ Where does the commission stand on distant signal importation and syndicated exclusivity? Quello said there would have to be a heavy burden of proof before "I vote to eliminate syndicated exclusivity." Fogarty said he found it ironic that cable owners wanted deregulation in those areas, and still wanted regulation in the protection of their franchise fees.

■ Has the prime-time access rule been successful? Quello said he felt it had ac-



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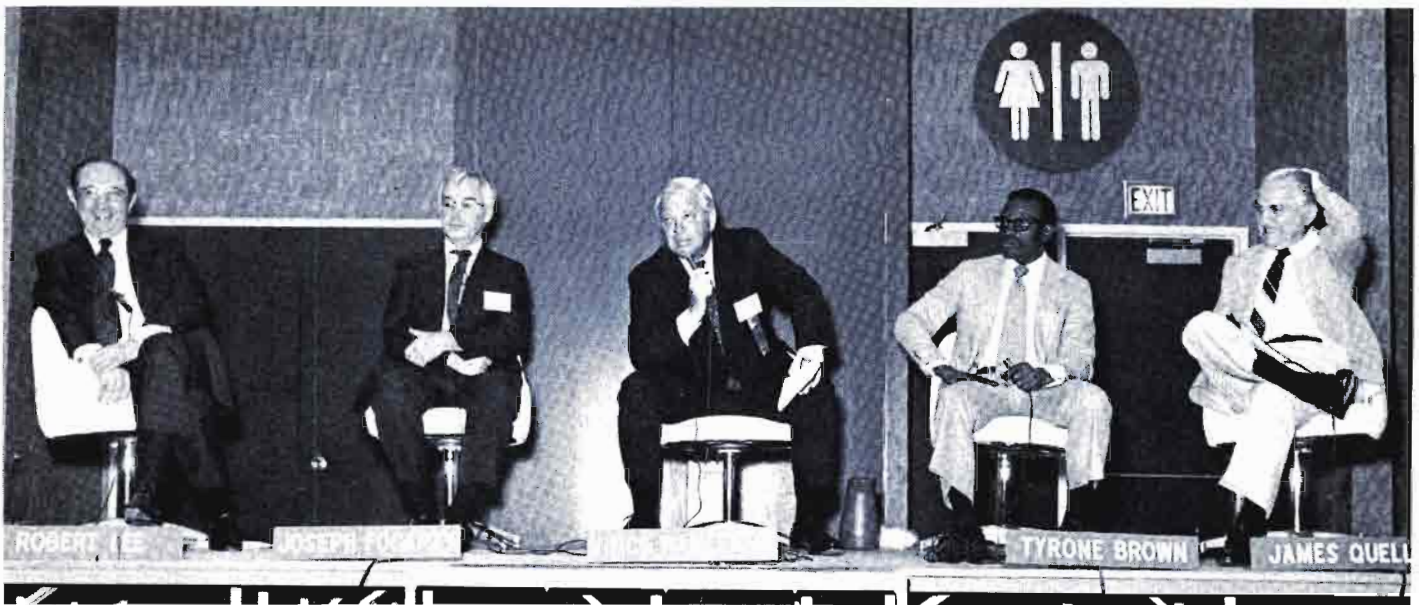
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WUHF-TV/Rochester, N.Y.

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completed its purpose of giving additional local service. Fogarty felt it "has been a total failure. What we have done is make some syndicators multimillionaires."

□

While the television broadcasters did not have any specific gripes with the commissioners, it was a different story on the radio side, where a lively discussion centered on the FCC's recent decision to increase its equal employment opportunity processing standards and its approval of the Magnavox system for AM stereo.

Wasilewski opened the questioning, asking Lee: "What's new with 9 khz?" Lee, who headed the United States delegation to the Region II conference in Buenos Aires, said: "Nothing new—we returned from the conference without a definitive decision. Although there was a majority for 9 khz, we did not have a consensus. I am partially convinced it will be approved when we next meet, November 1981." In response to a question from the audience on the number of available frequencies and their allocation should 9 khz become a reality, Lee answered, "Nine khz could provide the United States with anywhere from 200 to 1,400 stations, and the commission will set priorities for minorities and daytimers to use those frequencies."

Wasilewski then threw out the subject of AM stereo for discussion. Quello said he was glad the commission decided on one system. Brown said the issue of whether to adopt AM stereo or not was never up for discussion—"we were all for that," he said. "The real question was whether to adopt one system." Brown, who dissented to the one-system approach along with Commissioner Anne Jones, said: "All applicants met the commission's minimal requirements. I saw no basis for making distinctions and did not want to cut off any future technologies that might develop."

A TV engineer asked why the commissioners approved the Magnavox system without reading all the technical information submitted. Lee said the purely technical decision was made on the basis of

recommendations by the FCC's engineers. The questioner then asked, "Why did the FCC approve a system that every AM broadcaster in the country disapproves of?" Lee replied that if every AM engineer makes a filing saying the FCC made the wrong choice, "I would change my mind." This remark brought loud applause from the audience. Leonard Kahn, whose Kahn/Hazeltine stereo system seems to have a great deal of support from broadcasters, then stepped forward and asked the commissioners if they would consider holding oral arguments to reconsider their decision.

Brown answered that if an oral argument proved to be a help in aiding the decision-making process, he would go along with it. Fogarty and Quello also said they would favor an oral argument on the subject.

Members of the audience then stood in line to list their particular grievances and frustrations with the FCC's new EEO processing guidelines. One broadcaster asked: "How can we serve the public interest if in small markets like ours we spend so much time looking for a qualified minority? There are thousands of broadcasters like me all over the country who are tired of this." After applause from the audience, the commissioners gave their side of the issue. Lee said that while the broadcaster had a point, "if a sufficient enough showing is made, you should not have trouble with your renewal form. When you broaden things to correct past injustices, someone always gets hurt."

Quello said: "I voted for EEO. Today, if you're against EEO, you're against God, mother, country, and in my case, reappointment." He then explained that he felt there were better opportunities for minority advancement and employment at larger stations, and that smaller stations suffer from the standards.

Brown said he understands the frustration, but the new guidelines do not mean that the commission looks at the bottom line on deciding whether a licensee is carrying out an effective EEO program. "All the FCC wants you to do," he said "is

try to seek out and employ minorities. Show us that you have made a concerted effort. We know that for small stations in small towns getting the statistics is not easy."

Wasilewski diverted the topic to the possibility of required break-up of AM-FM combinations. Lee said such divestiture is being considered, but that he was not prepared to separate them at this time. Quello said there would have to be solid proof that would convince him to approve it. And Fogarty agreed, saying that "it doesn't seem fair at this time to require total divestiture."

Brown, however, offered another point of view. He explained that while he wanted to emphasize that the FCC would not require divestiture of existing AM-FM combinations, he did feel that a rule similar to the radio-television and newspaper-broadcast crossownership rules could be adopted to forbid transfers of intact combinations. He stated that such a rule would be possible because of the historical precedent of the other crossownership rules.

Lee said his position may change if stereo gives a boost to AM, and it would not need the support it now receives from its co-owned FM stations.

There's no doubt where they stand on deregulation

Radio panel session draws volley of questions to Catholic Conference's Hirsch for his group's opposition to the FCC's proposal

Radio broadcasters in evidence at the National Association of Broadcasters convention in Las Vegas last week appeared as sleek and content as any of their colleagues. But there are things, apparently, that can make them seem hungry and

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mean—opposition to the FCC's proposal to deregulate radio, for instance.

Indeed, the radio broadcasters' feelings on the subject were almost palpable at a Tuesday radio general session that featured a panel discussion on radio deregulation. The feelings had a focus in Richard Hirsch, secretary of communications of the U.S. Catholic Conference, which opposes deregulation.

FCC Broadcast Bureau Chief Richard Shiben had only to open his remarks by saying he would challenge "the concepts" expressed by Hirsch, whose remarks preceded his, to win a spirited round of applause. And every one of the half-dozen questions asked in the 15 minutes left for questions at the end of the session was directed at Hirsch. Most were expressed with vehemence, if not bitterness.

NAB radio board Chairman Arnold Lerner, who served as moderator, set the tone in his opening remarks. He talked of opponents of deregulation whose tactics are outside "the bounds of fairness." And he said the fate of the proposal depends on whether "this government has the will to resist self-serving rhetoric of the opposition and let the people choose [the service they want] for themselves."

The three panelists—Steve Simmons, of the White House domestic policy staff, was the third—generally reviewed positions expressed in other forums regarding the FCC proposal to eliminate formal ascertainment and logging requirements, and to drop processing standards that set guidelines for commercialization and non-entertainment programing.

Simmons, noting that four agencies of the federal government favored deregulation, though to varying degrees, cited four underlying reasons for that approach—the increase in the number of radio stations to over 8,000, the determination to let the market forces operate, the "dedication to protecting First Amendment rights" and the decision to "get government off the backs of business wherever possible."

Hirsch said the commission is redefining the public interest standard to mean "the satisfaction of consumer well-being." The USCC is troubled by that redefinition and also, he said, by the fact that "the community is being restricted to the marketplace." Hirsch said permitting the marketplace to shape the kind of service listeners will receive, meant that groups like the poor and elderly, whom



Election year enlightenment. With the country well into the political season, the NAB convention planners provided two two-part workshops on FCC rules and policies governing political broadcasting. One was for radio broadcasters and the other for television, and Milton O. Gross, chief of the commission's fairness/political broadcasting branch, was on hand for both. In the radio workshop, participants were Gross; Bill Perry, of Dow, Lohnes & Albertson; NAB attorney Barry Umansky, the moderator, and John Quale, of Kirkland & Ellis. In the television workshop (above), participants were (l-r) moderator James J. Popham, NAB deputy general counsel; Gross, and Stephen A. Sharp, of Schnader, Harrison, Segal & Lewis. Many of the nuts-and-bolts types of issues discussed were of the kind that crop up in every election. One new one involved the activity of conservative independent political action groups that campaign against liberal candidates. Sharp raised the hypothetical question of an independent committee using the picture of a target candidate in a television commercial. Does that constitute a "use" that would entitle his opponents to "equal opportunities" even though the commercial was intended to harm the candidate's chances? Sharp thought it does, under a literal reading of the law, but hoped the commission would take "a common sense approach" to the issue. Gross thought the commission might. He noted that the commission took such a "common sense" approach in ruling that the Iowa presidential caucuses were to be treated as an election for purposes of the law requiring broadcasters to accord the lowest unit rate to candidates advertising on their stations (BROADCASTING, Jan. 21).

advertisers do not care to reach, will not be served.

For his part, Shiben denied that the FCC is changing the public interest standard mandated by the Communications Act. But, he said, the commission has "the flexibility" and the obligation to review and change policies and rules that no longer are necessary. And, he said, in a comment indicating his position on the issue, "There are sufficient facts in the record to say a new approach is called for."

Shiben also thought Hirsch was selling the poor and elderly short: "It's not a little insulting to regard the poor and elderly as strangers visiting from another planet who don't share the same concerns as others and [instead] need special programing."

The audience's feelings were never far from the surface. But it was in the ques-

tions that the intensity became clear.

One questioner said broadcasters' "ascertainment" has determined that the USCC had not checked with its own people at the grassroots before setting its policy. Not so, said Hirsch. He said the USCC policy has the support of a national association of Catholic broadcasters.

Another broadcaster said he is a Catholic who feels his church "is turning its back on me" in opposing efforts to ease the administrative burden on broadcasters. Hirsch pointed out the USCC would not oppose easing the formal ascertainment requirements but would oppose eliminating them.

Hirsch took the tough questions with little apparent rancor. But in a news release, he made clear his feelings about the manner in which the NAB presented the issue to the convention. "The composition of the panel belies the scope of the public's concern," he said. By limiting participation to three organizations—"two of which have clearly indicated their predisposition toward deregulation—the NAB has given further encouragement to those who would cast the question in the light of a narrow issue of parochial interest to the religious community alone."

Hirsch noted that the commission's notice of rulemaking drew critical responses from diverse public interest groups, including the American Civil Liberties Union, the National Organization for Women, consumer groups and black and Hispanic organizations.



Simmons, Shiben, Hirsch, Lerner

Cobb winner's advice

ABC's Erlick tells broadcasters they must stick together to solve problems with government

Everett H. Erlick, senior vice president and general counsel of ABC Inc., urged broadcasters last week to stand shoulder to shoulder against common problems and in quest of common goals.

Accepting the NAB's Grover Cobb Award, given annually to the broadcast executive who has done most to foster industry and government relations, Erlick said that through united effort broadcasters could at least ease "congressional problems that are rooted in a lack of understanding or a lack of information."

"We are not getting across to the Congress the fact that broadcasters don't deplete airwaves the way drillers deplete oil deposits," he said. "Rather, we add to the spectrum technology, talent and financial resources—without which it is just so much empty space. We offer entertainment in sight and sound free of extra charge to all the public and news, sports, public affairs and community affairs throughout the day and night. No other



Erlick

medium, no other national system, offers its public such a wealth of diversity and information.

"Nor are we getting across the fact that over-the-air broadcasters are compelled to compete in a counterfeit marketplace against cable and pay-cable entrepreneurs who benefit from a skewed Copyright Act. Or that broadcasters should not be required to pay another royalty to help record companies meet their talent payroll."

Erlick said he accepted the award on behalf of "many others in the ABC family," including Gene Bohi of WGHP-TV High Point, N.C., and Dick Chapin of Stuart Broadcasting, Lincoln, Neb., chairman of the ABC TV and radio network affiliates' government relations committee, and "other members of our management for their unfailing support" and "our outstanding Washington staff."

The presentation was made by Bill Turner of KCAU-TV Sioux City, Iowa, chairman of NAB's TV and radio political action fund. Erlick said Turner should also share the award as "a leader in this effort," one man "to whom no one responds, 'No, I gave at the office.'"

Washington Watch

Media heavyweights. CBS Inc. commitment to life among new technologies is reflected in first appointments by William Lilley III, Washington vice president. He's bringing in Margaret Hanson, 30, as director of government policy development, office's No. 2 post. She's Harvard MBA (with MA in theology from Oxford, BA in anthropology from Stanford), was a principal figure in developing company's new strategic plan under CBS Inc. President John Backe, also held finance and planning positions under broadcast group President Gene Jankowski. "I think this woman's a superstar," says Lilley. Also appointed: Charles Oliver, 29, from FCC's Common Carrier Bureau, as new director for legislative and regulatory policy. Among his specialties at commission: DBS, MDS, fiber optics. He's magna cum laude from Yale with MA in communications economics from Annenberg School and law degree from University of Virginia.

V's remain. FCC has denied joint petition requesting amendment of TV table of assignments to reserve VHF assignment in Los Angeles market for noncommercial use. Petition, filed by Committee to Eliminate UHF Handicap on Public Television in Los Angeles, Public Communication Inc. and Advocates for the Arts, noted that all seven VHF assignments in Los Angeles are currently occupied by commercial stations, and proposed that FCC hold comparative hearing among all VHF licensees at next renewal to determine which would lose its assignment as being least qualified to continue broadcasting. FCC pointed out that effectuating proposal would involve substantial costs to government, public and parties involved.

Slapped. FCC came down hard on nine Washington area radio stations for violations of its equal employment opportunity guidelines. FCC ordered WWDC-AM-FM and WOOK(FM), both Washington; WINX(AM) Rockville, WDON(AM) Wheaton and WLMD(AM) Laurel, all Maryland, and WPIK(AM) Alexandria and WXRA(FM) Woodbridge, both Virginia, to file periodic EEO reports during their license term. But most severe sanction was meted to WHFS(FM) Bethesda, Md. It got short-term renewal (through Oct. 1, 1981). FCC said that station had its last renewal conditioned on submission of periodic employment reports and has shown little or no improvement in minority hiring. Actions were precipitated by petitions opposing license renewals of stations filed by Washington's Office of Human Rights.

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"The thousand people I'm talking about actively work at improving the environment.

About four hundred of them—scientists, engineers and technicians—develop, design and operate Bethlehem Steel's environmental control program.

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We're proud of our accomplishments in cleaning up the air and water.

We've come a long way since 1946, when Bethlehem began its formal environmental control program. Today we're removing about 95 percent of the pollutants from our air emissions and water discharges.

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It's called a 'one-spot' coke pushing emission control car. And right now it's helping to solve a pollution-control problem that's plagued us for years: capturing and cleaning the emissions produced when coke is pushed from a coke oven.

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We've made substantial progress in controlling pollution, but we haven't finished the job. We've already spent \$700 million for pollution control equipment and we may have to spend several hundred million more in the years ahead.

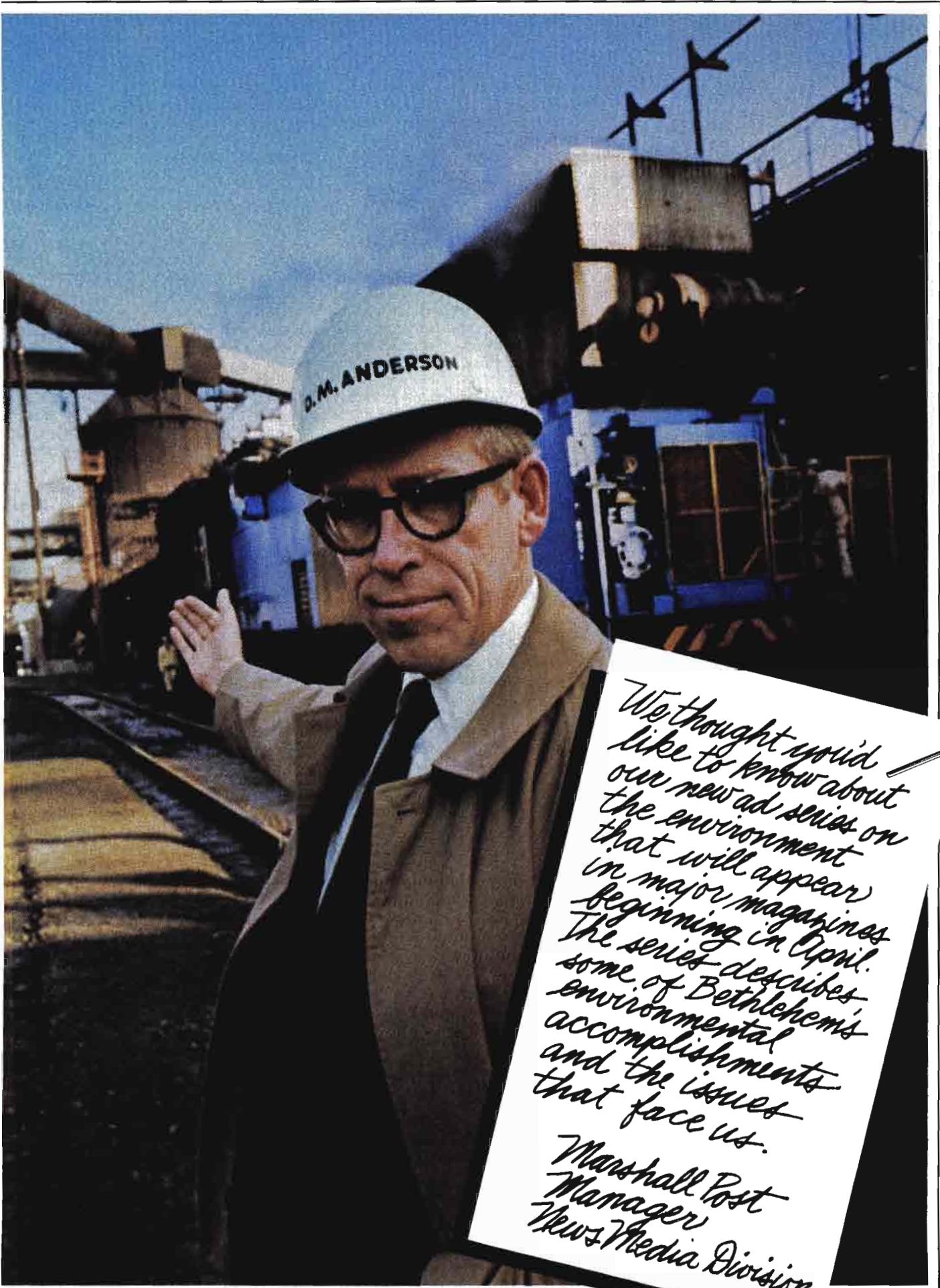
But we believe there's a limit. To require industry to "purify" the air and water beyond what is necessary to protect health does not make good economic or energy sense.

A balance must be struck between an absolutely pure environment and a healthy environment, so that the economy of this nation has the opportunity to thrive.

Our position is clearly explained in our *Statement on Environmental Control*. If you would like a copy, write: Public Affairs Dept., Rm. 476 MT, Bethlehem Steel Corporation, Bethlehem, PA 18016.

Bethlehem 

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Commenting on cable copyright

FCC cable chief Nichols tells NAB he thinks commission doesn't have authority to require retransmission consent; Polinger explains NAB's formula for tribunal and wants payments by cable systems raised

Willard R. Nichols, chief of the FCC's Cable Television Bureau, as much as said last week that he will advise the commission that it lacks authority to impose requirements of retransmission consent on cable systems. He stopped short, however, of predicting how the commission will act when the matter comes before it, along with proposals to eliminate restraints on distant-signal importation and protection of syndicated exclusivity.

As to the two deregulatory proposals, Nichols left little doubt that the staff will recommend adoption.

Appearing at a Monday morning television workshop at last week's NAB convention, Nichols said the deregulatory rule-making had been proposed only after extensive economic studies had determined that television broadcasting had suffered little impact from cable competition. The removal of distant-signal and syndicated exclusivity rules was in accord with the FCC's stated policy of letting the marketplace replace the government in regulation, Nichols said.

Apart from questioning the commission's authority to adopt retransmission consent—a requirement that cable systems obtain permission before picking up a distant station's signal—Nichols said that consent, if adopted, would create "severe transitional problems." In the short run, he said, there would be difficult cases of "retransmission denial" for the FCC to face. In the long run, however, he said his personal view was that the requirement "might make sense."

Nichols said he hoped the Cable Bureau would complete its preparation of the massive cable deregulation package by early summer.

The same workshop was briefed on the NAB's role in attempts by the Copyright Royalty Tribunal to develop a system to distribute funds collected from the cable copyright pool. David H. Polinger of WPIX Inc., New York, chairman of the association's ad hoc copyright committee, criticized other claimants—primarily sports and motion picture interests, for making excessive demands to their share of the pool and said he hoped the tribunal would ultimately choose a simple formula that the NAB committee had suggested.

The formula would distribute the pool, collected annually from cable systems under a fee schedule fixed in the latest copyright law, according to proved usage of various program sources. The NAB has compiled models of more than 800 of the biggest cable systems to determine how much of their broadcasting programming is

local, how much is motion pictures and how much is sports. The association proposes that the percentage of local programming be used as the percentage of the annual pool to go to broadcasters, and so with the percentages of programming to other claimants.

The NAB will present its case to the tribunal next week.

Polinger said that once the distribution schedule is adopted—to dispose of cable money collected for 1978—the NAB will ask the Copyright Royalty Tribunal to exercise powers granted by the new copyright law and increase the rates of cable payments. The total collection of royalties from cable for the carriage of broadcasting signals in 1978 was about equal to the price that two major-market television stations would pay for only two syndicated programs, Polinger said. "We must try to get the tribunal to raise the basic rates cable pays."

The workshop was moderated by James J. Popham, NAB's deputy general counsel.

Late-night lawyering packs 'em in

Workshops promising 'Everything You Wanted to Know About Broadcast Law' receive good turnout for free legal advice

National Association of Broadcasters senior vice president and general counsel Erwin Krasnow may be drummed out of the Federal Communications Bar Association yet. But until he is, he seems determined to provide free legal advice to broadcasters who need it—need it a lot, if those in attendance at two late-night sessions at the NAB convention in Las Vegas are an indication.

For Krasnow beat the odds again, as they say in Vegas, in drawing broadcasters in respectable numbers to the sessions designed to provide quick (and not too dirty) courses in broadcast law. He had beaten the odds the first time with a similar night-time session in Dallas last year.

This year, he had the gambling tables and the big shows to compete with. Still,



Huggee is Krasnow; hugger is unidentified

the promise of learning, as Krasnow put it, everything they wanted to know about broadcast law but were afraid to ask because their lawyers would charge for it, was powerful.

On Monday, at 9:30 p.m., some 200 broadcasters crowded into a room at the Las Vegas Hilton for a two-hour survey course taught by a faculty of three Washington communications attorneys—Vince Pepper, Jason Shrinsky and Howard Braun—and they hung on every word. They had to; the instructors raced through 11 subjects, giving three- or four-minute précis of such matters as contracts, how to handle the public inspection file, political broadcasting and contests and promotions, and then took questions.

Some of those in the audience may have nodded from time to time. But many were scribbling notes furiously, and others were taping the presentations.

"Boy, that was really good, wasn't it," said one broadcaster at 11:35 p.m., apparently turned on by what he had heard, as he munched a last doughnut and drank another cup of coffee from the supplies NAB had provided.

On Tuesday, Krasnow had set himself a tougher challenge—a "marathon legal clinic and legal bazaar." Two rooms in the Hilton were set aside for four sessions during each of four hours, beginning at 9 p.m.

With 20 lawyers*, six from the NAB staff, dispensing the free advice, broadcasters were able to move from one "stall" to another, sampling a bit of this (newsroom legal problems or talk shows, perhaps) and trying a bit of that (say, political and issue advertising or commercial continuity).

By 1 a.m., the broadcasters in attendance had dwindled to a hardy few. But the bazaar had drawn well over 100. NAB representatives knew, because the tee shirts emblazoned with "Have you hugged your communications lawyer today?" that were to be given to the first 100 attendees were gone, along with a substantial number of bumper stickers bearing the same message that were to be given to "the second hundred."

The broadcasters' gain, in terms of free advice, need not have been a total commercial loss to the communications bar. The lawyers who participated in the program demonstrated the legal skills that are available for a fee.

More than that, Vince Pepper salted one of his minilectures with an anecdote indicating what can happen to a broadcaster lacking sound legal advice. A broadcaster had hired a noncommunications lawyer to help him sell a station. But as a result of the two-part contract the lawyer had drawn, the broadcaster wound up selling his transmitter site but not the station—the commission had disapproved the sale. So, Pepper warned, "be careful."

That, said fellow-faculty member Braun, "sounds like a commercial for the FCBA."

*John Lane, Robert Stone, Irving Gastfreund, Robert Marmet, Peter Tannenwald, Gordon Coffman, Ronald Siegel, Roy Russo, Larry Perry, Edward Hayes Jr., Alan Campbell, Martin Levy, William Green, Larry Miller, and NAB staffers Stephen Nevas, James Popham, Richard Wyckoff, Barry Umansky, Enola Aird and Krasnow.

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Thurston takes the offensive

DSA winner exhorts broadcasters to support minority fund, defends NAB position on 9 khz and criticizes government for lack of technical preparation at Buenos Aires conference

Donald Thurston, winner of this year's NAB Distinguished Service Award, implored broadcasters last week at the convention to take an active role in clearing up what he believes are misconceptions on a number of issues including minorities and private enterprise, radio deregulation, the Buenos Aires conference on AM allocations and the character of the industry as a whole.

In a speech punctuated by frequent applause and described by another board member later as "a precedent for platform speaking," Thurston cautioned broadcasters not to "abdicate their responsibility ... watch idly as the government fills the vacuum and then be critical of the result." He urged broadcasters to be active in the politics of the industry. "NAB cannot do it all," he said. "You must participate."

Thurston attempted to set the record straight first on the NAB's Minority Investment Fund. The fund, established at Thurston's urging a year ago when he was NAB's joint board chairman, is a business enterprise to encourage minority participation and ownership in broadcasting.

Thurston said some people have called the NAB's fund a "charitable give-away program, like some of the government programs we are familiar with." He countered those critics, stating that "the fund was established to insure a private-enterprise response to this need rather than a total governmental response," and "it will be in business to insure success, not failure—success through proper financing and technical and management assistance." He then told the broadcasters that if they "pledged four tenths of one percent of one year's gross—that's just forty cents from each \$100 that you take in this year—and then pay that over the next five years ... we will meet our goal [of \$30 million] and then some."

Thurston then attacked United Church of Christ and United States Catholic Conference campaigns to halt the FCC's radio deregulation proceeding. He said misinformation about the proceeding prompted letter-writing and advertising campaigns saying, among other things, that broadcast employees would be replaced by automa-



Thurston (r) and NAB Chairman Tom Bolger

tion, that there would be no more public service ads and reduced equal employment opportunities. Thurston said the two religious groups "should be ashamed of that kind of propaganda," and urged broadcasters who are active in their home churches to "demand some reform in their central offices of communications."

Finally, Thurston defended NAB's position on AM allocations and discussed Representative Lionel Van Deerlin's (D-Calif.) criticism of NAB's letter to other countries in the western hemisphere concerning 9 khz channel spacing. (NAB had sent a letter to 22 Latin American countries before the start of the Buenos Aires conference last month, saying the U.S. position favoring a reduction in channel spacing on the AM band needed further study [BROADCASTING, March 17]).

Van Deerlin, speaking before the Regulatory Reform Conference in Washington at the end of March, said he was tired of broadcasters' "rhetoric, their knee-jerk reactions and self-serving hype," because they fear expansion and competition. Thurston replied: "This industry was built on competition. What we are afraid of is technical incompetence and the lack of even basic economic understanding in those agencies which govern our existence ... nowhere in the world is there such a density of transmitters as in the United States ... We do not wish this industry to become an electronic tower of babble ... if that's NAB rhetoric ... so be it." And in remarks that brought heavy applause, he added "I get the feeling these days that we are becoming more like a people of the government instead of a government of the people. And I don't like it!"

Thurston, who attended the Buenos

Aires conference as a special NAB delegate, said he "observed a U.S. delegation that seemed to be at odds within itself, that held separate meetings of the government representatives excluding the private sector, a delegation that was primed for political battle but inadequately prepared for the technical."

He noted that as a result "we almost lost AM stereo, did lose the clear channels as we know them, accepted a government-planned allocation system for AM stations and abdicated to the International Radio Frequency Board the responsibility to properly study the 9 or 10 khz proposal in the United States." Thurston also accused the FCC and the National Telecommunications and Information Administration of "unfairly using" Ray Livesay, president of the Daytime Broadcasters Association, to push for their position. Thurston feels that "there is not the slightest intention at the FCC or NTIA to give up daytime allocations."

In ending, Thurston urged the broadcast industry to accept the "responsibility of their power, of the common good and their freedom." He said the radio and television industry, because of its influence through programming, is more than a "reflective" medium. And if broadcasters do not take their responsibility seriously, and unless they are active in industry affairs, they will abdicate their responsibility to the government. "Like the ages of agriculture and industrialization that preceded it, this dawning 'age of information' will have a profound effect on every citizen in every corner of the world. I cannot conceive of any industry or profession with such a wonderful opportunity to benefit mankind," he concluded.

Broadcasters are synonymous with progress, says Wasilewski

He says Washington wrongly sees them as dragging feet; cites technical progress and calls cable TV a 'byproduct' of broadcasting

NAB President Vincent Wasilewski challenged what he believes is a misconception in Washington regulatory circles—that broadcasters are “obstructionists in the path of progress.”

In a speech that marked the opening of NAB's 58th annual convention on Sunday, April 13, Wasilewski said broadcasters are and always have been “innovators,” willing and ready to meet the challenge of advancing technology. Critics of the industry “compare it to a glacier, reluctantly emerging from the ice age through no effort of its own,” he said. “But their voices were not heard nearly six decades ago when broadcasting had its beginning . . . As broadcasters continue to advance, so shall the new technologies.”

The NAB president said it was the broadcasters’ “vision that foresaw and that fostered virtually every technological development presently in use.” And, he added, they are “continually looking ahead for ways to improve our system . . . radio broadcasting enabled the blind to see, and now the deaf will be able to hear by watching television—through the use of closed captioning.”

Wasilewski also lashed out at those who accuse broadcasting of “shackling the competitive abilities of other media—particularly cable.” In a strong statement against cable television, he called cable “no more than a byproduct of broadcasting.” And while broadcasters welcome the competition from a fair and competitive marketplace, he said, “cable television enjoys an artificial, government-imposed advantage.”

He stressed that the competition is “hardly fair when cable pays about 1% of its revenues for all the broadcast programs it can get its hands on, while broadcasters pay from 35% to 40% for theirs.”

“Cable simply has taken the product of broadcasters and sold it to a wired audience,” he said. “Were it not for broadcast signals, cable would not exist.”

Noting that the use of satellites to deliver programming is “skyrocketing,” the sources of the nation’s best programming are still “right around the corner,” he said. He added that broadcasting is built on local service, and a new, major force to increase that service will be the introduction of AM stereo to the marketplace. “AM stereo will not only provide increased public service and increased competition, but will suggest other opportunities for ancillary uses of radio signals,” he said. “And before

long the public may be enjoying television in stereo,” he added.

Wasilewski also made clear NAB’s position on the expansion of the AM band, saying NAB supported the proposal last fall at the World Administrative Radio Conference in Geneva. NAB also does not oppose “reducing AM channel spacing from 10 khz to 9,” he added. “We never have. But without further comprehensive technical and economic studies, no responsible action can be taken.”

He also questioned the effect on the public of Comsat’s satellite-to-home broadcasting proposal. While calling the proposal “innovative” and a “technological marvel,” Wasilewski said it is “inconsistent with our system of local radio and television mandated by the Communications Act.” He felt that before the FCC can consider the proposal, Congress must first determine whether this method of “non-local broadcast service” is in the public interest.

In closing, Wasilewski said: “American broadcasters have the vision to look toward the future, and we have employed every technological advancement possible to make that future brighter. We have competed fully and fairly. We will continue to do so.”

NAB seers forecast that new media will only ‘knock corners’ off TV’s audience

But, they say, revenue growth will now come mainly from increases in advertising rates

A panel of experts went looking for “TV’s Fragmented Future” at the NAB convention last Tuesday and could hardly find it.

They could see television’s future, all right, and said it looked good. They could see some fragmentation of its audiences, too, but felt that offsetting factors would

minimize the effects. In short, they suggested that the new technologies would split off enough commercial TV audience to make thriving businesses for themselves without doing much damage to the television business.

The chief victim of fragmentation, in this view, will not be television’s balance sheet as it is known today, but will be the year-to-year revenue growth that TV has become accustomed to. When the new technologies begin to make their mark, the broadcasters were told, TV’s revenue growth is apt to come from cost-per-thousand rate increases rather than from sustained audience growth.

The panel, moderated by Paul Bortz, former National Telecommunications and Information Administration official now with Browne, Bortz & Coddington of Denver, comprised Herbert S. Schlosser of RCA, Gustave M. Hauser of Warner Amex Cable and John S. Reidy of Drexel, Burnham & Lambert.

Schlosser, former NBC president now in charge of assembling programming for RCA’s SelectaVision videodisk, said the disk unit will be marketed beginning in the first quarter of 1981 and is expected to sell 200,000 units the first year, with video players reaching 30% to 50% penetration of U.S. TV homes in 10 years, by then representing \$7.5 billion or more in annual sales of players and disks.

But Schlosser expected television to feel relatively little impact from videodisks, cable, pay cable and other new forms.

“The total impact of the new media will be to reduce commercial television’s audience somewhat, to knock the corners off that audience,” Schlosser said. “But those are big corners, and new businesses can thrive in them.”

“The reservoir of hours of television watching is so huge—over 2,300 hours per home per year—that even with some audience loss, commercial broadcasting will remain a strong and vital business and will continue to be a necessity to advertisers.”

Schlosser noted that a network program can reach millions of viewers and still be



Speaking Schlosser □ Listening (l to r) Bortz, Reidy, Hauser

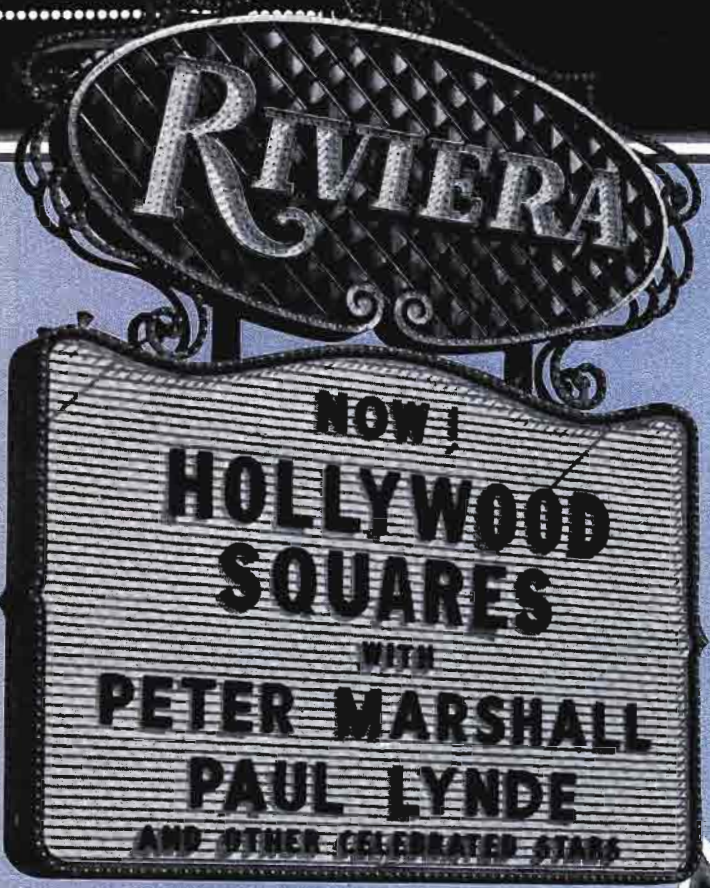
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rated a failure, while a book that sells 100,000 copies is a success and records are "gold" if they sell 500,000 copies and "platinum" if they sell one million. The videodisk audience, he said, will be much closer in size to that of records and books than to television.

Television, he said, meanwhile will adapt to meet the new competition by doing more of what it does better than any other medium—stressing topical and spontaneous programing.

"To be sure," he said, "the regular TV series and specials and miniseries will continue, but the emphasis will shift. There will be more news and sports programs in prime-time and live coverage will increase. There is nothing on the horizon to match the excellent job broadcasters do in these areas . . . Audience interest in reality programing will continue to grow and be even more important in the years ahead."

One of the big beneficiaries of the new technologies, Schlosser said, will be "program suppliers, large and small." The added distribution channels "could make the 1980's a very prosperous decade for them—provided they maintain some reasonable control over their own production costs. The result can be an improvement in the quality of programs and a greater number and diversity of program sources for the new media and broadcast television."

Warner Amex's Hauser agreed. He also agreed that the new media's effect on broadcast TV will be relatively minimal, sufficient for cable, pay cable and other services to prosper but not enough to cause serious trouble to broadcast TV. In many cases, he noted, the new media will offer "conveniences" tailored to groups or even to individuals.

Television's survival or profitability are, Hauser said, "unquestioned."

Reidy of Drexel, Burnham was confident that "television will remain the single most effective mass audience medium." By 1985, he said, there may be "up to 15% reduction" in time spent with commercial TV—but by then, he said, the number of TV households will have increased by 13%, from 75 million now to 85 million then, so that the loss in time spent will have been "substantially offset."

By 1985, Reidy also projected 30 million cable homes, up from 15 million to 16 million now; about 20 million pay cable homes, up from five million; four million to five million subscription TV homes and 15 million videodisk homes.

He emphasized that in his opinion, however, the new media could not provide advertisers with mass audiences. And he also felt that the long-term value of TV stations will not be significantly affected.

Reidy also found a few "positives" that TV might derive from new technologies. Satellite distribution, he said, might lead to an increase in available programing, including more than one program service from a network. TV stations may also do more program production, he continued, and be able to sell some if it, and teletext could be another source of TV station revenue.



Mater



Schertz

At it again

Mobil's Schertz and CBS's Mater debate question of companies' access to broadcasting media

Mobil Oil and CBS went another round last week in their endless battle over CBS rejection of issue advertising. This time the scene was the NAB convention and the combatants were Herb Schertz, Mobil's vice president, public affairs, and Gene Mater, vice president and assistant to the president of the CBS/Broadcast Group.

Schertz hammered as he has before on the theme that television news is "structurally inadequate to present complicated issues such as energy." For CBS to refuse Mobil's purchase of time to tell its side of energy disputes deprives the public of information it needs to make up its mind, he said.

Mater reiterated CBS's repeatedly stated view that to sell advertising time—in broadcasting's limited schedules—for the expression of views on controversial subjects would be to "allow a few voices—the voices of the affluent—to set the agenda for national debate and to exert a wholly disproportionate influence on the discussion of public issues in the broadcast media."

To that Schertz countered: "If you're worrying about our setting the agenda, we will confine ourselves to correcting errors in your news." He read from a letter written by Rawleigh Warner, Mobil's chairman, to Frank Stanton, then vice chairman of CBS, in 1973. CBS's policy, wrote Warner, leaves Mobil in a quandary. "We cannot buy time, and we cannot get a fair shake from your broadcast journalists."

Mater quoted from the Supreme Court decision in *CBS vs. Democratic National Committee* holding that neither the law nor Constitution confers a right of access to broadcast time. The decision, Mater said, confirms CBS's view that "broadcasters best serve the public interest by treating public issues in a journalistic format."

"Mr. Schertz believes, however, that broadcasters do a poor job of reporting on

business, and that corporations can't get a fair hearing," Mater said. "Well, Ralph Nader isn't especially happy with us either. Neither have we been particular objects of affection, at various times, of the Pentagon, Vietnam war protestors, Lyndon Johnson, Richard Nixon, Eugene McCarthy, pro- and anti-abortionists, several companies on the *Fortune* 500 lists, both the Republican and Democratic National Committees, various unions and countless politicians.

"Partisans, almost by definition, generally feel that their views do not receive enough accurate attention in normal journalistic channels."

Moderating the session was Gert Schmidt of Harte-Hanks Communications.

Some theories on managing managers

Various radio group operators explain their methods for motivating and rewarding their stations' top persons

Would-be group radio station operators got some clues on structuring a station line-up and compensating managers at an NAB convention session Tuesday on "Operating a Radio Station Group for Fun and Profit—And Not in That Order."

The advice came from a panel moderated by Bruce Johnson of Shamrock Broadcasting, Hollywood, and consisting of Bill Sims of Wycom Corp., Laramie, Wyo.; Dick Chapin of Stuart Broadcasting, Lincoln, Neb., and Charles DeBare of ABC O&O AM Stations division, New York.

Sims, president and principal owner of Wycom and its six stations, gets his station managers involved in ownership. Typically, Wycom owns 51% of each station, and the manager and perhaps a few other key employees own 49%. If necessary,

Sims said, Wycom borrows the money for the manager's purchase of stock and he repays the loan out of his share of profits.

The manager of each station is also its president, with Sims as secretary. This approach, Sims said, assures station management's commitment to and involvement in all phases of the station's operations. Although he himself maintains close involvement with each station's affairs, Sims said each manager is "almost totally autonomous."

Sims also has an unusual system of management compensation—no salary. The manager gets 20% of net operating profit, plus a bonus if he exceeds goals. No profit, no compensation. "I wouldn't want a manager who didn't make a profit," Sims said, noting that in tight times, expenses can always be cut.

If Wycom needs to get rid of a manager, there's a prearranged plan for buying back his stock. The formula: The station's stock is valued at seven times cost flow.

How much should a manager be paid? "You pay him as much as you can to keep him," said Chapin of Stuart, a family-owned group. Stuart's managers get salaries, plus a share of profits. They are not presidents of the stations, as Sims's managers are, but executive vice presidents of the parent company. This arrangement, Chapin said, insures that they have "a strong up-front feeling for the communities" they serve.

Stuart is "a strong centralized management company" where profit and loss are controlled from the central office. This approach, Chapin said, reduces the number of people required and also provides a more uniform monitoring of financial operations.

Johnson said that Shamrock sets salaries more by the quality of the individual being hired than by the title he will hold. "We pay managers a good base plus a very

New yardsticks. The rise of the new technologies and changes in the nation's demographics may lead to changes in the way audiences are measured. That was one of the messages for broadcasters at an NAB convention workshop on TV's "Changing Audience of the '80's." Pete Megroz of Arbitron Television reviewed studies his company has in work, suggested personal diaries perhaps should replace household diaries—a step that Dave Traylor of Nielsen thought wasn't needed yet. Traylor reviewed the results of the first three Nielsen studies of pay-cable audiences and ventured that increased television use in these homes is not a temporary phenomenon but won't put commercial broadcasters out of business, either. Megroz meanwhile reported that Arbitron is moving toward "an electronic data base," in which survey results will be put on computer tape to permit quick retrieval of data on viewing in specific cable areas. Another message for the workshop audience came from John Irvin, WISH-TV Indianapolis: TV stations will increase their local programming, specifically their news and information programming, and particularly in early fringe, to meet the competition of the new media. William Brazzil of WRVU-TV Miami saw the coming changes as evolutionary, "not a threat to our security," but a challenge.

high carrot," he said, indicating there's no limit to what a manager can make.

DeBare said ABC believes that it's as hard to run a low-power station as a high-power one: "We try to get the best manager for each market and don't think there should be any difference in their pay." Thus, he said, the high/low range is the same for all station managers. In addition, at yearend they receive additional incentives according to the success of the company and the radio division and according to success in meeting or exceeding goals.

Life with Arbitron

Recommendations that radio stations use more custom-designed qualitative audience research were coupled with criticism of Arbitron Radio's syndicated quantitative research in an NAB convention workshop on "Opening the Book on Rating Services."

Ernie Martin of Cox Broadcasting, Atlanta, and Cullie Tarleton of Jefferson-Pilot Broadcasting, Charlotte, N.C., voiced concern about Arbitron procedures or

performance in such areas as ethnic weighting, diary retrieval among young people, handling of homes with unlisted telephones, delays between surveys and reports, and what one called "a hodgepodge of methodologies."

Both expressed dissatisfaction with Arbitron's so-called extended measurements. Instead of solving promotional problems, Tarleton said, they run up costs.

They acknowledged that Arbitron has been working on some of these problems and at one point Tarleton said he didn't mean "to make this Pick on Arbitron Day—but since it's the primary service, I guess [criticism] comes with the territory."

They and fellow panelist Bill McClenaghan, a former head of Arbitron Radio, now director of research for the ABC Radio Network, agreed that the Arbitron service has value. Without it, or some other national service, they agreed, a station is hard put to sell national spot time to agencies.

To Tarleton, custom research looks to be the research trend of the 1980's. Does the money invested in custom research translate into dollars? "You bet," he said.



Veterans' day. Past presidents of the Broadcast Pioneers and the incumbent president assembled for this group picture at breakfast last Tuesday during the NAB convention in Las Vegas. Seated (l to r): Sol Taishoff, BROADCASTING, incumbent Jerry Lee, WQVR(FM) Philadelphia; Roy Danish, Television Information Office; Ward Quaal, consultant and formerly WGN Continental; Leonard Patricelli, WVIC(AM) Hartford, Conn.; Gordon Gray, consultant and formerly WKTV(TV) Utica, N.Y.; Carl Haverlin, retired president, Broadcast Music Inc. Standing: Charles Tower, Corinthian Broadcasting; Norman E. (Pete) Cash, Television Bureau of Ad-



vertising; Joseph E. Baudino, retired Washington vice president, Westinghouse Broadcasting; Bert Parks, entertainer and recipient of Pioneers award for 48 years of "distinguished service to broadcasting", Don Mercer, NBC, and Carl Lee, Fetzter Stations. **Pioneers' pioneer.** In picture at right, Charles A. Batson, chairman, Cosmos Broadcasting (r), receives notice from Jerry Lee, Broadcast Pioneers president, that Cosmos's WISIAM Columbia, S.C., will receive Pioneers' annual Mike Award at dinner June 3 at New York's Pierre hotel. Wis will celebrate its 50th anniversary on July 30.

Arries undaunted by CBS's latest loss in per-use litigation

Head of station group fighting ASCAP-BMI licenses says network situation is different

Leslie G. Arries Jr. of WIVB-TV Buffalo, N.Y., chairman of the All-Industry TV Stations Music License Committee, told TV broadcasters at the NAB convention last week that CBS's latest loss of its antitrust suit against blanket music licenses (BROADCASTING, April 7), "should have no significant impact" on the committee's own antitrust suit against the licenses.

He said the federal appeals court's ruling affirming earlier dismissal of the CBS suit, specifically recognized that CBS could have pursued alternative courses which are open to "the giant of the world in the use of music rights" but not realistically available to individual stations. "Therefore, for us the blanket license is an unreasonable restraint of trade which has foreclosed competition," Arries said.

Both the CBS suit and that filed by all-industry committee members were against the American Society of Composers, Authors and Publishers and Broadcast Music Inc. Arries said CBS is expected to ask the appeals court to reconsider its ruling and said the committee also will file a brief dealing with the legal standard adopted by the court.

Arries said the committee's lawyers questioned whether the appeals court had correctly interpreted the instructions given it by the Supreme Court—which had remanded the CBS case on appeal—and also questioned whether it had correctly interpreted the law as it applied to CBS. All that to one side, however, he said the decision in the CBS case turned on a point not applicable to stations.

"The [appeals] court," he said, "ruled that the blanket license was an alternative chosen by CBS 'in preference to' other realistically available alternatives, and hence the blanket license did not restrain trade in violation of the antitrust laws." But, Arries continued, the alternatives held to be available to CBS are not available "to an individual local station which obviously has nothing remotely resembling CBS's

bargaining position as 'the giant' in the market of music use."

"Indeed," he continued, "the court confined its ruling to television networks, expressly noting the potentially different legal position of nonnetwork broadcasters, i.e., local television stations. And, in fact, deposition testimony in our case has already demonstrated that the local television stations do not have 'fully available' alternatives to the blanket license which they could 'realistically' pursue."

Arries said that "among the alternatives said by the court to be realistically and fully available to CBS because of its network position was asking program packagers themselves to obtain performance rights, or negotiating with copyright owners for music already incorporated in the soundtracks of prerecorded programs and feature films."

An individual station trying to pursue those alternatives wouldn't stand a

chance, Arries suggested.

Arries also told the NAB session that BMI had hired Reichman Research to interview TV stations regarding their music use and relationships with music-licensing organizations, and that the committee considered this survey "highly prejudicial to our interests" and improper, in view of the pending lawsuit. He said the committee had asked for a court ruling to that effect, and asked stations not to cooperate with any such survey.

Arries reminded the broadcasters that many had received requests from SESAC for music-license fee increases of as much as 500%, which he called "nothing short of outrageous." He said the committee had protested to SESAC and that SESAC acknowledged the right of stations represented by the committee to pay their SESAC license fees under protest and subject to "future legal remedies which may be sought against them."

From the specific to the general

NAB session on the future of America examines economy, image abroad and qualities sought in presidential candidate

As last week's NAB convention began drawing to a close, the agenda turned to a more universal questioning of the future. As radio board Vice Chairman Edward O. Fritts put it in introducing the Wednesday panel, "America's Future," the 90-minute session was the association's attempt "to rise above our parochial concerns."

The panel included Walter Heller, former chairman of the President's council of economic advisers and currently regent's professor of economics at the University of Minnesota; Carl Rowan, the syndicated columnist and former director of the U.S. Information Agency; Jerry McAfee, chairman and chief executive officer of Gulf Oil Corp., and George Ball, partner in Lehman Bros., Kuhn Loeb Inc. and former under secretary of state. NBC News's Bill Monroe was moderator.

For his first question, Monroe asked whether American power had, indeed, declined in the world.

"Yes," answered Ball, the first of the panelists to take on the question. "In some areas it is declining." In defense, he

said, the U.S. is "relatively less strong than it was," and diplomatically the nation has demonstrated "insufficient skill" in the international arena. Economically, despite "disabilities," Ball said the nation was actually as strong as ever.

Heller cautioned there was "no quick fix" to the problem of inflation, which has "roots deep in our society" as well as the economy. He offered some hope, however, by pointing out that the current 18% inflation rate might be "cut nearly in half by the end of the year"—largely as a result of an induced recession that is likely to continue into next year.

In the long-term, Heller said that inflation could not be stemmed without "stick-to-our-guns" monetary restraint and "meaningful wage-price restraint"—even to the point of "de-escalating wage rates."

McAfee turned the question to his own area of expertise—energy. "It's unrealistic," he said, "to think we can solve our problems in five years." Beyond stressing the physical solutions to the current energy problem—under which McAfee included conservation, coal and nuclear power—the Gulf chairman also said the nation needed: a financial climate more conducive to the formation of capital, a "rationalizing of the regulatory



Heller, Rowan, Monroe, McAfee, Ball

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quagmire," access to prospective areas of this country for energy exploration and a change in the "adversarial relationship between industry and government."

Rowan looked at the current presidential election race and announced "the prospects don't look particularly bright." He said neither of the apparent front runners—Ronald Reagan and Jimmy Carter—is "exactly what most Americans had in mind."

Monroe asked another question about the decline in American productivity. Ball said the decline in production would eventually lead to the nation's losing its place in the competitive world, and Heller called it "miserable."

What about presidential leadership in the coming four years? Monroe asked.

Heller set out a four-point check-list of what he was looking for in the next President: a person who will "lay out a program and stick to it, not zigging and zagging," "specific" proposals to deal with current problems and "long-term programs to mobilize the American people."

McAfee, too, picked up on the quality of "consistency" and added that a new President should "do something about regulation and not just talk about it" as well as draw on the experience and leadership of the nation's industrial community.

Rowan asked for "somebody who inspires belief. Americans expect the worst," Rowan said. "And that is probably what they will get."

Changing Hands

PROPOSED

■ **KGAM(AM)-KGFM(FM)** Bakersfield, Calif.: Sold by KGEE Inc. to Kern Broadcasting Corp. for \$1.5 million. Seller is principally owned by Raymond O. Thompson who has no other broadcast interests. Buyer is owned by Cleaveland Outdoor Advertising, privately held company based in Fresno, Calif. Principals are Joe, Robert and Helen Zukin and Joseph Milan. Joe Zukin is president of Cleaveland Outdoor. His brother, Robert, is president of Los Angeles real estate developing company of which Helen (mother of Joe and Robert) is secretary. Joe Milan is vice president and general manager of Cleaveland Outdoor. They have 49% interest in KBLS(FM) Los Banos, Calif., and have purchased, subject to FCC approval, KAGO-AM-FM Klamath Falls, Ore. (BROADCASTING, March 31). KGAM is on 1230 khz with 1 kw day and 250 w night. KGFM is on 101.5 mhz with 4.8 kw and antenna 1,280 feet above average terrain. Broker: William A. Exline, Inc.

■ **KTIM-AM-FM** San Rafael, Calif.: Sold by Marin Broadcasting Co. to Platt Broadcasting Co. for \$1 million. Seller is owned principally by Jack J. Kraemer and Wishard A. Brown. They also own

KSPO(AM) Spokane, Wash. Brown owns CP for ch. 50 Santa Rosa, Calif. Buyer is owned by Thom Weisel (33%), Ted James, Jon Gruber and Donald H. Platt (14% each) and six others with less than 10% each. Weisel, James and Gruber are general partners of Montgomery Securities, San Francisco investment firm. Platt, president of buyer, was formerly vice president and general manager of KSFY(FM) San Francisco. None of buyers has other broadcast interests. KTIM is on 1510 khz with 1 kw day. KTIM-FM is on 100.9 mhz with 2.2 kw and antenna 360 feet above average terrain. Broker: William A. Exline, Inc.

■ **WVOZ(AM)** Carolina, P.R.: Sold by International Broadcasting Corp. to Primera Inglesia Bautista de Carolina for \$750,000. Seller is owned by Angel Roman and son Pedro Roman-Collazo who also own WOLA-FM Carolina, WBOZ(AM) San German and WGIT(FM) Hormigueros, all Puerto Rico. They have purchased, subject to FCC approval, WHOA(AM) San Juan, P.R. (BROADCASTING, April 7). Buyer is non-profit religious organization in Carolina. Felix Castro Rodriguez is president. Wvoz is on 1400 khz with 1 kw day and 250 w night.

■ **KNUI(AM)** Kahului, Hawaii: Sold by Harwell V. Shepard to Ke-Nui Corp. for \$725,000. Shepard has no other broadcast interests. Buyer is owned by Thomas R. Elkins (61.5%) and Norma Phegley (38.5%). Elkins is general manager and Phegley sales manager of KNUI. They have no other broadcast interests. KNUI is on 1310 khz with 5 kw full time.

■ **WSEN-AM-FM** Baldwinsville, N.Y.: Sold by Sentry Communications to Buckley Broadcasting Corp. for \$700,000. Seller is owned by Roger O'Connor (17.5%), Robert Orenbach (22.5%) and 14 others with no more than 10% each. Neither O'Connor nor Orenbach has other broadcast interests. Buyer is owned by Buckley Enterprises which is owned by estate of Richard D. Buckley. Son, Richard Jr., daughter, Martha Ann Buckley Fahnoe, and Bankers Trust Co. are executors. It owns WDRC-AM-FM Hartford, Conn., KGIL(AM) San Fernando, Calif., and KKHI-AM-FM San Francisco. Buckley Jr. is president, Fahnoe is vice president. Buckley Jr. also owns 60% of KGIL-FM San Fernando and KWAV(AM) Monterey, both California. WSEN(AM) is 1 kw daytimer on 1050 khz. WSEN-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WLBZ(AM)** Bangor, Me.: Sold by Maine Broadcasting Systems to Acton Corp. for \$550,000. Seller is principally owned by Mary R. Thompson who is also principal owner of WLBZ-TV Bangor and WCSH-AM-FM Portland, both Maine. Buyer is Acton, Mass.-based publicly traded group owner-cable system operator. It has 49 cable

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for

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to

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systems with 37,000 subscribers. It also owns WMYD(AM) Wickford, R.I., and has bought, subject to FCC approval, KECC-TV El Centro, Calif., and WMUR-TV Manchester, N.H. (BROADCASTING, Jan. 15, 1979). Samuel J. Phillips is chairman and president and brother, George, is vice president in charge of communications division. WLBZ(AM) is on 620 khz with 5 kw full time. Broker: Blackburn & Co.

■ **KCYX(AM) McMinnville, Ore.:** Sold by Norjund Broadcasting Inc. to 1260 Radio Inc. for \$475,000. Seller is owned by Judith Alfred and father, Theodore H. Johansen (50% each) who have no other broadcast interests. Buyer is owned by M. Deane Johnson and wife Kathleen (66.66% jointly), Vera T. Frederick (23.33%), and Delwin Peterson and wife, Marilyn (10.01% jointly). Johnson is vice president of St. Paul finance company. Kathleen Johnson owns custom drapery business in St. Joseph, Mo. Frederick is vice president and 16.66% owner of WIBX(AM)-WIBQ(FM) Utica, N.Y. Peterson is St. Paul corporate attorney. Marilyn Peterson is Minneapolis nurse. Except Frederick, buyers have no other broadcast interests. KCYX is on 1260 khz with 1 kw full time.

■ **KPIK(AM) Colorado Springs:** Sold by Area Broadcasting Corp. to KPIK Broadcasting Inc. for \$400,000. Seller is owned by George L. James, Laurence C. Lively and Bruce E. Shepard (one-third each). They have no other broadcast interests. Buyer is owned principally by David J. Lynch who also owns KBYE(AM) Oklahoma City and KJOE(AM) Shreveport, La. KPIK is 5 kw daytimer on 1580 khz.

■ **WSGB(AM) Sutton, W. Va.:** Sold by Centertate Broadcasting Corp. to Milliken Investment Corp. for \$210,000. Seller is owned by William P. Becker who also owns 57% of WVOW-AM-FM Logan, W. Va. Buyer is owned by Jack C. Milliken, sons, James and John and nephew, Ronald (25% each). Jack Milliken is vice president sales of Wellston, Ohio, firm that designs and builds industrial plants. James Milliken is station manager of WSGB. John Milliken is vice president marketing and distribution for Columbus, Ohio, publishing company. Ronald Milliken is sales engineer for Danville, Pa., firm that manufactures equipment for processing raw materials. They have no other broadcast interests. WSGB is on 1490 khz with 1 kw day and 250 w night.

■ **Other proposed station sale: KBGH(AM) Memphis, Tenn.** (see "For the Record," page 82).

APPROVED

■ **KBEX(FM) Tulsa, Okla.:** Sold by Mark-Way Inc. to Mid America Media of Kankakee for \$3 million. Seller (owned by Mr. and Mrs. S. Carl Mark) owns KAKC(AM) Tulsa, which they have sold, subject to FCC approval (BROADCASTING, March 10), and KFUN-AM-FM Las Vegas, N.M. Buyer is group broadcaster owning six AM's and four FM's. Burrell L. Small

is president of Mid America. KBEZ is on 92.9 mhz with 100 kw and antenna 678 feet above average terrain.

■ **Other approved station sales include:** WBIA(AM) Augusta, Ga., KMTW(FM) Twin Falls, Idaho, WFWR(AM) Fort Wayne, Ind., KSOK(AM) Arkansas City, Kan., WCTR(AM)-KZNN(FM) Rolla, Mo., WVNH(AM) Salem, N.H., and WKSR(AM) Pulaski, Tenn. (see "For The Record," page 82).

CABLE

■ **Orange County Cable TV, Balboa, Calif.:** Sold by Emma Torian to Orange County Communications Inc. for

\$250,000. Torian has no other cable interests. Buyer is owned by Times Mirror Co., Los Angeles-based publicly traded newspaper publisher and group owner of seven TV's. Last month FCC granted approval of Times Mirror acquisition of Newhouse Broadcasting Co.'s five television stations (BROADCASTING, April 7). Times Mirror has cable systems serving 130 cities with combined basic subscriber list of 478,000. Franklin D. Murphy is chairman and chief executive officer. Ralph Swett is president of cable division. Orange county systems have combined basic subscriber list of 500. Broker: Hogan-Feldmann, Inc.

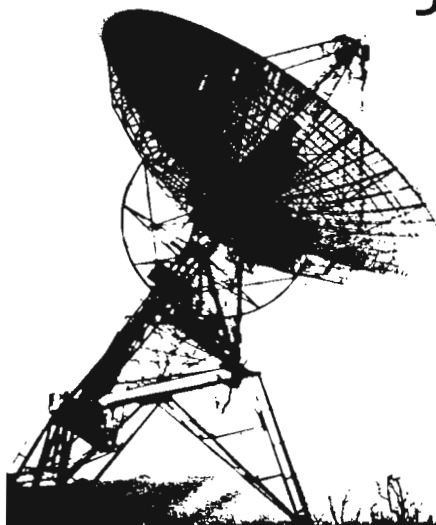
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Red hot gathering

RAB charts success story of its current campaign, tells NAB group of rebuttal of TVB's antiradio presentation

Radio broadcasters cheered frequently last week when the Radio Advertising Bureau, opening the radio sessions of the NAB convention, offered its first formal response to the Television Bureau of Advertising's antiradio presentation (BROADCASTING, Feb. 25), calling it "a grab-bag of dozens of unrelated points mixed together and twisted to be negative about radio."

They applauded when RAB President Miles David, scoffing at TVB's dismissal of radio as a "reminder medium," said yes, it is a reminder medium, but also a primary medium for many advertisers, a target medium, an impact medium, an image medium, a complete medium that doesn't mind "being a reminder for people to buy, which TV—with its audience concentrated at night when many stores are closed—can't do as well as radio."

TVB had said radio is "worried." "Are we worried?" David asked, and a chorus of no's came back. And they laughed out loud when he reminded them that TVB had said radio's biggest 1978 advertiser shifted a lot of money to television in 1979 and identified the advertiser as Chrysler.

"Television," David said, "did such a terrific job of selling their cars that by the summer of 1979 Chrysler had to turn to rebates and a virtually all-radio campaign to rescue the company during August. Can you imagine TVB claiming Chrysler's use of television as part of their pitch?"

The answer, again, was laughter. And there was more applause when he told them that RAB would distribute shortly a "white paper" with a detailed rebuttal of the TVB presentation—for use by radio broadcasters against TV stations that use the TVB presentation against them—and asserted that "we won't take any nonsense from anyone, or any medium, electronic or print" ("Closed Circuit," April 14).

David tracked TVB's "militancy" to RAB's "Radio—It's Red Hot" campaign, currently being carried on some 3,000 stations and, according to RAB, boosting sales in markets of all sizes. "Radio is red hot, and that's because *you're* red hot," he told the broadcasters, predicting that 1980 "will be a good growth year" for radio revenues, "ahead of a lot of projections which were made before the industry's 'red hot' campaign began in October."

David also suggested some "realities for the next 10 years." He forecast an increase in the number of radio stations and therefore an increase in competition with a need for more and better sales people.

"We predict that within this decade the radio station with under 12 to 15 salespeople will be among a vanishing breed," he said. Sales training will become more essential, he said, and aggressive selling more necessary to reach advertisers "who don't understand radio."

But another reality, he said, is that "our opportunities are growing." Radio has already been through the audience-fractionalization that television faces, he said, so that "we're out there ahead, where the other media are going—we *know* how to deliver the specialized audiences advertisers and agencies want now."

RAB Executive Vice President Robert H. Alter urged stations to step up their use of the "red hot" promotional spots, suggesting five a day during May's Radio Month observance and thereafter to the end of the campaign Oct. 20, bolstering them with tie-in promotional items that are available, such as T-shirts, match books, buttons and bumper stickers.

"We did a 'red hot' survey and found that hundreds of stations are drawing leads and converting them into new business," Alter said. "Advertisers are phoning stations after hearing the 'red hot' messages and asking to be sold."



Ten-shun! A General George S. Patton-type bullied his troops—the audience—with orders and strategy for a massive sell-radio campaign as a feature of a *Tomorrow Media* presentation by the TM Companies, Dallas, at Monday's opening radio session at the NAB convention. The military bluster ("No poor bastard ever made a buck by losing a sale... We're on campaign alert and we don't need anybody from somebody's Rose Garden to come here to fire the opening gun") was live—and lively. It was followed by an audio-visual presentation—with wrap-around sound via 122 speakers—with highlights of radio and TV programming from the past up to a projection of what it might be at the U.S. tricentennial in 2076.

Mark Mullin, Fotomat advertising vice president before he was hired earlier this year as RAB's senior vice president, national sales, said Fotomat became the country's largest photo processor, with \$200 million in sales, on advertising concentrated primarily in radio. "The positive story we have to tell advertisers and agencies is about how to use radio," Mullin said. "That will accelerate our growth."

Other participants in the RAB presentation were Richard Montesano, senior vice president for sales services, who sketched sales tools available to RAB members, and Joe Vincent, vice president in charge of RAB's local sales division. Vincent said a new RAB compilation containing 1,500 radio co-op plans will be issued shortly and that RAB is also concentrating on "the 100 most-wanted radio co-op holdouts" and hopes to convince at least half of them to authorize radio.

TVB at NAB: no need to fear the next 10 years

Changes in life styles and demographics only mean greater opportunities for television, say convention forecasters

Changing life styles and shifting demographics as well as new technologies will leave indelible marks on television marketing in the 1980's, TV broadcasters were told by the Television Bureau of Advertising at the NAB convention last Monday.

Dr. Peter Francese, publisher of *American Demographics* magazine, sketched shifting trends in population, age group and migration. Dr. Larry Light, BBDO executive vice president, outlined changes in attitudes and life styles. And Roger D. Rice, TVB president, put these together with the emerging technologies to present a picture of challenge, opportunity and growth for television.

Rice said television can benefit from the expected changes in both demographics and life styles and, as far as new technologies are concerned, "other media will find that they may change far more than we do, and for one very good reason: All this new technology is not a move away from television. It is a move toward more television."

The new technologies will keep people at their television sets longer than in the past, Rice said, and this increase in time with the set "may well be at the expense of media other than [broadcast] television."

Francese noted that families are growing in number but dwindling in size, although he expected the birth rate to increase

somewhat in 1980-90. He said the college-age group will decline through the rest of this century, while the 30-49 age group will grow at a pace that "will fuel the American economy in the 1980's," and the 60-plus group will also gain in size.

Changes like these, Rice said, can bring changes in advertising strategies and emphases all down the line. For instance: "The return to popularity of babies can easily lead to more baby food advertising on our air, which, in turn, will lead to more television dollars for Pampers and their competition . . . The increase in the whole under-10 age group should help our cereal advertisers grow.

"The same age group should help the toy market increase its TV budget . . .

"The predicted decline in teen-agers could affect several important spot and local television categories. For example, snack foods go with teen-agers; candy is teen-oriented . . .

"As our population changes in its makeup and its ages, we must help advertisers redefine their target audiences, use television to expand them—including the older people."

BBDO's Light foresaw changes in life styles and attitudes: "The 1960's were an age of commotion, of change," he said. "The 1970's were an age of no motion, of status quo. Well, from the commotion and no motion, we now have the era of emotion."

In this new era, he said, "personal relationships will grow in value," and "love and laughter will be back." The change "will have a massive effect on society, on values, on media, on programming, on retailing, on the clothes we wear, on the food we eat and how we relate to each other," according to Light.

For advertisers in the 1980's, he said, "it's going to be hard to make a price claim because most of us will be raising our price, not lowering it, and it's going to be harder to find a performance claim that distinguishes our product. So value in the 1980's, value in the era of emotion, will have to be a function of performance plus emotion.

"Telling isn't selling. This applies to every product and service we buy. In the era of emotion, every sale is a personal sale. Every sale is an emotional sale. Product claims can no longer be either performance claims or price claims. That is value in the traditional, but limited, way. The consumer of the 1980's wants to feel good about what he buys. In the era of emotion, feeling good is a right."

TVB's Rice, looking at the new technologies, foresaw changes, but not as fast or as great, and not in the same areas, as most forecasters have thought. He cited a prediction that "by the end of the decade" cable penetration would be 40%-60%"—a prediction that, he noted, was made 10 years ago and was two to three times as high as the actual penetration that has occurred. By contrast, he said, television's growth has been greater than anyone would have predicted.

"Future changes in commercial television," Rice said, "will not depend pri-



Rice

marily on technology, but on the consumer—and you and I know the consumer of television is interested in programming. Our future in the next five to 10 years is going to be in the software, in the programming."

For the decade he foresaw "change, growth, prosperity, work, a public that knows us, advertisers that need us, the skills to bring them together.

"It's going to be a great 10 years, and don't let anyone scare you out of it."

Fighting back

Tactics to help AM's bolster their sales against FM's include promotions, pushing its wide demographic appeal and selling weekly cumes

AM radio stations, once the targets that FM broadcasters were told how to sell against in NAB convention workshops, found themselves in the opposite role at one of last week's convention sessions, picking up clues on how to sell against FM.

"It's become so chic [for advertisers] to buy FM that it's a cinch to sell," one of the panelists, Steve Marx of WFTQ(AM)-WAAF(FM) Worcester, Mass., told the Wednesday morning session. "Selling AM was too easy for too long. Now we've got to shape up and start selling again."

Helping him hand out tips on selling AM radio's strengths, "out beyond the research," were panelist-moderator Gary Fisher of WABC(AM) New York and panelist David Parnigoni of WCNX(AM) Middletown, Conn.

Parnigoni, representing small markets, cited special promotions that attract advertisers as a means of increasing in-store traffic, special events—such as an upcoming WCNX "Salute to Industry" that has several local industries tying in—phone-ins on specific themes and fund-raisers for local organizations as projects that can boost sales. Spots produced on speculation, he said, can also help turn potential

advertisers into actual advertisers.

What is needed, Parnigoni said, are good ideas and innovative salespeople. He also gave a plug to the sales aids provided by the Radio Advertising Bureau. Also, he said, "the person doing the selling is important," should be thoroughly indoctrinated in station sales policies and goals and should be rewarded, beyond his commission, for unusually good results.

Marx, speaking for medium-sized markets, offered an "AM sales rescue plan" whose centerpiece was a "recipe" calling for the advertiser to concentrate his advertising on a specific event and to do so with a frequency—for example, 10 spots a day for seven days—that will get results. It is better, Marx said, for an advertiser to spend his budget in a few flights with sufficient frequency than to spread it over 52 weeks and get adequate frequency in none.

The station should also "insist on accountability," Marx said, suggesting that orders not meeting the "formula for results" be turned down. That, he said, will get the advertiser's attention, convince him the station is on his side and lead him to develop a plan that does fit the formula, even if he has to save up to get the money.

And when the campaigns turn into sales success stories, Marx emphasized, the station should get the word out in every way possible—in ads, flyers, mailings and by word of mouth.

WABC's Fisher recommended that AM's under pressure from "narrowcasting" specialized-programming FM's emphasize AM's strengths as "a mass medium." "FM is a rifle, AM is a cannon," he said. "Or, FM is a vertical medium, AM is horizontal."

Advertisers seeking a specialized target audience and feeling they can reach it only through FM, Fisher said, should be reminded that AM can deliver not only that target audience but many others at the same time. AM's also usually have a history and tradition that can be extolled to their advantage over the newer FM competition.

Fisher especially recommended that AM's sell on their weekly cumes in preference to quarter-hour averages. AM's cumes, he said, are one feature that FM can't match. Although agencies insist on buying by quarter-hour averages, he said, it is the cume that represents the hard number of people reached, while the quarter-hour averages are projections based on the cumes.

Good news and bad on financing

Station deals will be hard to come by if money supplies remain tight, but prediction is for interest rates to come down, says NAB panel

Despite the late scheduling (Wednesday) and the early hour (8 a.m.), a good crowd turned out for an NAB convention

workshop to hear the bad news about station financing.

The workshop, "Creative Financing of Broadcast Properties," produced no quick fixes or magical solutions. The consensus was if rates and money supplies remain where they are, there won't be any deals to finance. As one panelist put it: Whenever "the need for creativity increases, the opportunity to use it diminishes."

A combination of factors has dried up money normally available to lending institutions for loans to broadcasters and other businesses. David Byerly, an assistant investment officer for Traveler's Insurance, listed a number of reasons for the decrease in the money supplies of insurance companies.

First of all, he said, there has been a sharp increase in borrowing against insurance policies. Everyone, he said, has discovered the advantages of borrowing at 8% or 9% against a policy and reinvesting the money at higher rates.

Another problem has been the commitment in 1979 of large sums of money for 1980. Last year, Byerly said, lenders felt that interest rates were at an all-time high and "committed a lot of money for take-down in 1980." Consequently, little is left for commitment this year, he said.

Although Byerly feels that the rates for both short and long term money, caused in part by the tight money supplies, will surely decrease, he said that rates generally will "ratchet upwards." In other words, he said, while it can be expected that interest rates will vary dramatically, the new lows will be higher than the previous lows. "Thirteen percent will look cheap and 15% or 16% won't look outrageous any more," he said.

Although the state of affairs is depressing to both broadcasters and the station trading marketplace, there is hope things may soon get better. Michael Allen, of Continental Illinois Bank & Trust, said that it's now felt that interest rates are at or close to their peak and should soon start falling. (Coincidentally, Chase Manhattan bank announced later that day in New York that it was lowering its prime from 20% to 19.75%.)

Allen predicted that the average prime interest rate for June would be 18.5% and just 14.25% for December. He said the downward trend may carry over into 1981 and that a year from now interest rates should stand at around 12% or 13%.

One of the cures the federal government has imposed to stem inflation and improve the general economic outlook may have, ironically, a detrimental impact on station trading. Allen said that the Federal Reserve Board, as one of its recently announced belt tightening moves, is discouraging banks from lending money for "unproductive" acquisitions and many station deals fall under the category. He added, however, that the federal action is geared more toward large mergers and acquisitions and that deals "under \$5 million can be accommodated without much trouble."

Another panelist, David Croll of TA Associates, while agreeing that the current

economic environment will retard trading activity, suggested that "mezzanine financing" may provide some relief. According to Croll, deals can be made by filling the gap between the buyer's equity and the amount the senior lender is willing to supply with money from such "mezzanine sources" as the small business investment corporations. Croll said that the SBIC's typically lend money to qualified buyers at rates six to eight points below the prime rate.

The only broadcaster on the panel and one who has made a number of station buys over the last couple of years was Ragan Henry, president of Broadcast Enterprises National. He said that the best solution to the economic problems is seller financing. "The most creative thing may be the willingness of the seller to take back paper at rates we have become accustomed to," Henry said.

Henry said that what may be needed is a two-tier pricing system. If a broadcaster wants cash, Henry said, he's going to have to forget the standard multiples and come down in his asking price, but if he's willing to take back paper, the multiples could still be used to determine the price.

Looking ahead to new technologies

CBS President Backe tells shareholders company's new Video Enterprises division will be part of billion-dollar videodisk business helped by news and sports archives

The archives of CBS News and Sports Divisions will help feed the new CBS Video Enterprises Division, company president John D. Backe told shareholders at the CBS Inc. annual meeting, held at affiliate WWL-TV New Orleans.

The creation of Video Enterprises was the first of several steps Backe mentioned the company has taken to "implement a new growth strategy." He identified the market potential of the videodisk business as "perhaps approaching billions of dollars" in the next decade. Backe also included experimentation conducted by both the Broadcast and Publishing Groups of CBS in the videotext area in his list of growth steps. CBS, he claimed, is a leader

Bottom Line

Not-so-great expectations. Washington Post Co. anticipates earnings for first quarter of 1980 will be substantially below those in same period last year. However, Katharine Graham, chairman of company that owns Post-Newsweek Stations, said decline would be largely attributable to start-up of new sports magazine, *Inside Sports*, completion of new \$65-million satellite printing plant in Virginia, partnership in new newsprint mill and other increased expenses in print enterprises. In 1979's first quarter, company reported net income of \$7.6 million, or 48 cents per share, prior to readjustment to reflect change in accounting. Revenues were \$130.3 million.

Quarterlies. Metromedia announced 21% gain in first-quarter net earnings, to \$8.3 million, \$1.80 per share, on revenue gain of 13%, to \$107.4 million. Broadcasting revenues were \$42.6 million, up 14%, income \$7.6 million, up 13%. Chairman John W. Kluge said broadcast revenue gain reflected strong radio and television advertising demand, with radio margins growing faster than television. RCA also announced quarterly results, with revenues \$1.97 billion, up 10%, and net income \$78.7 million, 89 cents per share, up 27%. Company noted 1980 first-quarter net income included insurance proceeds from Satcom III loss, and income from new C.I.T. Corp. acquisition (1979 first-quarter results included proceeds from RCA Alascom sale). That NBC's earnings "improved slightly" was only hint of broadcast unit's performance found in announcement.

Latitude and limitations. Post Corp. shareholders will vote May 2 at annual meeting in Appleton, Wis., to increase authorized common stock from present 2 million shares to 5 million shares. There currently are 1,823,846 shares outstanding. Company said at present there are no contracts or plans to use common stock for any purpose, but feels additional stock would afford board of directors opportunity to take prompt action on corporate opportunities that may arise in future. Post Corp. also seeks approval to amend articles of incorporation to precisely conform to FCC limitation on foreign ownership and to restrict Post stock ownership so as to not violate the commission's 1% rule for multiple-ownership consideration.

Holding steady. Shares of ABC stock seemed to be leveling off early last week following statement week earlier of anticipated 1980 earnings drop. Closing at \$29 day before April 8 announcement, stock closed at \$26.25, unchanged, last Tuesday. Bulk of slide occurred on April 8 (62 cents) and 9 and 10 (87 cents each day).

Certificate list. FCC has issued tax certificates for sale of three broadcast properties to minorities: Peterson Broadcasting Corp. received one for assignment of license of WYLD-AM-FM New Orleans to Inter-Urban Broadcasting of New Orleans Partnership, 66.9% minority-owned. Total consideration: \$2,250,000. PTC Inc., licensee of WESY(AM) Leland, Miss., received certificate for transferring control to East Delta Communications Inc., 100% minority-owned. Total consideration: \$250,000.

in developing broadcast teletext technology, and the company's publishing wing, looking to supply software to both viewdata and to videodisks, "continues to look for selective acquisitions in the data-based field."

In broadcasting, Backe identified "cost control in spite of intense competitive pressures" as a "key issue" facing CBS, adding "we're on the right track." CBS, he reminded the shareholders, "has eight of the top 10 and 11 of the top 20 series," with regular series "the most cost effective type of programing" in prime time.

Series have been the key to CBS's "return to a leadership position" in ratings, Backe asserted, while he also said the improved ratings of the network would increase CBS's share of television network billings in 1980.

Metromedia compensation

Even though the late Clemens M. Weber, the executive vice president of Metromedia Inc. who died March 23, drew \$143,000 less in salary last year than company Chairman John W. Kluge, the proxy statement released for Metromedia's May 13 annual meeting shows Weber's total cash and cash-equivalent remuneration outdistanced Kluge's by over \$50,000.

Kluge's 1979 salary was \$400,000, as set forth in a long term contract that provides for his employment through 1985 and a 10-year, \$75,000-a-year consultancy thereafter. Starting this year, he will get "incentive compensation" equal to .4% of any consolidated pre-tax operating profit over \$75 million. (1979's \$96 million operating profit would have yielded Kluge another \$80,000 under that clause). Kluge also received \$508,100 in other remuneration.

Weber was paid \$257,000 in salary and fees last year, plus \$704,140 in various other benefits. According to the proxy, between Dec. 31, 1978, and March 2, 1980, Weber exercised qualified and non-qualified stock options that permitted him to purchase for a total of \$158,470 13,000 shares of stock valued at \$857,000 on the dates the options were exercised. Any portion of the \$698,530 he gained through exercising the options in 1979 would be counted in the \$704,140 mentioned above.

The difference between market price and option price of 19,500 shares Kluge purchased in the Dec. 31, 1978 to March 2, 1980, period amounted to more than \$1 million. (1979 purchases were included in other remunerations.) Additionally, the proxy notes that as of March 2 Kluge not exercised any portion of the option granted him at last year's annual meeting to buy 55,000 shares of the company's stock at \$52.25 (the market price last Tuesday was \$59).

Of course, salary and benefits are not the only story.

The proxy puts Kluge's current holdings in Metromedia at 861,600 shares, or 17.86%. Applying the \$2.80 per share 1979

dividend to that yields a figure in excess of \$2.4 million.

Three other officers whose remuneration was reported are Senior Vice President Albert P. Krivin, \$184,000 salary and fees plus an additional \$190,057; Senior Vice President and General Counsel Alfred L. Schwartz, \$150,000 plus \$3,188; and Senior Vice President Ross Barrett, \$121,635 and \$1,685. Through March 2 Krivin also exercised qualified stock options to purchase for \$26,280 4,000 shares of stock whose market value was \$214,000. Schwartz holds nonqualified options to purchase 18,000 shares at \$15.19 each.

Million-a-year men

ABC proxy statement shows Goldenson, Rule and Pierce earned that much last year, also reports requests by AIM and MIM for ombudsman and decency guidelines

Leonard Goldenson, Elton Rule and Fred Pierce were each worth a cool million to ABC last year. The proxy statement ABC Broadcasting Companies Inc. recently sent its shareholders shows those men, who are, respectively, the company chair-

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man and president and president of ABC Television, each received more than \$1 million in total remuneration for their services in those capacities. In the same order, the three executives drew \$1,343,310; \$1,139,627 and \$1,005,656. Two other officers mentioned in the proxy are Everett Erlick, general counsel, who was paid a total of \$489,100 and chief financial officer Mike Mallardi who got \$478,734.

The detailed salary information provided for the shareholders indicates that Goldenson's contract runs through June 30, 1981, at an annual base salary of \$250,000; and Rule's through June 30, 1982, currently at a \$250,000 yearly salary. Pierce has a five-year contract that ends June 30, 1981, with annual salaries of \$160,000, \$170,000, \$180,000 and \$190,000 for the last two years. In 1979 Goldenson received a cash incentive award of \$500,000, Rule, \$400,000 and Pierce, \$360,000.

Separately, ABC's proxy informed the shareholders that Accuracy in Media and Morality in Media had each filed shareholder proposals. The first calls for the establishment of "an ombudsman, or in-house critic" for the purpose of "insuring fairness and balance as well as strict accuracy" in news and public affairs programming. Morality in Media wants the company's directors to establish a subcommittee to study the feasibility of setting up "Guidelines" or a "Set of Guiding Principles" that would guard against the broadcast of "indecent" material. AIM owns 15 shares of ABC stock, Morality in Media, six.

ABC's directors recommend against each proposal, calling them unnecessary, and saying that in each area the company already has standards or guidelines and procedures for implementing them.

Another proposal being put to ABC's shareholders is one for amendment and continuation of its "Key Employees Incentive Compensation Plan." As the proxy explains, "the board of directors believes that, in view of the substantial growth in earnings of the corporation" since the current incentive formula was established in 1975 "the formula no longer adequately reflects the incentive purposes of the plan."

Had the proposed formula been in effect last year, \$1.1 million would have been trimmed from the \$17.3-million maximum that was available for incentive awards, paid to "key executives" at the discretion of ABC's board. (The company has already suggested that it expects earnings to drop in 1980.)

As proxies do, ABC's gave shareholders some information about who is numbered among their lot. Among the company's nominees for directors, Goldenson holds the most shares, 384,871. Rule checks in at 89,704; Pierce holds 25,800.

Because director John T. Connor is also a director of General Motors and Warner-Lambert (among other firms), ABC noted that advertising from those companies amounted to 2.6% and 1.2%, respectively, of the company's consolidated gross revenues (which stood at \$2.05 billion last year).

NBC examines the options

The network has all but said it won't cover Moscow games; now it seems likely that 'Centennial' rerun will fill in

While the only official word was that NBC "reaffirmed" its previous pledge to be guided by the policies of the United States government regarding an Olympic boycott, it was generally understood by advertisers and others last week that NBC has given up all thought of covering the 1980 summer Olympics in Moscow.

The network did say that it has begun "discussing alternative advertising plans with our Olympics sponsors," though the company is not releasing any concrete programing proposals at this time. Still, NBC isn't discouraging speculation that it might program a rerun of some major package like *Centennial* in the time left by the Olympics.

The U.S. Olympic Committee voted April 12 to support President Carter's call for an Olympic boycott. But, according to an NBC spokesman, the committee won't be "formalizing its intention of not going to the Olympics" until late May, and consequently NBC won't have any formal declaration until then. NBC attributes the committee's reluctance to "formalize" its position to a desire not to appear to be instigating a boycott, action that might result in expulsion from the international Olympic organization.

Olympic sponsors contacted by BROADCASTING last week voiced mixed reactions to suggestions of alternate advertising plans. Few were willing to project, at this point, exactly where money allocated for Olympic sponsorship would go.

A spokesman for Eastman Kodak said that his company has not yet discussed with NBC the possibility of sponsoring programing other than the summer Olympic games. On the other hand, Gillette, claims to have been contacted weeks ago concerning alternatives. "It's pretty clear there won't be any Olympic coverage," stated one spokesman from Gillette. His company expects to run replacement advertising on NBC during those three weeks on scheduled prime-time shows, though no specifics were given as to the content or type of shows being considered.

Levi Strauss refrained from comment on whether or not it was contacted by the network, but stated that it is "committed to it's retailers to advertise during that time period". It was suggested, however, that some dollars intended for summer Olympic sponsorship will find their way into fall TV advertising, used to beef up the back-to-school promotion in the fall.



Starr, Morgan, Young, Summers, Carey

Children's television

Regulatory and programing means of improving offerings are NAB workshop topics

The Monday television workshops also included a panel discussion called "Toward a Fuller Definition of Children's TV." The panelists—NAB executive vice-president and general manager, John Summers; Nancy Carey, legal assistant to FCC Commissioner Abbott Washburn; Michael Young, host of ABC-TV's *Kids Are People, Too*, and David Morgan, executive vice president and general manager of Australian Commercial Television Stations—all agreed that the FCC needs to adopt a broader definition of programing than provided in an FCC 1974 policy statement to accurately reflect what is available to children.

Summers began the session with a discussion of how the commission arrived at its present proceeding—a rulemaking that includes a number of options for broadcasters to fulfill the mandate to program responsibly for children. One of the options is that the commission mandate a specific number of hours per week for instruction and educational programing. Summers believes Peggy Charren, president of Action for Children's Television, deserves credit for being the catalyst for children's TV being what it is today. "But," he said, "the time has come to take a new look at the definition of program and program content and advertising."

Carey brought a message from Washburn that commended broadcasters for the strides they have made in the children's programing area. And he too thought that the programing definition should be broadened. One suggestion he

made was that the age limit should reach 17-year-olds, and include 12-year-olds. "In this way," he wrote, "we would recognize them as children with special problems, too."

Young's approach to producing his shows is to treat the program as an adult program would be treated. One suggestion he made was to modify many of the popular adult programs to fit in with children's themes. He too felt that a broader definition was needed. However, he said that he was not sure "weekends cover it. The bulk of TV watching is in the afternoon, and there is a need to plan for the afternoon and early evening."

Morgan traced the Australian government's regulation of children's television to where now each broadcaster must program at least five hours of children's programing per week between the hours of 4-5 p.m. And 30 minutes of the day, he added, must be devoted to the pre-school-age child. He said the government guidelines state that the programing must be "quality" but give no definition of quality. "And with all the additional regulation," he stated, "the audience levels have actually dropped."

Carey felt that such a situation would not be arrived at in the United States because of First Amendment concerns—which have no counterpart in the Australian constitution.

Young also had problems with setting aside specific hours for programing. He said: "If everyone programs for the same time, then they are all competing against one another, and what does that accomplish?" But, he said, "if all broadcasters could program at different times, then there would be children's programs on at all times."

Young also said that the talk show format was successful with children. And that producers should program with the

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thought in mind that the parent would be sharing the viewing with the child. He urged broadcasters to make a serious commitment to quality children's programming. Irwin Starr of KREM-TV Spokane, Wash., moderated the session.

Peabody time

Annual broadcasting honors are announced; ABC's Trout receives special recognition

Twenty-four George Foster Peabody awards were announced yesterday (April 20), with five going to radio, 16 to TV stations or networks and three to individuals.

The awards are annually conferred for meritorious service to broadcasting and are administered by the Henry W. Grady School of Journalism and Mass Communications of the University of Georgia.

This year's presentation ceremony will take place April 30 at the Hotel Pierre in New York. Special note will be made that this is the 40th anniversary of the awards.

Entries this year totaled 851, the largest number ever. The winners:

WCBS(AM) New York □ Follow That Cab: The Great Taxi Rip-Off, which exposed the practice of some New York cabbies who take advantage of unknowledgeable passengers.

WGBH(FM) Boston □ Curren Bell, Esquire, a Masterpiece Radio Theatre presentation, conceived by and starring Julie Harris in a one-woman performance on the life of Charlotte Bronte.

Children's Radio Theatre, Washington □ Henry Penny Playwriting Contest, in which original play scripts by children 5-13 were performed by professional actors exactly as written

KSNJ(FM)/Minnesota Public Radio, St. Paul □ The Way to 8-A, a study of the legal process governing commitment to mental institutions in Minnesota.

KTVI(TV) St. Louis □ The Adventures of Whistling Sam, locally produced cartoon comments on issues of importance with humor and satire as components.

WMAQ-TV Chicago □ Strip and Search, a Unit 5 investigative report, which exposed the practice of Chicago police of routinely strip-searching women brought in on minor charges, including traffic violations.

CBS News, New York □ CBS News Sunday Morning with Charles Kuralt as host.

Sylvia Fine Kaye, Beverly Hills, Calif. □ Musical Comedy Tonight, a TV pilot that looked at American musical comedy through four significant eras.

ABC-TV, New York □ Valentine, a love story of two people in their declining years.

ABC-TV, New York □ Friendly Fire, a dramatization of the tragedy of an American family's involvement in the Vietnam War.

NBC-TV, New York □ Dummy, the story of an illiterate black deaf youth who suffered injustice after his arrest as a murder suspect because of his handicap.

NBC-TV, New York □ When Hell Was in Session, an NBC Theater presentation of the true story of Navy Commander Jeremiah Denton, a Vietnam prisoner of war for seven-and-one-half years.

KOOL-TV Phoenix □ The Long Eyes of Kitt Peak, a look at "the largest and most complex astronomical research facility"

NBC and BBC □ Treasures of the British Crown, a look at the priceless paintings and crown jewels of the Royal Collection in Britain, as described by members of the royal family.

ABC-TV, New York □ A Special Gift, an ABC Afterschool Special, the story of a boy talented in ballet and basketball and how he met the problems brought on by his unusual abilities.

KRON-TV San Francisco □ Politics of Poison, which exposed public health problems caused by herbicide sprayings in northern California.

WTTW(TV) Chicago □ Miles to Go Before We Go to



Concerning the raising of sights. The opinion that broadcasters may have been aiming too low in their programming efforts was offered to NAB delegates at this panel session on localism. Moderator Lucie Salhany (standing), program chief for the Taft station group and new president of the National Association of Television Program Executives, had asked whether some program ideas were too sophisticated for local markets. Responded panelist David Henderson (l) of Outlet Broadcasting: "I don't think we should put down that audience, to say they're not sophisticated enough. I'm not sure we have a high enough level of interest for a lot of people. More and more, I hear people say 'I don't find things on television that are of particular interest to me.' So maybe the common denominator is too low." Robert Bennett (r), of WCVB-TV Boston, cited that station's success in local programming (60 hours each week) and its subsequent advertising and syndication successes of shows made initially for the local market (One documentary, *Denise*, has just been purchased by the NBC O&O group.) He advised broadcasters to discard their tendency to think advertisers won't support public affairs programming—a viewpoint supported by Amy McCombs of WJXT(TV) Jacksonville, Fla., who said: "We're enlightened and advertisers can be, too."

Sleep, a documentary on age discrimination growing out of mandatory retirement.

WTTW(TV) Chicago □ Little Rock Central High School, a look at the years since the desegregation crisis which shook that campus.

KNXT(TV) Hollywood □ Down at the Dunbar, which recalled the jazz greats who made the Dunbar hotel famous.

WGBH-TV Boston □ World, a series of international documentaries on diverse topics.

Roger Mudd, CBS News □ For his searching questions of Senator Ted Kennedy (D-Mass.) on CBS Reports "Teddy," an incisive search that added depth and interest to the Kennedy profile.

CBS News, New York □ The Boston Goes to China, coverage of the Boston Symphony Orchestra's trip and its combined concert with the Peking Philharmonic.

Robert Trout, ABC News □ Recognition of his nearly 50 years as a knowledgeable and articulate commentator on national and international affairs.

Fox, ABC sign movie distribution pact

ABC has picked 20th Century-Fox to distribute films to be produced by its new ABC Motion Pictures unit.

According to a joint announcement issued last week, the agreement reached between the two companies calls for Fox to release the initial five ABC films, with the first expected to be delivered "within 12 months." Fox Vice Chairman Alan J. Hirschfield and President Norman Levy went on to say, "we look forward to a long-term relationship between our two companies."

Brandon Stoddard, president of ABC Motion Pictures, said that Fox was selected "after examining a number of opportunities for the distribution of our pictures . . . on the basis of the acknowledged expertise of their distribution organization along with our confidence in their new management team."

ABC's recent annual report said the film unit would produce "a limited number of movies a year at reasonable budget levels," and Stoddard last year had used the numbers three or four with an \$8-million average budget (BROADCASTING, July 16, 1979). Last week's announcement also said ABC would "participate in marketing and distribution arrangements."

Fox's Levy said that the ABC deal along with others recently completed would push the number of Fox releases "upwards of 20 . . . conceivably closer to 25 films in a year."

ABC-BBI join forces

ABC Video Enterprises and Boston-based BBI Communications Inc. announced an agreement for the new division of ABC to distribute BBI-produced programs in non-broadcast markets. The agreement includes a number of children's and public affairs specials as well as BBI's syndicated offering, *The Baxters*.

BBI Communications is the production

and syndication arm of Boston Broadcasters Inc., licensee of WCVB-TV Boston, an ABC-TV affiliate. Robert M. Bennett is president of the parent company.

The announcement of the new arrangement was made by Bennett and Herb Granath, vice president in charge of the video enterprises subsidiary set up by the network last year to move the network into the expanding realm of new video technologies such as disks and cassettes. ABC will distribute the BBI product in both foreign and domestic markets. Marketing will be handled by two units of the video enterprises division—ABC Wide World of Learning headed by Donna Sesse, and ABC Video Sales, headed by Archie C. Purvis.

BBI product to be distributed includes: *Denise*—a documentary about a woman convicted of child abuse and manslaughter.

The Body Works—a young person's series on the workings of the human body.

A series of health programs including *Why Do I Feel This Way*, a docudrama on depression, and *Good Luck, Mrs. Robinson*, a study of the problem of stress.

A variety of children's shows including *Jabberwocky* and *Catch a Rainbow*, two series.

The Baxters—a new season of 24 episodes of the syndicated program produced last year by Tandem Productions and BBI. The new episodes will be produced solely by the Boston company.

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What's in the works

Ketchum, MacLeod & Grove, New York, has issued its Program Development Document for 1980-81, supplying information on more than 200 network projects.

The 33-page booklet, put together by the agency's TV-radio programming department, provides a synopsis of projected series, movies and miniseries, but does not offer an evaluation. KM&G says that 87 are series projects; 66, feature films or miniseries, and 48 are "long-range" undertakings in the first stages of development.

KM&G reports that comedy once again represents a high percentage of the projects (45%), although in actual hours of development, the form is about 30%, inasmuch as the programming is primarily a half hour in length.

"There does not seem to be anything that in concept constitutes a programming breakthrough for the coming season," KM&G concludes. "If any format can be said to have currency with all the networks, it is the 'steamy' character serial popularized by this year's *Dallas* success. ABC has *Oil* and *The Women*; CBS, *The Homefront* and NBC, *Flamingo Road* and new episodes of *Skag*."

KM&G foresees for 1980-81 "an even greater proliferation in six- and seven-episode series" as networks keep turning out new projects in hopes of "hitting with one or two."

The odds against new program success are high, according to KM&G. It points out that in the current season, 47 new prime-time series were introduced and most have failed or will stumble.

SEC is after Saia

The Securities and Exchange Commission is seeking preliminary and permanent injunctions against a Boston man and his AAA Recording Studios, accusing him of violating registration and antifraud provisions while raising money to produce television pilots.

The SEC claims Joseph F. Saia and AAA illegally made deals for \$735,000 worth of unregistered securities in the form of limited partnership interests. The pilot titles mentioned in the SEC charges were *The Frank Gorshin Show*, *The Ken-ny Roberts Show*, *The Myles Marsden Show* and *Gus Saunders Gourmet Kitchen*.

The misrepresentations and omissions alleged against Saia by the SEC involve his experience, use of investor monies, pilot sale guarantees and failure to make sales of other pilots previously.

The SEC is scheduled to begin its court action for a preliminary injunction May 8 in U.S. District Court in Boston.

Saia, saying he was in the process of trying to settle the case, claimed that everyone initially was happy with his work, but that the properties just haven't sold.

PlayBack

Moving right along. AIR (Association of Independent Radioproducers) is now incorporated, nonprofit organization able to accept membership dues (\$300 annually) and is beginning push to bring syndicators into fold. Drive began at early-morning meeting in Las Vegas last week, at NAB convention, where representatives of some 30 firms came to



hear presentations by AIR officers including (l to r): Tom Rounds, Watermark, AIR secretary; Ron Harrison, Radio Arts, member of board; Harry O'Connor, O'Connor Creative Services, president; Bo Donovan, Tuesday Productions, vice president; Harvey Mednick, RKO Radio, treasurer, and Harvey Palish, Diamond R, board member. Among association's intended projects are publication of radio station directory, with syndicator-relevant information, and creation of computerized mailing list of stations. AIR also is working closely with NAB to increase radio syndicator presence on panels and in exhibit hall at NAB's programming conference in New Orleans in August.

No joke. Baltimore city court jury last week found in favor of former anchorman at WMAR-TV Baltimore in defamation suit he filed against WFBR(AM) Baltimore disk jockey and station as result of what DJ said was one of his typical gags. Jury awarded Dennis P. Holly \$25,000 in compensatory damages and total of \$40,000 in punitive damages to be paid by James Embrey Jr., who performs under name of Johnny Walker, and station. Holly had sued for \$2 million, but lowered sights to \$500,000—divided between compensatory and punitive damages—in his lawyer's closing argument. Suit arose out of Walker remark, on Feb. 28, 1979, shortly after big snow that year, that Holly, who is black, injured his knee "running down the street carrying a color television set in the snow storm." Holly said remark was legally objectionable and injured his reputation. Theodore Sherbow, counsel for Embrey and station, had attempted to show remark was of piece with humor with which Embrey regularly salts his show.

New feed for Pacific states. New regional network, Woodruff Pacific, plans to begin broadcasting June 2 over at least 20 charter affiliates in California, Oregon and Washington. Network will use Westar satellite, terrestrial microwave and digital circuits to distribute programs including news and sports, political commentary, business news, long-range weather forecasts and area agricultural reports. Series will include *Coast to Coast*, three hour magazine hosted by interviewer, Rick Forrester and *Supermarket Shopper*, with syndicated columnist, Martin Sloane. Jack Hayes, formerly of NBC Radio and Norm Woodruff created network, which is owned by San Francisco-based Woodruff Organization and is, according to Woodruff, first for Pacific states since CBS ended limited regional feeds in early 70's.

First fives. The first five records in **contemporary radio** airplay, as reported by BROADCASTING'S *Playlist*: (1) *Call Me* by Blondie on Chrysalis; (2) *Ride Like the Wind* by Christopher Cross on Warner Bros.; (3) *Fire Lake* by Bob Seger on Capitol; (4) *Lost In Love* by Air Supply on Arista; (5) *Another Brick In the Wall* by Pink Floyd on Columbia. The first five in **country radio** airplay: (1) *Good Old Boys Like Me* by Don Williams on MCA; (2) *Beneath Still Waters* by Emmylou Harris on Warner Bros.; (3) *Lesson In Leavin'* by Dottie West on United Artists; (4) *Gone Too Far* by Eddie Rabbitt on Elektra; (5) *Two Story House* by George Jones and Tammy Wynette on Epic.

Two weekly "Playlists," charting the top 100 records in contemporary radio airplay and the top 100 records in country radio airplay, are now available to BROADCASTING subscribers, each for \$12 annually to cover handling and first-class postage. Mail orders to "The Contemporary Playlist" or "The Country Playlist" c/o BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036.

Planer's plan for network news

NBC-TV's news VP says present bureau system is not effective, predicts staff will be more widely distributed; he's also critical of much ENG reporting

Networks will spread correspondents throughout the country in small bureaus, predicts NBC's vice president for news coverage.

Edward G. Planer, a 24-year veteran of NBC station, affiliate and network posts, has had over-all responsibility for NBC News's news-gathering organization since last November.

New technology, he told a Harvard audience, will put reporters closer to where the news is being made.

"We need to rethink the bureau system," he said. "It doesn't make sense to keep concentrating vast numbers of correspondents and crews" in 10 cities, as his network does now.

"Most of the news doesn't happen in those cities," he said, "but out there someplace." And he believes that by the next decade, today's bureaus will be replaced by two-person outposts throughout the country—close to an airport and within microwave range or easy land-line access to a television station.

Why not let affiliates handle more such field work?

His correspondents can "do a better job," Planer replied, asserting that in most cases they have better crews, editors and equipment, and higher journalistic standards, than local stations. Outside of major markets, Planer continued, TV news is "pretty bad" and can "make your hair stand on end."

Planer praised satellite developments for expanding network horizons but said they've produced some "hit-and-run, superficial" coverage because it's easier than ever to have a correspondent hop from place to place, file a story and then jet off on another assignment.

"Today's technology is like having a tiger by the tail," he said. Since the whole world is within television's immediate reach, he said it's difficult for him not to have a correspondent simply "drop in" and do a quick story. To combat this, he would like to see more reporting specialists and fewer generalists.

Planer has mixed feelings about minicams. "There's a tendency to use them as a toy, simply for the sake of using them, rather than as a tool," he has found. "It doesn't take many brains to turn it on (for a while) and then say: 'Back to you, Jack.'" And he praised a rival journalist—CBS's Bill Plante—for examining Ronald

Reagan's statements as an example of "sheer reportorial enterprise" which had nothing to do with new technology.

His own operation "has been remiss," Planer said, in not covering President Carter's field campaign. "We let it slip by us, and woke up one day" to the fact that while the Chief Executive remained in the White House, his family and staffers were active in primary states.

Planer called networks' first-with-election-results competition "a foolish public relations game" which serves no purpose. "There's no scoop on the projected winner," he said, because "everybody's computer is basically the same."

He predicted networks will program more news in the future because so much of their present entertainment offerings will be available in such other forms as videocassettes.

Planer began as a reporter with NBC's New Orleans affiliate, WDSU-TV, became news director there in 1966, and moved to NBC's WMAQ-TV Chicago as news director in 1972. He has been day news producer of the *Today* program, director of editorial assignments and general manager for news gathering.

Financial news praised

Four Janus Awards for excellence in financial news programming were presented last Monday (April 14) by the Mortgage Bankers Association of America. The winners:

NBC Radio Network News, in the radio documentary category, for *Hard Times for the American Dream* by NBC London correspondents Fred Kennedy and Clark Todd.

WTTG(TV) Washington, in the television documentary category, for the *\$3,000 Gamble* by reporter Edward Alwood.

National Public Radio, in the regular radio business news programming category, for *All Things Considered* by NPR's busi-

ness and economics correspondent, Robert Krulwich.

WCBS-TV New York, in the television regular television news programming category, for Jane Bryant Quinn's *Money Watch*.

The Washington-based MBAA, which represents more than 1,900 companies in the mortgage-lending field, has been making the awards for 10 years to broadcast organizations that make significant contributions toward understanding commerce and finance. The presentations were part of the National Mortgage Banking Conference which was held in New York last week.

ENG status report

A Wednesday morning NAB session brought some of the early-rising delegates up to date on the latest in electronic news gathering. "Major Market ENG: Innovative Approaches" was moderated by Jeff Meadows of NBC. Other panelists included Walt Nichols of KPIX(TV) San Francisco; Bill Powers, WSB-TV Atlanta; Joe Kresnicka, WLS-TV Chicago, and Irv Ross, WPVI-TV Philadelphia.

Ross and Kresnicka both noted that many of the people who use their ENG equipment daily are not, by training, technicians. That allowed, said Ross, for a situation at his station where the ENG engineering unit is not only assigned to the news department but is budgeted and controlled under news administration as well.

Kresnicka said that his station ENG units were controlled by the news assignment desk, which had total responsibility for ENG operations, while the studio operations remained under the hand of the producers.

Powers said that his station was still running about 40% film in its operations but, like many other stations, was considering going 100% ENG. He also let it be known

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that during this summer's political conventions from New York and Detroit, the Atlanta station will be doing live cut-in coverage.

As an early user of ENG equipment, Powers said that he had learned that ENG required a "total station commitment"—from operations, engineering, news, promotion and other departments. He also said that the technology demanded that the station remain "aggressive on a day-to-day basis."

How members see APR

Fifty-two percent of the affiliates of the Associated Press Radio Network view their news operation as a profit center. That is one finding of an APR membership survey, which also reported that, while 42% said it was not currently profitable, several had penciled in a comment that they expected it to be a money maker.

Among other findings that indicate a heavy reliance on news: 73% of APR stations reported affiliations with another network that provided national, state, regional or specialized news; the average APR affiliate programs 1,067 minutes of news weekly; the average APR member has 3.4 full-time news people on its staff; 76% reported use of individual news cuts from AP Radio's hourly update feeds; 64% use sports cuts from those feeds; 63% use regional news cuts from APR's twice daily

regional news feeds.

Several answers on the questionnaire reflected a desire for more news and public-affairs programing. For example,

57% of the stations said they will use the live programing APR will provide from the Democratic and Republican conventions this summer.

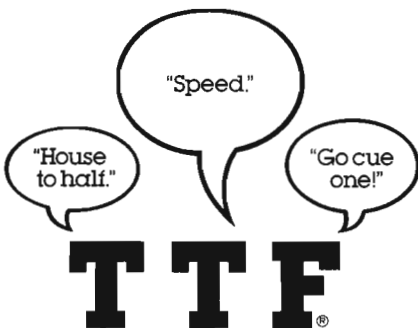
NewsBeat

Spilling the beans. Colorado Supreme Court ruled last week that reporter who observes criminal act has no constitutional privilege to refuse to respond to subpoena relating to act. High court upheld lower court ruling which required *Denver Post* reporter to appear before grand jury to determine who leaked information from secret grand jury proceeding on Medicaid fraud. Reporter, Howard Pankratz, had made agreement of confidentiality with source to obtain the information, and claimed he was protected by reporter's privilege not to testify. Court agreed with previous ruling that when reporter has observed wrongful conduct and is subpoenaed to testify, he has same status of ordinary citizen. Jack Landau, of Reporters Committee for Freedom of the Press, called ruling "outlandish."

□

ASNE Olympic worries. American Society of Newspaper Editors' Freedom of Information Committee has written to White House expressing concern over what committee sees as freedom-of-press implications of presidential order banning transactions with Soviet Union in connection with summer Olympic Games in Moscow. That order would have effect of denying NBC opportunity to televise games in event it chooses to cover them, letter said. "Voluntary compliance with a presidential request is one thing," letter added. "Government measures that foreclose coverage of an event are in an entirely different—and dangerous—category. The implications for all the press are obvious." Letter, addressed to White House counsel Lloyd Cutler and signed by William H. Hornby, president of ASNE and Charles W. Bailey, chairman of freedom of information committee, requested clarification and assurance that "no network or other news organization" will be prevented from covering Olympics.

□



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Interactive. NBC Newsman David Brinkley, who lightened the Monday NAB television luncheon with a humorous prologue to his speech, did get to more serious matters. "Broadcasting, as a communications medium," he said, "usually is thought of as communicating one way—from us to the audiences. But I think it actually is one of our most effective systems of communication both ways—from us to them, and from them to us." All broadcasters know what follows a provocative program, he said. Viewers "jam our telephone lines, send telegrams and bury us in mail. And, as we have all discovered, the American people are not the least bit reticent about saying what they think, whether it's praise or abuse. He said while many Americans can't name their congressional representatives, "they do know—or feel they know—the people they see and hear on radio and television." In concluding, he said, "If we in broadcasting are to perform the public service that is expected of us, we ought to pay as much attention to our listeners as we hope they will pay us." Brinkley also fielded questions from the packed ballroom at the Hilton. Asked about hour-long network news, he said he personally thought it a good idea, but the real answer "was up to the affiliates." His opinion was also sought on the viability of Ted Turner's Cable News Network—whether it will constitute a threat to network news. "I'm not sure he understands what it costs," Brinkley responded. And, he asked, "what is Turner going to put on for 24 hours?"

Cap comes off 9 khz issue at convention

**Thurston, Livesay and Lee engage
in war of words over proposal
to reduce AM channel spacing**

The U.S. delegation to the western hemisphere AM planning conference is home from Buenos Aires. But the controversy that dogged it there has not abated; it flared anew last week at the NAB convention.

Donald A. Thurston, former joint board chairman, used the occasion of his accepting the NAB's Distinguished Service Award (see page 52) to criticize roundly the performance of the delegation he observed in Buenos Aires. Two days later, Commissioner Robert E. Lee, who was chairman of the delegation, offered a sharp rebuttal; he suggested Thurston did not know what he was talking about.

Not only that. Thurston had fanned the flames in his speech by picturing Ray Livesay, president of the Daytime Broadcasters Association, as an unwitting tool of government agencies pushing what was the single most controversial proposal at the conference—to reduce AM channel spacing from 10 khz to 9. Livesay's response was to question Thurston's dedication to principle and to suggest NAB policy may be driving daytime broadcasters from the association's fold.

What might be called the NAB-U.S. split emerged in Buenos Aires when it was learned that the association had written the foreign delegations urging them to postpone a decision on the 9 khz issue until the matter had been studied further. The letter sent shock waves through the delegation, the FCC and other government agencies where 9 khz was a major objective as a means of increasing the number of stations in the U.S. and thus increasing the opportunities for ownership for minorities and for full-time operation by daytimers.

The conference's decision to postpone a decision until the second session, in November 1981, largely because of the opposition of Argentina and Canada to the U.S. proposal, did nothing to ease the pain the NAB letter had caused U.S. officials.

Nor did Thurston try to make amends. Thurston, who spent eight days in Buenos Aires during the three-week conference, described the delegation as one that "was at odds within itself," whose government members excluded private industry representatives from their private meetings, and who were "primed for the political battle, but inadequately prepared for the technical." And despite "the 'good face'



Lee

put upon the delegation's report," he added, "it was not a victory . . . 9 khz is not assured."

As for Livesay, Thurston said: Despite his "truly Herculean efforts to sell 9 khz as the answer to full-time service for daytimers, there is not the slightest intention at the FCC or the [National Telecommunications and Information Administration] to give up daytime allocations. He is being used, and in my opinion, most unfairly."

Lee, who throughout most of his 26 years at the commission has been regarded as a friend by many broadcasters, was not prepared to let Thurston's remarks go unanswered. It was not only a matter of personal pride but of loyalty to delegation members with whom he had worked hard and suffered frustrations.

"Our team in Argentina was absolutely superb," said Lee, in remarks at an engineering luncheon. "Anyone who tells you they were unprepared or divided or inept is very uninformed. And that includes

recipients of awards."

Lee, who did not have a prepared text, attempted to explain what he perceived as the realities facing any U.S. delegation to an international conference. "Whether we like it or not, we have to live in a world . . . You can't go it alone." He said a major frustration is to return home from a conference and be confronted with questions as to why the U.S. chose not to go its own way on an issue.

(However, other officials noted that the conference thus far, in effect, has only approved recommendations. Final acts will not be adopted until the second session. And it is then, the officials noted, that countries dissatisfied with a conference decision can take a reservation—that is, state they will not abide by the decision.)

Another reality facing a U.S. delegation, Lee said, is that its success depends on the country's foreign affairs posture. And the U.S. "does not have the best posture," he added. Its motives are suspect; its policy is seen as aimed at benefitting "the fat cats."

Lee, who is confident the conference will adopt the 9 khz proposal at the second session, also had an answer for Thurston on the matter of whether Livesay was being used, although he did not refer to the charge. Lee said he could not say what would be done with the additional assignments the proposal would create—the commission says up to 1,400 would be made available—but, he added, "I think I speak for the commission when I say we'd try to give preference to minorities and daytimers [who want to upgrade their operations to full time]."

However, he offered some caveats. He noted that not all the 2,300 daytimers could be accommodated, if they chose to change their operations. He said the commission would probably require legislation to give such a preference. And "if a conflict developed between a minority and daytimer," he said, "I don't know what we'd do."

Livesay, who played a major role in per-

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suading the government to adopt its position on 9 khz—he developed the first basic plan for shifting the U.S. to a 9 khz system—had his own view of who was using whom. Speaking at a meeting of the DBA in the convention hall, Livesay said: “In my opinion, Thurston has been used by the networks, the clear channels, the biggies—the people who control the NAB. Don performed well and earned his reward.” Livesay said Thurston “has had to compromise his principles to head NAB.”

Livesay accused the NAB of not living up to the commitment the board of directors made in a resolution adopted at a meeting in Maui, Hawaii, in January 1979 regarding daytimers. It urged the adoption of national policy looking to the conversion of all daytime stations into unlimited full time facilities.

NAB support of the extension of the AM band from 1600 to 1700 khz, at the World Administrative Radio Conference in Geneva last fall, was of little practical help, according to Livesay. He said it would take “15 to 20 years” before enough new receivers reached the public to make stations in the upper part of the band competitive. “The 9 khz plan could be implemented in a few years,” he said.

Livesay, noting that 1,000 daytimers are NAB members, indicated they might try to use their numbers to change NAB policy—or consider leaving the association. “I don’t want us to have to reappraise our benefits from the NAB,” he said. “It’s done wonderful things.” In a later news release, the implied threat was extended to the National Radio Broadcasters Association, which has come out flatly in opposition to the 9 khz plan.

Thurston aside, some of the bleakest characterizations of the Buenos Aires meeting came from a member of the delegation who nevertheless was unable to attend the meeting—Harold Kassens, a former FCC engineer who is now a consulting engineer.

Speaking at a workshop on the Buenos Aires conference, Kassens said, “What the conference did was to sell nighttime service in the U.S. down the river.” And he predicted that “if there’s a heavy demand from other countries, they’ll get the additional channels” the 9 khz plan would

create, leaving the U.S. empty-handed.

His concern about nighttime service stems from the conference’s decision to permit interference between stations up to 50% of the time. The U.S., Canada and Mexico operate on the basis of a 10% standard, and they, along with Greenland, agreed in Buenos Aires to maintain that standard. But Kassens feels Cuba and other Caribbean countries will boom interfering signals into the southeastern U.S.

Others on the delegation do not seem as concerned. They note that at least the agreement provides for a limit; there is none now that the Caribbean countries honor. (That includes some that, like the U.S. and Canada, are signatories to the North American Regional Broadcasting Agreement, which specifies the 10% limit.) Furthermore, they say the interference would come from local and regional stations operating with power limits of up to 1 kw and 5 kw respectively. The FCC, they say, could authorize an increase in the power of local and regional stations that now operate with 250 w and 5 kw, respectively, at night, and enable them to regain service areas they would otherwise lose. (However, engineers say that, given conditions in the U.S., the power of regionals could not be increased substantially.)

As for the U.S. being squeezed out of the channels that a 9 khz plan would generate, delegation members say that simply won’t happen. “I can’t believe there will be 12 new channels and that the U.S.—which proposed the plan—would not operate on them,” Wallace Johnson, a former FCC Broadcast Bureau chief, who served on the delegation, said after the workshop.

However, he acknowledged that the commission will have to move fast to develop the five-year (Jan. 1, 1983-Dec. 31, 1987) inventory of station needs the conference has asked all countries to submit by May 31, 1981. The ultimate hemisphere plan, which will specify where stations will be located, will be based on the plans submitted by the member countries. If the commission relies on present procedures of accepting and processing applications to determine the plan, Johnson said, “we’ll be lost.” He said the commis-

sion is attempting to come up with a method for speeding up the process.

While most of the debate concerning the Buenos Aires meeting occurred in the management section of the convention, one observer warned that management had better become involved in the issue.

George Jacobs, director of engineering for the Board of International Broadcasting and who has been mentioned as a likely successor to George Bartlett as NAB vice president for engineering (“Closed Circuit,” Feb. 25), noted that regional planning in Europe had cost several countries there the ability to make some policy decisions regarding their own broadcasting systems.

“This is not just an engineering matter; it’s a management problem, too,” he said, as a member of the audience at the workshop on the Buenos Aires meeting. “It’s going to take management and the clout of the broadcasting industry to let us in government know what you want. You’ve got to get into this. Tell us what the results of the conference have been for the U.S. If it means disaster, you should tell us.”

The sky’s the limit for satellites

The growing distribution technology is one of the hottest topics at NAB with highly attended workshops, new programming services and exhibits in parking lot

Although the prospect of direct-to-home broadcast satellites remains unresolved, the reality of the fixed satellites like the Westars and Satcoms was clear and present at the NAB convention.

Satellite earth stations, the hardware package that makes the satellite communications network accessible, were prominent. Their large white parabolic “dish” antennas, aimed at the southern horizon, were scattered about the parking lot outside the exhibit hall and most fed signals taken from the satellites to television monitors in the booths of their vendors inside.

There were also some new satellite services, beckoning broadcasting into the satellite age. And the NAB planners saw fit to dedicate two workshops—one for the engineers and one for the managers—to discussion of satellites and the opportunities they can create.

The domestic fixed satellite business has been a phenomenon of the last five years. Gene Bormann, director of marketing development for Western Union, said that during the first year of his company’s operation of the Westar satellite, it managed to sell only 275 hours of satellite time. In 1979, however, Western Union sold 34,375 hours on the bird. And while the domestic satellite is closely associated

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Bormann, Protter, Arries

with the cable industry, it must be noted that the vast majority of business Western Union has done over the last few years has been with broadcasters.

Many broadcasters, both radio and television, went to the convention with the question of whether or not to invest in a satellite earth station. If any took the advice of a couple of broadcasters who spoke at a Tuesday morning workshop, it's likely that business was brisk in the parking lot.

Harold E. Protter, general manager of KPLR-TV St. Louis, is a pioneer of the satellite business, having installed an earth station in 1976 to pick up news feeds. According to Protter, KPLR-TV was driven to the satellites by economics. He said, in 1975 the station relied heavily on news feeds from the Independent Television News Association. The only problem was the ITNA signal was being sent by satellite, he said.

At that time he said the closest earth station to St. Louis was a Western Union facility in Chicago. "Therefore, we began paying AT&T Long Lines fees of \$1,000 per week to bring in the feed daily. Based on these economics, an earth station eventually costing \$130,000 was easily justifiable as a capital asset."

Protter said that the earth station did more than relieve his ITNA problems. He said that by providing downlinking services to KSDK(TV) there for its reception of baseball games and through a shared use arrangement with Western Union, "we had a payout on our investment in 18 months."

Les Arries of WIVB-TV Buffalo, N.Y., has similar happy experiences with his two earth stations, which in addition to downlinking signals are also capable of uplinking. He built the earth stations in August 1977 and since then has been able to use the stations not only for WIVB-TV's purposes but for a number of other revenue-producing businesses. Warner Amex Satellite Entertainment uses the earth stations for the uplinking of its cable television programming, he said. In addition, other broadcasters in town pay \$50 an hour for downlinking and \$75 an hour for uplinking. And he suggested there is much latent demand for earth station ac-

cess. "You never know where the business is going to come from," he said. He was once asked by NBC to send the network signal up to the bird for relay to Alaska. And, Arries said, a Pittsburgh television station paid him to bring in special football reports prior to the Super Bowl from Los Angeles. (The signal was sent from Buffalo to Pittsburgh via conventional land lines.)

Since the earth station can provide so many services beyond those for normal television station operations, both Arries and Protter advised that once an earth station is installed, the television station should operate it as a common carrier. Protter said, "We found absolutely no disadvantages and a monumental reduction in our legal bills."

One of the concerns of both Arries and Protter was that despite a few proposals, no satellite programming distribution network is currently operational. "As an indie whose freight bill for programming will exceed \$100,000 this year, we are extremely disappointed that satellite distribution of syndicated programming has not progressed further," Protter said.

There are several proposals currently on the drawing board designed specifically to satisfy this demand for a cheaper, more efficient program delivery system using satellites. Gene Bormann, who shared the dais with Protter and Arries, discussed Western Union's plans. Bormann said Vidsat, introduced in conjunction with Westinghouse Broadcasting, at the National Association of Television Program Executives convention last February, will be ready to serve the top-25 markets by September, the top-50 by January 1981, the top-75 by the third quarter of 1981 and the top-100 by the first quarter of 1982. Other similar services also being promoted at the convention were Robert Wold Co.'s Satellite Express and RCA's SMARTS.

Among the new satellite services at the convention were two for the radio market. RCA Americom presented its Audio Digital Distribution Service (ADDS), with which RCA plans to offer "end-to-end service" to broadcasters for just about any network programming as soon as the Satcom III replacement becomes opera-

tional. Because the digital signal can be time-division multiplexed, ADDS service will be able to offer a variety of services (frequency responses) depending on the needs of the customer. RCA said that it can provide 20 channels of 15 khz signals, 40 channels of 7.5 khz signals or 60 channels of 5 khz signals on a single satellite transponder. All the hardware on display at the convention was developed by and manufactured for RCA by Scientific-Atlanta.

In addition to RCA's new transmission services, a company called Enterprise Radio was passing out promotional baseball caps inscribed with "Jock Around the Clock" and offering a sports programming service for radio. Jon Foley said that Enterprise Radio has leased two audio transponders from Westar for transmission of sports programming, which he expects to begin in early 1981. Foley said that the decision to go satellite was made because "nobody can afford the AT&T Long Lines charges any more." With satellite, he said, distribution of the programming is not only cheaper, but the signal is cleaner.

Foley said that Enterprise Radio's plans for programming include 48 daily sports news feeds, one every half hour, and 13 hours of sports talk shows. Foley also hopes one day to carry live sporting events, but he said that Enterprise Radio would have to prove itself with the news and talk before it would be strong enough financially to "get into the bidding wars" for sports rights. Foley said that Enterprise Radio would like to install, own and maintain the receive-only earth stations of its affiliate stations. He added, however, the company is talking with both AP and UPI about setting up some kind of shared-use arrangement for the earth stations. (Both the major news services have previously announced plans to go to satellite distribution.)

Meanwhile, the earth station manufacturers have recognized the special needs of the broadcaster and have assembled earth station packages designed to meet them. Harris was selling a system that featured its new 8.8-meter dish with a motorized mount that can be preprogrammed to look at any bird in the domestic satellite orbital arc. Harris claims the antenna (Model 6503) can produce 50 db gain.

Scientific-Atlanta showed its new earth station for broadcasters, the 7-meter Model 8572. It has an optional motorized mount that allows the dish to be panned across the horizon. (Without the motor, the dish can easily be cranked into position.) The earth station electronics, including the S-A Model 414 receiver, are fully redundant.

Fort Worth Tower also had a 7-meter dish on display. According to a spokesman, although Fort Worth makes no electronic gear, it will supply turnkey earth stations with equipment from other suppliers.

Microdyne one-upped some of the other manufacturers with a broadcast earth station package including two antennas and fully redundant electronics. The package has a price tag of \$44,000. That figure

drops to \$16,500 for just one antenna and no back-up gear.

Compact Video Systems wheeled in its mobile unit, mounted on the back of a trailer. Featuring a 5 meter S-A antenna and all S-A electronics, the Compact 42, as it is called, was not yet finished and ready for general inspection. It will be ready, Peter May, sales engineer, promised, by the NCTA convention next month. May also said the first unit has already been sold to Trinity Broadcasting.

The outdoor satellite marketplace at the convention was disrupted by a gate-crasher toting a 10-foot dish on a boat trailer hooked to a station wagon. Ron Cohen of Los Angeles was trying to sell the antennas and a complete set of electronics as a home earth station. When he first appeared on Monday, his asking price was \$6,995, but apparently dismayed at the lack of interest, he introduced a sale on Tuesday, knocking \$1,000 off his original price. Despite his generous reduction, police forced him to remove his equipment from the convention hall grounds.

Digital doings

The new technology is much in evidence at NAB with displays of cameras and VTR; it's also the topic of various workshops on compatibility and stations' servicing problems

It was apparent last week both in the NAB convention workshops and on the exhibit floor that the age of digital television is at hand. While still years away from the so-called "digital studio" that engineers have spoken of for at least the last half-decade, many of the components of that studio of the future were to be seen in Las Vegas. Engineers attending the conference had plenty of questions for the digital experts on hand, and issues separating the operating engineers from the designers began to emerge.

There appeared a gradual, but nonetheless discernible, change in attitude among broadcasters toward digital equipment—the products that ultimately will integrate the previously divergent technologies of electronic communications and computers. How will the new equipment change the stations? And who will be responsible for them?

Among the technical highlights of the convention last week was a tiny CCD (charge coupled device) color television camera. An experimental model developed by the Electro-Optics and Devices Division of RCA, the camera—little larger than a standard super 8mm film camera—featured three CCD image sensors in place of vidicon television camera tubes. The sensors are integrated circuits made from silicon wafers in essentially the same fashion as the other standard integrated circuits, according to the manufacturer.

One delegate to the convention, a news director, summed up the significance of



Parker praised. James D. Parker, retired CBS staff consultant, telecommunications, engineering development, received the National Association of Broadcasters achievement award at the convention in Las Vegas last week with a word of advice to those colleagues still on the job. He noted that a number of important international telecommunications conferences are to be held over the next decade—on AM and high-frequency broadcasting, as well as on satellite communications, among other subjects—and added: "As broadcast engineers, it behooves you to learn as much as possible about the interrelationship between these meetings and domestic operations."

the experimental light-sensitive chips. When an image passes through the lens, he said, the pictures "become ones and zeroes."

That is, the camera, designed primarily for the audio-visual and consumer markets, begins the complex series of electronic steps that occur in a television studio with an electronic signal already reduced to the binary code of computers.

The CCD camera's pictures were crude, compared to a standard broadcast camera. There was an obvious grain and less brightness. In places where the studio lighting was less than perfect, the picture appeared cloudy and indistinct. There was little sense of depth in the features of the female model on the RCA demonstration. Where the light was stronger and surfaces less varied, however, the picture from the camera looked more like those from the

other cameras on display. And there was no "burn" in the picture when the camera was aimed directly at a light, and no trail as it panned away.

Fred Ingle, an RCA engineer and one of the developers of the camera, explained the graininess as a result of the 163,840 elements that made up the face of the chip. An image focused on the silicon surface was immediately transformed into thousands of individual electrical charges. They were then processed by integrated circuits for video display. The camera's signals, however, were converted to the traditional analog signals for the standard 525-line television monitor on which the pictures were displayed.

The image sensor, of which there were three in the color camera, comprises a matrix of 512 vertical by 320 horizontal elements. Each sensor has a 12.2 mm image diagonal, slightly greater in format than a two-third-inch vidicon tube.

Ingle pointed out that the experimental camera shown last week was not being developed for the professional market. That development is occurring, he added, however. As a product aimed, ultimately, for consumer use, he said it would have to be manufactured at a cost that would allow RCA to price it at less than \$500.

But was this the digital camera the engineers have discussed so much at past NAB's and other technical conferences? Was this the experimental first step in the chain of digital components of the computerized studio of the future?

"This type of camera could be seen that way," replied Ingle.

Had the RCA camera been alone last week it would, perhaps, have been little more than an engineering curiosity, a technological futurist's toy. It was not alone, however. Fairchild and NEC of America had black-and-white CCD cameras on display. Hitachi had a different all solid-state camera.

Digital equipment has already become commonplace at many television stations. Computerized switchers, time base correctors, character generators, signal processors, image enhancement components and hosts of other electronic "black boxes" (as even the engineers call them) have already entered television stations.

There was also movement in the development of another major component

By the time it gets to Phoenix. The Combined Satellite Transmission Committee representing affiliates of the three television networks decided last week to turn back its FCC permit to construct a satellite earth station to serve all television stations in Phoenix. The reason: Technology has progressed to the point that the three Phoenix affiliates that were to bear the \$200,000-plus cost can now buy earth stations of their own at less than their share of the joint project. The committee applied for the Phoenix installation in 1970, before the FCC had a satellite policy. It proposed to build a facility that would serve not only the three network affiliates but also two independents at a charge and one noncommercial station at no fee. Authority to build the station was granted after the FCC, in 1972, adopted a general policy of authorizing special users, including broadcasters, to own their own satellite receivers. The committee, still headed by its original chairman, A. James Ebel of KOLN-TV Lincoln, Neb., a CBS-TV affiliate, will continue in operation. Its principal missions now are to keep abreast of satellite developments so that affiliates will be knowledgeable, when, as expected, networks begin using satellite transmission, instead of the terrestrial telephone system they now use, and to oppose the introduction of satellite broadcasting direct to homes.

in the digital studio. Sony Corp. displayed yet another digital videotape recorder. Shown to members of the press Saturday before the start of the convention in Sony's hospitality suite in the Hilton, the new VTR (called "Sony 3" by the company) demonstrated a significant advancement in digital VTR technology.

The unit had a 50 megabit-per-square-inch packing density; 200 megabit-per-second recording density; a tape speed one-half that of type C helical recorders, and 16-channel multiplex audio. According to Masahiko Morizono, senior managing director, Sony Corp., Japan, the refined VTR was "still very much in the development stage" and a commercially viable digital machine is still "three to five years" in the future.

But Sony's machine, by the firm's own estimate, was well ahead of where the company expected to be in 1980. Its packing density especially was cited as being at a level of development not expected to be reached until 1984.

"It is too early, at least at this moment" to put a firm date on the introduction of a commercial machine, Morizono said. But the evolutionary process is well along. The digital revolution, he added, will not come only with the VTR but with the introduction of the complete digital studio.

Currently, he said, the weakest elements in every studio are those places where the analog signal is converted into digital or vice versa. At each conversion point along the processing chain, there generally is a degradation of picture quality.

The hope—and the promise—of the digital studio is a technically perfect (or close to it) signal to a transmitter and, ultimately, to a home receiver.

But there are pitfalls along the way. Speaking at Sony's Saturday luncheon, CBS-TV's managing director of development, William Connolly, referred to the necessity for both "compatibility and quality" in digital development. He reiterated that call on Monday at an NAB workshop, "Digital 1980."

With an eye on a universal standard for digital that could move toward worldwide television compatibility, Connolly stressed the need for "technological statesmanship" in digital development. He offered a list of five "objectives of quality and universality" in digital development:

- Component rather than composite coding.
- Line-locked rather than color sub-carrier-locked codes.
- An equal number of samples per line for 525 line/60 cycle television and 625 line/50 cycle.
- A hierarchy of luminance-to-chrominance sampling ratios which are simply related and are based on powers of two.

■ The luminance sampling frequency must be high enough to suit future design improvements.

Translating his technical jargon for his audience, Connolly said: "The first three elements insure universality of the stan-

dard. The fourth and fifth assure that the standard endures over the next quarter century."

Currently, the Society of Motion Picture and Television Engineers is working with the European Broadcasting Union and other international groups on digital standards. At least among the SMPTE members who made up the NAB panel, there seemed to be a consensus that standards should be set before the progress of technology in the labs of the manufacturers renders the issue moot.

Ken Davies of the Canadian Broadcasting Corp. summed up the current state of the digital art, saying that television stations now comprise "black boxes with analog inputs and analog outputs with

some digital in the middle." The goal of the engineers and the apparent evolution of television technology are toward doing away with the intermediate analog steps.

Robert S. Hopkins of RCA, chairman of the SMPTE's committee on new technologies, said that "by the end of this decade there will be several all-digital facilities." He envisions a three-to-five-year wait for the VTR and "processing-type equipment," and "somewhere the camera will fall into line."

In large part, the NAB panel was devoted to updating the delegates on the events of SMPTE's digital conference held in Toronto earlier this year (BROADCASTING, Feb. 11), and reports of the conference were made by various participants. Joining

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Connolly, Hopkins and Davies on the panel were Michael T. Fisher of ABC Inc., Miguel E. Negri of NBC, Roland J. Zavada of Eastman Kodak Co. and Henry Thedick of the Public Broadcasting Service. K. Blair Benson of Video Corp. of America served as moderator.

Immediately following that panel a second one explored a considerably less philosophical nature of the revolution: "Purchasing and Maintaining Digital Equipment and Software Today." The prosaic title failed to suggest the underlying conflict developing between the engineer-consumers and the makers.

Under current copyright and patent law, manufacturers' rights to the software—the programming—for the microprocessor-based equipment now entering television studios are proprietary information. As a rule, manufacturers do not provide software documentation to end-users. Because they do not have access to the technical manuals explaining the workings of the programs for the black boxes they have been purchasing, station engineers are generally unable to make specific modifications to computerized equipment to discern whether a breakdown of a particular piece of equipment is the result of programming or hardware.

From the engineers' points of view, the restrictions place them too much in the hands of the service departments of the equipment manufacturers and take away their responsibilities to maintain and operate their stations.

The manufacturers contend, however, that if they turn over their software plans, it would allow others to build and program their own computers using the expertise of the manufacturers. Some companies, such as CMX/Orrox Corp., will license users, revealing the programs, at a cost.

Allan J. Behr of CMX/Orrox explained to the NAB delegates his and other companies' need to protect their products.

And Tom Mehrens of Sony extended those comments considerably as well as expressing a hard-line manufacturers' approach to the problem. Ownership, he said, does not equal right to design. He coined what he called "plagiarism of specific design."

"If you take the documents and build a system, you have, essentially, the same machine," Mehrens said.

Speaking for the users, Negri (who was on both digital panels) spoke of the need of access to the documentation materials, especially in light of all the different black boxes manufacturers have been offering. "Very rarely," he said, "do we buy a piece of broadcast equipment that is entirely unto itself."

The need to integrate newer equipment with that already on hand demands that users have complete knowledge of their equipment, he said. He said that manufacturers should provide complete operating and maintenance manuals for the equipment they sell as well as hold service classes to teach the operations of the more sophisticated equipment.

Management and engineers both get looks at teletext status

While the former seem eager to bring on new video technology, the latter hear objection raised

Two Tuesday NAB panels were devoted to the subject of teletext. One, a television session, was geared to management delegates while the second, "TV Ancillary Signals—Teletext, Captioning etc." was more technical in nature.

■ The sense of the first was set by panel member William L. Putnam, Springfield (Mass.) TV Corp., who said that television managers were eager to get moving on teletext. "We may be very close to establishing an American engineering standard incorporating some of the elements" of each of the three foreign systems now vying for a place in the American television universe, he said. The American system, Putnam added, will also feature elements peculiar to this country.

The panel was billed as a teletext "update," and it touched on a variety of relatively recent developments in the emerging field. Hartford N. Gunn of noncommercial KCET(TV) Los Angeles reported on the advent of closed captioning on ABC-TV, NBC-TV and the Public Broadcasting Service. Gunn described the closed captioning system as a "very limited form of a kind of teletext system."

D. Thomas Miller of CBS-TV reported on that network's experiments at its owned television station, KMOX-TV St. Louis. The CBS teletext signal, he said, is also being transmitted via satellite to the

network's owned station in Los Angeles, KNXT(TV), as well as over the network. Some affiliates, Miller said, are broadcasting the CBS teletext signal, too.

"I believe next we'll go to a city with big, tall buildings," Miller said, citing either New York or Chicago as likely candidates.

William Loveless of Bonneville Broadcasting Corp. was also on the panel. In response to several questions from the audience about the competition between teletext, an over-the-air service, and viewdata, a wired service, he said that his firm's experimental Touch Tone teletext, which allows for a degree of interaction between user and central computer, expands the capacity of a teletext service to something approaching viewdata.

Loveless also noted that broadcasters may not choose to provide all of the information offered by a teletext service. He said he envisions a teletext service being programmed by either broadcasters or by outside information system companies.

■ Although not a panelist, ABC Broadcast Operations and Engineering President Julius Barnathan provided the fireworks for an otherwise perfunctory engineering session devoted to the current state of development in teletext, stereo sound and captioning. Barnathan, whose company, he said, has devoted over \$1 million to the development of closed captioning, asked a number of pointed questions about teletext.

Barnathan said that teletext would result in "100 million disenfranchised Americans" who today own television sets unequipped for the new service. "How much would it cost?" Barnathan insisted on knowing—asking whether it would be economical to have add-on units for existing sets.

Carl Eilers of Zenith Corp. said that teletext adaptors in use in Great Britain sell there for approximately \$250. "Most



Putnam, Gunn, Loveless, Miller

of you people would be very dissatisfied with the display," he told the engineers.

Panel moderator Robert O'Connor of CBS-TV (and chairman of the Electronic Industries Association committee on teletext) took issue with Barnathan's "disfranchised" statement and compared the growth of teletext to that of color television. "When color came along, if people wanted color, they bought it," he said.

Barnathan's pointed comments from the floor have become a fairly common feature at teletext discussions headed by O'Connor. After the session, Barnathan said that contrary to what may appear as a stand against teletext, he is actually open to the new technology. He is not, however, in favor of O'Connor's position in the teletext debate. O'Connor, Barnathan noted, was a key player in the move to establish a teletext standard, and his network is among the leaders of teletext research.

Wearing his panel moderator's hat during the prepared program, O'Connor said that EIA was aiming for a mid-August deadline for announcing its teletext standards decision.

Tom Keller of PBS reported on the current state of development in stereo sound. He said the first major test of the various systems being considered will be made this summer by noncommercial WTTW(TV) Chicago.

Eilers took the discussion back to teletext—from the set manufacturers' point of view. "We want to make sure teletext is a mass consumer item," Eilers said, and put a \$125-\$150 figure on the service. He said teletext should not add more than that to the cost of a standard receiver. If teletext technology proves so expensive that it will add \$250-\$300 to the cost of a set, Eilers said, the industry will be "in danger of not being able to get the receiver off the ground."

Teletext receivers, he said, should have the highest possible bit rate, which will aid in reducing access time, and the ability to record the teletext signals. The latter, he said, would not necessarily be required for standard teletext but to record teletext-generated program captions.

News U's can use

NAB session explores new techniques to cut power costs for stations, antenna types, circular polarization

One disadvantage of being a UHF television broadcaster has long been the great amount of electrical power needed to run transmitters. In the bygone era of cheap energy, that disadvantage could be coped with far better than today. But there's hope on the horizon. That was some of the "News for U's" at an NAB television session last Monday morning.

Energy bills for some UHF broadcasters have exceeded \$100,000 annually, said Dan Wells of the Public Broadcasting Service, and many broadcasters are exploring

In Sync

Making it pay. Board of Corporation for Public Broadcasting voted in closed session last week to explore possibility of getting involved in direct-to-home satellite broadcasting. Board concluded that participation of CPB in exploration of DBS is in best interest of public broadcasting, and it took recommendation of Public Broadcasting Service and National Public Radio to convene task force for purpose of exploring systems and making recommendations to board, within 60 days. Board also asked to be kept apprised of CPB participation in Comsat bid at FCC for approval of DBS. CPB management has had discussions with Comsat on possibility of joint projects, and explanation of potential pluses for CPB involvement by CPB chief engineer apparently helped bring about near unanimous vote by board. CPB also is interested in possibility of subscription TV, and has commissioned consultant Richard Block to assess viability. Draft of study has been finished, but CPB management asked for additions. Original version, however, recommends that CPB finance experiment with STV using KLCSTV Los Angeles.

Modular working environment. Intelsat, international satellite communications consortium, has named architect for organization's new headquarters to be built in Washington. Intelsat solicited blueprints from around world and selected from six submissions design of John Andrews International, Sydney, Australia. Andrews's design features series of multistoried octagonal pods—85 feet on side—linked together to form 300,000-square-foot cluster. As organization expands, square footage will expand with construction of additional, contiguous pods. Site of structure is eight acres in northwest section of Washington, to be leased from federal government. Building is expected to cost \$30 million and be completed by 1983.

Computerization. Radio Computing Services, Tenafly, N.J., has introduced Selector, "computer-aided radio music selection system" also capable of library control and management analysis. Two types are available, \$30,000 system with "floppy disk" and 3,000 item library and \$35,000 model with "hard disk" and 50,000 item library. Hardware's from DEC Digital Equipment Corp. and first to use Selector is NBC-owned KYUU(FM) San Francisco. Radio Computing Services is led by Andrew Economos, former vice president, management information services, NBC.

Pushing out walls. GTE CATV division, which designs and manufactures Sylvania addressable converters and pay-TV devices, has announced plans for major expansion of its El Paso, Tex., production facilities. Firm broke ground on new 77,000 square-foot factory last week that GTE expects will take seven months and \$3.5 million to build.

Located. Belden Corp.'s Interconnect Systems Division has found home: 32,000 square-foot Gastonia, N.C., plant. Building is to house about 130 employees, will be first manufacturing and assembling operation for ICS division, founded in mid-1979. Division markets low-voltage and low-ampereage cable assemblies for various industries including audio/video and telecommunications.

Technical assistance. Stephen Miller & Associates, New York, has been formed as consulting service to assist broadcast stations in planning and implementing newsroom technological advances in 1980's. Miller, former news director of WDCM-TV Washington and night news manager of CBS News, has established headquarters for his firm at 41 West 72d Street, New York 10023, (212) 799-0556.

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ways of reducing the bill or, at least, increasing the efficiency of current transmitters. According to Wells, standard UHF transmitters generally operate at about 35% efficiency (a figure determined as a function of input power versus output power), and some PBS stations are now exploring ways of stretching that number.

Some transmitter modifications developed by the BBC, Wells said, have resulted in raising efficiency to 45%—equal to a 30% cost savings. The BBC has already begun a project to improve the energy performance of 80 of its UHF transmitters, he noted.

Ron Graiff of LIN Broadcasting offered an interesting set of figures. By his calculations, a 110 kw UHF transmitter requires 475 kw of input power while a 220 kw transmitter requires 850 kw. Over the course of an 18-hour broadcast day, he estimated, the smaller output transmitter would result in a savings of 6,750 kw hours from the larger one. And at an approximate cost of five cents for each kw hour, the owner of the smaller transmitter could expect a \$120,450 savings on his energy bill over a year.

The klystron element within the UHF transmitter was cited by Graiff and others as the primary energy-eater in the UHF plant. Modern klystrons have reduced their energy requirements by some 6%, and other modifications have allowed some broadcasters to decrease their energy requirements another 10%-12%.

Aside from energy issues, there was other news at the session for UHF broadcasters. Bailey Neal of Sylvania Corp. spoke for set manufacturers on the long-time dispute over tuners. He reported a "growing trend toward random-access tuners" that do not distinguish between UHF and VHF stations. Television consultant Dick Block, moderator of the panel, also reported on recent developments in antennas. He said that his and the Council for UHF Broadcasters' experience had shown that the indoor "two-bow tie" antenna has proven far superior to the more traditional loop and bow tie antennas.

There was also general agreement among the panelists that circular polarization (CP) techniques have yet to prove to be the great boon to UHF broadcasters their developers promised. Wells said flatly, for instance, "I wouldn't recommend CP for UHF right now." Graiff noted the higher energy cost of CP. And Block, spotting subscription television pioneer Solomon Sagall in the audience, asked him what he thought of CP. "I'm just looking," replied the president of Teleglobe Pay TV Systems Inc.

Don Curran, president of Field Communications, a major UHF broadcasting group, spoke briefly before and after the panel. He noted the "ecumenism" of the UHF forces, which include commercial, public and subscription television broadcasters, and said that although they were all in somewhat different businesses, each had a stake in seeing UHF television improved.

Bad vibes for AM stereo

Storm of controversy over Magnavox system may delay implementation of technology many broadcasters believe is vital to their survival; FCC reconsideration possible

Prospects for a prompt start of AM stereo, a service many AM broadcasters feel is crucial to their survival, appeared diminished by the volume of controversy that greeted its announcement on NAB-eve.

It became increasingly clear during the four days in Las Vegas that the FCC's decision of April 9, selecting the Magnavox stereo system from a field of five (BROADCASTING, April 14), would not go without serious challenge that could hold up the implementation of AM stereo for years.

Surprisingly, the challenge may come not only from the losing system proponents but also from many broadcasters and broadcast engineers who feel the Magnavox system is so technically flawed it may jeopardize the entire AM stereo concept. At one workshop, Bill Erb of WRIE(AM) Erie, Pa., summed up the feelings of many other broadcasters: "The specifications and restrictions that were placed on the [Magnavox] system would be detrimental to our monaural system . . . That would be disastrous and could spell death instead of new life" for AM radio.

During the convention, it also became apparent that there was broad support among broadcasters for the Kahn/Hazeltine system. Its developer, Leonard Kahn, who has been trying to get his system adopted by the FCC for 20 years, was gratified by the support. Following the convention, Kahn said, "I was very, very encouraged by what I heard there. I realized I had support of the big broadcasters, but I didn't realize that it went so deep."

Chris Payne, assistant to the vice president of engineering for the NAB, said that Kahn's popular support derives from his years of selling his system to broadcasters and his close ties with them. But Kahn believes it is the extensive field testing done on his equipment by companies like RKO, Westinghouse and ABC that accounts for his current favor. "The reports from the stations were uniformly good and the stations were from all parts of the country," Kahn said.

Even Bob Streeter, one of the developers of the Magnavox system, had to admit that Kahn has "marvelous support" among the broadcasters. "It's something about the way he explains his system that attracts their interest," Streeter said.

In addition to the support he found among broadcasters, Kahn also was encouraged by what he heard during the question and answer session with four FCC commissioners on Tuesday morning (see story, page 42). The commissioners, reacting to comments from a number of broad-

casters, said that they would consider an oral hearing to reconsider their decision. After that meeting, Kahn said that he "was delighted with the openness of the commissioners."

And in a speech before the Tuesday engineering luncheon, Commissioner Robert Lee affirmed his willingness to take another look at the decision. He said that the FCC has already gotten "a lot of flak" about it and "we might have made a mistake, but I don't think we did." He is, he said, "still open to new information."

The events of the convention also were pleasing to two other manufacturers, Harris and Motorola, which, like Kahn, feel more strongly than ever that the issue is still alive. Former Congressman Lou Frey, the Florida Republican who now heads Harris's lobbying effort in Washington, said that the outpouring of dissatisfaction with the Magnavox system both "surprised and delighted" him. "We were encouraged by the reaction of the engineers and the technical people," he said.

Frey would not say whether Harris would fight the decision, but said the entire situation is being evaluated.

As part of that evaluation, Harris has filed a Freedom of Information request with the FCC, asking for all documents relating to the decision on AM stereo, and particularly the analysis matrix the Office of Science and Technology used to rate the five systems and, eventually, to recommend Magnavox.

(Hazeltine Corp., which has a part interest in the Kahn system, has filed a motion asking the FCC to make the matrix public.)

Motorola, while not saying so, acted as if it will pounce on the FCC decision when the time is right. Frank Hilbert, a Motorola engineer, said that the firm has serious concerns about the Magnavox system. He said that Motorola's evaluation of the five systems ranked Motorola first, Harris second, and Kahn third.

The objections to the Magnavox system are technical and the most serious one is a "popping" that is said to be heard on receivers when the negative modulation peaks are allowed to surpass 95%. According to Robert Reymont, chief engineer at WGAR(AM) Cleveland and a panelist at the engineering session on AM stereo, restricting peaks is not as simple as Magnavox contends.

Reymont said he had difficulty attempting to modify WGAR's vintage 1945 RCA transmitter to run tests on the Magnavox system. He said he was unable to design a peak limiter that would allow the transmitter to operate at peak power. Tests, he said, had to be performed at lower-than-peak power levels.

Reymont also said that in the nulls caused by WGAR's directional antenna array, where the carrier is canceled out, modulation peaks easily exceeded 100%,

creating "objectionable pops" in the receivers. He added that the defect might be "preventable by redesigning the transmitter."

Reymont later said that the problem of overmodulation, if uncorrected by improved receivers, might force broadcasters using the Magnavox system to lower modulation below 95% to prevent possible popping in the null areas.

Magnavox's Streeter, who was on the panel with Reymont, admitted that the negative peaks had to be restrained, but did not see it as a major problem. For older transmitters of the type used by Reymont, "it's a matter of finding the proper technology to make the technique workable," Streeter said. As for modern units, Streeter said most have controls for limiting the peaks and those that don't can be easily modified.

In response to a question from Jim Dixon, director of radio engineering at Meredith Broadcasting, who suggested that lowering modulation below 95% would be intolerable, Streeter said in all the tests performed on the Magnavox system, "we did not observe any reason to believe 95% negative peak is not an adequ-

ate number."

Streeter feels that the technical problems are false issues and that the real reason the Magnavox system is the target is because Magnavox is the winner. Streeter said "it's only natural" that the losing proponents would react the way they have. "I would be surprised if that didn't happen," he said, especially in light of the way the system proponents were always "throwing bricks at each other" in the docket proceedings. Magnavox is a wholly owned subsidiary of North American Philips, in turn owned by Philips of the Netherlands.

Although Kahn's system seemed to be the popular favorite, he may have been simply the most convenient rallying point for the anti-Magnavox sentiment. Reymont, for one, thought the Motorola or Harris system would be the best choice. Of the Kahn system, he said, "I liken it to driving a Model A in 1980." He said that the Kahn system was the state of the art 20 years ago, but that technology has improved and Kahn's system "is not the way to go in the 1980's."

If indeed the Magnavox decision is to be thrown out by the FCC it will probably be

done on the advice of the joint Broadcast Bureau-Office of Science and Technology committee that came up with the Magnavox recommendation in the first place. And Larry Middlekamp, chairman of that committee, indicated last week that review of the committee decision is not out of the question.

Middlekamp said that he was "surprised" to hear from various sources, which he would not identify, that the popping problem, of which he was well aware, may not be just a disadvantage but a "catastrophic" problem. He said that if it is "catastrophic" it would "undoubtedly be grounds for reconsideration"—and he added that the reconsideration proceeding could result in picking another system.

Despite the strong sentiment against Magnavox, the NAB has refused to jump on the bandwagon. Vincent Wasilewski, president, said the broadcasters who made the strong showing before the commission on Tuesday did not represent a cross-section of the industry. He said the NAB's position is to be supportive of whatever system the FCC chooses, as long as it chooses only one, and that position is unaffected by what went on in Las Vegas.

For the Record

As compiled by BROADCASTING Apr. 7 through Apr. 11 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Bullhead City, Ariz.—River Bend Broadcasting Inc. seeks 1490 khz, 1 kw-D, 250 w-N. Address: 2723 Tatum Ave., Kingman, Ariz. 86401. Estimated construction costs: \$89,245; first quarter operating cost: \$23,424. Format: Contemporary. Principals: John W. Mathieson, Jr. and wife Helen (100% jointly). John Mathieson owns beer and ice wholesale dealership, and has various limited partnership interests in real estate, oil and gas ventures. Helen Mathieson is Kingman, Ariz. elementary school teacher, and has joint interest in all of husband's business interests. They have no other broadcast interests. Filed Mar. 14.

■ Willits, Calif.—Broadcast Corp. of Mendocino Co. seeks 1250 khz, 2.5 kw-D. Address: 2397 N. State St. Box 1056 Ukiah, Calif. 95482. Estimated construction

costs \$110,904; first year operating cost \$48,885; revenue: \$84,000. Format: MOR. Principals: Guilford R. Dye (50%); Wife Gudrun Z. Dye (47%); Michael A. Spencer (3%). Guilford Dye is associated with Paine, Webber, investments, Ukiah branch and owns Ukiah grain farm. Wife Gudrun is vice president and secretary of Broadcasting Corp. of Mendocino, licensee of KWNE(FM) Ukiah. Spencer is manager of KWNE. Filed Mar. 18.

■ Kellogg, Idaho—George S. Flinn, Jr. seeks 1110 khz, 5 kw-D. Address: 25 Wychewood Memphis, Tenn. 38117. Estimated construction costs: \$250,000; first year operating cost: \$45,600; revenue: \$75,000. Format: general interest. Principal: Flinn is Memphis, physician also who has application for new AM pending in Arlington, Tenn., and owns 30% of applicant for new TV in Memphis. Filed Mar. 14.

■ Berlin, N.H.—McLaughlin Broadcasting Inc. seeks 1400 khz, 1 kw-D, 250 w-N. Address: 211 Emery St. Berlin 03570. Estimated construction costs: \$6,000; first quarter operating cost: \$33,485; revenue: \$39,089. Format: MOR. Principal: Richard J. McLaughlin (100%). He owns Berlin car dealership and has no other broadcast interests. Filed Feb. 15.

■ Raleigh, N.C.—Education Information Corp. seeks 570 khz, 500 w-D. Address: 4044 Wake Forest Rd., Raleigh 27609. Estimated construction costs none; first year operating cost \$188,000; revenue \$235,000. Format: Black oriented. Principal: Non-profit educational corporation which also operates WCPE(FM) Raleigh. Gregory F. Procopio is president and technical director. Filed Mar. 12.

■ Brentwood, Tenn.—Brentwood Broadcasting Corp. seeks 560 khz, 500 w-D. Address: 150 Windsor Dr. Nashville, Tenn. 37205. Estimated construction costs \$250,802; first quarter operating cost \$16,500; revenue \$128,000. Format: contemporary. Principals: Robert H. Chilton Jr. and J.M. Grissim (33 1/3% each), Royce E. Richards and wife Emily (16 2/3% each). Richards' are associated with Havry & Smith Realty Co., Nashville. Chilton is president and 75% owner of Nashville, job machine shop. Grissim is Nashville attorney. They have no other broadcast interests. Filed Mar. 7.

AM actions

■ Centreville, Miss.—Western Mississippi Broad-

casters granted 1580 khz, 250 w-D. Address: 109 Channel Lane, Madison, Miss. 39110. Estimated construction costs \$31,070; first year operating cost \$42,500; revenue \$30,000. Format: C&W, Rock, Black. Principals: Carrol F. Jackson and Rayvon M. Smith (50% each). Jackson is general manager and 20% owner WKXI(AM) Jackson, Miss. Smith is president and general manager of Jackson, retail grocery store. Action Mar. 25.

■ Ashland City, Tenn.—Andrew Jackson Broadcasting Corp. denied 1190 khz, 250 w-D. Address: P.O. Box 84, Ashland City, Tenn. 37015. Estimated construction cost \$40,000; first-year operating cost \$64,700; revenues undetermined. Format: C&W, gospel. Principals: A.J. Hendrickson Jr., banker and retailer, owns 30% of stock. He is also director and sole owner of WCOR Broadcasting, licensee of WCOR-AM-FM Lebanon, Tenn. Darwin Lankford owns 30% of stock, is a banker and president of CLT Enterprises, a Tennessee advertising/publishing firm. Homer J. Tidwell also owns 30% of stock, is a banker and manufacturer. Remaining 10% of stock is owned by two others with no other broadcast interests. Action Mar. 25.

■ Springfield, Tenn.—Fred Hanon granted 1290 khz, 250 w-D. Address: 5628 South Hillview, Brentwood, Tenn. 37027. Estimated construction cost \$17,975; first-year operating cost \$33,931; revenue \$60,000. Format: C&W, popular, gospel. Principal: Harron is president of Mid-West National Life Insurance of Tennessee. Action Mar. 25.

TV applications

■ Enid, Calif.—Red Carpet Country TV Broadcasting seeks ch. 20; ERP: 1600 kw vis., 860 kw aur., HAAT: 266 ft., ant. height above ground 234 ft. Address: 401 E. Broadway Enid, 73701. Estimated construction cost: \$57,759 first-year operating cost: \$138,000; revenue: \$1,700,000. Legal counsel: Choate & Choate, Oklahoma City consulting engineer: Wm. Choate, Oklahoma City. Principals: I.W. Choate & Sons and Jonathan M. Goodson 50% each. Choate partnership consists of brothers, William W. (attorney/engineer) and John I.M. (attorney) and 23 other family members who have limited partner status. Goodson is producer associated with Goodson Todman Productions. Choates have application pending for new TV in Tulsa, Okla. Filed Feb. 6.

■ Des Moines, Iowa—Columbia, Iowa TV Ltd. seeks ch. 17; ERP 2630 kw vis., 263 kw aur., HAAT: 1990 ft.; ant. height above ground 2000 ft. Address: Box 36169 Houston, Tex. Estimated construction cost: \$4,603,500 first-year operating cost \$638,857; revenue \$345,027. Legal counsel: Wilner & Scheiner, Wash. consulting engineer Jules Cohen, Wash. Principals: Columbia Communications Iowa Inc. (general partner) and 23 limited partners. Columbia Communications is owned by Columbia Communities Inc. Houston based investment corp. (95%) and Lee Hana (5%). Communities is owned by Richard A. Rudy and Harold S. Goldstein (40% each) and Louis Freedman (20%). Rudy is president and Goldstein and Freedman vice presidents of Communities which invests primarily in real estate and communications properties. Hanna is former vice president of NBC and currently owns New York television consulting firm. Communities has 40% interest in four cable franchises under construction in Houston vicinity. Rudy and Goldstein both have additional 33.3% interest in cable system being built in Houston area (Blue Ridge CATV Inc.). Two are also 33.3% (each) owners of co. that has 45% interest in Westland CATV Ltd., franchisee of system covering part of Houston.

■ Lebanon, Pa.—Great Lebanon County Telecasting Corp. seeks ch. 59; ERP: 1197 kw vis., 119.7 kw aur., HAAT: 1458 ft.; ant. height above ground: 800 ft. Address: 5773 Wilshire Blvd., Los Angeles 90036. Estimated construction cost \$2,154,000 first-quarter operating cost: \$134,250; revenue: \$2,882,753. Legal counsel: Benito Gaguine, Wash. consulting engineer: Silliman, Moffet and Kowalski, Arl., Va. Principals: Superscription Television Corp. (80%), George Fritzingler (20%), who is chairman of Superscription, which is wholly owned by National Health Enterprises, Santa Monica, Calif. public health care and ancillary services corp. Robert Palafito is chairman. STV authority has been applied for along with CP for new station. Fritzingler is executive vice president, president of station division and licensee subsidiaries and 15% owner of ASI Communications Inc. New York-based licensee of KFAC-AM-FM Los Angeles. He is also 3% owner of Boston STV franchisee, Universal Subscription Television and president and 6% owner WQTV(TV) Boston. Superscription has applications for new CP's for UHF's and STV authority pending before FCC in Buffalo, Syracuse and Albany, all New York, and Hartford, Conn. Fritzingler has 20% interest in applicant of new CP for UHF in Vallejo, Calif. Filed Mar. 17.

■ El Paso, Tex.—Superior Broadcasting of Texas seeks ch. 26; ERP 1162 kw vis., 140 kw aur., HAAT: 1932 ft.; ant. height above ground: 361 ft. Address: 7129 Orizaba Ave., El Paso 79912. Estimated construction cost: \$9,750 first-year operating cost: \$118,904; revenue: \$0. Legal counsel: Richard Hildreth, Wash. consulting engineer: Paul Lee, Thousand Oaks, Calif. Principals: Jack O. Koonce; Melvin Querio, L. Phillip Linn. (1/3 each). Koonce owns management consulting firm in Delano, Calif. Querio is manager of KCIK-TV El Paso, where Linn is chief engineer. Koonce and Querio are partners in application for CP for UHF in

Chico, Calif. Querio is 12% owner of KLOC-TV Modesto, Calif. Filed Jan. 29.

■ Spokane, Wash.—Springfield TV of Wash., Inc. seeks ch. 28; ERP 2138 kw vis., 214 kw aur., HAAT: 2253 ft.; ant. height above ground 1396 ft. Address: Box 2210 Springfield, Mass. Estimated construction cost: \$1,976,358 first-quarter operating cost: \$198,372; Legal counsel: Martin E. Firestone, Wash. consulting engineer: John Fergie. Principals: Springfield Television Corp. (100%) which is owned principally by Putnam Family. Springfield is licensee of WWLP(TV) Springfield, Mass., WKEF(TV) Dayton, It also owns KSTV(TV) Salt Lake City, Utah. William Putnam is chairman. Filed Feb. 29.

FM license grants

- KZIO Duluth, Minn.
- KSDM International Falls, Minn.
- KMAL Malden, Mo.
- KNEW Norfolk, Neb.
- KENW Portales, N.M.
- WCVJ Jefferson, Ohio.
- WYBT Jersey Shore, Pa.
- WWAS Williamsport, Pa.
- WZVS-FM Vieques, P.R.
- WVPV Huntingdon, Tenn.
- KZZY San Antonio, Tex.
- KZUU Pullman, Wash.
- KDNA Yakima, Wash.

TV license grant

- WBHW Springfield, Ill.

Ownership changes

Applications

- KPIK(AM) Colorado Springs, Colo. (AM: 1580 khz, 5 kw-D)—Seeks assignment of license from Area Broadcasting Corp. to KPIK Broadcasting Inc. for \$400,000. Seller: George L. James, Laurence C. Lively and Bruce E. Shepard (one-third each). They have no other broadcast interests. Buyers: David J. Lynch is principal owner. He is Oklahoma City broadcaster who also owns KBYE(AM) Oklahoma City and KJOE(AM) Shreveport, La. Ann. Apr. 9.
- KNUI(AM) Kahului, Hawaii (AM: 1310 khz, 5 kw-U)—Seeks transfer of control of Broadcasting Consulting Services from Harwell V. Shepard (100% before; none after) to Ke-Nui Corp. (none before; 100% after). Consideration: \$725,000. Principals: Shepard has no other broadcast interests. Ke-Nui Corp. is owned by Thomas R. Elkins (61.5%) and Norma Phegley (38.5%). Both are associated with KNUI,

Elkins as general manager and Phegley as sales manager. They have no other broadcast interests. Ann. Apr. 9.

■ WSEN-AM-FM Baldwinsville, N.Y. (AM: 1050 khz, 1 kw-D, DA; FM: 92.1 mhz, 3 kw)—Seeks assignment of license from Sentry Communications to Buckley Broadcasting Corp. for \$700,000. Seller: Roger O'Connor (17.5%), Robert Orenbach (22.5%) and 14 others with 10% or less. Neither O'Connor nor Orenbach has other broadcast interests. Buyer: Buckley Enterprises, owned by estate of Richard D. Buckley. Son Richard, Jr. and daughter Martha Ann Buckley Fahnoe and Bankers Trust Co. are executors. It owns WDRC-AM-FM Hartford, Conn., KGIL(AM) San Fernando, Calif., and KKHI-AM-FM San Francisco. Richard Buckley Jr. is president. Martha Ann Buckley Fahnoe is vice president. Richard Buckley Jr., owns 60% of both KGIL-FM San Fernando and KWAV(AM) Monterey, both California. Ann. Apr. 9.

■ KCYX(AM) McMinnville, Ore. (AM: 1260 khz, 1 kw-U, DA 2)—Seeks assignment of license from Norjund Broadcasting Inc. to 1260 Radio Inc. for \$475,000. Seller: Judith Alfred and father Theodore H. Johansen (50% each). They have no other broadcast interests. Buyers: M. Deane Johnson and wife Kathleen (66.66% jointly), Vera T. Frederick (23.33%) and Delwin Peterson and wife Marilyn (10.01% jointly). Johnson is vice president of St. Paul finance co. Kathleen Johnson owns custom drapery business, St. Joseph, Mo. Frederick is vice president and 16.66% owner of WIBX(AM)-WIBQ(FM) Utica, N.Y. Peterson is St. Paul corporate attorney. Marilyn Peterson is Minneapolis, Minn., nurse. They have no other broadcast interests. Ann. Apr. 9.

■ WVOZ(AM) Carolina, P.R. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from International Broadcasting Corp. to Primera Iglesia Bautista de Carolina for \$750,000. Sellers: Angel Roman and son Pedro Roman-Collazo who also own WOLA-FM Carolina, WBOZ(AM) San German and WGIT(FM) Hormigueros, all Puerto Rico. They are buying subject to FCC approval, WHOA(AM) San Juan, P.R. (BROADCASTING, Apr. 7). Buyer: Non-profit religious organization. Felix Castro Rodriguez is president. Ann. Apr. 9.

■ KBGH(AM) Memphis, Tex. (AM: 1130 khz, 1 kw-D DA)—Seeks assignment of license from George W. McClarin to James A. Giesecke for \$135,000. Seller: McClarin has no other broadcast interests. Buyer: Giesecke owns Dallas, Tex., sporting goods co. He has no other broadcast interests. Ann. Apr. 9.

■ WSGB(AM) Sutton, W. Va. (AM: 1490 khz, 1 kw-D, 250 w-N DA-1)—Seeks assignment of license from Centerstate Broadcasting Corp. to Milliken Investment Corp. for \$210,000. Seller: William P. Becker, who also owns 57% of WVOW-AM-FM Logan, W. Va. Buyer: Jack C. Milliken, sons James and John and nephew Ronald (25% each). Jack Milliken is vice president sales of Wellston, Ohio firm that designs and builds industrial plants which process raw materials. James Milliken is station manager of WSGB. John Milliken is vice president marketing and distribution for Columbus, Ohio publishing co. Ronald Milliken is sales engineer for Danville, Pa. firm which manufactures equipment for processing raw materials. They have no other broadcast interests. Ann. Apr. 9.

Summary of Broadcasting

FCC tabulations as of Feb. 29, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,536	3	28	4,567	93	4,651
Commercial FM	3,143	2	23	3,168	175	3,343
Educational FM	1,016	0	19	1,035	94	1,129
Total Radio	8,695	5	70	8,770	362	9,123
Commercial TV						
VHF	514	1	2	517	9	526
UHF	223	0	6	229	64	293
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	991	4	18	1,013	83	1,096
FM Translators	292	0	0	292	152	444
TV Translators						
UHF	1,259	0	0	1,259	390	1,649
UHF	2,511	0	0	2,511	165	2,676
Total TV						

*Special temporary authorization

**Includes off-air licenses

Actions

■ WBIA(AM) Augusta, Ga. (AM: 1230 khz, 1 kw-D, 250 w-N)—Granted transfer of control of WBIA(AM) from J. McCarthy Miller (100% before; none after) to Robert Burns & Kenneth Pedersen (none before; 100% after). Consideration: \$715,117. Principals: Miller is 56% owner WIBB Macon, Ga. and officer director and part owner of Multi-Communications Services Inc., Pensacola, Fla., MDS applicant for various cities. Burns and Pedersen owned 1/3 each of WMNS(AM)-WBZZ(FM) Olean, N.Y. sale of which was approved by FCC. Burns is 1/3 owner and director of WSWF-AM-FM Seneca Falls, N.Y. Action Mar. 27.

■ KMTW(FM) Twin Falls, Idaho (FM: 96.5 khz, 100 kw)—Granted transfer of control of Media 5 Inc. from Robert Coiner et al (100% before; none after) to Sawtooth Radio Corp. (none before; 100% after). Consideration: \$184,200 plus assumption of liabilities. Principals: Coiner is farmer with no other broadcast interests. Buyer: Charles R. Tuma (99.9%). Tuma is reporter with KLIX(AM) Twin Falls, Idaho. Wife Jolene owns remaining .1%. She is housewife. They also own (same percentages) KLIX(AM) Twin Falls. Action Mar. 27.

Facilities Changes

Actions

■ **WFWR(AM)** Fort Wayne, Ind. (1090 khz, 1 kw-D)—Granted assignment of license from Fort Wayne Radio Inc. to Bott Broadcasting Co. for \$240,000, including \$49,000 for covenant not to compete. Seller is principally owned by John D. Haynes, but Max G. Irmischer is president. It sold WCMX(AM) Fort Wayne last July. Buyer is owned by Richard P. Bott and his wife, Shirley, who also own KCCV(AM) Independence, Mo., and KQCV(AM) Oklahoma City. Action Mar. 27.

■ **KSOK(AM)** Arkansas City, Kan. (1280 khz, 1 kw-D)—Granted assignment of license from KSOK Broadcasting Co. to R.J. Communications Inc. for \$370,000. Seller is subsidiary of Stauffer Communications, group owner and publisher of number of newspapers in South and Midwest. Oscar S. Stauffer is chairman; his son, Stanley, is president. Buyer is owned by Richard T. Wartell (60%) and his wife, Janet (40%). Wartell is Western station relation manager for Mutual Broadcasting System. Neither he nor his wife have other broadcast interests. Action Mar. 31.

■ **WCTR(AM)** Chestertown, Md. (AM: 1530 khz, 250 w-D)—Granted transfer of control of WCTR Inc. from Russell H. Morgan and his wife, Kathryn to Frazier, Gross & Clay Inc. Consideration: \$128,000. Principals: Morgan is also principal owner of WTTR-AM-FM Westminster, Md. Buyer is Washington broadcast consulting firm, principally owned by Horace W. Gross. It has no other broadcast interests. Action Mar. 27.

■ **KIEE(FM)** Harrisonville, Mo. (FM: 100.7 mhz, 26 kw)—Granted transfer of control of KIEE FM, Inc. from Arnold and Verla Wilson (100% before; none after) to Professional Communications (none before; 100% after). Consideration: \$200,000. Principals: The Wilsons (husband and wife) have no other broadcast interests. Buyers: Donald Munson (98%); John Larsh and Dominica DiMaria (1% each). Munson owns San Antonio, Tex., commercial mortgage business. Larsh is announcer for KFI(AM) Los Angeles, Calif. DiMaria is employe with apartment management firm, San Antonio, Tex. They have no other broadcast interests. Action Apr. 4.

■ **KTRR(AM)-KZNN(FM)** Rolla, Mo. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 99.1 mhz, 100 kw)—Granted transfer of control of Phelps Bcstg. from Dale McCoy Jr., Jack Howard, Allan Dodge (75% before; none after) to Robert McKune (25% before; 100% after). Consideration: \$430,625. Principals: Sellers: Dale McCoy Jr. (11%), Jack Howard (12%), Allan Dodge (12%), James Geisendorf (12%), Jack K. Fleming (12%), J.C. Cloud (12%). McCoy is 40% owner of KKOY(AM)-KQSM(FM) Chanute, Kan. Buyer: Robert McKune has been president of Phelps Broadcasting since 1967 with 25% interest. He will now own 100%. He has no other broadcast interests. Action Apr. 4.

■ **WVNH(AM)** Salem, N.H. (AM: 1010 khz, 5 kw-D)—Granted assignment of license from Salem Broadcasters Inc. to J. W. O'Connor for \$315,000. Seller, principally owned by Lewis Soule, has no other broadcast interests. O'Connor has also purchased WNUS(AM) West Springfield, Mass. (BROADCASTING, Sept. 17, 1979), and WQOT(AM) Savannah, Ga. (BROADCASTING, Feb. 26, 1979). Action Mar. 28.

■ **KBEZ-FM** Tulsa, Okla. (FM: 92.9 mhz, 100 kw)—Granted assignment of license from Mark-Way Inc. to Mid America Media of Kankakee for \$3 million. Seller is owned by Mr. & Mrs. S. Carl Mark who also own KAKC(AM) Tulsa which has been sold, subject to FCC approval, (BROADCASTING, Mar. 10) and KFUM-AM-FM Las Vegas, N.M. Buyer is group owner of six AM's and four FM's. Burrell L. Smith is president. Action Apr. 4.

■ **WKSR(AM)** Pulaski, Tenn. (AM: 1420 khz)—Granted assignment of license from Richland Broadcasting Co. to Pulaski Broadcasting Co. for \$481,300. Seller: George M. Martin (40%); Dee Leo Hoover (40%); Alma S. Meyers (20%). They have no other broadcast interests. Buyer: S. Hershall Lake (55%); Geraldine Lake (15%); Rupert Phillips (20%); Donald McNeil (10%). They own (same percentages) Pulaski Publishing Inc., Pulaski newspaper publisher. Lake is president and also owns 60% of *The Carthage Courier*, Carthage, Tenn. G. Lake is 40% owner and bookkeeper of *Carthage Courier*. Phillips owns three Arkansas newspapers: *Star Progress*, Berryville, *Times Echo*, Eureka Springs and *Mountain Echo*, Yellville, and 55% of Tri-Lakes Newspapers, Bransom Lakes, Mo. McNeil is manager of Tennessee Press Associated, trade association. They have no other broadcast interests. Action Apr. 4.

In Contest

Designated for hearing

■ **Ballston Spa and Clifton Park**, both New York—Designated for hearing in consolidated proceeding mutually exclusive applications of Live Broadcasting Co. Inc. for new FM station on 96.7 mhz, at Ballston Spa, and of Broadcast Management of Albany, Ltd., for same ch. at Clifton Park, N.Y., to determine with respect to Live: whether it accurately estimated its legal costs; source and availability of additional funds over and above \$25,000 indicated and whether Live is financially qualified; to determine ascertainment efforts of both applicants; which proposal would better provide fair, efficient and equitable distribution of radio service; which would better serve public interest, and which should be granted. Action Mar. 27.

Allocations

Applications

■ **Washington D.C.**—National Black Media Coalition requests amendment of rules to provide for use of frequencies 530 or 531 khz for AM broadcasting and to set aside such frequency for minority ownership. (RM 3628) Ann. Apr. 11.

■ **North Las Vegas, Nev.**—North Vegas Radio Co. requests amendment FM Table of Assignments to assign ch. 281C to North Las Vegas (RM 3634) Ann. Apr. 11.

■ **Eutawville, S.C.**—Santee-Cooper Broadcasting Co. requests amendment FM Table of Assignments to assign ch. 288A to Hilton Head Island, S.C. (RM 3636) Ann. Apr. 11.

■ **Farwell, Tex.**—Best Broadcasting, Co. requests amendment FM Table of Assignments to reassign ch. 252A from Farwell to Morton, Tex., and assign 222 to Farwell (RM 3628). Ann. Apr. 11.

Actions

■ **St. Simons Island and Waycross**, both Georgia—In response to petition by Canon's Point Broadcasting Co. proposing assignment of 97.7 mhz to St. Simons Island, as its first assignment and a counter-proposal by Jack R. Mays requesting that 92.7 mhz be assigned to St. Simons Island and 97.7 mhz be assigned to Waycross, as its third FM assignment, assigned 92.7 mhz to St. Simons Island and 97.7 mhz to Waycross effective May 23 (BC Doc. No. 79-149; RM-3343, 3465). Action Apr. 1.

■ **Memphis, Mo.**—In response to petition by Samuel Berkowitz, proposed assigning 96.7 mhz to Memphis, Mo. as its first FM assignment; comments due May 27, replies June 16. (BC Doc. 80-132; RM-3437. Action Mar. 25.

■ **Vandalia, Mo.**—In response to petition by Roger C. Elliot, assigned 100.1 mhz to Vandalia, as its first FM assignment effective May 23 (BC Doc. 79-290; RM-3438). Action Apr. 2.

■ **Cape May Court House, N.J.**—In response to petition by Shore Broadcasting Associates proposing assignment of 105.5 mhz to Cape May Court House as its first local aural service and a counterproposal by Triplett Broadcasting Co. to assign 92.9 mhz to Cape May Court House, assigned 105.5 mhz to Cape May Court House, effective May 23 (BC Doc 78-168; RM-2922, 3194). Action Apr. 1.

■ **Allendale, S.C.**—In response to petition by Good Radio Broadcasting Co., proposed assigning 93.5 mhz to Allendale, as its first FM assignment provided trans. site is located approximately 1.6 miles west of Allendale; comments due May 27, replies June 16 (BC Doc. 80-131, RM-3439). Action Mar. 25.

■ **Nederland, Tex.**—In response to amended petition by Ralph H. McBride to assign 92.1 mhz to Nederland, instead of Port Neches, Tex. and petition by Harold D. and Linda Richardson to assign same ch. to Bridge City, Tex., assigned 92.1 mhz to Nederland effective May 23 (BC Doc. 79-130; RM-3132; 3167). Action Apr. 2.

■ **Whitehouse and Carthage both Texas**—In response to petition by Smith County Broadcasters to assign 99.3 mhz to Whitehouse, and counterproposals by Tyler Broadcasting Co. and Gemini Enterprises to assign same channel to Gladewater, Tex. and by Bev E. Brown to assign 98.9 mhz to Carthage, Tex., assigned 98.9 mhz to Carthage and 99.3 mhz to Whitehouse with site restriction at Carthage of approximately 14 miles east effective May 23 (BC Doc. 78-624; RM 3121, 3267, 3268, 3269). Action Apr. 2.

■ **Elkins, W. Va.**—In response to petition by Garry L. Bowers, Eleanor I. Freed and Richard H. McGraw, joint venture, proposed assigning 96.3 mhz to Elkins, as its first FM commercial assignment. Comments due June 2, replies June 24 (BC Doc. 80-142; RM-3446). Action Apr. 4.

Translators

VHF applications

■ **Gando, Ariz.**—Univ. of New Mexico seeks CP for new VHF translator on ch. 5 (TPO: 10w, HAAT: 89 ft.) to rebroadcast indirectly KNME(TV) Albuquerque, N.M. Ann. Apr. 2.

■ **Pipe Creek, Mont.**—Libby Video Club Inc. seeks CP for new VHF translator on ch. 10 (TPO: 1w, HAAT: 20 ft.) to rebroadcast directly KHQ-TV Spokane, Wash. Ann. Apr. 2.

■ **Rosebud, Mont.**—Forsyth TV Tax District seeks CP for new VHF translator on ch. 7 (TPO: 10w, HAAT: 30 ft.) to rebroadcast indirectly KTVQ(TV) Billings, Mont. Ann. Apr. 2.

UHF applications

■ **El Paso Gas Co., Ariz.**—Regents of University of New Mexico seeks CP for new UHF translator on ch. 53 (TPO: 10w, HAAT: 114 ft.) to rebroadcast indirectly KNME(TV) Albuquerque, N.M. Ann. Apr. 3.

■ **Anton, Colo.**—Board of Washington County Commissioners seeks CP for new UHF translator on ch. 52 (TPO: 100w, HAAT: 433 ft.) to rebroadcast directly KWGN(TV) Denver, Colo. Ann. Apr. 3.

■ **Anton, Colo.**—Board of Washington County Commissioners seeks CP for new UHF translator on ch. 54 (TPO: 100w, HAAT: 433 ft.) to rebroadcast directly KOA(TV) Denver, Colo. Ann. Apr. 3.

■ **Anton, Colo.**—Board of Washington County Commissioners seeks CP for new UHF translator on ch. 56 (TPO: 100w, HAAT: 433) to rebroadcast directly KRMA(TV) Denver, Colo. Ann. Apr. 3.

■ **Anton, Colo.**—Board of Washington County Commissioners seeks CP for new UHF translator on ch. 58 (TPO: 100 ft. HAAT: 433 ft.) to rebroadcast directly KBTU(TV) Denver, Colo. Ann. Apr. 3.

■ **Anton, Colo.**—Board of Washington County Commissioners seeks CP for new UHF translator on ch. 62 (TPO: 100w, HAAT: 312 ft.) to rebroadcast indirectly KWGN(TV) Denver, Ann. Apr. 3.

■ **Meeker, Colo.**—Rio Blanco County TV Association seeks CP for new UHF translator station on ch. 64 (TPO: 100w, HAAT: 25 ft.) to rebroadcast indirectly KRMA(TV) Denver, Ann. Apr. 2.

■ **Panama City, Fla.**—Florida State Univ. seeks CP for new UHF translator station on ch. 22 (TPO: 1000 w, HAAT: 400 ft.) to rebroadcast directly WFSU-TV Tallahassee, Fla. Ann. Apr. 2.

■ **Ingram, Ky.**—Kentucky Authority for Educational TV seeks CP for new UHF translator station on ch. 63 (TPO: 10w, HAAT: 80 ft.) to rebroadcast directly WKHA(TV) Hazard, Ky. Ann. Apr. 2.

■ **Imlay, Nev.**—Humboldt County seeks CP for new UHF TV translator on ch. 62 (TPO: 20w, HAAT: 19 ft.) to rebroadcast directly KCRL-TV Reno, Nev. Ann. Apr. 2.

■ **Logan, Utah**—Cache County Municipal Corp. seeks CP for new UHF translator on ch. 53 (TPO: 100 w, HAAT: 13 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City, Utah. Ann. Apr. 2.

VHF actions

- K02JY Anvik, Alaska—City of Anvik granted CP for translator on ch. 2 to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV, and KIMO-TV all Anchorage; KTOO-TV, Juneau; KYUK-TV Bethel, and KUAC-TV Fairbanks; condition (BPT-TV-7907131A). Action Mar. 7.
- K09PD Haines, Alaska—Lynn Canal Broadcasting granted CP for translator on ch. 9, to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV, KIMO-TV all Anchorage; KTOO-TV Juneau; condition (BPT-TV-790309IK). Action Mar. 24.
- K04JO Koliganek, Alaska—Koliganek Village Council granted CP for translator on ch. 4 to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV, and KIMO-TV all Anchorage; KYUK-TV Bethel, and KUAC-TV Fairbanks; condition (BPTTV-790608IG). Action Mar. 7.
- K02JZ Stony River, Alaska—Stony River Traditional Council granted CP for translator on ch. 2 to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV and KIMO-TV all Anchorage; KTOO-TV Juneau; KYUK-TV Bethel, and KUAC-TV Fairbanks; condition (BPTTV-790820IA). Action Mar. 7.
- K03FL Togiak, Alaska—City of Togiak granted CP for translator on ch. 3 to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV, & KIMO-TV all Anchorage; KYUK-TV Bethel, and KUAC-TV Fairbanks; condition (BPTTV-790427IB). Action Mar. 7.
- K04JP Uanalakleet, Alaska—City of Unalakleet granted CP for translator on ch. 4 to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV, and KIMO-TV all Anchorage; KYUK-TV Bethel, and KUAC-TV Fairbanks; condition (BPTTV-790608IF). Action Mar. 7.
- K11PG Greer, Ariz.—Greer Community TV Association granted CP for translator on ch. 11, to rebroadcast signal of KOLD-TV ch. 13, Tucson (BPTTV-790423IK). Action Mar. 20.
- K09PA, Rural area 20 x 20 miles S. of Ozona, Tex.—Crockett Translators, Inc. granted CP for translator on ch. 9, to be used with KACE-TV, San Angelo, Tex. (BPTTV-790326IT). Action Jan. 21.
- K11PF rural area 20 x 20 miles S. of Ozona, Tex.—Crockett Translators, Inc. granted CP for translator on ch. 11, to be used with WFAA-TV Dallas (BPTTV-790326IU). Action Jan. 21.
- K13QN rural area 20 x 20 miles S. of Ozona, Tex.—Crockett Translators, Inc. granted CP for translator on ch. 13, to be used with KCTV-TV San Angelo, Tex. (BPTTV-790326IV). Action Jan. 21.
- K12MB, Lake Wenatchee and Plain Area, both Washington—Lake Wenatchee TV, Inc. granted CP for translator on ch. 12, to rebroadcast signal of KREM-TV Spokane, Wash. (BPTTV-790516IC). Action Mar. 14.
- K06KA Fort Jones, Etna, Greenview and Callahan, all California—Scott Valley Chamber of Commerce granted CP for new VHF translator on ch. 6 to rebroadcast signal of KTVI-TV Medford, Ore. (BPT-TV-790412IE). Action Jan. 29.
- K03FK Fairfield, Idaho—Camas County TV Translator Assoc. granted CP for new VHF translator on ch. 3 to rebroadcast signal of KIVI-TV, Nampa (BPTTV-790329IJ). Action Jan. 29.
- K090Z Fairfield, Idaho—Camas County TV Translator Assoc. granted CP for new VHF translator on ch. 9 to rebroadcast signal of KAID-TV Boise (BPT-TV-790329IL). Action Jan. 29.
- K05GT Fairfield, Idaho—Camas County TV Translator Assoc. granted CP for new VHF translator on ch. 5 to rebroadcast signal of KTVB-TV Boise (BPTTV-790329IK). Action Jan. 29.
- K13QP Fairfield, Idaho—Camas County TV Translator Assoc. granted CP for new VHF translator on ch. 13, to rebroadcast signal of KBCI-TV Boise (BPTTV-790329IM). Action Jan. 29.
- K13Q0 Atwood, Kan.—City of Atwood granted CP for new VHF translator on ch. 13 to rebroadcast signal of KLNE-TV Lexington (BPTTV-790307IM). Action Jan. 29.
- K11PE Mountain City, Nev.—Mountain City TV Assoc. Inc. granted CP for new VHF translator on ch. 11 to rebroadcast signal of KIVI-TV Nampa (BPT-TV-790504IA). Action Jan. 29.

UHF actions

- K59BY Blue Mountain, Rangely, and Dinosaur, all

Colorado—Rio Blanco County TV Association, Inc. granted CP for translator on ch. 59 to rebroadcast signal of KRMA-TV Denver (BPTT-790430IN). Action Mar. 18.

■ K61BN Rulison and rural areas S. of Rifle, Colo.—Garfield County granted CP for translator on ch. 61, to rebroadcast signal of KBTV-TV Denver (BPTT-790116IA). Action Jan. 21.

■ K68BR Rulison Rural Areas South of Rifle, Colo.—Garfield County granted CP for translator on ch. 68 to rebroadcast signal of KWGN-TV Denver (BPTT-790116IC). Action Jan. 21.

■ K66BQ Rulison and rural areas S. of Rifle, Colo.—Garfield County granted CP for translator on ch. 66, to rebroadcast signal of KRMA-TV Denver (BPTT-790112IA). Action Jan. 21.

■ K63BM Rulison and rural areas S. of Rifle, Colo.—Garfield County, granted CP for translator on ch. 63 to rebroadcast signal of KOA-TV Denver (BPTT-790116IB). Action Jan. 21.

■ K49AH, Silt and rural areas and Four Mile Creek, all Colorado—Garfield County granted CP for translator on ch. 49 to rebroadcast signal of KRMA-TV Denver (BPTT-790105IO). Action Jan. 21.

■ K47AC Silt and Rural Areas and Four Mile Creek, all Colorado—Garfield County granted CP for translator on ch. 47, to rebroadcast signal of KWGN-TV Denver (BPTT-790110IA). Action Jan. 21.

■ K65BV Lithue, Kauai, Hawaii—Channel 13 Club of Kauai, Inc. granted CP for translator on ch. 65, to rebroadcast signal of KIKU-TV Honolulu (BPTT-780807IF). Action Mar. 18.

■ W49AF Crystal Falls Township, Mich.—Crystal Falls, Township granted CP for translator on ch. 49, to rebroadcast signal of WLUK-TV Green Bay, Wis. (BPTT-797271IE). Action Jan. 18.

■ W63AO Bainbridge and Afton, both New York—Board of Cooperative Educational Services granted CP for translator on ch. 63, to rebroadcast signal of WSKG (TV) Binghamton, N.Y. (BPTT-3095). Action Mar. 20.

■ W62AZ Downsville, N.Y.—Board of Cooperative Educational Services granted CP for translator on ch. 62, to rebroadcast signal of WSKG (TV) Binghamton, N.Y. (BPTT-3094). Action Mar. 20.

■ W59AO Guilford, N.Y.—Board of Cooperative Educational Services granted CP for translator on ch. 59 to rebroadcast signal of WSKG (TV) Binghamton, N.Y. (BPTT-3091). Action Mar. 20.

■ W67AS New Berlin, N.Y.—Board of Cooperative Educational Services, granted CP for translator on ch. 67, to rebroadcast signal of WSKG (TV) Binghamton, N.Y. (BPTT-3100). Action Mar. 20.

■ W66AP Norwich and Oxford, N.Y.—Board of Cooperative Educational Services, granted CP for translator on ch. 66 to rebroadcast signal of WSKG (TV) Binghamton, N.Y. (BPTT-3099). Action Mar. 20.

■ W58AL South Otsellic and Georgetown, both N.Y.—Board of Cooperative Educational Services, granted CP for translator on ch. 58, to rebroadcast signal of WSKG (TV) Binghamton, N.Y. (BPTT-3090). Action Mar. 20.

■ W59AN, Treadwell, N.Y.—Board of Cooperative Educational Services, granted CP for translator on ch. 59 to rebroadcast signal of WSKG (TV) Binghamton, N.Y. (BPTT-3092). Action Mar. 20.

■ W59AM Unadilla, N.Y.—Board of Cooperative Educational Services, granted CP for translator on ch. 59, to rebroadcast signal of WSKG (TV) Binghamton, N.Y. (BPTT-3093). Action Mar. 20.

■ K57BO Bird Point, Interfacing with Girdwood, Alaska—Northern Television, Inc. granted CP for new UHF TV translator ch. 57 to rebroadcast signal of KTVA-TV Anchorage (BPTT-790423IJ). Action Jan. 29.

■ K57BS Santa Barbara, Venture and Oxford, all California—Key Television, Inc. granted CP for new UHF translator on ch. 57 to rebroadcast signal of KEYT-TV Santa Barbara (BPTT-790904IB). Action Jan. 29.

■ K61BO Bayfield & Ignacio, both Colorado—Regents of Univ. of New Mexico and Board of Education of City of Albuquerque, N.M. granted CP for new UHF translator on ch. 61 to rebroadcast signal of KNME-TV Albuquerque (BPTT-790315IF). Action Feb. 27.

■ K57BT Denver, Colo.—Trinity Broadcasting of Denver, Inc. granted CP for new UHF translator on ch. 57 to rebroadcast signal of KTVN-TV Fontana, Calif. (BPTT-790212IC). Action Feb. 11.

■ K54AL, K52AI, K50AF, K48AJ Idalis & rural South Yuma County, Colo.—Region 1 Translator Assoc. granted CP's for UHF translators on chs. 54, 52, 50, and 48 respectively, to rebroadcast signals of KTVS (TV) Sterling, KBTV (TV) KRMA-TV and KOA-TV all Denver (BPTT-780929IR, 780929IP, 780929IN, 780929IL). Action Feb. 26.

■ K58BB, K62BG, K60BK, K56BI, K64BF all Wray, Colo.—Region 1 Translator Assoc. granted CP's for new UHF translators on chs. 58, 62, 60, 56 and 64 respectively, to rebroadcast signals of KWGN-TV, KRMA-TV, KOA-TV all Denver, KTVS (TV) Sterling, Colo., and KBTV (TV) Denver (BPTT 780929IU, 780929IV, 780929IV, 780929 IT, 780929IY). Action Feb. 26.

■ W61AK Inverness, Fla.—Hubbard Broadcasting, Inc. granted CP for new UHF translator on ch. 61 to rebroadcast signal of WTOG-TV, St. Petersburg (BPTT-790725IA). Action Feb. 27.

■ K63BP Waimea (Kamuela), Hawaii—Hawaii Public Broadcasting Authority granted CP for new UHF translator on ch. 63 to rebroadcast signal of KMEB-TV Wailuku (BPTT-790814IA). Action Feb. 27.

■ K64BG Starbuck and all of Pope County, Minn.—Starbuck Area Development Corp. granted CP for new UHF translator on ch. 64 to rebroadcast signal of KXJB-TV Valley City-Fargo, N.D. (BPTT-790521IH). Action Feb. 27.

■ K48AI Joplin, Mont.—Garryowen Corp. granted CP for new UHF translator ch. 48 to rebroadcast signal of KRTV-TV, ch. 3 Great Falls (BPTT-790925IA). Action Jan. 31.

■ K55CG Fish Lake Valley, Nev.—Fish Lake Valley Television District granted CP for new UHF translator on ch. 55 to rebroadcast signal of KCRL-TV Reno (BPTT-790409IG). Action Jan. 29.

■ W67AR Willsboro, N.Y.—Northeast N.Y. Educational TV Assoc. granted CP for new UHF translator on ch. 67 to rebroadcast signal of WCFE-TV Plattsburgh (BPTT-790605IF). Action Jan. 29.

■ K60BJ Carpenterville, Ore.—Sierra Cascade Communications, Inc. granted CP for new UHF translator on ch. 60 to rebroadcast signal of KTVL-TV Medford (BPTT-790509IC). Action Feb. 27.

■ K62BF Seaside and Cannon Beach, both Oregon—State of Oregon State Board of Higher Education, granted CP for new UHF translator on ch. 62 to rebroadcast signal of KOAP-TV Portland (BPTT-790723ID). Action Feb. 27.

■ W56BC Fajardo, P.R.—WSTE-TV Inc. granted CP for new UHF translator on ch. 56 to rebroadcast signal of WSTE-TV Fajardo, P.R. (BPTT-2450). Action Feb. 27.

■ W38AB San Sebastian, P.R.—Ponce Television Corp. granted CP for new UHF translator on ch. 38 to rebroadcast signal of WLUZ-TV Ponce, P.R. (BPTT-790820IO). Action Feb. 27.

■ K61BM Iron County (rural), Utah—Iron County, granted CP for new UHF translator on ch. 61 to rebroadcast signal of KBYU-TV, ch. 11, Provo, Utah (BPTT-790409II). Action Jan. 30.

■ K60BI, Rockville, Utah—Washington County Television Dept. granted CP for new UHF translator on ch. 60 to rebroadcast signal of KBYU-TV Provo, Utah (BPTT-790702IC). Action Jan. 30.

■ K64BE Virgin, Utah—Washington County Television Dept. granted CP for new UHF translator on ch. 64 to rebroadcast signal of KBYU-TV Provo, Utah (BPTT-790702ID). Action Jan. 30.

■ W59AL Castlewood, Va.—Russell County Board of Supervisors granted CP for new UHF translator on ch. 59 to rebroadcast signal of WJHL-TV Johnson City, Tenn. (BPTT-790524IK). Action Feb. 26.

■ W65AR Dickensonville, Va.—Russell County Board of Supervisors granted CP for new UHF translator on ch. 65 to rebroadcast signal of WJHL-TV Johnson City, Tenn. (BPTT-790524IM). Action Feb. 27.

■ W53AB Honaker, Va.—Russell County Board of Supervisors granted CP for new UHF translator on ch. 53 to rebroadcast signal of WCYB-TV Bristol, Va. (BPTT-790524IJ). Action Feb. 26.

■ W51AB Honaker, Va.—Russell County Board of

Supervisors granted CP for new UHF translator on ch. 51 to rebroadcast signal of WJHL-TV Johnson City, Tenn. (BPTT-79052411). Action Feb. 26.

■ K65BU Grays River and Lebam, Wash.—Tacoma School District 10 granted CP for new UHF translator on ch. 65 to rebroadcast signal of KTPS-TV Tacoma (BPTT-7907181A). Action Dec. 31.

Cable

■ The following cable service registrations have been filed:

■ Charleston Cable TV for Charleston, Miss. (MS0125) add signal.

■ Shelby Cable TV for Shelby, Miss. (MS0123) add signal.

■ Sumner Tutwiler and Webb Cable TV for Sumner, Tutwiler, and Webb, all Mississippi (MS0107-9) add signal.

■ Niall Communication Group et al for Fennimore, Wis. (WI0216) new system.

■ Service Electric Cable TV Inc. for Sunbury City, Monroe, Northumberland, Point, Shamokin Dam, Upper Augusta, Selinsgrove, and Rockefeller, all Pennsylvania (PA0062,977,14,81,80,79,61,78) add signal.

■ Western TV Cable for South San Francisco, Calif. (CA0282) add signal.

■ Bayou Cable Television Inc. for Iberville Parish and Plaquemine, both Louisiana (LA0157,6) add signal.

■ American Cablevision of Carolina Inc. for Gastonia and Bessemer, both North Carolina (NC0010,0005) add signal.

■ Oldsmar Cable TV for Oldsmar, Fla. (FL0338) add signal.

■ Wildwood Cable TV for Wildwood, Fla. (FL0326) add signal.

■ Zephyrhills Cable for Zephyrhills, Fla. (FL0289) add signal.

■ Brooksville Cable TV for Brooksville, Fla. (FL0241) add signal.

■ Cam-Tel Co. Inc. for Camden, Ark. (AR0005) add signal.

■ Cable TV Systems Inc. for Chittenango and Sullivan, both New York (NY0604,3) add signal.

■ Rock Valley Cablevision Ltd. for Byron, Forreston, Stillman Valley, Polo, Mount Morris and Ogle, all Illinois (IL0236,9,7,8,5,40) add signal.

■ Catco Inc. for Cherokee Village and Hardy, both Arkansas (AR0048,9) add signal.

■ Clearwater Communications for Kamiah, Idaho (ID0068) add signal.

■ Boonville Cable for Boonville, Mo. (MO0002) add signal.

■ Central Cable Corp. for Central, Neb. (NE0060) new system.

■ Cableservice Co. for Comanche, Tex. (TX0456) add signal.

■ Vermont Television Corp. for Barre, Barre Town and Williamstown, all Vermont (VT0055,107,8) add signal.

■ Trenton Cable TV Co. Inc. for Trenton, Mo. (MO0049) add signal.

■ Baldwin Cable TV for Baldwin, Miss. (MS0074) add signal.

■ Saltillo-Guntown Cable TV for Saltillo and Guntown, both Mississippi (MS0081,76) add signal.

■ Brownwood Television Cable Service Inc. for Rising Star, Cross Plains, Baird, Clyde, Brownwood, Bangs, Early, all Texas (TX0281,94,342,028,015,187,202) add signal.

■ Astro Cablevision Corp. for Oakdale and South Fayette, both Pennsylvania (PA0799,98) add signal.

■ Tele-Features Inc. for Tucson, Ariz. (AZ0095) add signal.

■ Lone Star Video Inc. for Northwest Harris, Tex. (TX0393) add signal.

■ Rural Antenna Systems Inc. for Magazine, Ariz. (AZ0188) new system.

■ Minnesota All Channel Cablevision Inc. for Park Rapids, Sauk Centre, Staples and Wadena, all Minnesota (MN0029-32) add signal.

■ Community Tele-Communications Inc. for Glenwood Springs, Colo. (CO032,80) add signal.

■ Selme Cable for McNairy, Tenn. (TN0160) add signal.

■ Sammons Communications Inc. for Clinton, Okla. (OK0050) add signal.

■ Warner Cable of Sidney for Sidney, Ohio (OH0051) add signal.

■ Selkirk Communications Inc. for Broward, Fla. (FL0480) new system.

■ Warner Amex Cable Communications Inc. for Nashua, N.H. (NH0034) add signal.

■ Warner Amex Cable Communications Inc. for Salem, Mass. (MA0063) add signal.

■ Cox Cable TV of Spokane Inc. for Spokane, Wash. (WA0162) add signal.

■ Jefferson County Cable Vision for Jefferson City, White Pine, Jefferson and Dandridge, all Tennessee. (TN0087-9, 6) add signal.

■ Sunflower Cable for Lawrence, Kan. (KS0062) add signal.

■ Boulder Cable TV for Boulder, Colo. (CO0006) add signal.

■ State Cable TV Corp. for Manchester and Winthrop, both Maine (ME0120,1) new system.

■ Los Alamos Cable TV Co. for Los Alamos and White Rock, both Minnesota (MN0085,6) new system.

■ Riverside Cablevision et al for Hemet, San Jacinto, Perris, Redidoux, all California. (CA0376, 75, 34, 35, 211, 733) add signal.

■ Bonneville Transvision Corp. for Bonneville, Pa. (PA1401) add signal.

■ Warner Amex Cable Communications Inc. for Hillcrest, Ill. (IL0247) add signal.

■ Warner Amex Cable Communications Inc. for Oliver, Pa. (PA1561) add signal.

■ Multivisions Ltd. for Anchorage, Eagle River, Chugiak, Fort Richardson and Fort Elmendorf, all Alaska (AK0028-32) new system.

■ Southwest Missouri Cable TV Inc. for Lamar, Mo. (MO0201) new system.

■ Rural Antenna Systems Inc. for Sugarloaf Lake, Midland, Hartford and Hackett, all Arkansas (AR0164-7) add signal.

■ Cleveland Area TV Inc. for Parma, Parma Heights, Rocky River, Lakewood, Seven Hills, Fairview Park and Olmstead Falls, all Ohio (OH0271, 306, 5, 247, 330, 744, 5) add signal.

■ Acton CATV Inc. for Chester, S.C. (SC0105) add signal.

■ Waseca Cable Television Inc. for Waseca, Minn. (MN0067) add signal.

■ Rural Antenna Systems Inc. for Blue Mountain, Ark. (AR0189) new system.

■ Sammons Communications of New Jersey for Galloway, N.J. (NJ0415) new system.

■ South-Western Cable TV Inc. for Caseyville, Ill. (IL0372) new system.

■ Genesee County Video Corp. for Batavia, N.Y. (NY0838) new system.

■ Rural Antenna Systems Inc. for Panama and Shady Point, both Oklahoma (OK0189,90) new system.

■ Cablevision Inc. for Russellville, Ky. (KY0411,12) add signal.

■ Lankmark Cablevision Associates et al for Cisco, Eastland, Ranger and Olden, all Texas (TX0130-32,427) add signal.

■ West Shore TV Cable Co. Inc. for Fairview, Lower Allen, Mechanicsburg, Monroe, Shiremanstown, Silver Spring and Upper Allen, all Pennsylvania (PA0618,20,22,3,7,8,32) add signal.

■ Bethel Cablevision Inc. for Bethel, Alaska (AK0016) add signal.

■ Leesburg Lakeshore Mobile Home Parking for Leesburg Lakeshore, Fla. (FL0349) add signal.

■ Garberville Cable TV for Garberville and Redway, both California (CA0595,6) add signal.

■ Sioux Falls Cable Television Corp. for Sioux Falls, S.D. (SD0017) add signal.

■ Liberty TV Cable Inc. for Hazelhurst and Lumber City, both Georgia (GA0023,76) add signal.

■ Belleville Community Antenna Systems Inc. for Belleville, Kan. (KS0009) add signal.

■ Texas Cablevision Inc. for Northwest Harris, Tex. (TX0530) add signal.

■ Waverly Cable Television Inc. for Waverly, Tenn. (TN0147) add signal.

■ Teleprompter of Rawlins for Rawlins and Sinclair, both Wyoming (WY0022,23) add signal.

■ Demopolis CATV Co. Inc for Demopolis, Ala. (AL0023) add signal.

■ Community Development Cablevision Inc. for Coweta, Okla. (OK0185) add signal.

■ TV Cable Co. for Bellevue, Iowa (IA0088) add signal.

■ Medford Cable Television Inc. for Medford, Okla. (OK0076) add signal.

Satellites

■ There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive-only earth stations total 3,553 with 1,293 pending applications and 2,260 operational.

Earth Station applications

■ The following earth station applications have been filed:

■ Warner Amex Cable Communications, Inc.—Sac City, Iowa (4.6m; S-A; KZ61).

■ Coldwater Community TV Inc.—Coldwater, Kan. (5m; Weather Scan; KZ62).

■ Mound Bayou Cable Television—Mound Bayou, Miss. (4.6m; S-A; E2034).

■ Satellite Business Systems—Kent, Wash. (7.7m; Hughes; E2035).

■ Satellite Business Systems—Vienna, Va. (5.5m; Nippon Electric; E2036).

■ Beaver Cable TV Systems—Beaver, Okla. (5m; Weatherscan; E2039).

■ Mid-Coast Cable Television, Inc.—Sweeny, Tex. (6m; Harris; E2046).

■ Jenkins Television Co.—Jenkins, Ky. (5m; Comtech; E2047).

■ The Western Union Telegraph Co.—Charlotte Amalie, St. Thomas, V.I. (4.5m; Andrews; WW25).

■ Colonial Cablevision of Revere, Inc.—Revere, Mass. (6m; Harris; E2040).

■ Golden Hills Communications Co.—Buckhorn, Ariz. (5m; Hughes; E2041).

■ Teleprompter Corp.—Bandon, Ore. (4.5m; Andrews; E2042).

■ Mesa Cable, Inc.—Raton, N.M. (5m; Hughes; E2043).

■ American Satellite Corp.—Wichita, Kan. (10m; S-A; E2044).

■ Equatorial Communication Services—Stanford, Calif. (18.3m; FCC Ref. 32-25 Log (Theta); E-2045).

■ Vernonia CATV, Inc.—Vernonia, Ore. (4.6m; S-A; KZ96).

■ Teleprompter Corp.—Commerce, Tex. (4.5m; Andrews; KZ97).

■ Cable Systems, Inc.—Greensburg, Kan. (5m; Hughes; KZ98).

■ Tele-Vue Cable TV—Ord, Neb. (5m; Fort Worth Tower; KZ99).

Earth station grants

■ The following earth station applications have been granted:

■ Bastrop Cablevision Corp.—Bastrop, Tex. (KZ55).

■ American Television and Communications Corp.—Mt. Pleasant, Iowa (KZ56).

- Hawkeye Cablevision Corp.—Iowa City, Iowa (KZ57).
- American Television & Communications Inc.—San Diego (KZ58).
- Warner Amex Cable Communications Inc.—Albia, Iowa (KZ60).
- Larry D. Hollingsworth—Sublette, Kan. (KZ63).
- Muscatine Television and Communications Corp.—Muscatine, Iowa (KZ64).
- Armstrong Utilities Inc.—Ellwood City, Ohio (WU71).
- Auburn Cablevision Inc.—Auburn, N.Y. (WZ81).
- Birmingham Cable Communications—Birmingham, Ala. (WZ83).
- Sandhill Community Antenna Corp.—Southern Pines, N.C. (WZ84).
- Hi-Net Communications Inc.—Saratoga Springs, N.Y. (WZ85).
- Hi-Net Communications Inc.—Columbus, Ga. (WZ86).
- Port Video Corp.—Port Jervis, N.Y. (WZ87).
- Greater New England Cablevision Co.—Ludlow, Mass. (WZ88).
- Hi-Net Communications Inc.—Detroit, Mich. (WZ89).
- Adelphia Communications Corp.—Reynoldsville, Pa. (WZ90).
- Sun Cablevision of Tennessee—Lewisburg, Tenn. (WZ92).
- Roxboro Cablevision Inc.—Roxboro, N.C. (WZ93).
- Nodak Cablevision—Napoleon, N.D. (KZ65).
- Hi-Net Communications Inc.—New Orleans (KZ66).
- Matthew Mykut—Langley, Wash. (KZ67).
- Warner Amex Cable Communications Inc.—Denison, Iowa (KZ68).
- Communications Systems Inc.—Chardon, Neb. (KZ69).
- United Cable Television Corp.—Caldwell, Idaho (KZ70).
- Westinghouse Broadcasting Co.—Allison Park, Pa. (WZ61).

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- Westinghouse Broadcasting Co.—Allison Park, Pa. (WZ61).

- WHTM-TV WTPA Harrisburg, Pa.
- WQOW-TV WQOW Eau Claire, Wis.
- WSTM-TV WSYR-TV Syracuse, N.Y.
- WVTM-TV WAPI-TV Birmingham, Ala.

Other

■ Total of 3,559 complaints from public was received by Broadcast Bureau in Feb., increase of 661 over Jan. Other comments and inquiries for Feb. totaled 3,180, increase of 1,552 over previous month. Bureau sent 1,244 letters in response to these comments, inquiries and complaints.

Call Letters

Applications

Call	Sought by
New FM's	
KKQT	Snake River Valley Radio Inc., Rexburg, Idaho.
*KPCW	Community Wireless of Park City Inc., Park City, Utah
*WMSE	Milwaukee School of Engineering, Milwaukee, Wis.
*WUTK	Univ. of Tenn., Knoxville
*WVTH	Holmes Jr. College, Goodman, Miss.
Existing AM's	
WTNY	WWNY Watertown, N.Y.
WWTN	WCFL Chicago.
Existing FM's	
KBLO-FM	KBLW-FM Logan, Utah
KWXL	KRKE-FM Albuquerque, N.M.
WACJ	WWOR Buffalo, N.Y.
WCPZ	WLEC-FM Sandusky, Ohio
WLID	WZVS-FM Vieques, PR.
WLLZ	WBFG Detroit
WNIR	WKNT-FM Kent, Ohio
WZIR	WHLD-FM Niagra Falls, N.Y.
Existing TV	
KTNW	KWRB-TV Riverton, Wyo.

Grants

Call	Assigned to
New AM's	
KXAK	Harold S. Schwartz & Assoc., Corrales, N.M.
WDLK	Fidelity Broadcasting Inc., Dadeville, Ala.
New FM's	
KFLZ	Cismek Corp., Bishop, Tex.
*KFSI	Faith Sound Inc., Rochester Minn.
KGEE	Monahans Broadcasting Inc., Monahans, Tex.
KWKS	Hawks Communications, Inc., Winfield, Kan.
WLSA	Mid-Virginia Broadcasting Corp., Lousa, Va.
New TV	
WIYE	Sharp Communications Inc., Leesburg, Fla.
Existing AM's	
KLAY	KQLA Lakewood, Wash.
KOOO	KESY Omaha, Neb.
KQDS	KAOH Duluth, Minn.
KQSA	KiXY San Angelo, Tex.
WPQZ	WBBN Clarksburg, W. Va.
WRBN	WQCK Warner Robbins, Ga.
Existing FM's	
KGCS	KDRB Derby, Kan.
KJYE	KKAI Kailua, Hawaii
KQDS-FM	Duluth, Minn.
KRPM-FM	KLAY Tacoma, Wash.
KSMX	KTGA Fort Dodge, Iowa
KWIQ-FM	KFMT Moses Lake, Wash.
WMCM	WRKD-FM Rockland, Me.
WQTY	WBTO-FM Linton, Ind.
WWKK	WSAC-FM Fort Knox, Ky.
WYUR-FM	WCWC-FM Ripon, Wis.
Existing TV's	
WETM-TV	WSYE-TV Elmira, N.Y.

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Lucrative and rewarding career opportunity for the top billing, fast thinking closer and strong leader that is the successful candidate to be General Sales Manager. This young and growing company which operates powerhouses in three markets seeks an additional key person to join the team that's going to make it happen in the fourth. It's the Northland's new AOR. KQDS, 1017 E. First St., Duluth, MN 55806.

General Manager for northerly southern states radio station. Must be aggressive and have a strong background in local and national sales. Equal opportunity employer. Send resume and references to Box D-89.

General Manager—AM/FM in Middle Tennessee, FM is Class C and will cover Nashville with city grade service when upgraded. Super growth opportunity for right individual. Send resume and references to Box D-120.

Sales Manager—Major Southeast market powerhouse, able to oversee local and national. Salary plus override, fringe benefits. If you are a proven producer apply in confidence Box D-135.

General Manager needed for AM/FM Memphis, take a career step, must be experienced, self-starting motivator, aggressive leader with successful track record in sales required. This could be your golden opportunity, if references check. Send resume to: Charles Manson, Vice President of Operations, Big River Broadcasting Corp., PO Box 932, Florence, AL 35631 Equal Opportunity Employer M/F.

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

General Manager—Top Southeastern market looking for right person to run fast growing AM/FM combo. Must be motivator, have proven sales record and management experience. Salary, bonuses and excellent fringe benefits. Send resume requirements Box D-155.

Top-notch General Manager needed for new Indiana Class A FM station in medium-size market. Strong sales and management experience preferred. Send complete resume to Marc S. Triplett, 142 South Main Street, Bellefontaine, OH 43311

Station manager for Western Kentucky University's new 90KW public radio station. Duties will include supervision of programing, fund-raising, liaison with community advisory board, maintaining compliance with all applicable FCC rules, and management of the day to day operation of the station. Qualifications required are a bachelors degree (Masters preferred) and a minimum of five years radio experience (minimum of three in public radio). Candidates should be familiar with FCC, CPB, and NPR rules and procedures. Experience in community relations is desirable. The position is a twelve month faculty appointment with a competitive salary. Send resume, references, and audition tape by May 1, 1980 to: Dr. Charles M. Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED SALES

Sconnix Group Broadcasting is looking for several professional career minded salespersons for stations in Charleston, SC, Rochester, NY, and New England. If you are the best, or near best at your current station, and want a good future with our growing company, we want to talk to you. We use a Jennings-type approach with great success. Good pay, great incentive, great people. Send resume and track record to Scott McQueen, President, Sconnix Group Broadcasting, Parade Road, Laconia, NH 03246.

WLDM, Westfield, Massachusetts, seeks account executive. Single station community of 40,000 plus populated service area. Radio sales experience required. Contact Curt Hahn, 413-568-8643.

Two sales people needed. One with experience in broadcasting preferred, one entry level position. Both to sell AM-FM separate programmed. Send resume to Bob Connelly, WWNH, Rochester, NH 03867

Number one list to be open May 23rd at 100,000 watt, FM, AOR station in Des Moines, Iowa. List was No. 1 biller in our 9 station chain. Great opportunity for an aggressive person who gets along well with clients. Broadcast company has exceptional record for promoting from within. Experience & track record necessary. Send resume to Bill Wells, Sales Manager, KGGO Radio, 3900 N.E. Broadway, Des Moines, IA 50317

Wanted: Sales Manager for major market facility. The leader we seek must be able to train and motivate a local sales team and build a personal list. Excellent base and fringes. EEO. Box D-63.

Going fulltime! Need additional salesperson for established list in beautiful Upstate New York single station market. Call Barry Rimler, 716-637-3930. EOE.

Radio Sales/Account executive: Excellent opportunity for aggressive, experienced sales person. Salary negotiable, excellent benefits and commissions. Reply to KWMS Newsradio, 1042 South 700 West, Salt Lake City, UT 84104. Attn: Pamela Richardson.

Virginia growth oriented station in recession-immune market offers first year earnings of \$25,000 plus for a seasoned account executive. If you believe your time should be spent selling, we agree. We provide a budget for you to hire your own personal advertising administrative assistant, to assist with your paperwork and service calls. Send resume to Manager, WKCY, PO Box 1107, Harrisonburg, VA 22801. EOE.

Wisconsin station seeking salesperson, some announcing and production skills plus. Equal opportunity employer, M/F Tapes & resumes to Bert R. Peterson, 1503 27th St., Apt. 5, Zion, IL 60099.

North Carolina stations looking for sales personnel. Full time AM, Regional FM. Affirmative action, equal opportunity employer 919-623-3118.

HELP WANTED ANNOUNCERS

Your Opportunity! Staff announcer, production, news. Full time ABC. Resume, cassette. KFRO, Longview, TX 75606. E.O.E.

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

Midday personality wanted by top-rated Midwest adult contemporary AM. Excellent opportunity for experienced, creative person who is looking for opportunity for advancement. Send resume and tape with references to Neal Hunter, WMBD, 3131 N. University, Peoria, IL 61604. (No calls please).

WGLD, 100KW in 46th Market needs communicator with good production skills. Great opportunity to join young, dynamic chain. Send tape and resume to Ed Owens, Box 2808, High Point, NC 27261. EOE/MF

Perfect job for creative person. Production, promotion, and some news. Beautiful four season vacationland. Tape and resume to WOXC, Norway, ME 04268.

WSVS is looking for an announcer who wants to grow with us. News, production skills and experience helpful. Good salary, benefits, send tape and resume to Jay Linn, WSVS, 800 Melody Lane, Crewe, VA 23930, 804-645-7734. EEO, Minorities and females encouraged to apply.

Growing broadcast group located in the Sunbelt seeking experienced announcer. Excellent benefits. EOE. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

Can you fill the shoes of the number one, mid-day air personality in this competitive, four station market? Our mid-day audience, according to P.R.S. audience estimates has double the other three local stations combined. Rush resume & tape to, 14-KELD, General Manager, Bob Parks, 2525 Northwest Ave., El Dorado, AR 71730. Equal Opportunity Employer.

Washington, D.C. area Beautiful Music FM seeks mature, natural sounding professional for Drive Time shift. We have the best sound around and a crowded spot schedule. Insist on excellent production. Hurry letter, tape and resume to: George Collins, WEZR, 4085 Chain Bridge Road, Fairfax, VA 22030. No calls please.

Pro needed with first phone, for afternoon drive spot. Experience preferred. Seeking entertainer for adult contemporary. Can be funny, but has to know how to handle it. Only those with first phone need apply. May handle light maintenance. T&R to Gary Laing, PD, WDOV, PO Drawer B, Dover, DE 19901 or call 674-1410 to set up appointment. Top rated station needs top rated announcer. EOE.

Experienced AOR announcers to \$14,500. Top Midwest city. New 100,000 watt FM. Above average production. Tape, resume to General Manager, KQDS, Box 6167, Duluth, MN 55806.

Seeking top beautiful music announcer to complement No. 1 station in Phoenix. If you communicate warmth and friendliness, have good production skills, and can accept responsibility, we're offering good pay and benefits, great climate, and room for growth. No beginners or calls. Send tape and resume to Steve Schy, Operations Director, KQYT, 3501 N. 16th Street, Phoenix, AZ 85016. EOE.

Two Openings: Announcer and announcer-salesperson. Country format FM station south of Washington. Cliff Davis, Manager, WMJS, Box 547, Prince Frederick, MD 20678. 301-535-2201

Can you communicate with your audience not just announce titles and read copy? Will the audience 25 plus know you're interested in them? Can you do a good afternoon program of adult contemporary/MOR music for a leading talk/news/music format? Can you produce spots that sell? If so, send resume and tapes to WSOY, CBS affiliate, PO Box 2250, Decatur, IL 62526. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Announcer/Producer for Western Kentucky University's new 90KW public FM radio station (WKYU-FM). Duties will include a regular air shift, preparation of recorded announcements, and production of music, interview, and informational programming. Qualifications include a bachelors degree (Masters preferred), a minimum of three years radio announcing-production experience, familiarity with classical music, and informational programs. The position is a twelve month faculty appointment. Salary will be competitive and commensurate with qualifications. Send resume, references, and audition tape including examples of classical music announcing, interviewing, and news delivery by May 1, 1980 to: Dr. Charles M. Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

50,000 watt FM seeks experienced announcer with strong production ability, for drive time position. Tape and resume to: WKHL, PO Box 758, Ocean City, MD 21842. E.O.E.

Country music morning DJ with production experience. We'll compensate for talent demanded. Send resume, production tapes, air checks, references to KCIN, PO Drawer AF, Victorville, CA 92392.

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

Announcer/Sales—Good list, good bucks, beach living. PO. Box 1420, St. Augustine, FL 32084.

Beautiful music station in the Seattle market seeks voices. Must have experience and 3rd. Phone. Salary DOE. EOE M/F. Send resume and references in confidence to Box D-108.

Phila. suburban, full-time 5kw AM seeks strong announcer. Requires experienced person who can program MOR adult music. Good salary and benefits. Resumes and tapes to WCOJ, Coatesville, PA 19320. An affirmative action/EOE.

HELP WANTED TECHNICAL

Sharp? Capable? Want to get ahead and do things? Come grow with us. Head our engineering department. Midwest group, three stations, with outstanding record and reputation. Small town living expenses. All replies in strictest confidence. E.O.E. Box D-26.

Maintenance Engineer needed at private Midwest College's Ed-FM/Cablecasting TV facilities. Abilities in both audio and video maintenance required. Salary competitive. EEO. Send resume to: Personnel Coordinator, St. Ambrose College, Davenport, IA, 52803.

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

Chief Engineer to supervise all aspects of a California based group owner committed to state of the art. Experience required in all areas of radio engineering including construction of new AM and FM facilities. Administrative ability, benefits, growth and opportunity abound. E.O.E. Send resume, references and salary history to Box D-98.

Persnickety Chief, needed for successful Class C Beaumont Texas. Good equipment, informal atmosphere. 15K. Call 713-755-6155 mornings.

Radio Broadcast Technicians—Voice of America has opportunities in Washington, DC for qualified Radio Broadcast Technicians. These positions require a comprehensive background in the recording, maintenance, studio and field areas. Salary range: \$10.59-\$14.87 per hour depending on qualifications. U.S. citizenship required. Submit standard Federal application form, SF-171, to International Communication Agency, MGT/PDE (1-78), Washington, DC 20547. An equal opportunity employer.

Chief Engineer for AM/FM combination in South Arkansas. FM 3000 watt with new Harris transmitter. AM 5000 watt Daytimer. Fully equipped engineering department. Engineering only, no board work... benefits, good pay. Rush qualifications to General Manager, KDMS/KPBQ, PO Box 1565, El Dorado, AR 71730 or call 501-863-5121.

Transmitter Technicians—Voice of America has opportunities for qualified technicians at VOA stations near Delano, California, and Greenville, North Carolina. Duties include operations/maintenance of high power shortwave transmitters and related facilities on shift basis. Minimum qualifications: 3-years chief broadcast engineer 5 to 50 KW, or 3-years supervisor of operations/maintenance high power military transmitting plant, or equivalent. U.S. citizenship required. Starting salary \$18,760. Submit standard Federal application form, SF-171, to International Communication Agency, MGT/PDE (1-78), Washington, DC 20547. An equal opportunity employer.

Chief Engineer: new public radio station. Responsibilities: studio/transmitter installation and maintenance, STL, remotes, satellite reception. Requires FCC first plus minimum five years chief engineer experience. \$17,500-\$19,500 annually. Deadline: May 5, 1980. Contact: Personnel Officer, Iowa Western Community College, Council Bluffs, IA 51501.

Radio Engineer for WKYU-FM, Western Kentucky University's new 90KW public FM station. Duties will include routine maintenance of the studios and transmitter, regular performance tests, and completion of tests, logs, and engineering reports required by the FCC. Successful applicant will assist in the construction of the station. Qualifications required are a First Class license and a minimum of three years experience radio and related areas. The position is a twelve month faculty position with a competitive salary. Send resume and references by May 1, 1980 to: Dr. Charles M. Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

A Real Opportunity to work with pros and advance to chief for a 1st Class holder who is a real engineer. KYNN, 615 N. 90th Street, Omaha, NE 68114. E.O.E.

Chief Engineer, KOH, Reno, Nevada. KOH Directional and Class C FM seeks FCC 1st Class experienced Chief Engineer. Permanent full time position offers excellent opportunity and employee benefits. Apply in person or send resume to: Personnel Department, McClatchy Broadcasting, PO Box 15779, Sacramento, CA 95813. (An equal opportunity employer).

Chief Engineer needed for Southeast's fastest growing city. We need a professional take charge engineer to maintain a 100,000 watts FM and 5,000 watts AM operation. Five years experience in maintenance and operation. Experience with automation also necessary. We are looking for a winning attitude and a desire to work long hours to get the job done. Send resume and letter of interest to: General Manager, WDWQ-WQIZ/FM-AM, 960 Morrison Drive, Suite 204, Charleston, SC 29403.

Chief Engineer, KBEE, Central California. KBEE AM Directional and Class B FM seeks FCC 1st Class experienced Chief Engineer. Permanent full time position offers excellent opportunity and employee benefits. Apply in person or send resume to: Personnel Department, McClatchy Broadcasting, PO Box 15779, Sacramento, CA 95813. (An equal opportunity employer).

Chief Engineer—Come enjoy the Eastern Shore of Maryland. AM/D. FM Stereo Operations equipped with Marti Microwave vans, and a commitment to "Sound", need solid experience. Maintenance, upgrading, purchasing, and planning abilities a must for this market's top dollar. Contact WJDY Salis, MD, J.P. Connor, Jr. at 301-742-5191 immediately.

Chief Engineer: KFXM/KDUO FM San Bernardino and Riverside, California is looking for an experienced chief engineer. Directional, microwave experience required. Salary \$18,000. Contact Personnel Department, KFXM, 666 Fairway Drive No. 590, San Bernardino, CA 92408.

Engineer, must be sharp on maintenance of audio and radio frequency 1st Class FCC ticket required. Contact Chief Engineer, WGH AM/FM PO Box 9347, Hampton, VA 23670. EOE.

Chief engineer for AM/FM combo in major market, must be familiar with critical array... experience required. 10,000 watt directional AM and class C FM. Ownership committed to quality sound. Strong salary, fringe benefits. Send requirements and resume to Box D-154.

HELP WANTED NEWS

Need a challenge? Immediate opening for News Director to put together news department. Live AM-Auto FM. New facilities soon. EOE M-F University journalism grads encouraged. R.S. Tucker, Media West, Inc., Box 2128, Rock Springs, WY 82901.

Immediate Opening for a newperson, some production required. Females and minorities encouraged to apply. Contact Don Tiegser, WNAT/WONZ, PO Box 768, Natchez, MS 39120. 601-442-4895.

News/Announcer or News/Sales—Experienced only. Great opportunity. PO Box 1420, St. Augustine, FL 32084.

Join aggressive and respected news team. Writing, reporting and features. Competitive salary. Tape and resume to Ken Bringenberg, News Director, WCFR, Box 800, Springfield, VT 05156.

Immediate opening for qualified reporter at this Western Mass. AM/FM CBS Affiliate. We need hustle, good voice, and good writing. As News Director, you'll report to G.M. and be responsible for maintaining our news leadership. Call or write Bill Raymond, WBRK, Pittsfield, MA 01201. E.O.E. M/F.

News Director for midwest AM/FM. Midwest experience or native only. 30,000 market. Box D-145.

News Director for WKYU-FM, Western Kentucky University's new 90KW public FM station. Duties will include the preparation and delivery of regular local-regional newscasts and public affairs programs, supervision of graduate assistants, and general responsibility for informational programming. Qualifications required include a bachelors degree in broadcasting or journalism, a minimum of three years radio news experience, and demonstrated news delivery and interviewing ability. The position is a twelve month faculty appointment. Salary competitive and commensurate with qualifications. Send resume, references, audition tape, and writing samples by May 1, 1980 to: Dr. Charles M. Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, Kentucky 42101. An Affirmative Action/Equal Opportunity Employer.

Reporter/Anchor: Responsible for writing and anchoring newscasts, gathering phone interviews, features, street reporting, beat checks. Send resume and tape to—Controller, WOWO Radio, 203 West Wayne, Fort Wayne, IN 46802. An Equal Opportunity Affirmative Action Employer.

Opportunity now—immediate opening for qualified newperson, a team player. Minimum 2 years broadcast experience, strong on air, a communicator. Good pay, benefits. Growing market. Minorities encouraged for AM/FM near New York. EOE. Box D-107.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Progressive Black Radio—Major FL market interested in quality PD, MD, Prod. Dir., Announcers, and News Investigator. Send resume to: Box D-25.

Production Manager to write, produce and voice exciting commercials and promos for top adult station. Will supervise excellent studio facility. Tape, resume and letter to Operations Manager, KAKE, Box 1240, Wichita, KS 67201. An Equal Opportunity Employer.

Major Southern Market population 400,000 plus needs program director to also perform 6 to 10 heavy personality morning show. Must have former PD. experience in small or medium market, and one day want to be America's funniest, nastiest, wonderful, horrible, personality. Rush tape and resume to: 106 Redhill Circle, Tiburon, CA 94920.

Program Director—minimum 3 years experience as Program Director of contemporary, M.O.R., or Top 40 medium to large market station. Creativity in promotion, public service, and community involvement desirable. Must be able to motivate, manage, and develop highly talented and top rated air staff. Send resumes to Norm Schruttt, Vice President and General Manager, WKBW-Radio, 695 Delaware Ave., Buffalo, NY 14209. An EOE.

South Florida up tempo AM wants drive time personality, strong copy-production. Jay Michael McKay, WKAO, Box 1510, Boynton Beach, FL 33435.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Immediate opening: Number one station, all day parts, all ages in competitive four station market needs program director. Must be committed, self starter who knows the importance of local news and community involvement. Rush resume & tape to, 14-KELD, General Manager, Bob Parks, 2525 Northwest Ave., El Dorado, AR 71730. Equal opportunity employer.

Music Director for Western Kentucky University's new 90KW public radio station. Position will be responsible for all music programing, coordination with University music department, record acquisition, musical program production, and regular air shift. Qualifications required are a bachelors degree (Masters preferred), a minimum of three years radio experience, knowledge of classical, jazz, and traditional music, and demonstrated announcing ability. Experience in public radio music programing is desirable. The position is a twelve month faculty appointment at a competitive salary. Send resume, references, and audition tape by May 1, 1980 to: Dr. Charles M. Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action/Equal Opportunity Employer.

Experienced, creative production chief. Capable of handling responsibility Southern California opportunity. KCIN, PO Drawer AF, Victorville, CA 92392.

Radio Talk Show Host: Must challenge major radio market... plus Donahue-Douglas-Griffin. Stimulating... not agitating. Keen organization/administrative abilities. Vibrant one-to-one communicator. Top ten market. An equal opportunity employer. Sun belt state. Box D-143.

SITUATIONS WANTED MANAGEMENT

General Manager—Solid professional with 21 years broadcasting experience—offering heavy sales, programing, leadership and organizational skills. Take charge individual. Small/Med. Market. Will consider 30+. Box D-57.

Put a Boone in your business! 15 years first phone. MD. PD. Ops Mgr. Country, A/C. Dave Boone, 703-476-8767

Radio-Television-Agency 20 years experience ownership, management, sales, production, programing. Desire management position with investment potential. Excellent professional and financial credentials. West or Southwest. Box 520, Grand Junction, CO 81501. 303-945-2053.

Experienced General Manager/Sales Manager looking for either position in Southeast. Strong sales background, cost conscious, last year increased sales 28% and reduced cost 22%, ownership change forces relocation. 17 years radio experience. Box D-136.

General Manager available due to station sale. Excellent sales/programing background. Large/Medium markets. Consider investment. Box D-138.

Successful broadcast executive seeking "take-charge" general managership. Employed. Extraordinary credentials include sales, programing, promotion, administration, heavy ascertainment, plus TV. Detailed resume/references. Box D-124.

General Manager... who can involve your radio station in the community and make us both money. Can do it all in a 25,000 to 100,000 market. Prefer AM-FM combination in Wisconsin or midwest. Would like a buy in or buy out. We can't make money if we don't talk! All replies confidential. Box D-129.

General manager. Intelligent, aggressive, dependable, experienced former PD looking to return to radio as GM. Would eventually like to purchase share of station. Master's degree and family. References. Mid-South area only. Box D-151.

Gen. Mgr. with the right credentials, looking for the right deal with the right company, offers the right background, 16 yrs all in management AM&FM with the right aggressive sales & promotion record to bring you the right financial results you deserve. With all these rights you can't go wrong. Box D-156.

Eight year pro. Well rounded background, seeks G.M. post small market university town. Presently major college sportscaster, sales hustler. Will consider sales manager/sports with G.M. possibilities. Prefer midwest 513-773-2355.

Friendly, honest, hardworking management offered for your small to medium market station. My experience in sales, fiscal management, personnel, and programing will assure a community-minded and profitable operation. My promises have all been met. Free now to take on new responsibilities. Can I help you? 503-377-2390.

Seventeen years experience, last seven years, G.M. group operation. Sales oriented. Only interested in ownership opportunity. Investment available. Only interested in Hawaii facility. Box D-157

SITUATIONS WANTED SALES

Veteran Announcer, News, ready to learn sales. Prefer Midwest, small to medium, permanent. Box D-67

SITUATIONS WANTED ANNOUNCERS

Quality Sportscaster—knowledgeable, accurate, creative, dedicated, enthusiastic—seeks medium market sportstak/PBP. R-TV (50kw) experience. Available immediately. Degree (Journalism). Top references. Credentials. Box C-295.

Looking for first job. Reliable, cooperative, hard working. Second class license. Will relocate. Call before 3 PM. Paul Kaishian, 510 N. 106 Street, Wauwatosa, WI 53226. 414-453-4548.

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

First phone with on-air and PD experience seeks great small market contemporary. All replies welcome, but prefer midwest, especially Ohio, Indiana, Michigan, and Illinois. Looking for stable situation and good training ground for larger markets. Box D-72.

Experienced D.J., production, sales, hard worker, will relocate fast! Call by boss for the story 205-682-4677 ask about Scott.

Do you need—9 yrs. radio experience, award winner—No. 1 FM in country—programming & music? I need—a challenge in the Mid-West mountain states. AOR, soft rock or country. We need—to talk. Steve Moore, 1-519-633-2760.

Announcer looking for larger market. Experience in sales, production & news. Currently working morning shift. Call evenings 714-447-5564.

Good communicator, solid & dependable, 3 years experience, 3rd endorsed. Seeks Top 40 format, available now. 919-484-9952

Sports Director of Chicago-area 4000-watt non-commercial station looking for work in medium market. 3 years experience in football, basketball and baseball play-by-play at college and high school level. Expanded sports coverage nearly 200% in tenure at current station. Will relocate. Doug Strickland, 224 North Loomis Street, Naperville, IL 60540. 312-357-5769.

4 years award winning personality looking for MOR position. Will relocate. 513-631-4657 mornings.

Announcing, news, production, traffic, continuity. I can do it all. Will relocate now. Currently working major Los Angeles AM-FM. 213-385-0101. Ask for Peter Bernard.

Disk Jockey: 2 years experience, tight board, good voice, desire top 40 format, will relocate. Phone 704-377-2545 (8 am-5 pm)

Brain Surgeon or D.J.? I wanted to save lives so I chose the latter. Character looking for afternoon or night shift. Top 40, AOR, MOR. Will relocate immediately. 3rd. Tape and resume. Box D-152.

Over qualified for the small markets. Announcer with network quality voice. MOR, Beautiful music or talk show. Experience in radio & TV. Call 219-432-8003 evenings.

7 years experience—MOR. Pennsylvania or East Coastal. Box D-126.

Just Fired... and you're lucky! They loved my performance but I made a "boo-boo" (off-the-air). Minority D.J.-newscaster, 2 years experience. Professional performance that can stand up to the toughest criticism. Immediate phone call will convince and save time. Call Jheri mornings 212-881-5702.

Dedicated 4 year broadcaster looking for personality position. Will relocate. Box D-115.

Attention Midwest... recently returned. Over twenty years allround experience. Professional production. Strong news, beat and airwork. Third endorsed. Prefer personal interview. Telephone 319-233-3792.

Looking for larger market. Four years experience in top small market stations. Box D-140.

Major market telephone-talk show host available for summer vacation relief. Full resume and tape upon request. 617-964-4646.

Good voice. Prefer news but would like all around announcing duties. Fred Steffen, 9120 W. Hampton Ave., Apt. 105, Milwaukee, WI 53225. 414-463-1900 or 332-4197.

Lady announcer wants day shift and 16K. I've worked personality formats in a top 25 market and I'm currently employed. Resume and tape available. Box D-106.

DJ, 4 years PD and MD experience, 3rd endorsed, heavy production, currently employed, ready to move up, will relocate. Aircheck, resume, Frank Cavaliere, 921 Oak St., Clavton, NM 88415. 505-374-8174.

If you read Billboard as well as Broadcasting, you know I'm out of a job. I'm looking for on air and production work at any AOR or Progressive station. Call Dave Cardoso at 217-824-3748.

A fantastic Midnight to 6 show! All night DJ looking for stable station anywhere. 7 year pro, excellent references, very dependable, third endorsed. Mike 904-255-6950.

SITUATIONS WANTED TECHNICAL

Experienced Chief—25 years AM-DA, FM, stereo. Prefer southwest, will consider other southern locations. Box D-83.

I offer superb engineering for the small market based on 30 years experience designing and building. Automation of special interest. Box D-132.

Engineer/Computer programer. BSEE with computer minor. Can do studio and transmitter work, microprocessor programing and interfacing, systems programing, and more. Also experienced announcer. Young, energetic, hard-working. Will go anywhere, do anything. Resumes waiting. Box D-118.

State-of-the-art audio pro. Currently employed as audio systems design engineer. Experience as CE. Good with R&R, AM DAs, FM Stereo, remote control, SCA, etc. Management oriented with an ear for quality. First Phone, BSEE. Bill Motley, 1051 N. Laurel Ave., Los Angeles, CA 90046 213-654-7779. California Bay Area preferred.

Senior Broadcast Engineer SBE certified, 20 years experience FM stereo, 5KW DA. 16 years at present station. Looking for new challenge with conscientious organization. Box D-142.

SITUATIONS WANTED NEWS

Sportscaster, two years sports and news experience, degree, 3rd endorsed, 1-914-229-9285.

Ohio. Experienced—news, sports and jock. Third class license. MOR or Christian station. Interested in doing sportscasting. Looking for station with advancement possibilities (i.e. sports director, etc.) 614-474-6443.

Master's candidate with experience as public information reporter seeking fulltime news position. Call p.m. Mark Horowitz 814-865-5727 or write: 305 Atherton Hall, University Park, PA 16802.

Knowledgeable Sportscaster PBP-color. Quick, accurate, articulate-Baseball, hockey, football seeks med market Chris Levitt, Box 1735, Ketchum, ID 83340. 208-726-8016.

SITUATIONS WANTED NEWS CONTINUED

Experienced female news anchor, good voice, strong conversational delivery and reporting skills. Available immediately. 919-484-9952.

Young aggressive news/sportscaster play-by-play, major market trained, strong writer, degree, will relocate. Box D-130.

Meteorologist desires permanent employment, 1+ years broadcasting experience, very accurate, B.S., also proprietor of Superior Weather Service, Negaunee, MI 49866, 906-475-9844.

Medium market News Director seeks position at major market station with serious commitment to news. Dedicated professional. Eight years experience news and public affairs. Box D-146.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production pro in Central Pennsylvania seeks production director and/or first operations manager position. Adept with automation too. Write Rob Sprankle, R.D. 1, Alexandria, PA 16611.

Program Director. "Gold Rock-Entertainment Archives." Captivating Powerful KSFO nightly program. Arbitron up 120%. Library, 25 years developing, including. Exceptional winner. Live/auto. Box C-164.

Seeking position as operations director for small-medium market chain. Seventeen years experience in all phases of radio. 33 years old. I can make your station(s) more successful and profitable. Now at number one music station in San Francisco. For detailed resume reply to Box D-137.

Top notch production pro. Experience as CE, recording engineer, audio design engineer, rock jock but at home with production. Excellent promos, spots, national agency quality. Can do own maintenance. First Phone. Bill Motley, 1051 N. Laurel Ave., Los Angeles, CA 90046. 213-654-7779. California only.

Experienced professional seeks challenging programming opportunity in western 50,000+ market. Great 18-34 ratings my specialty. Background includes live and automated programming, production, research, management and supervision. Gordon Styler, 1428 Los Robles Blvd., Sacramento, CA 95838.

First Class Ticket with combo experience, who loves production, would relocate within Northeast. Box D-150.

TELEVISION

HELP WANTED MANAGEMENT

Development Director for new VHF public stations. Resumes to: John Scheartz, KBDI-TV, Box 6060; Boulder, CO 80306. No calls. Minority and female applicants encouraged.

Promotion Manager wanted for the leading independent television station in the country and the 32 market. Looking for an exceptional person, highly motivated, with strong leadership skills. Must have television experience. Degree in Broadcasting or Advertising preferred. Job requires knowledge of broadcast production, journalism, public relations, print advertising, layout, and media placement. This one will go to the "best" in the business. Station is an Equal Opportunity Employer. Send resumes to Chuck Alvey, KPHO-TV5, Phoenix, AZ 85017

Major public television station in the Pacific Northwest seeking dynamic Director of Development with proven successful track record. Final responsibility for income-producing activities i.e., membership, underwriting, and grants; possible auction and capital campaign work. Station annual budget \$4MM. Requires 3 years' full-time professional work in development, research or business administration, preferably public television; financial projection, writing and statistical analysis experience; familiarity with computer application and public broadcasting income resources. Salary range \$21,924-\$35,244 plus liberal benefits. Deadline for application May 16, 1980. Send resume and sample of written professional work to Selection Committee, 80-D-5E, c/o Flo Fujita, KCTS/9, University of Washington, 4045 Brooklyn NE, Seattle, WA 98105. AA/EOE

Independent station looking for an experienced general manager for station located in top 75 western market. Background and experience in independent station management and sales preferred. Candidate must have enthusiasm to assume challenge of highly competitive situation. Excellent opportunity with special incentives with growing company. Salary-negotiable. Equal opportunity, affirmative action employer. Write Box D-131.

HELP WANTED SALES

Regional Sales: Great opportunity with group owned NBC affiliate in the 6th fastest growing market in the country. Must have previous TV sales experience to call on major agencies and regional clients. Send resume to John D. Livoti, General Sales Manager, WIS-TV, PO Box 367, Columbia, SC 29202. An Equal Opportunity Employer.

Television Production/Announcer (Lansing/Jackson, MI) Minimum of six (6) months general television production, EFP and announcing experience. Write, Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909. Equal Opportunity Employer

Television Sales Service Director: Six months copy-writing and television production background necessary. Send resume plus three 30 second commercial copy samples. Virginia. E.O.E. Box D-59.

Television Local Sales: Must have two years exp. in working clients direct. Some agency accounts. Take over top existing list. Great commission. Great future in Virginia. E.O.E. Send Box D-70.

Local Sales—The person we are looking for is working currently as a local Account Executive in a medium to small market. He or she has been well trained, and is totally versed in local sales. If you are that aggressive, no-nonsense, knowledgeable individual, and are seeking a top to market challenge, we think we have an opportunity for you in the Sunbelt. An Equal Opportunity Employer. Send a resume in confidence to Box D-123.

Account Executive—Top 10 Market VHF station needs an account executive with 3-5 years' television broadcast sales experience. An Equal Opportunity Employer M/F/H/Vets. Send resume to Box D-117.

Looking for a self-starter, able to learn fast, work hard, and follow instructions. Call Don Locke, GSM, WINK-TV, Ft. Myers, FL 813-334-1131. Equal Opportunity Employer.

Top 20 market looking for top experienced salesperson who is self starter and aggressive. The right person will take over well established list. Excellent opportunity to move into management. Strong commission system and plenty of fringe benefits. Box D-149.

HELP WANTED TECHNICAL

Come west to high Sierras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395. An EOE.

Tulsa new UHF independent needs studio and transmitter supervisors. Send resume to 507 S. Main, Suite 612, Tulsa, OK 74103, or call Bob Hardie 918-583-3344, M-F 9-5 CST. No collect calls please. EOE.

Chief Engineer for VHF Network, group owned station in New York State. Experienced in administration, heavy technical background. Excellent opportunity for right person. Submit resume and salary requirement to: Tom Sheally, Ziff-Davis Broadcasting Company, PO Box 17000, Jacksonville, FL 32216. An Equal Opportunity Employer.

Maintenance Engineer. Minimum requirements—FCC 1st phone, 3-5 years TV maintenance experience, preferably with some R-F, for group owned VHF independent. Send resume to Bill Strube, KPHO TV, Box 20100, Phoenix, AZ 85036.

Excellent opportunity for a highly skilled TV maintenance person to move up to the Assistant Chief Engineer's position. Must have hands-on experience with both studio and transmitter equipment. Station has 2 inch, 1 inch, & 3/4 inch tape systems, plus other systems required by a southeast network affiliate. Salary open. E.O.E. Reply to Box D-45.

A sunny Florida TV station has an opening for a 3/4 inch ENG maintenance person. Prefer person with Sony schooling. Salary open. E.O.E. Reply to Box D-37.

Staff Engineer. Operation of multi-channel CCTV distribution system; VTR operation and videotape editing. Requires proven, practical TV experience; technical school training or equivalent. Salary \$14,000-\$16,000 plus benefits. Letter, resume, references to: John Glade, Telecommunication Center, Stewart Center B-14, Purdue University, West Lafayette, IN 47907. Purdue University is an EO/AA Employer.

Immediate opening for TV studio maintenance engineer with two years of technical training, including digital and two years experience. First class FCC license required. Resume to: Gene Rader, Director of Engineering, KBIM-TV, PO Box 910, Roswell, NM 88201. An equal opportunity employer.

Needed—hard working individual to serve as Chief Engineer reporting directly to Director of Engineering of major market eastcoast television station/production company. Strong background in broadcast maintenance required. EOE. M/F. Send resumes to Box D-128.

Chief Engineer with strong administrative and technical skills in TV studio, transmitter, microwave and translators. Excellent facility and staff. Send resume, salary requirements to Cliff Ewing, KRTV, Box 1331, Great Falls, MT 59403. EOE.

Transmitter Maintenance Technician: Must be experienced in UHF transmitter maintenance. Self starter, able to assume full responsibility of transmitter maintenance and operations. An FCC first class license is required. Salary negotiable. Equal Opportunity Employer. Send all replies to Box D-147.

Maint. Engr. ENG. Expr. with Sony 2850A-200A 50 Machines; HL-77 & HL-79 cameras, microwave, 1st FCC TV studio & transmitter expr. desirable, KFMB AM/FM TV PO Box 80888, San Diego, CA 92138. Attention: J.D. Weigand. An Equal Opportunity Employer M/F

TV broadcast technician—Washington, D.C.—Federal Agency is accepting applications from individuals with a minimum of 5 years operations and maintenance experience in video, audio, camera and quad VTR for work in studio production facility. Salary range from \$17,035 to \$20,611 depending on experience. Normal working hours from 8:45 a.m. to 5:30 p.m. Mon-Fri. Interested applicants send standard Federal application form SF-171, obtainable at most Federal offices, to Employment Branch (267-77), International Communication Agency, 1776 Pennsylvania Ave. N.W., Washington, DC 20547. An EOE.

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

Director of Engineering is seeking Chief Engineer to work in major market television station/production company. Only those with 5-10 years experience need apply. EOE. M/F. Send resumes to Box D-119.

TV Transmitter Technician—Immediate opening for TV Transmitter Technician at Channel 7 operation. Technical education, FCC 1st Class license, and experience necessary. Please send resume to Personnel Department, WNAC-TV Boston, a CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

HELP WANTED NEWS

Immediate opening for television photographer with editing and ENG experience. Send resumes to Gary Long, PO Box 748, Little Rock, AR 72203. An Equal Opportunity Employer.

Weathercaster, for network station in top 25 California market. We need an experienced professional who can interpret radar and NMS materials to present an accurate, easily understandable forecast. Environmental reporting a plus. Equal Opportunity Employer. Write Box D-30.

Sports Director, for top 25 California market. We need an experienced professional to anchor, report and manage a 3-person staff. This position is for someone who does more than read the scores. Heavy interest in college, high school and participatory sports a must. Write to Box D-35.

HELP WANTED NEWS CONTINUED

Looking for topnotch producer. Strong writer who puts together fast and visual newscast. Send tape and resume to Jim Holtzman, News Director, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. EOE.

Sports Assistant. Applicant should have three years full time sports reporting experience, including one year regularly scheduled on-air sports anchoring; be able to report all sports, and ability to edit and script film and tape. Ability to shoot film and tape a plus! Resume and audition tape to Andy Hardy, Sports Director, WTVT, Box 22013, Tampa, FL 33622. No phone calls.

Weekday Evening Anchor sought for an aggressive small-market news department. Co-anchor at six, anchor at eleven, coordinate coverage in between. Broad responsibilities. Not entry level. Send resume and videocassette to Dave Cupp, News Director, WVIR-TV, PO Box 751, Charlottesville, VA 22902.

Professional, dynamic, and creative on-air newsperson to assume news director position in Southern California. Send resume to Box D-92.

Meteorologist—Experience necessary, AMS preferred, will direct weather department and deliver 6 & 10 PM M-F. Will train other station weathercasters. Forecasting tools include color radar. Tape and resume to Mike Beecher, News Director, KTIV-TV, Signal Hill, PO Box 87, Sioux City, IA 51102. E.O.E./M-F.

Expanding news operation and EEO requirements make two potential openings on our news staff. NBC affiliate in top 60's and in highly competitive area where professionalism counts. Good salary, fringes and development opportunities. If you are a pro at digging, writing, packaging and delivering, let us know about it. Box D-111.

Anchor—For early and late news blocks, Monday through Friday. We are an innovative station in a highly competitive Sunbelt major market. We're looking for a working journalist who communicates with viewers on a one-to-one basis and is as committed to excellence as we are. Equal Opportunity Employer. Resumes to Box D-122.

Wanted: a weather person for television station located in North Central West Virginia. This small market station offers the right person a good future with a growing facility. Send tape and resume to PO Box 480, Bridgeport, WV 26330.

Reporter: medium market, Southeast, aggressive, innovative, top-rated news organization. If you've got credentials and can put together top reporting packages in a variety of situations you might fit on our team. Send us complete information about your background and experience. E.O.E. Address replies to Box D-148.

Wanted: Well-qualified TV news assignment editor for top-notch aggressive news department. Must have B.A. in journalism/mass communications, 4 years current TV news reporting and production experience; skills in ENG and film news gathering and editing. Responsible for scheduling, coordination and supervision of reporting cinematography staff, equipment and cars. Salary \$16,000 minimum, depending upon education and experience. Send complete and current resume and VTR to Dick Vohs, News Director, WOI-TV, Ames, IA 50011 by May 5, 1980. E.O.E./A.A.E.

Daytime Assignment Editor for one of the country's top local news operations. Ability to lead and motivate essential. Familiarity and experience with E.N.G. operation required. Contact Bob Yuna, KDKA-TV, 1 Gateway Center, Pittsburgh, PA 15222.

News Director for small market TV News operation in Western North Dakota. Experience preferred. Strong on journalism and writing skills. Write for application: Dennis Neumann, Meyer Broadcasting Company, Box 1738, Bismarck, ND 58501. An Equal Opportunity Employer.

Wanted: One aggressive, hustling TV/Radio reporter. Must have strong radio background. TV anchor experience a help. For small Florida market. Send resume and salary requirements to Box D-139.

News Producer: make the news the real things people care about. Format must fit the news; not visa-versa. Tapes to TV-11, Green Bay, WI 54303. EEO.

Sports Director—Top 50, dominant number 1 station. Must produce fast moving cast, including much more than just scores. Send resume/tape to J. Newman, News Director, WNEP-TV, Wilkes Barre/Scranton Airport, Avoca, PA 18641

Reporter: A reporter's shop; one good story a day about the people affected by the news EEO. Box D-153.

ENG Editor. Applications are being accepted for an accomplished video tape editor. Must have background in 3/4 inch video tape camera work and editing with Sony equipment. News experience preferred. Send resume to John Banks, News Director, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an Equal Opportunity Employer.

Looking for experienced TV News Reporter who can handle co-anchoring, general assignments and live-cam. Send videocassette, displaying on-camera abilities and street work to K.K., WKFE-TV, 1731 Soldiers Home Rd., Dayton, OH 45418. E/E/O.

Chief Photographer. Must have ability to maintain film & ENG equipment, motivate people and take pretty pictures. Quality station in medium Florida market. Reply to Box D-110.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Production and volunteer production training personnel for new VHF public station. Resumes to: John Schwartz; KBDI-TV; Box 6060; Boulder, CO 80306. No calls. Minority and female applicants encouraged.

Co-Host/Producer—Lost our Nancy to NBC, need replacement. Excellent opportunity in top 30 market on top rated live morning magazine show. Experience necessary. Send cassette and resume to Steve Zappia, Production Manager, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202, an EOE.

Operation-production manager for top-70 mid-west VHF. Can you effectively manage people and accept responsibility for all on-air quality? Your confidential letter and resume should detail that administrative experience, as well as salary needs. An EOE employer. Box D-69.

Executive Producer. Large midwest network affiliate seeking experienced producer and news administrator to assume number 2 spot in all ENG newsroom. Must demonstrate sound news judgement, good track record, creative production techniques and ability to manage large staff. Smaller market news director considered. Not for beginners. EOE. Box D-102.

Producer Director: We're Turner Broadcasting, WTBS, the Super Station from Atlanta. We're in the midst of producing everything right now, and getting ready for more of it real soon! We're looking for a producer director who's qualified to join this nationally recognized, diversified production unit. If you're that major market person, with the hands-on experience; confidence; maturity and reel to back up your application, write: R.T. Williams, WTBS, 1018 W. Peachtree St., N.W., Atlanta, GA 30309. Include resume and demo reel. An equal opportunity employer.

Camera/Lighting. If you are a seasoned camera/lighting professional looking for a major position with an expanding production facility in an excellent market, look to Telemation Productions/Seattle. We are studio, remote, and CMX post-production, with accent on network quality. Commercial experience essential. Send resume and demo (no calls yet) to: Al Abady, Telemation Productions, 1200 Stewart Street, Seattle, WA 98101

Cinematographer—Coordinate the cinematography functions in setting up and operating motion picture and electronic news gathering equipment for the purpose of filming and producing University news stories, documentaries, and sports events; edit, process, and coordinate film production. Prepare scripts for news, feature and public service material. Qualifications: College degree and television news or public affairs experience preferred. Voice over experience helpful. Salary: \$11,000. Deadline for application: May 21, 1980. Contact: Mr. Ty Warren, Coordinator of Radio, Television, and Film Production, Department of Public Relations, The University of Mississippi, University, MS 38677. An Equal Opportunity Employer.

Network Affiliate, located in Florida, is seeking an experienced TV Operations Manager. EOE/MF. Send resume to Box D-109.

Video tape editor experience on Ampex 1200, 2000 Set-up on PC 70 Cameras. Phone Jim Baker, WCIX TV, Miami 305—377-0811. Equal opportunity employer.

Producer-writer for local public affairs programs. Starting salary \$12,077. Write WRJA-TV, 18 N. Harvin Street, Sumter, SC 29150 or call Clark Newsom at 1—803—773-5546.

SITUATION WANTED MANAGEMENT

Program Manager—Station Manager with 25 years broadcasting experience. Familiar with all phases of television administration plus news, promotion, FCC rules, etc. Available for interview Box D-144.

SITUATIONS WANTED SALES

Attorney, 28, seeks entry level position as account executive. B.S. in Journalism; minored in Radio/TV/Film. Three years' experience in radio announcing. 305—742-4834.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813—868-2989.

SITUATIONS WANTED NEWS

Cartooning weathercaster seeking position. Bron Smith. 213—961-5132/796-7441.

Number two man in 50s news department seeking an operation that wants to move up, not just talk about it. You won't see a better resume. Box D-50.

Top ten anchor/reporter—I have tripled my rating share on our evening newscast. Let me do the same for you. Male. Box D-60.

Sports Director/Sportscaster. Talented professional seeks new challenge in productive operation. Currently holds similar position in medium Mid-western market but willing to relocate. Creative, personable, experienced, and energetic. Impressive track record. Tape shows versatility Box D-58.

Professional Broadcast Journalist now hosting popular magazine program in number 2 market. Refined research and aggressive reportorial skills. Strong delivery and camera presence. Creative writer, incisive interviewer, indefatigable worker. Background includes M.A.; university teaching; gubernatorial and presidential campaigns; 4 years major market R/TV news. I am looking for a station-commercial or PBS-supportive of my total commitment to quality news and public affairs. 714—673-7086.

Law Reporter. Award winning journalist with law degree, four years experience seeks challenge in newsroom dedicated to quality coverage of legal beat. Serious inquiries only. Jon Duncan, 918 W. Roscoe, Chicago 60657

Will work hard for first break in news. Television production and radio stringer experience. BA in Broadcast Journalism. Will relocate. For video tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210 704—552-2473.

Hard-driving journalism graduate (Syracuse University) with 4 years news broadcasting experience, including ENG and 16mm editing, writing, reporting and producing, plus newspaper accomplishments. Seeks entry TV news writing, field reporting/producing position. Jim Salmon, 927 Park Ave., Manhasset, NY 11030. 516—365-9197.

Consumer/feature reporter—experienced, write/produce studio/field segments. Female, 26, M.S., Donna Guida 617—262-9704.

Weathercaster position wanted, fulltime. Age 26. Will train for other parttime duties in small market for first break. 1 1/2 years radio experience in weathercasting. Can interpret radar and NWS materials. Have local weather bureau and television meteorologist as references. For resume and video tape reply. Box D-116.

SITUATIONS WANTED NEWS CONTINUED

I am a 28 year old Sony executive who fills-in part time doing sportscasts at a major market station. I seek a full time position with a station, regardless of market size, that employs people who are positive, confident and enthusiastic. I was the 1975 National Amateur Golden Glove Boxing Champion. I am caucasian, have a college degree and know e.g. Paul Sherry 707-584-9481.

Business/Economics Reporter. Aggressive young man with outstanding business/economics qualifications can add new dimension to coverage of today's most important news stories: energy, inflation, jobs. 212-758-5461.

News Producer/Reporter seeks demanding position. 4 yrs. TV experience, articulate, efficient, creative. B.A. Communication/Journalism. Mary Ann Herman, 1855 Independence Rd., No. 211 Columbus, OH 43212 614-422-9678/486-2882.

Female forecaster educated and trained in meteorology wants greater challenge with highly professional news team. AMS, Box D-113.

If you're a top 60 station looking for a top-notch reporter or news management... call me. Award-winner. Proven track record. 207-764-0821.

Top notch major market reporter/anchor now available as either or both. Box D-133.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

First rate documentary producer seeking re-location to major East Coast market. I have an exceptionally outstanding, network quality sixty minute documentary to show. Box D-6.

Photographer, 32, workaholic. Knows 16 & 35mm, eager to learn all facets of ENG. Relocation or travel O.K. A.B. Brown 802-362-1379.

Hard-working, dedicated female seeks entry level position in TV production. Experience includes studio camera operator and ENG photographer. B.S. in Communications. Call Karen at 615-525-0914 or 615-896-1255.

Videotape editor with strong production background and 2 1/2 years experience with CMX 340X (on-line/off-line) on national productions at major production facility seeks position with production company. Box D-15.

Energy and experience. Young Director, AD, Switcher, and College RTV Instructor wishes to relocate mid-May. Dan Swackhammer, 17 Mosher, Falconer, NY 14733. 716-665-4204.

Blockbustingly funny situation-comedy-instructional strip series, "I.H.O.T." seeks base station. Mr. OMTG, 612-884-7262.

Production/operations manager position being sought by professional with twenty years production experience. Looking for station that realizes creative people are its biggest asset. Box D-121

Ambitious college grad with first phone and radar endorsement seeks career opportunity. Experience in maintenance, camerawork and a variety of production skills. Internship with No. 7 market. Willing to relocate anytime. 617-531-1896.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Television Controller (Business Manager). Person to exercise responsibility for G/L Accounting, Financial Management Reporting, P/R, etc., in accordance with corporate policy. Management responsibility for station matters and supervision of Accounting staff. 2-4 yrs. job related experience and a 4-yr. accounting degree required. Management and/or broadcasting experience preferred. Department head position reporting to station GM and corporate controller. Box D-134.

HELP WANTED TECHNICAL

Maintenance Engineers needed to work in the Southwest's largest production facility. Prefer experience with Ampex, one-inch VPR's, Grass Valley 1600 series switchers, RCA cameras and Chyron character generators. Send resume to: Mitch Kenison, CE Productions, 2633 Tennessee NE, Albuquerque, NM 87110.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

TV Writers/Producers/Directors: Translation of text material into innovative TV scripts; produce and direct studio and remote higher educational instructional programs developing innovative graphic and electronic visualizations. Requires a minimum of 3 years experience in all phases of TV production, including creative TV writing; ENG production and editing. BA degree desired. Excellent opportunity for quality oriented professionals. Call 813-535-6431 or send resume to: B. Todd, 2499 East Bay Drive, Largo, FL 33541.

HELP WANTED INSTRUCTION

Graduate Assistantships. Work in Radio News, TV Production, ENG, some teaching while earning masters degree in Journalism. Must have undergraduate degree and broadcasting experience. Write Graduate Director, College of Journalism, University of South Carolina, Columbia, SC 29208. An Equal Opportunity Employer.

Instructor/Assistant Professor, tenure track position for successful broadcast oriented Department of Theatre and Communication Arts. Professional experience a must. Duties will include teaching broadcast courses, beginning speech courses and academic advising. AERHO advisorship also available. Applicant should have strong professional and academic background in various areas of broadcast and film. Theatre background also helpful but not required. Required: MA in Communications or related field and professional experience or five to ten years professional experience and B.A. in Communications. Summer employment at local commercial radio and TV stations available in the market. Send resume and any supporting materials (tapes, etc.) to: AJ Miceli, Chairman of Theatre and Communication Arts, Gannon University, Perry Square, Erie, PA 16541. AA/EOE.

Indiana University School of Journalism seeks a faculty member as soon as possible to fill a tenure track position for 1980-81. Rank and salary negotiable. Summer teaching could add 15-20% of base salary. Person with radio-TV news background is an especially high priority, but those with other types of media experience, such as magazine, newspaper or advertising copy writing, will be considered. In addition to a media skills concentration, faculty member is expected to teach in another specialty, such as law, media management/economics, or history. Ph.D. preferred. Research, publication and/or creative activity expected by diverse, dynamic and compatible faculty. Program offers a B.A. and M.A. in journalism and a Ph.D. in Mass Communications. Indiana University is an equal employment opportunity employer. Please forward a letter of application, a full resume and arrange for four letters of reference to be sent to Prof. Edmund B. Lambeth, Chair, Search Committee, School of Journalism, Indiana University, Bloomington, IN 47405. Deadline for receipt of application, resume and references is May 15.

Position open—Expanding broadcast journalism program needs instructor or assistant professor. Minimum requirements: M.A. degree plus professional and/or teaching experience. Opens September, 1980. Salary commensurate with qualifications. Contact Dean, Hall School of Journalism, Troy State University, Troy, AL 36081. Deadline for applications is July 30.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Paul Schafer wants to buy late model AM & FM transmitters good condition and Schafer 800T automation systems. Call or write Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037 714-454-1154.

Wanted: Used U.H.F. 100 Watt Translator, contact Gerald Devine 307-382-4022.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

Ikegami HL77A. Excellent condition, best offer. Ms. Lyon or Ms. Moss 301-986-0512.

2.5 KW FM CCA 6 mos. old. Like new. Will guarantee. M. Cooper 215-379-6585.

Ikegami HL 77A. Priced under market value for quick sale. Excellent condition. 10-120 servo zoom, powerpack, batterypack/charger 2 Anton Bauer batteries. 5" studio viewfinder. Case. Call Harry Elstermann at 813-877-9591.

CEI 310 w/Angenieux 15:1 Lens (9.5m-143m F1.8). \$25,000 firm. Phipps Productions 918-665-1980.

Spring Clearance Sale! Many items drastically reduced!

Color Weather radar—RCA AVQ 10, colorizer, on air now, \$15,000.

RCA TT-35CH VHF Transmitter—All spares, good condition, \$17,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares, Ch. 11, \$12,000.

Ampex TA55B UHF Transmitter—55kw, good condition, ea. \$120,000.

CVS 504B Time Base Corrector—Recently reconditioned, \$6,000.

GE PE-400 Color Cameras—Pedestals, racks, like new, ea. \$10,000.

GE PE-350 Color Cameras—All accessories, good condition, ea. \$5,000.

GE PE-240 Film Camera—Automatic gain & blanking, \$8,000.

CDL VSE 741 Switcher—12 input, chroma key, \$4,000.

IVC 500 Color Camera—Lens, cables, encoder, \$4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, \$12,000.

RCA 1600 Film Projectors—New, factory cartons, TV shutter, ea. \$900.

Eastman 250 Projectors—Recently removed from service, ea. \$2,000.

Eastman CT-500 Projectors—Optical and mag sound, ea. \$1,000.

RCA TP-6 Projectors—Reverse, good condition, ea. \$1,000.

RCA TVM-1 Microwave—7 ghz, audio channel, \$1,000.

RCA TR-22 VTR—RCA Hi-band, DOC, one with editor, \$18,000.

RCA TR-4 VTR—Hi-Band, velcomp, editor, \$12,000.

Ampex 1200A VTR's—Amtec, colortec, West Coast location, each \$24,000.

IVC 980C VTR's—Portable model, working good, ea. \$4,000.

Norelco PC-70 Color Camera—16x1 200m lens, 2 available, ea. 16,000.

Norelco PCP-70 Color Camera—Portable or studio use, \$4,000.

Norelco PC-60 Color CCamera—Updated to PC-70, new tubes, \$8,000

30 Brands of New Equipment—Special Prices We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill Kitchen or Charles McHan, Quality Media Corporation. In GA call 404-324-1271

STL System—Transmitters, receivers, antennas. Call Doug Jennings 402-364-2165.

FOR SALE EQUIPMENT CONTINUED

For sale: Harris stereo automation system with KSP-10 programmer with extender for 19 sources, RA 10-sub programmer plus 11 sources. Fully equipped. Five years old and excellent condition, \$27,500. Complete information, write or call Don Gowens, PO Box 660, WESC-FM, Greenville, SC 29602. 803-242-4660.

Film Island (I) IVC-240 Camera chain w/TM encoder, 852 Image enhancer, cable (1) Conrac SNA 14R Monitor, (1) IVC 4000 Multiplexer w/remote, (1) Eastman CT-500 Proj., (1) Laird 4210 Slide proj., (2) Kodak carousel proj. \$15,000 firm. Phipps Productions 918-665-1980.

Microtime 2020 time base corrector, fully operational. With DOC, VELCOR, and Image X. \$10,000 or best offer. Contact: National Video Industries, Inc., 15 West 17th Street, N.Y.C. 10011, 212-691-1300.

2 RCA TKP-455 w/minipacks, cable, joysticks; 15:1 Angenieux lenses both for \$68,000. TK28B w/Saticons; IP-55B; FR-35B; Athena 4000; PM-86SL-2 (16/35) system price \$99,850. Commander 1 time code editor (interfaced for 2 BVU 200S) editor only \$9,650. Call Tex 214-688-0081.

General radio 916A, R.F. bridge. Excellent condition, \$600. 919-752-0651.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227

Funny Fone Answering Machine messages. Custom cut. Information 25c. Refundable. Box 258B, Bartlett, IL 60103.

Jock Shots! Fantastic, low-cost audio effects for sharp jocks. Free demo disc: LA Air Force, Box 944-B, Long Beach, CA 90801.

"Comic Relief." Just for laughs. Bi-weekly. Free sample. White Creative Services, 20016 Elkhart, Detroit, MI 48225.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Do you have a client who needs a jingle? The Ideacassette makes it easy. Call or write for demo. PMW, Inc., Box 947, Bryn Mawr, PA 19010. 215-525-9873.

RADIO PROGRAMING

Radio and TV Bingo. Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160. 303-795-3288.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 6 and June 17. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News, Plus top rated account Executive program—all taught by top L.A. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213-462-5600. "Where tomorrow's broadcasters are today"

RADIO

Help Wanted Management

NEWS DIRECTOR, WSYR AM/FM

Prestigious market leader. Expansion position result of sale of TV Station. Professional environment requires solid journalistic and people skills. Must be capable of directing 8-9 fulltime staff. Send complete background, news philosophy, tape, to: Hugh Barr, Mgr., WSYR, 1030 James St., Syracuse, NY 13203. An Equal Opportunity Employer.

GENERAL SALES MANAGER

We are looking for a General Sales Manager to run the sales departments of highly-rated, highly-successful AM and FM combination in a major Southeast market. We are only interested in someone with a lot of experience in exactly such a job. This is a \$50,000+ opportunity in salary and override, but it's a career opportunity and should be viewed as such. All applications should be fullsome, including extensive resume and personal references. We are only interested in high-energy, success-oriented people. Please reply to Box D-112. Equal Opportunity Employer.

Help Wanted Sales



Community Service Broadcasting with stations in Wheeling WV, Jackson TN and McLeansboro IL is interested in immediately expanding its sales staffs because of growing local business. If you have had experience and would like to move up the broadcasting ladder, or are looking for a first job, we can help you reach your goals. EOE/MF To join our team, send resume and any other relevant information to:

Wanda Williamson
Personnel Manager
Community Service Broadcasting, Inc.
PO. Box 1209, Mt. Vernon IL 62864
Community Service Broadcasting, Inc.

Help Wanted Programing, Production, Others

Program Director

minimum 3 years experience as Program Director of contemporary MOR or Top 40 medium to large market station. Creativity in promotion, public service and community involvement desirable. Must be able to motivate, manage and develop highly talented and top rated air staff. Send resumes to Norm Schrott, Vice President and General Manager, WKBW-Radio 695 Delaware Ave. Buffalo NY 14209 An EOE

Help Wanted News

MORNING NEWS ANCHOR

Major group-owned 50kw KCMO Radio, Kansas City is seeking an experienced newsradio or news/talk morning news anchor.

Person sought must have major market experience, strong voice, and news savvy. Tapes and resume to Chuck Wolf, News and Public Affairs Director, KCMO Radio, Offices & Studios at 4500 Johnson Drive, Fairway, KS 66205.

E.O.E. M/F

Situations Wanted Management

MANAGEMENT FOR PROFITABILITY

Billings from 300M to 2,100M in 5 years. Ratings from no-show to no. 1 and no. 3 in 30 station top-35 market. 20 years experience in all phases of operations, last 16 in management and ownership. Available in August due to station sale. Particularly interested in turn-around situations with equity incentive. Box D-81

Situations Wanted Programing, Production, Others

PROGRAM DIRECTOR

Successful PD./Operation Manager available. For details, write Box D-90.

Situations Wanted News

TOP NFL

Play by Play Man available to broadcast your college games in fall. Radio or TV. East, Southeast or Big Ten. Box D-96.

Situations Wanted Announcers

PERSONALITY/PRO

5½ yr. Personality wants Aggressively-Programmed, Audience & Goal-Oriented T-40/AC station. Not a "Star"—Am Team Player. Desire Creative Outlet & a CAUSE. Call Bill at (502) 782-2142 by 11 am or after 9 pm Cent.

TELEVISION

Help Wanted Management

GENERAL SALES MANAGER

Top 50

Southeast group owned network affiliate. Looking for aggressive, positive, dynamic, goal-setting, productive leader with eye on future. Excellent salary, incentive, benefit package. EEO/AA-Box D-20.

Help Wanted News

MAJOR LEAGUE TV MARKET

Needs major league sportscaster. Resume and audition video cassette to Ridge Shannon, KMBC-TV, 1049 Central, Kansas City, MO 64105. EEO company. No calls.

METEOROLOGIST/ ENVIRONMENTAL REPORTER

Top 25 market station searching for Meteorologist/Environmental Reporter who can communicate. We have it all including live helicopter & 2 live mobile units. Please send resume to Box D-125. An Equal Opportunity Affirmative Action Employer, M/F.

Help Wanted Technical

TV Maintenance Engineer

Major West Coast
Quality Independent
Station. Degree. Four
years TV Maintenance.
TV & Digital Experience
Preferred.

KTVU Television
1 Jack London Sq.
Oakland, CA 94607
(415) 834-2000
Ext. 247



Equal Opportunity Employer

Help Wanted Technical Continued

TELEVISION BROADCAST ENGINEERING EXECUTIVE

Excellent growth opportunity for experienced broadcaster with advanced technical knowledge. This is a position for someone with broad engineering know-how, who is now ready to add significant management and administrative experience. A prime growth position, in an excellent working environment, with a group owned network affiliate in the midwest. Resume, salary requirements and references to Box D-97.

Television Training Engineer

Sony Tape Production Services has a position open for an engineer with extensive experience in the operation and maintenance of Broadcast and Industrial Helical VTR, Color Camera and related studio equipment, to research, write and produce technical training tape series. Solid technical ability needed to analyze the circuitry involved and good communication skills are required. If you would enjoy the challenge involved in the production of technical video tapes, please call or send your resume to:

Ken Baird
Tape Production Services
Sony Corporation of America
700 W. Artesia Blvd.
Compton, CA 90220
(213) 537-4300 X476

NBC NEWS REQUIRES:

Electronic Journalism. Editor and/or Maintenance Technician for Tel Aviv Bureau. Salary commensurate with skills and experience. Contact M. Reitman, (212) 664-5160.

ASSISTANT CHIEF ENGINEER

Hands on Maintenance TCR100, TR600, TK45, TK76, Grass Valley DVE and E-Mem. Work with the best people and equipment at WBRE-TV, Wilkes-Barre, Pa. 18773. Contact Charles Baltimore at 717-823-3101.

Help Wanted Programing, Production, Others



No. 1 rated PM in Columbus, OH is seeking co-host to work with female on staff. Ability to produce quality feature stories and up-beat personality a must. Send resume and cassette to Gary Brasher, WCMH-TV, P.O. Box 4, Columbus, Ohio, 43216. EEO.

GRAPHIC ARTS SUPERVISOR

PTV station is seeking aggressive individual experienced in TV state-of-the-art design. Knowledge of set, publication design and execution; 35 millimeter techniques. University/professional degree in field or comparable experience. 5 years experience in field, supervisory experience desired. Salary \$13,686-17,097. Deadline April 30. Resume to Tom Howe, Director of Programming KNME-TV, 730 University, NE, Albuquerque, NM 87102.



PHOTOGRAPHER/EDITOR/ TALENT

We are now accepting applications from experienced Photographers/Editors and on-air talent for a PM Magazine show that will premier in the fall. We are an ABC affiliate in the top 50 markets. Send resume including salary history and demo tapes to: Mr. John Stoddard, Office/Personnel Manager, WDTN TV2, P.O. Box 741, Dayton, Ohio 45401

**AN EQUAL OPPORTUNITY EMPLOYER
M/F/H**



Talent, producing and technical positions are now available for fall premiere of PM Magazine. Prefer previous on air and production experience. Send resume, tape (if available) and salary requirements to: Operations Manager, WIS-TV, PO Box 367, Columbia, SC 29202. An Equal Opportunity Employer.

**Help Wanted Programing,
Production, Others
Continued**

**JOIN THE TV STATION
OF THE 80's**

WDIV-TV, the Post-Newsweek flagship station in Detroit, is looking for dynamic, creative people for the following positions.

STAFF DIRECTOR—Responsible for live newscasts

PUBLIC AFFAIRS PRODUCERS—Both studio & EFP experience required

ASSOCIATE PRODUCER—"Go Tell It", nationally syndicated on-location production

PRODUCTION MANAGER—Systems and production expert

WDIV-TV 4
Program Department
622 Lafayette Blvd.
Detroit, Michigan 48231

An equal opportunity employer



Talent, Producing and Technical positions now available for Fall premiere of PM Magazine. Prefer previous on-air and production experience. Send resume, tape (if available) and salary requirements to:

Program Manager

KOTV
302 S. Frankfort
Tulsa, Okla. 74120

An Equal Opportunity Employer.

A Corinthian Station



America's highest-rated PM station is losing our female co-host. Her replacement will be a dedicated, experienced person who writes and can produce stories. Previous magazine or news experience a must.

Send resume and tape to:

Deborah Messana, Producer
PM Magazine
KFDM-TV
P.O. Box 7128
Beaumont, Texas 77706

An Equal Opportunity Employer

Situations Wanted Management

**General Manager
Station Manager television**

Extremely strong programming background incl No. 1 market. Currently employed with group procrastinating on expansion. Excellent track record. Top references. Box D-114.

Situations Wanted News

ANCHOR/REPORTER

Strong anchor, especially in 18-49 demos. Solid reporter-producer. Currently in medium market, I am ready for major market challenge. Box D-127

CABLE

**Help Wanted Programing,
Production, Others**

**LOCAL BROADCASTING—
MARKETING & PRODUCTION**

Our rapidly expanding CATV organization needs a multitalented, experienced person to organize, market and produce local origination programming with a strong emphasis on regional news. An audience of 50,000+ viewers in Southeastern New York makes this an ideal situation for a self motivated, aggressive person ready to help us initiate this concept and develop it to corporate wide status. A background in marketing and programming are musts. Send resume to Ed Whalen, Cablevision Industries, Inc., Box 311, Liberty, New York 12754.

**ALLIED FIELDS
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 plans.

For immediate consideration, call collect, or send a letter or resume to: John Thayer, (312) 298-7980, RCA Service Company, 1263A Rand Road, Des Plaines, Ill 60016. An Equal Opportunity Employer.



A Tradition On The Move!

**PM
MAGAZINE**

EXPERIENCED

**EXECUTIVE PRODUCER
FIELD PRODUCERS
HOSTS
TECHNICIANS**

**SEND RESUME & TAPE TO:
DOUGLAS KNIGHT
PROGRAM MANAGER
WFLD TV
300 NORTH STATE STREET
CHICAGO, ILLINOIS 60610**

**AN EQUAL OPPORTUNITY EMPLOYER M/F
FIELD COMMUNICATIONS**

Help Wanted Instruction

DEAN THE ANNENBERG SCHOOL OF COMMUNICATIONS UNIVERSITY OF SOUTHERN CALIFORNIA

A search committee has been appointed to receive nominations and applications for the position of Dean of the Annenberg School of Communications at the University of Southern California.

The Annenberg School of Communications is a graduate school of communications awarding degrees through the Graduate School of the University of Southern California. The Annenberg School offers Masters of Arts degrees in Communications Management and Doctoral (Ph.D.) degrees in Communications Theory and Research, and maintains major research facilities for communications research. Appropriate university links are available with a radio station, a television station, and a center for scholarship and conferences in communications.

The Dean should have an international academic reputation in communications research and theory and have a demonstrated ability to obtain research support. The Dean should possess an understanding of the communications industries, professions, and technologies, and should have the ability to administer and manage a multidisciplinary communications program. It is hoped that the Dean may be able to take office by September, 1980.

Nominations, applications, and further information may be obtained from Dr. Charles E. Oxnard, Dean, The Graduate School, Chair of the Annenberg Dean Search Committee, University of Southern California, Los Angeles, California, 90007.

An Affirmative Action/Equal Opportunity Employer

Public Notice

PUBLIC NOTICE

The Finance Committee of National Public Radio will meet on April 25, 1980, in Washington, D.C., at NPR, 2025 M Street, N.W. The meeting will be held in the fourth floor conference room from 9 a.m. to 3 p.m. The primary item of business will be a review of recommendations for revised business practices based on the findings of its FY 1979 audit. For further information concerning this meeting, please contact Ernest T. Sanchez, NPR General Counsel at (202) 785-5369.

PUBLIC NOTICE

The City of New York, acting through its Board of Estimate, on March 24, 1980 adopted a resolution seeking applications for cable television franchises in the Borough of Queens, City of New York. Copies of the Request for Proposals are available on request from Mr. Morris Tarshis, Director, Bureau of Franchises, City of New York, 1307 Municipal Building, New York, N.Y. 10007, telephone number (212) 566-2654. Applications must be submitted in writing in the form specified in the Request for Proposals and must be received no later than July 1, 1980. All applications received will be available for public inspection during regular business hours at the Bureau of Franchises, 1307 Municipal Building, Chambers and Centre Streets in Manhattan.

Morris Tarshis
Director of Franchises

Radio Programing



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

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BRING SUNDAY MORNINGS BACK TO LIFE

• Dramatic increase in Sunday listeners
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• Immediate sponsor audience interest
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SRC "matched-flow" music is
for you!

Stereo Religious Communications, Inc.
Box 10323 Atlanta, GA 30319

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We specialize in the placement of TV and Radio Engineers with Broadcast Stations, Manufacturers, Industrial TV, Production Facilities and Dealers; all levels, positions and locations nationwide. Professional, confidential - no fee. Best Industrial Reputation - over 1000 client contacts. To discuss your employment possibilities phone Alan Kornish at (717) 287-9635 or send your resume' now.

KEY systems

NEW BRIDGE CENTER, KINGSTON, PA. 18704

Business Opportunities

BUSINESS OPPORTUNITY

Why seek a job with limited future, own your own business with an unlimited potential in the advertising field. Call (404) 546-6001 or write to: Franchise Director, 387 Old Commerce Road, Athens, Georgia 30607.

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SHERMAN and BROWN ASSOC.

MEDIA BROKER SPECIALISTS

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Deland, Fla. 32720

OWN A RADIO STATION IN PARADISE

Top Honolulu, Hawaii Radio Facility available. 10,000 Watt Non-Directional fulltime, low frequency AM Powerhouse. Excellent ratings and billings. Station available for approximately 2X gross—portion of price can be consultancy if buyer financially qualified. For Details call: Dave Wagenvoord/Media Broker (808) 949-6648.

For Sale Stations Continued

W Class B FM	\$530,000	Terms
S Small AM	\$100,000	Cash
W Small 1000 D	\$300,000	Terms

Bill-David Associates, Inc.
2508 Fair Mount St.
Colorado Springs, CO 80909

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

For Sale:

Hartselle Alabama radio station and TV Cable System. Gene Newman—WHRT, 113 N. Sparkman St., Hartselle, AL 35640.

THE HOLT CORPORATION

APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
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Bethlehem, Pennsylvania 18017

215-865-3775

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West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

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901/767-7980

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RICHARD A.
Shaheen INC.
 435 NORTH MICHIGAN AVE. · CHICAGO 60611

312/467-0040



- **AM/FM in Northern Michigan. \$190,000. Terms.**
 - **Atlanta area daytimer. \$680,000.**
 - **Louisville area daytimer. \$450,000.**
 - **Fulltimer W. Va. city. \$420,000.**
 - **Florida station under construction. Prefers partner but will sell. \$220,000. Terms**
 - **Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.**
 - **Virginia Coastal. Attractive. \$800,000.**
 - **AM 50,000 watts. Southern city. \$3.8 million.**
 - **Full-time AM and 50,000 watt FM in Maryland. \$640,000.**
 - **UHF-TV in Iowa. \$290,000.**
 - **AM/FM in Central Florida. \$400,000. Terms.**
 - **Powerful daytimer in Atlanta area. \$980,000. Terms.**
 - **AM/FM both powerful. N.C. \$800,000. Unusual situation. Lots of leverage.**
 - **Powerful daytimer in Northern Michigan. \$430,000 Terms.**
 - **Fulltimer. Wyoming. \$260,000. Terms.**
 - **Daytimer. NW Alabama. \$220,000. Good population. Terms.**
 - **Educational Station in Akron area. \$30,000.**
 - **Class C in Colorado. \$590,000. Terms.**
 - **\$4,000,000 cash. Powerful AM/FM.**
 - **North Carolina daytimer. Big town \$400,000.**
 - **AM/FM near North Florida resort city. \$340,000. \$35,000 D.P.**
 - **Super "Powerhouse" FM with AM in Eastern Texas. \$750,000.**
 - **Dynamic Fulltimer covering half of Alaska population. \$1,600,000.**
 - **Two stations in California.**
 - **Powerful Daytimer in Eastern central New Jersey. \$650,000.**
 - **Fulltimer. Coastal city in Southeast. \$500,000.**
 - **Daytimer. Northeast Texas. \$660,000.**
 - **Fulltimer in large North Carolina city. \$1,500,000.**
 - **Ethnic station in large Northern city. \$1,900,000.**
 - **Fulltimer large metro area Georgia. \$925,000. Terms. Will sacrifice.**
 - **Daytimer in East Tennessee small town. \$195,000.**
 - **South Alaska. Includes Real Estate. \$200,000. Terms.**
 - **Indiana. Large metro. \$200,000 down. Good coverage.**
 - **Daytimer. Boston area. \$680,000.**
 - **Fulltimer. Dominant. Metro. TX. \$1,200,000.**
 - **Daytimer. Ft. Worth/Dallas area. \$1,000,000. Terms.**
 - **1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.**
 - **Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.**
- Let us list your station. Confidential!
- BUSINESS BROKER ASSOCIATES**
 615-756-7635 24 HOURS



CHAPMAN ASSOCIATES®

media brokerage service

STATIONS				CONTACT		
MW	Small	AM	\$160K	Terms	Bill Whitley	(214) 387-2303
S	Small	AM	\$185K	\$54K	J.T. Malone	(404) 458-9226
NW	Small	AM	\$215K	29%	Larry St. John	(206) 881-1917
S	Small	AM	\$375K	Terms	Dan Rouse	(214) 387-2303
S	Medium	Fulltime	\$560K	\$162K	Bill Chapman	(404) 458-9226
W	Medium	Fulltime	\$2300K	Terms	Ray Stanfield	(213) 363-5764

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

LARSON/WALKER & COMPANY
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213/826-0385 Suite 214 11681 San Vicente Blvd. Los Angeles, CA. 90049	202/223-1553 Suite 417 1730 Rhode Island Ave. N.W. Washington, D.C. 20038
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RADIO STATION
 50,000 Watt—FM

top 50 market—gross 950,000
 price 3 million, cash or stock.
 Reply Box D-141.

WESTERN MEDIA BROKERS INC.

Please write or call for listings, or let us assist you in selling your property.

4840 Riverbend Road (303) 444-5658
 Boulder, Colorado 80301



SELECT MEDIA BROKERS

912-883-4917
 PO Box 5, Albany, GA 31702

MO	Daytime AM	225K	Small
WY	Fulltime AM	235K	Small
MS	Daytime AM	325K	Medium
KS	Non-Commercial FM	350K	Metro
GA	Daytime AM	400K	Medium
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	390K	Medium
SC	Daytime AM	440K	Medium
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Fulltime AM	750K	Medium
AL	Fulltime AM	175K	Small
IN	Daytime AM	1.25 M	Major
CO	Daytime AM	300K	Small
SC	Daytime AM	155K	Small
CO	Fulltime FM	500K	Metro

THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948
 Elmira, NY 14902
 (607) 733-7138

Brokers and Consultants to the Communications Industry



BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms \$2.00) When placing an ad, indicate the EXACT category desired. Television, Radio, Cable or Allied Fields, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St. N.W. Washington, DC 20036

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted 70c per word. \$10.00 weekly minimum. Situations Wanted (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications 80c per word. \$10.00 weekly minimum. *Blind Box* numbers \$2.00 per issue.

Rates: Classified display Situations Wanted (personal ads) \$30.00 per inch. All other classifications \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities and Public Notice advertising require display space. Agency Commission only on display space.

Fates & Fortunes

Media

Paul (Dino) Dinovitz, general sales manager of Taft Broadcasting's WTAF-TV Philadelphia, named general manager of Taft's WGR-TV Buffalo, N.Y. **Greg Miller**, production manager for Taft's WKRC-TV Cincinnati, named director of operations for WTAF-TV.



Dinovitz



Wilson

George Wilson, VP-general manager, KTLK(AM) Denver, joins KIQQ(FM) Los Angeles in same capacity.

John Irvin, program manager of Corinthian Broadcasting's WISH-TV Indianapolis, named general manager of co-owned WANE-TV Fort Wayne, Ind.

William Service, general sales manager, WRCB-TV Chattanooga, joins WTVQ-TV Lexington, Ky., as general manager.

Tony Zuniga, engineering supervisor, KYW-TV Philadelphia, named operations manager.

Roger Ingram, sales manager, WGLD-FM High Point, N.C., named general manager.

Thomas H. Pierce, VP-general manager of KCBS-FM San Francisco, joins International Television Corp., Burlington, Vt., as VP for radio. He will also act as general manager of company's WEZF(FM) Burlington.

William Crawford, from staff of Presbyterian Center in Atlanta, joins WTJH(AM) East Point, Ga., as general manager.

Shannon Reed, former program director and part-owner of KTGA(FM) Fort Dodge, Iowa, now KSMX, has become VP-general manager of Smithway Communications Corp., which has purchased KSMX.

Gene Snyder, formerly with WAKY(AM) Louisville, Ky., named general manager of WMMG(FM) Bradenburg, Ky. **Sue Richardson**, with WMMG, named operations manager.

J. Steven Main, area manager for Connecticut, Storer Cable Communications, named mid-Atlantic area VP-general manager, headquartered in Burlington, N.J.

Robert E. Small, director, financial planning, NBC, New York, named VP-staff finance and administration.

William Butler, manager of program clearance for Western U.S., Mutual Broadcasting System, Arlington, Va., named director of station relations for Sheridan Broadcasting Network, Arlington.

John Galanes, program director, WKCO(FM) Fort Lauderdale, Fla., named operations manager.

Alvin Barcheski, former program director for WHO-TV Des Moines, Iowa, named manager of advertising sales-programing. Hawkeye Cablevision, Des Moines. Hawkeye is subsidiary of Heritage Communications.

Orlando "Lonnie" C. Guida, director of business affairs, NBC News, New York, joins USA Network, newly formed cable program facility, as VP of finance.

New officers, Georgia Cable Television Association: **George Paschall**, Cablevision of Augusta, president; **Marion Smith**, Savannah TV Cable Co., VP, and **Edith Allgood**, Clearview Cable TV, Dublin, secretary-treasurer.

Robert M. Bennett, president and general manager of WCVB-TV Boston, named 1980 Concerned Broadcaster of the Year by Alpha Epsilon Rho, national honorary broadcasting society. Award is given to broadcaster "who, more than anyone else, has shown an active concern for broadcasting, for making it a stronger and more respected business and for brightening its future."

Advertising



Peters

Jack Peters, executive VP for worldwide management of Ford account at J. Walter Thompson Co., based in Detroit, becomes vice chairman, retaining Ford responsibilities and adding supervision of various JWT U.S. agencies. **Joel P. Baumwoll**, senior VP and account director of agency's U.S. East divi-



Baumwoll



Buchanan

sion, appointed executive VP, marketing, JWT, U.S.A. Inc., New York. **Robert E. (Buck) Buchanan**, senior VP in charge of media, named executive VP, U.S. media director, New York.

Robert M. Egan, VP-account supervisor, Dancer Fitzgerald Sample, New York, named senior VP.

Madeline Nagel, media director, Foote, Cone & Belding, New York, elected senior VP.

Joseph Karle Jr., management supervisor, Grey Advertising, Detroit, joins Campbell-Ewald there as senior VP-management supervisor.

Cormac Hamilton Ryan, VP-management supervisor, and **Robert Conlon**, VP-associate creative director, SSC&B, New York, named senior VP's. **Hal Henenson** and **Thomas Perrotta**, account supervisors, named VP's.

Edward Eskandarian, president of Humphrey Browning MacDougall, Boston, assumes additional duties as chief executive officer.

Malcolm MacDougall, executive VP-creative director, named director of creative services.

Mary Moore and **Douglas Houston**, senior VP's, named co-creative directors.

Oksana Kobziar Glass, associate broadcast director, Wells, Rich, Greene, New York, named broadcast supervisor in spot broadcast group, NW Ayer ABH International, New York.

Bob Blumenthal, VP-director of creative services, SCG Advertising, Kansas City, Mo., joins Barkley & Evergreen, Kansas City, Kan., as senior VP-director of creative services.

Don Brown, VP-media services, Reves, Smith, Baldwin and Carlberg, Houston, joins W.B. Doner's Houston office as management supervisor.

David Painter, account executive, Keller-Crescent Co., Evansville, Ind., named VP-account supervisor.

Bonnie-Jean Maickel, media director, Mango & Co., St. Louis, joins D'Arcy-MacManus & Masius there as media buyer. **Daniel Rank**, media planner, Lever Bros. Co., New York, joins DM&M, St. Louis, as media planner.

Jonathan Whittemore, from Doyle, Dane, Bernbach, New York, joins McCaffrey & McCaffrey there as account executive. **Samuel Rolston**, from Michel-Cather, New York, joins McCaffrey as senior writer. **Michael Delgorio**, from William Douglas McAdams, and **Michael Hodges**, freelance illustrator, join McCaffrey as art directors.

Kenneth Ness, account executive, Bomstein Agency, Washington, joins Ehrlich Manes & Associates there as account executive.

Paul Hayden, promotion-operations manager, WDO-TV Duluth, Minn., joins J.F.P. & Associates, Duluth-based advertising, public relations and research agency, as broadcast producer.

Andrew Harrison, formerly with WSB-TV Atlanta, **Robert Broadus**, from WAGA-TV Atlanta, and **Michael Loving**, from William Esty, New York, have formed Harrison, Broadus, Loving Advertising, Atlanta.

Programing



Maslansky

Harris Maslansky, senior VP of New York operations, Columbia Pictures, named president of newly formed motion picture division of Time-Life Films. He will be based in New York.

Saul Ilson, independent television producer for almost 20 years, named VP-variety, programs and

talent, NBC Entertainment, Burbank, Calif. **Robert Dinsmore**, VP of theatrical and educational sales, ABC Video Enterprises, New York, joins NBC Enterprises there as VP-sales. **Judy Kessler**, former assistant editor, *People* magazine, New York, named talent coordinator for NBC's *Today* program.

Kim LeMasters, VP-dramatic program development, CBS Entertainment, Los Angeles, named VP-comedy program development. **Scott Siegler**, director, dramatic program development, succeeds LeMasters.

Ann Daniel, manager, dramatic development, ABC Entertainment, named director, dramatic series development. **Terry Allan**, head of project development and production supervisor for Casablanca Records and FilmWorks, joins ABC Entertainment as program executive for current comedy programs.

Winston (Tony) Cox, VP-marketing, and **Michael Fuchs**, VP-programing, Home Box Office, New York, named senior VP's.

Virgil Hemphill, who formerly worked for CBS-TV in Chicago in production of news, specials and National Football League games, and also was radio-television instructor at Chicago's King Kennedy College, named VP for programing, Black Entertainment Television, Washington. **Vivian Goodler**, VP for affiliate relations, BET, named executive VP.

Paul Danylik, film booker in operations department of Worldvision Enterprises, New York, named account executive, cable division, and assistant to executive VP-marketing, Jerry Smith.

Sam Holman, Western sales manager, Drake-Chenault Enterprises, Los Angeles, joins Radio Arts there as program consultant.

Keith O'Neil, assistant marketing director, Ramblin' Productions Ltd., Springfield, Mo.-based television production and syndication company, named president.

Charles Wallace, producer, director and writer who has done work for ABC, CBS, Paramount and Universal, joins film production and distribution firm in Charlotte, N.C., Walter J. Klein Co. Ltd., as producer, writer and director.

Dave Nelson, director of sales, Eastern region, Columbia Pictures Television, and formerly, VP-general manager of WBBM-TV Chicago, joins KYW-TV Philadelphia as program manager.

Barbara Smith, program coordinator, WCIX-TV Miami, named program manager.

Don Dillion, program manager for Corinthian Broadcasting's WANE-TV Fort Wayne, Ind.,

Bruce Re, television and radio advertising producer-writer for Bernstein, Rein & Boasberg Advertising, Kansas City, Mo., named account executive.

Paula Polley, copywriter, J. Walter Thompson, Chicago, joins Hoefler, Dieterich & Brown, San Francisco, in same capacity.

Charles Welch, senior art director, Hoffman-York, Milwaukee, named executive art director, Weber Cohn & Riley, Chicago.

John Sarley, writer-producer, Marschalk Co., Cleveland, joins Dick & Bert, Los Angeles comedy radio and television commercial producer, as writer-producer.

Cheryl Neuroth, associate research director, Avery-Knodel Television, New York, named director of research and programing.

Susan Kasprzak, research manager for red division of HR Television, New York, named to same position for television one division. **Kevin Holleran**, research manager for blue division, named research manager for red division. **Jeffrey Boehme**, analyst with red division, named research manager-special projects.

Thomas McGarrity, from NBC sales team in Chicago, Blair Television, named account executive for Blair in St. Louis.

Ginny Stephens, national sales manager, WPGH-TV Pittsburgh, joins sales staff of Katz Television Continental's gold team.

Ronald M. Jordan, account executive, WBBM(AM) Chicago, named to similar post with CBS Radio Spot Sales, Chicago.

Tom Cadigan, from WNBC(AM) New York, joins Eastman Radio there as account executive.

Joan Leahy, VP-daytime program sales, NBC-TV, New York, named VP-daytime and participating program sales.

Elliott Troshinsky, local sales manager of Taft Broadcasting's WTAF-TV Philadelphia, named general sales manager, succeeding Paul (Dino) Dinovitz (see page 99). **Francis Larkin**, in sales position with WTAF-TV, succeeds Troshinsky.

Tom Camarda, national sales manager, WNBC-TV Boston, named VP-director of sales. **John Quinlan**, local sales manager, named VP-sales manager.

Wayne Lansche, general sales manager, KQTV(TV) St. Joseph, Mo., joins Nebraska Television Network, Kearney, as general sales manager. **Robert Calvert**, account executive, KQTV, joins NTV in same capacity. **Bob Potter**, from sales position with Sears, Roebuck, joins NTV as account executive. NTV operates four TV stations.

Charles Swilling, research director, WDIV(TV) Detroit, joins WGN Continental Broadcasting Co. and its subsidiary, WGN Continental Sales Co., Chicago, as director of research.

Peter C. Smith, former creative supervisor for D'Arcy-MacManus & Masius, St. Louis, joins KTVI(TV) there as director of marketing and creative services.

Bill Watts, national sales manager, WSAZ-TV Huntington, W.Va., joins WXII(TV) Winston-Salem, N.C., as director of sales.

Edwanda Richardson, manager of marketing media services for retail division, KNXT(TV) Los Angeles, joins KYUU(FM) San Francisco as director of retail sales development.

Steve Slack, account executive, WATE-TV Knoxville, Tenn., named assistant sales manager.

Philip LeNoble, retail sales manager, KBPI(FM) Denver, named local sales manager. **Catherine McFarlane**, account executive, KHOW(AM) Denver, joins KBPI as national sales manager.

Art Daube, sales manager, WBNR(AM) Beacon, N.Y., joins WWVI(AM) Hyde Park, N.Y., in same capacity. **Al Miller**, from WBPM(FM) Kingston, N.Y., joins WJJB(FM) Hyde Park as sales manager. WWVI and WJJB are owned by Gregory Broadcasting.

Mann Reed, general sales manager, WTEV(TV) New Bedford, Mass., joins WOTB(FM) Middletown, R.I., in same capacity.

Jim Graham, regional sales manager, WJRT-TV Flint, Mich., named national sales manager. **Dan Aube**, account executive, succeeds Graham.

Joseph Lashbrook, account executive, WCKO(FM) Fort Lauderdale, Fla., assumes additional duties as regional sales manager.

Richard Nelson, in sales department of WAXX(FM) Eau Claire, Wis., named sales manager of co-owned WAYY(AM) Chippewa Falls, Wis. **George Roberts**, from L.B. Productions, Eau Claire, named sales representative for WAXX.

Patricia Pearce, media analyst, Campbell-Ewald, Detroit, joins WXYZ(AM) there as research director.

Paul Maschenik, from insurance company in Louisville, Ky., joins WMMG(FM) Bradenburg, Ky., as sales manager.

Peter Hennessey, who has worked in managerial capacity for Boston-based restaurant group, joins WXNE-TV Boston as account executive.

Bill Bean, account executive, KDKA-TV Pittsburgh, joins WRC-TV Washington in same capacity.

Perry Chester, VP of sales-general sales manager, KTVH(TV) Hutchinson, Kan., joins sales staff of KPNX-TV Mesa, Ariz. (Phoenix).

Pat Knight, from HR Television in Chicago, joins KOOL-TV Phoenix as account executive.

Richard Yzaguirre, local sales representative, KSAT-TV San Antonio, Tex., joins KMBC-TV Kansas City, Mo., as account executive.

Carolyn Navarra, account executive, Cable Systems Inc., Audubon, N.Y., joins KYW(AM) Philadelphia as account executive.

Steve Wells, account executive, WILX-TV Onondaga (Lansing), Mich., joins WBAL-TV Baltimore in same capacity.

Bonnie Abdelnour, account executive, WHN(AM) New York, joins WOR(AM) there in same capacity.

Lauren Howard, account manager, *Architectural Digest*, joins KCBS-FM San Francisco as account executive.

Terri Guitron, account executive, Serrano-Miller Advertising, San Francisco, joins KOIT(FM) there as account executive.

John McInerney, account executive, KJAZ(FM) San Francisco, joins KGUN-TV Tucson in same capacity.

Gail Planas, formerly with WTAP-AM-FM-TV Parkersburg, W.Va., named copywriter, WSPD(AM) Toledo, Ohio.

named to same position with co-owned WISH-TV Indianapolis.



Howard

Ralph Howard, mid-day anchor-reporter, assignment editor and weekend news manager, WCBS(AM) New York, joins WCFL(AM) Chicago as program director.

Sandy Beach, program director, WKBW(AM) Buffalo, N.Y., joins KYUU(FM) San Francisco in same capacity. He succeeds

Mike Phillips, who was named program director for NBC FM Radio (BROADCASTING, Feb. 25).

William J. McCarter, president and general manager of noncommercial WTTW(TV) Chicago, elected chairman of Public Broadcasting Service's national program service, PTV-1.

Scott Free, formerly with WIRK-FM West Palm Beach, Fla., joins WIXZ(AM) Pittsburgh as program director.

Mary Horth, producer of *PM Magazine* on WJKW-TV Cleveland, named executive producer of program.

Cliff Chase, associate producer of special projects, WQWT(TV) Omaha, named executive producer of *PM Magazine* on WQWT.

Jeff Mazzei, music director, WNEW(AM) New York, joins WABC(AM) there as production director.

Jeff King, program director, KSEL-AM-FM Lubbock, Tex., joins KPLZ(FM) Seattle in same capacity.

Johnny Mars, from KPAS(FM) El Paso, Tex., joins WXRT(FM) Chicago as air personality.

Bob McClay, former air personality, KSAN-FM San Francisco, joins KCBS-FM there in same capacity. **Sandra Jackson**, news department secretary, KCBS-FM, named writer-producer.

Vic Martin, from KJLA(AM) Kansas City, Mo., joins KOAQ(FM) Denver as air personality.

Jonathan Keyes, air personality, WCKO(FM) Fort Lauderdale, Fla., assumes additional duties as program director.

Dan Vernon Gates, former host of syndicated radio show, *Country Roads*, and formerly with WPLO(AM) Atlanta, joins WRCG(AM) Columbus, Ga., as program director.

Mike Wix, formerly with WRAQ(AM) Asheville, N.C., joins WMMG(FM) Bradenburg, Ky., as program director.

Richard Kaufman, producer-director, WBOC-TV Salisbury, Md., joins WDTN(TV) Dayton, Ohio, in same capacity.

Paul Clifford, from WWSW(AM) Pittsburgh, joins WPNT-FM there as announcer-newsman.

Bruce Edwards, air personality, WMVO(AM) Mount Vernon, Ohio, joins WNOG(AM) Naples, Fla., as production director and air personality. **John Conrad**, from KCMQ(FM) Columbia, Mo., joins WNOG as air personality.

Dave Sanders, director-engineer, Laclede Communications Services, St. Louis, joins KPLR-TV there as staff producer-director.

Chuck Marlowe, sales manager, WHMB-TV Indianapolis, joins WTTV(TV) there as sports director.

Dave Tunell, sports reporter, KTAR(AM) Phoenix, named sports director.

News and Public Affairs

Dow Smith, news director, WPLG(TV) Miami, joins WJLA-TV Washington as executive news director.



Lopes

Gerald Lopes, reporter, WHDH(AM) Boston, joins Sheridan Broadcasting Network, Arlington, Va., as news director.

Carol Rueppel, 11 p.m. news producer, WKYC-TV Cleveland, named news manager.

Don Clark, anchor and assistant news director, KEZI-TV Eugene, Ore., named news director.

Jack Keefe, news director, KTVH(TV) Hutchinson, Kan., joins WIFR-TV Freeport, Ill., in same capacity. **Snow Zezevich**, producer-anchor, WCIU-TV Chicago, joins WIFR-TV as reporter.

Dick Vohs, acting news director, WOI-TV Ames, Iowa, named news director. **Rick Taylor**, anchor-producer, WESH-TV Daytona Beach, Fla., joins WOI-TV as anchor.

Bob Scott, traffic reporter, KHOW(AM) Denver, and owner of public relations firm there, named news director for KHOW.

Mike Cavender, producer of evening news, KMOL-TV San Antonio, Tex., named executive news producer.

Lemar Wooley, reporter, WQAD-TV Moline, Ill., joins WINK-TV Fort Myers, Fla., as assignment editor. **John Hawkins**, reporter-photographer, KGBT-TV Harlingen, Tex., joins WINK-TV in same capacity. **Mike Walsh**, former photographer for WBBH-TV Fort Myers, joins WINK-TV as film lab technician and cinematographer in news department.

Larry Davis Gryzbac, news editor-anchor, Louisiana Network, Baton Rouge, named assistant news director.

Roy Cohen, formerly with WEEK-TV Peoria, Ill., and WTWO(TV) Terre Haute, Ind., named chief news director of nightly broadcast operation of WKEF(TV) Dayton, Ohio. **Jim Vangrov**, assignment editor, WKEF, named assistant news director. **Ted Linn**, general assignment reporter, WKEF, assumes additional duties as consumer affairs reporter.

Liz Walker, reporter, early-morning anchor and host of daily magazine program, *Midday*, KRON-TV San Francisco, joins WBZ-TV Boston as weekend anchor and general assignment reporter during week.

Maureen Zimmerman, weekend anchor, reporter and producer, KXJB-TV Valley City (Fargo), N.D., joins KTRK-TV Houston as reporter.

Kevin Brown, reporter, WHIO-TV Dayton, Ohio, joins WJZ-TV Baltimore in same capacity.

Lori Lei Matsukawa, anchor, producer and reporter, KPTV(TV) Portland, Ore., joins KOMO-TV

Seattle as general assignment reporter.

Christopher (Crick) Bowen, producer, WCVB-TV Boston, joins WLS-TV Chicago as senior producer of public affairs programming.

Jim and Camille Bohannon, husband and wife anchor team, WRC(AM) Washington, join WCFL(AM) Chicago as morning news anchors.

Anne Mulligan, reporter and co-host of *Noon-time* on WJKW-TV Cleveland, joins WKYC-TV there as feature reporter and backup consumer anchor.

Claudia Brown, formerly with noncommercial KCPQ-TV Tacoma, Wash., joins KPTV(TV) Portland, Ore., as reporter.

Beverly Schuch, reporter specializing in environment and energy, WCSH-TV Portland, Me., joins WJAR-TV Providence, R.I., as Massachusetts reporter.

C.J. Beutien, reporter and weekend anchor, WPSD-TV Paducah, Ky., joins WRCB-TV Chattanooga as 11 p.m. producer and co-anchor.

Bill Pounders, reporter, KFSN-TV Fresno, Calif., joins WVTM-TV Birmingham, Ala., as anchor-reporter.

Janet Hall, morning anchor-reporter, WKRG-TV Mobile, Ala., joins WRCB-TV Birmingham, Ala., as weekend anchor-reporter.

Chuck Workman, sports director, WTTV(TV) Indianapolis (Bloomington, Ind.), named director of public affairs. **Bob Bloem**, who has been public affairs director at WTTV, will continue with station as special consultant for news and public affairs.

Steve Ruppe, assignment editor and acting news director, WCMH-TV Columbus, Ohio, joins WBNS-TV there as night editor.

Dan Price, producer and news director, KTOM(AM) Salinas, Calif., joins KDON-AM-FM there as news operations manager and director.

Richard Draper, formerly with KOAT-TV Albuquerque, N.M., and KRDO-TV Colorado Springs, named news director, KIVA-TV Farmington, N.M. **John Barone**, from KOAT-TV, joins news staff of KIVA-TV.

Louise Schiavone, anchor and reporter, WGST(AM) Atlanta, and **Kitty Falcone**, anchor and reporter, KOH(AM) Reno, join AP Radio, Washington, as editors.

Brian Rublein, formerly with WAVE(AM) Louisville, Ky., named anchor, WHAS(AM) Louisville.

Mary Beth Zolik, formerly with WJR-AM-FM Detroit, joins news department of WSPD(AM) Toledo, Ohio.

Jon Hoffland, news producer, WCCO-TV Minneapolis, joins WAYY(AM)-WAXX(FM) Eau Claire, Wis., as news producer-anchor.

Jennifer Romm, morning news anchor, WMJQ(FM) Rochester, N.Y., joins noncommercial WXXI(TV) there as reporter.

Karen Sughrue, news writer, WRC-TV Washington, named producer of 6 and 11 p.m. news, WCHS-TV Charleston, W.Va. **John Flanders**, weekend weathercaster, WAST-TV Albany, N.Y., joins WCHS-TV as meteorologist on 6 and 11 p.m. news.

Burt Goodman, managing news editor, KARZ(AM) Phoenix, elected president of Arizona Associated Press Broadcasters Association.

Promotion and PR

Frederick Mattingly Jr., account executive, Sheridan Broadcasting Network, Arlington, Va., named director of creative services.

Jim Byrne, former producer, host and publicist, WCYB-TV Bristol, Va., joins WNCB-TV Boston as publicity manager.

Jean Hendrix, director of public relations and special projects, WSB-TV Atlanta, has announced plans to retire at end of year. She has been with WSB-TV since 1946. **Bill Brown**, executive producer, WRAL-TV Raleigh, N.C., named creative services manager for WSB-TV.

Thea Morris, promotion assistant, Nebraska Television Network, Kearney, named promotion and public service director. NTV includes four stations.

Charmaine Meyer, news promotion director, WCKT(TV) Miami, named creative services director.

Susan Collins, from MCA Records in Minneapolis, joins KSTP(AM) there as promotion director and programing assistant.

Joseph Logsdon, promotion manager, WFIE-TV Evansville, Ind., joins WTTV(TV) Indianapolis (Bloomington, Ind.), in same capacity.

Robin Solomon, receptionist, WCKO(FM) Fort Lauderdale, Fla., named promotion director.

Louis Williams Jr., former president of Mid-western region for public relations firm of Harshe-Rotman & Druck, Chicago, joins Hill & Knowlton there as VP.

Technology

Joseph P. Johnson, manager of industrial relations, RCA Missile and Surface Radar organization, Moorestown, N.J., named staff VP-industrial relations, RCA Laboratories, Princeton, N.J.

Ken Dondoro, district manager in New Jersey and New York for Panasonic Corp., named Northeast region district manager for Sony Video Products, Paramus, N.J. **Andrew Mougis**, merchandise control coordinator for video products, Sony Video Products, named tape specialist for Northeast region.

Leroy Wright, regional sales manager, Southeast region, Panasonic Video Systems Division, named regional manager.

Fred Bergstrasser, marketing VP for Ikegami, named general manager for Washington sales and service facilities of Video Systems division of Peirce-Phelps. **Mark Everett**, project engineer for industrial and government video communications installations done by Peirce-Phelps, named chief engineer in Washington. Peirce-Phelps is headquartered in Philadelphia.

Gerry D'Almada, Western regional sales manager, Magnasync/Moviola, Hollywood, named director of marketing, film and video products.

David Gadbois, communications consultant, Electronic Design Co., St. Paul, joins Telex Communications's Turner Audio Products, Minneapolis, as sales manager for Turner's broadcast and professional audio products group.

Gregory Smith, chief engineer for Ball State University's center for radio and television, Muncie, Ind., joins WISH-TV Indianapolis as chief engineer.

Steve Colley, technician, KNX(AM) Los Angeles, named maintenance supervisor. **Larry Wichman**, transmitter supervisor, KZLA(FM) Los Angeles, joins KNX as assistant transmitter supervisor.

Francis Morse, chief engineer, WKZO-AM-TV Kalamazoo, Mich., has retired. **James Garrett**, assistant chief engineer, succeeds Morse.

Henry Kuhn, engineer, WEBR(AM) Buffalo, N.Y., has retired. He joined station in 1937.

Kenneth McCorkle, engineer, WREG-TV Memphis, named assistant chief engineer.

Allied Fields

H.L. (Skip) Harrell, VP-regional manager of Cherry Hill, N.J., office, Marketing Research Group USA, A.C. Nielsen Co., named Westport, Conn., regional manager, succeeding **Donald Harper**, who retires. **Donald Schultz**, VP-sales manager for Marketing Research Group's Northbrook, Ill., regional office, succeeds Harrell in Westport.

M. Mitchell (Mike) Jablons, account supervisor, Ketchum, MacLeod & Grove, New York, named marketing sales executive-national sales, Television Bureau of Advertising, New York.

Phyllis Tritsch, assistant director for planned giving, American Red Cross, Washington, named executive director of American Women in Radio and Television, Washington.

Honored. William A. Henry 3d, TV critic of the *Boston Globe* since 1977, was among Pulitzer Prize winners announced last week. Cited were his columns dealing with topics beyond routine criticism. Pulitzer winners also included son of NBC's David Brinkley, Joel Brinkley, who was honored for international reporting at *Louisville (Ky.) Courier Journal*, and Don Wright, cartoonist for *Miami News*, whose work, along with that of other cartoonists, is animated by Newsweek Broadcasting for its *Cartoon-a-torial* syndicated inserts. It's Wright's second Pulitzer. A runner-up this year is also among Newsweek's team of 13 cartoonists, Paul Szep of the *Boston Globe*.

Mark Tauber, George Clark, John Duffy and Jack Erickson, associates in law firm of Pierson, Ball & Dowd, Washington, named partners.

Lawrence Valenstein, founder and former chairman of Grey Advertising, New York, named president of International Federation of Parkinson's Disease Foundation, New York, newly formed nonprofit organization.

Maggi Cowlan, director of research, Group W Productions, joins Marketing Evaluations, Port Washington, N.Y., as director of entertainment research.

Deaths

Charlton G. Shaw, 74, retired executive of A.C. Nielsen Co., died of emphysema March 28 at Tucson, Ariz., Medical Center. He joined Nielsen in 1934 and retired in 1966 as executive VP and head of Nielsen client service division. Survivors include his wife, Elsa, and daughters, Elsa Beatrice and Anita Ragnhild, latter a writer-producer at KHJ-TV Los Angeles.

Joseph P. Dowling, 54, VP and director of research for Storer Television Sales, New York, died of heart attack March 14 in Danbury (Conn.) hospital. He had been with STS since its formation in 1961 and earlier had been with ABC and CBS Television Spot Sales. Surviving are his wife, Nettie and two daughters.

William Cabell Grayson, 58, special coordinator for telecommunications, Smithsonian Institution, Washington, died of cancer April 15 at his home in Washington. He joined Smithsonian in 1964 and played major role in development of institution's public information and radio-television program. He coordinated production of *The Smithsonian*, series of 26 half-hour programs shown on network television in 1966 and 1967. Before joining Smithsonian, he worked for NBC in Washington 14 years. He joined NBC as page and later became program manager of NBC's WRC-AM-TV Washington. Survivors include his wife, Janet, two sons and one daughter.

John R. Haney, 54, director of programing for Georgia Public Television Network, Atlanta, died April 9 after short illness. He had been with Georgia Network 15 years. Earlier in his career, he worked at noncommercial WYES-TV New Orleans and noncommercial WUFT(TV) Gainesville, Fla. Survivors include his wife, Ann, and daughter.

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WLBT's Dilday: competition is his motivation

Talk to William Dilday and you invariably keep returning to the same theme: competition. "I'm very achievement oriented," Dilday says. "I don't like to lose."

Dilday's striving to be on top has resulted in some important firsts in his career: in May 1972 he was appointed general manager of WLBT(TV) Jackson, Miss., the first black GM of a commercial VHF station in the continental United States; and last month he became the first black member of the National Association of Broadcasters' TV board.

But while some would single out Dilday's accomplishments and put the emphasis on his being black, he tends to see it another way. "I was too busy being a general manager to think about being a black general manager," Dilday says. "I never consciously thought about it. I didn't feel I was proving anything or representing anybody. As I said, I'm very achievement oriented. Most of my time was spent trying to move ahead of the competition."

Dilday's push to make good in his spot as general manager paid off for WLBT. Revenues and profits have been on the increase since his taking over, and in 1973 the station showed up as number one in both the Nielsen and Arbitron rating books, where it has stayed ever since. In addition, under Dilday's command, an investigative reporting unit picked up a Peabody Award for documentary reporting, and the National Mental Health Association's 1977 Media Award. And since 1972, WLBT has outdistanced the competition in first place awards presented by the Mississippi Broadcasters Association.

Of course other stations have also been known to prosper, and other general managers have moved their stations to number-one spots. But there was at least one difference in this case—and it had nothing to do with Dilday's race: the GM job was a major step in that his only other broadcast experience had been as personnel director of the former WHDH-AM-FM-TV Boston, a position with major responsibilities, but certainly not the type of responsibilities that would be required in a station's number one spot.

But Dilday says that in his three years as personnel manager in Boston he did a lot of troubleshooting for the stations, he worked very closely with the general managers, and he got to learn the details of the business, keeping a close eye, for example, on how programing decisions are made.

His opportunity to step into the GM role



William Horace Dilday Jr.—general manager, WLBT(TV) Jackson, Miss., b. Sept. 14, 1937, Boston; B.S., Boston University, 1960; operations supervisor, IBM Corp., Boston, 1964-1968; personnel administrator and public relations director, Egerton, Germeshausen & Grier, Roxbury Inc., Roxbury, Mass., 1968-1969; director of personnel, WHDH-AM-FM-TV Boston, 1969-1972; current position, 1972 to present; m. Maxine Wiggins, Nov. 5, 1966; children—Erika, 11; Kenya, 10.

came as a result of a landmark court case—beginning with a 1964 petition to deny WLBT's license—brought by the United Church of Christ, for discrimination against blacks. In the end, the courts assumed the role of the FCC—after the commission had granted a one-year probationary license renewal—and revoked the station's license. Four competing applicants all proved unacceptable, and a coalition of those competing—with 51% black ownership—took over the station. A search for a black GM ensued, and after a series of interviews, Dilday was offered the position.

Realizing the challenge put before him, Dilday decided to jump in. In some respects, he says, the job actually seemed as if it might be easier: It was dealing with more than 300 people in Boston, and the staff at WLBT numbered only 75.

Dilday wasn't really sure that broadcasting was his field until he fell into it. When he decided to leave his job as operations supervisor at IBM he sent his resume to electronic companies, although he decided also to give WHDH-AM-FM-TV a shot, partly because he had always had an interest in media. (His high school yearbook lists his aspiration as "sports reporter.")

Dilday admits there was some apprehension surrounding the move to Mississippi,

going from a large Northeastern city to a small Southern city. "I had to learn the differences in how things operate," he says. "I was used to operating at a higher pace."

But the move, Dilday says, was a good one, and he has come to enjoy the South. Whether he'll want to stay there permanently, however, is another matter.

"My aspirations are to own my own TV station," Dilday says. "I'm dickering; I've been looking for the last year and a half."

Actually, he goes on to say, owning a TV station is not where he wants to finally end up—he puts the goal at group ownership, and he sees no reason why that won't work out some day. "When you become satisfied," he says, "you get stagnant."

Although interest rates are high and finding money, particularly for minorities, has generally been a problem, Dilday believes financing a deal will not be a major obstacle. He says there are a lot of people with confidence in his ability, and the biggest hurdle is finding that first property.

And when that purchase does come (actually, the first purchase might be a radio station, a possibility that has not been ruled out), Dilday says he'll want to be involved in day-to-day operations. Administration, he notes, is his strength, and that's where he'll want to stay.

In the meantime, however, there is enough to keep him busy. In addition to his recent appointment to the NAB TV board, he serves on other boards, including the NBC television affiliates board and the Congressional Black Caucus Communications Brain Trust. There are also civic duties and never-ending chores at the station, but Dilday thinks he can fit it all in. "If you plan and organize, you can get everything done," he says.

Although Dilday says he likes Jackson ("I haven't had to shovel snow in eight years."), he hasn't ruled out the possibility of making a move—even if the move isn't dictated by the purchase of a property. He doesn't have his sights set on the network level, as he likes station-level work, but a larger market looms as attractive. And while some would say that it may be some time before there is a significant number of black general managers in the top markets, Dilday believes there is no reason why it can't happen.

The problem in the past, he says, is that a network of managers developed, none of whom were black, and the same people moved from one station to another. But that's changing, he adds, and now there is nothing that would shut out qualified black managers from the top markets. As to whether he has anyone in mind who has the expertise to fit that description, Dilday admits that he does. "If you have a competitive nature, you want to play in the big leagues," he says.

Time, gentlemen

The popular message emanating from Washington these days is that broadcasters must not expect relief from regulation unless they welcome rampant competition. Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, put it most bluntly at the National Association of Broadcasters convention last week when he suggested that the FCC suspend its proposed radio deregulation until broadcasters quit resisting the narrowing of AM radio channels from 10 khz to 9. FCC Chairman Charles D. Ferris was less truculent, but his message about deregulation and competition was the same. Neither was carried through the halls on the broadcasters' shoulders.

It is just possible that the regulators and the regulated may be approaching a hardening of positions that will lead only to trench warfare of the most destructive kind. Maybe it's time for both sides to back off for reflection.

□

The evidence suggests that Washington is looking at the broadcasters' position from a simplistic point of view, just as broadcasters may be amplifying dangers beyond reasonable proportion. It is true, as Van Deerlin says, that AM broadcasters object to new entries in a radio service that they regard as overcrowded now. But he should also recognize that many AM operators sincerely believe that, apart from the new stations it might create, a reduction of AM channel width would diminish signal quality. Nor has the government presented engineering testimony to persuade them otherwise.

Undeniably, the NAB was undiplomatic in making an end-run around the U.S. delegation to urge other countries at the recent Region 2 conference in Buenos Aires to delay action on 9 khz, but it was merely reflecting the fears of members that the U.S. government was ready to demote AM to a secondary service: An AM system that is already at some technical disadvantage to FM needs no further degradation.

The NAB did not, however, propose rejection of the change to 9 khz. It merely requested a delay until a proper engineering appraisal of the consequences can be made. If the engineering fails to substantiate the NAB's fears, the association will have no legitimate reason to continue its resistance.

Similarly, FM broadcasters read their own forebodings into the emphasis on lowering barriers to entry. They are faced with a recent rulemaking from the FCC to create more FM stations at as yet undetermined cost to existing service areas. To be sure, they will have an ample opportunity to present a case against the proposed expansion, but meanwhile they can be excused for wondering whether the FCC is so committed to the enlargement of competition that it cares little if at all about the preservation of standards on which the present system has so painfully been built.

Television broadcasters also take it personally when talk of competition blows out of Washington. They were reminded that their own position is precarious when Chairman Ferris, making promises to a black audience not long ago, noted that the FCC "can also create new UHF and VHF stations by shoehorning in additional stations at less than the present mileage separations and by making greater use of translators and other low-power services." That may have been the clearest exposition yet of Washington's present disregard or ignorance of technical details that are the very underpinning of the broadcast services.

□

On the other side, it must be granted that the government is not without reason to believe that the broadcasters' reflexes are

trained to recoil from even the remotest hint of challenge. The NAB's elevation last week of direct-to-home satellite service to the status of a major threat is a case in point. If the NAB is to be taken seriously, it must give some better reason than it gave last week to ask the government to disallow a new service. It is not enough to say that local broadcasters are incapable of surviving competition from the sky.

A little less rhetoric and a little more thought would improve Washington relations.

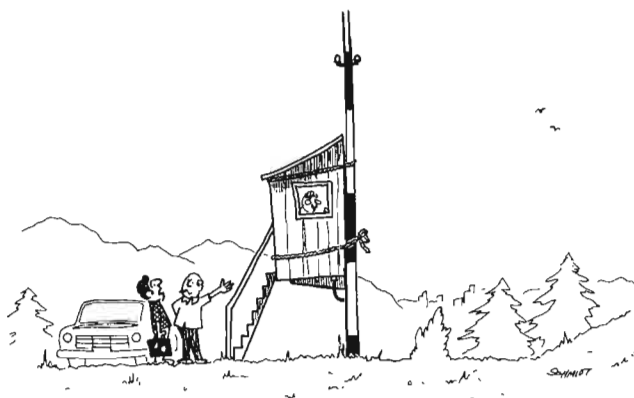
Two-track tumult

If the FCC thought it was doing AM broadcasters a favor by approving an AM stereo system two weeks ago, it got a rude surprise at the National Association of Broadcasters convention last week. At every session where AM stereo was a subject, and at some sessions where it was dragged in as an uninvited guest, the FCC was berated for picking the wrong system. No other topic at the convention attracted more heated debate.

If any conclusion may be distilled from all the criticism, it is that the FCC's selection of Magnavox among five systems in contention was the most unpopular choice it could have made. Few broadcasters, however, are pleased by the probability that FCC reconsideration or court appeals would delay the adoption of a preferred system. Fewer still want the FCC to step aside and let the marketplace decide which of the systems survive. Among AM broadcasters, there is an evident desire to get on with the inauguration of stereo broadcasting.

Underlying the AM broadcasters' eagerness to introduce stereo is their keen awareness of FM stereo's ascension in radio ratings. AM musical formats face prospects of more erosion in the ratings as long as differences in AM and FM fidelity, especially at the receiving end, remain as sharp as they are. The hope of AM broadcasters is that stereo will not only enhance their output at the transmitter but also encourage manufacturers to improve the quality of AM receiving sets.

Members of the FCC gave informal assurances last week that they would take another look at their stereo decision if a significant volume of requests for reconsideration was received. Broadcasters ought to accept the invitation, but with the added request that the FCC's second look be expedited. If there is genuine reason for the broadcasters' disapproval of the FCC's first choice, the case against it can be made from the evidence already at hand.



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PAPER

AMERICA'S Little House On The

Top Series

Rank	Rating
1. Little House (N)	27.3
2. Three's Company (A)	27.0
Dallas (C)	27.0
4. Dukes of Hazzard (C)	26.6
5. 60 Minutes (C)	25.9
6. Real People (N)	25.3
7. Tenspeed/Brown Shoe (A)	25.2
M*A*S*H (C)	25.2
9. Big Event (N)	24.9
10. Fantasy Island (A)	24.2
Happy Days (A)	24.2
12. Monday Night Movies (N)	23.8
13. Eight is Enough (A)	23.7
14. Love Boat (A)	23.5
15. Barney Miller (A)	23.1
Alice (C)	23.1
CHiPs (N)	23.1
18. Goodtime Girls (A)	23.0
19. Archie Bunker's Place (C)	22.9
20. Diff'rent Strokes (N)	22.7
21. Sunday Night Movie (A)	22.6
22. Taxi (A)	22.2
Jeffersons (C)	22.2

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Source: *Broadcasting Magazine, March 3, 1980
**New York Post, March 13, 1980.

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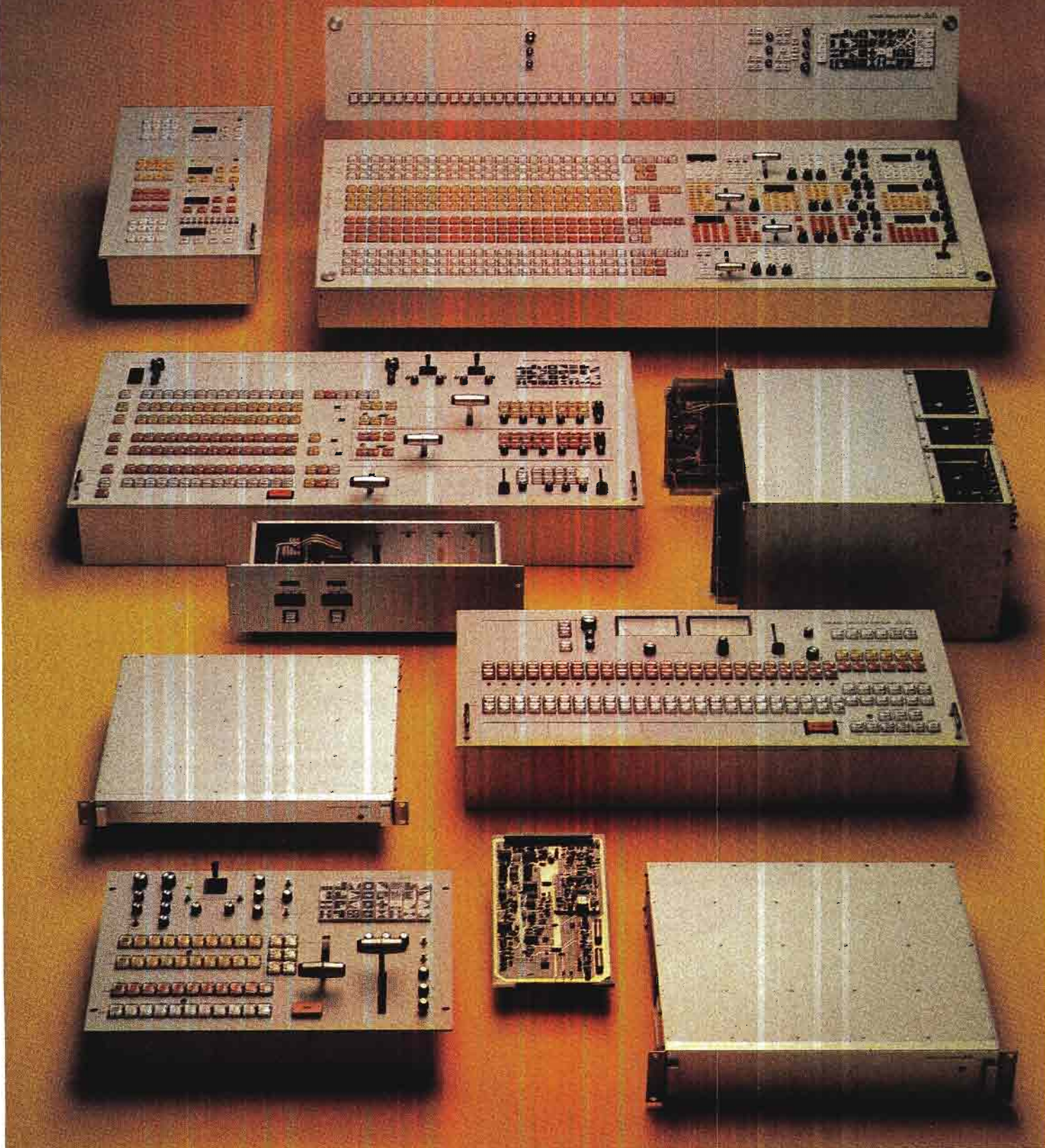
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The Week in Brief

TOP OF THE WEEK

COX-GE COMING UNGLUED □ Cox says it wants out of the \$480-million merger, that all the conditions appear impossible to satisfy. GE contends Cox sought "inordinate" increase in selling price. **PAGE 21.**

GIANT JOLTS PAY CABLE □ Getty Oil and four major Hollywood studios plan a joint satellite venture to deliver movies. The shock waves prompt current pay-cable leaders to assert antitrust violations. **PAGE 22.**

WINNER: CBS-TV □ The network becomes the prime-time champ for the season, edging ABC-TV by one-tenth of a point. **PAGE 24.**

PENNSYLVANIA POLKA □ Carter and Kennedy continue their orchestrated steps in that state's primary with sidekicks at each other. Bush bets a budget there and becomes more issue-oriented. **PAGE 26.**

SPECIAL REPORT

NAB'S EQUIPMENT MARKETPLACE □ A total of 408 exhibitors gave this year's Las Vegas show the biggest numbers ever. No major attractions monopolized the buyers' attentions, but the refinements in current hardware were most noteworthy. **PAGE 28.**

WHICH WAY FOR TECHNOLOGY? □ Six experts in broadcast engineering review the state of their art as an aftermath to the NAB convention. They discuss where technology stands, where it will be, how its development could be better expedited. **PAGE 34.**

LAW & REGULATION

COURTROOM ACCESS CHALLENGE □ The Supreme Court agrees to review a case in Florida in which it is claimed cameras violated rights of the defendants. **PAGE 52.**

RENEWAL CRITERIA □ The Swift bill to keep the FCC from considering crossownership factors at relicensing time is supported in part by broadcasters, opposed by public interest groups. **PAGE 53.**

COMSAT RESTRUCTURE □ The FCC proposes a split operation to increase telecommunications competition

among international common carriers. **PAGE 54.**

BLAMING THE LAWYER □ The loser in a bid to supplant WFAA-TV Dallas bases its appeal on its former attorney's "misrepresentation." **PAGE 56.**

MEDIA

PBS'S MONEY PLAN □ Member stations will get a rundown in June on Grossman's strategy to generate more revenues from other sources. **PAGE 58.**

BREAKTHROUGH IN DELAWARE □ An FCC judge's grant of a channel-38 application for Seaford gives the state its first commercial TV station. **PAGE 59.**

STRIKING BACK □ Optical Systems, disenfranchised as a pay supplier in Flint, Mich., charges the cable system there and HBO conspired against it. **PAGE 59.**

BUSINESS

BIG SPENDERS □ TVB lists the top-100 television advertisers in 1979. P&G's \$463 million keeps it at the top. The total for all network and spot buying exceeds \$7.5 billion. **PAGE 62.**

DIP AT ABC □ First-quarter profits are 4.7% under its income in last year's comparable period. Growing program costs are cited. **PAGE 62.**

JOURNALISM

TALLAHASSEE TIFF □ The Florida public network, which runs the system in the state legislature, slams the door on commercial broadcasters seeking TV access. **PAGE 64.**

PROGRAMMING

BOXSCORE FROM CANNES □ Upwards of 3,000 attend MIP with as much as \$50 million spent for TV programming. **PAGE 65.** The foreign buyers are not excited about U.S. offerings. **PAGE 70.**

PROFILE

THE MUELLER METHOD □ When Storer Broadcasting committed itself fully to the race for cable television franchises, it handed the baton to Arno Mueller. As president of the Cable Division, he has maintained a steady pace that has kept Storer in the front of the field. **PAGE 97.**

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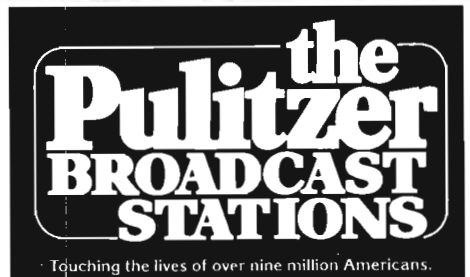
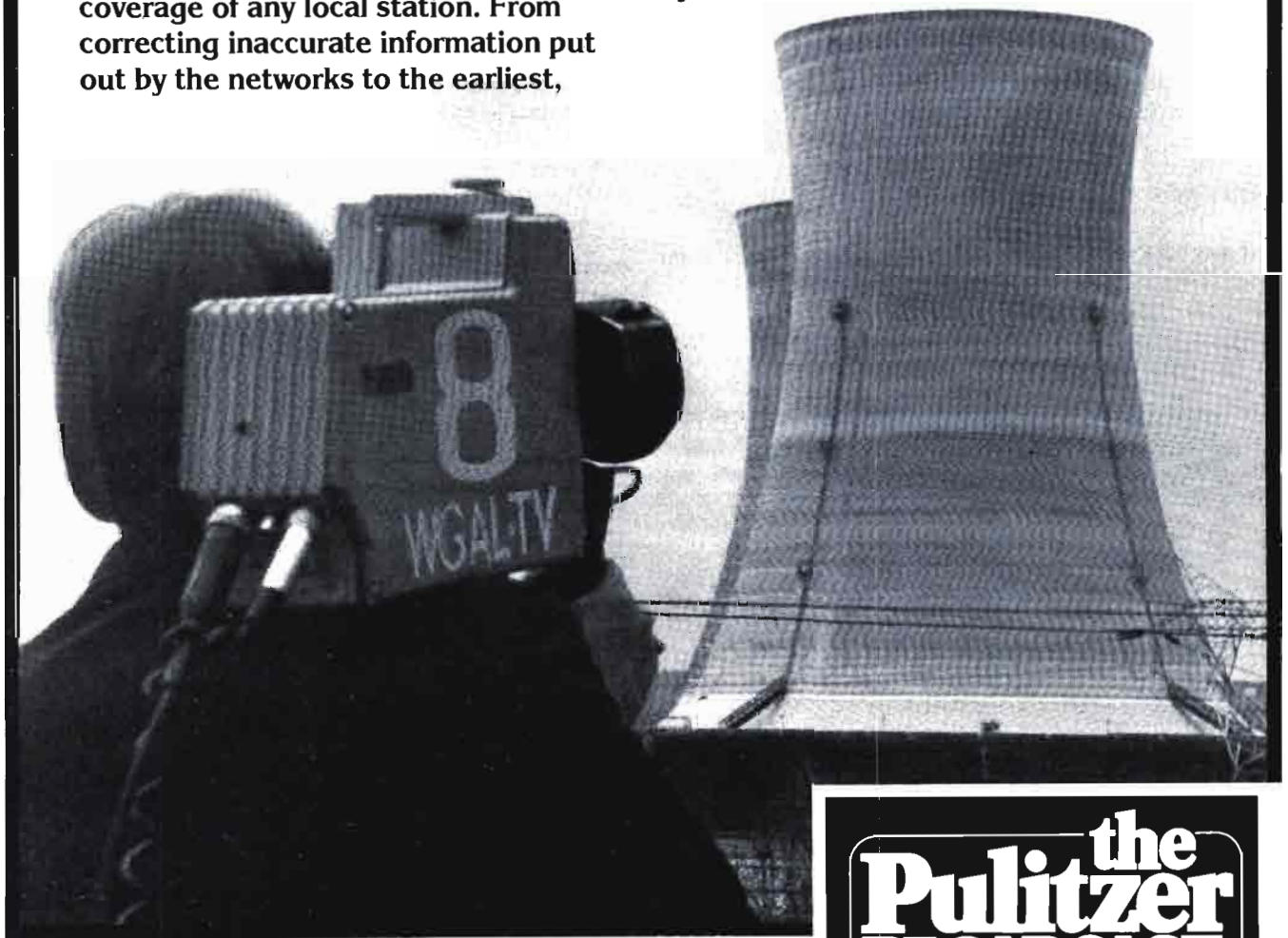
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Insider report, behind the scene, before the fact

Stew over stereo

As opposition to Magnavox AM stereo system congeals, FCC Broadcast Bureau is busy preparing report and order that would make FCC's April 9 approval of system official (BROADCASTING, April 14). Staff is working toward release of report in mid-June. Reason for long gestation period is that, unlike report presented by bureau at April 9 meeting, new report will be essentially technical.

James McNally, staffer who is writing report, said that he is supposed to be writing "ironclad" defense of Magnavox selection, but that since staff's original recommendation was made in haste, "there is a remote possibility" that after closer look at data and comments, another choice might emerge. In that event, McNally said, he would be "morally and ethically" bound to let his superiors know about it.

Status report

Cable News Network is on schedule for June 1 start-up of 24-hour, satellite-delivered news service. Total staff of 225 has hands full whipping Atlanta headquarters and six bureaus into shape for full-scale dry runs scheduled to begin May 5.

Installation of equipment seems to be biggest problem. Two largest bureaus, New York and Washington, are still uncrating. And in Atlanta, earth stations that CNN will use to transmit programming to cable systems and receive feeds from bureaus and remote locations are just now being set in place. San Francisco bureau is lagging behind rest; it lost lease on original location and found new quarters only last Thursday.

Curtains going up

ABC-TV programers were expected to work much of past weekend to get 1980-81 prime-time schedule ready for announcement today (April 28). Insiders were guessing four to five hours of programming would be replaced, probably most in 8-9 p.m. NYT blocks on Friday and Saturday and 7-8 p.m. Sunday, with following among leading candidates as new entries (though not necessarily in this order): *Breaking Away*, hour comedy; *American Dream*, hour drama; *It's a Living*, *But I'm a Big Girl Now* and *Mr. and Mrs. Dracula*, all half-hour comedies; *Oil*, soap opera in *Dallas* style; *Phoenix* and *Jack Flash*, both featuring super-heroes short of being Superman, and two programs in *That's Incredible* genre,

Amazing Animals and *All American Pie*, latter with Joe Namath.

CBS-TV is also due to announce its 1980-81 line-up this week, presumably no later than Wednesday since it's scheduled all-day selling session with advertisers and agencies on Thursday. Coming off strong spring schedule, CBS is expected to replace fewer than five hours. Monday, Tuesday, Friday and Sunday nights could return intact or nearly so. NBC line-up, due about May 7, will be set after meetings this week in Los Angeles attended by President Fred Silverman and Chairman Jane C. Pfeiffer. Network has stronger core to work from than last year. Primary building blocks are *CHiPS*, *Little House on the Prairie*, *Real People*, *Diff'rent Strokes* and *Quincy*.

Career planning

Three years before Joseph Fogarty's term is up as FCC commissioner (June 30, 1983), he has begun to think about his future. At brown-bag lunch last week, sponsored by U.S. Office of Consumer Affairs, Fogarty slipped that he will "retire in three years." When asked later, he explained that he does not know whether to seek reappointment or look to more profitable employment outside government. He has six children, three now in college.

Crash courses

Series of intensive, one-week sales training seminars for local TV salesmen, said to be first of kind, will be sponsored by Blair Television, starting in June. Each seminar will be limited to about 30 salesmen (but not to salesmen from Blair-represented stations). First one is said to be nearly sold out. Two others planned this year, more next.

Seminars will be conducted by Success Research Institute and, incidentally, will include long-time broadcasting figure, Matthew J. Culligan, former president of NBC Radio, Mutual and *Saturday Evening Post*. Culligan has been retained by Success Research as consultant and will also take part in seminars, details of which are to be announced this week.

Concentrated fire

ABC Radio researchers are combing Arbitron and RAM Research diaries for signs that short bursts of radio commercials may score higher cumulative ratings than lighter distributions over longer periods. RAM Research presentation not long ago suggested theory

that, say, 10 spots in one day or two would outscore 10 spots scattered two per day for five days. If analysis supports theory, ABC will undertake testing.

Pinnacle

Myron Frederick (Mike) Shapiro, president and chief operating officer of Belo Broadcasting Corp (WFAA-AM-TV and KZEW[FM] Dallas plus KFDL-TV Beaumont, Tex.), becomes chief executive officer, too. Head of Belo's broadcasting operations since 1958, Shapiro has taken over policy direction from James M. Moroney Jr., president of parent *Dallas Morning News*.

In 1961, Shapiro, former news executive, initiated *Let Me Speak to the Manager*, personal interview format that has been emulated elsewhere. He's served several stints on board of National Association of Broadcasters.

One to watch

If any changes take place in ABC Entertainment division's Los Angeles executive suites as consequence of network's loss of first place to CBS-TV in prime-time ratings for season (see page 24) man apt to be moving up ladder of responsibility is Lewis Erlicht, low-profile vice president and assistant to president of entertainment division. Currently his domain is acquisition of feature films, but his corporate background is varied.

Career ABC man, Erlicht is said to be quite close to ABC Television President Frederick Pierce. Like Pierce, Erlicht rose out of research department. He was formerly general manager of network-owned WLS-TV Chicago. Unlike most Los Angeles executives, Erlicht's background is not primarily in Hollywood, and he has management expertise said to be lacking on West Coast.

Post mortem

NAB executives from President Vincent T. Wasilewski down were congratulating one another last week for association's convention in Las Vegas April 13-16. Contributing to their satisfaction were: few delegate complaints, toned-down talk by such former critics as FCC Chairman Charles D. Ferris and Chairman Ernest F. (Fritz) Hollings (D-S.C.) of Senate Communications Subcommittee. Pluses were enough to overcome aftertaste of harsh words from House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) about NAB's intrusion in Region 2 conference (BROADCASTING, April 21).

Business Briefly

TV ONLY

American Can Co. □ Second-quarter campaign for Aurora soft pack begins this week in more than 20 markets including Los Angeles and San Francisco. Spots will run in day, fringe and news times. Agency: Scali, McCabe, Sloves, New York. Target: women, 18-49.

New York Telephone □ Second-quarter campaign, "Spring Gift Giving," begins this week in Albany-Schenectady-Troy, Utica and Plattsburgh, all New York. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Gibraltar Savings & Loan □ Twenty-six-week campaign for bank begins May 5 in California markets of San Francisco, Los Angeles, Fresno, San Diego, Sacramento and Chico-Redding. Spots will run during day times. Agency: Ogilvy & Mather, Los Angeles. Target: adults, 18 plus.

Carter-Wallace □ Four-week campaign for Arrid Extra Dry deodorant begins May

26 in 17 markets. Spots will run during day and fringe times. Agency: Ted Bates, New York. Target: adults, 18-34.

General Mills □ Four-week campaign for Yoplait yogurt begins this week in about 20 markets. Spots are placed during prime and late fringe times. Agency: Dancer Fitzgerald Sample, New York. Target: adults, 18-49.

Cadbury □ Four-week campaign for Carmello candy begins May 5 in New Orleans, Baton Rouge and Lafayette, La. Agency: Young & Rubicam, New York. Target: teen-agers; adults, 18-49.

Renault □ Four-week campaign for Le Car begins June 2 in about 20 markets including Los Angeles, San Francisco, Minneapolis-St. Paul and Pittsburgh. Agency: Marsteller, New York. Target: adults, 18-49.

Cains □ Four-week campaign for mayonnaise begins May 19 in Albany-Schenectady-Troy, N.Y.; Boston; Hartford-New Haven, Conn.; Portland, Me., and

Springfield, Mass. Spots will run during day, fringe and prime times. Agency: Harold Cabot, Boston. Target: women, 25-49.

Speidel □ Four-week campaign for identification bracelets begins May 5 in 15 markets. Spots will run during teenage programming. Agency: Creamer Inc., New York. Target: teen-agers, adults, 18-24.

Pulsar Watches □ Four-week campaign for watches begins this week in approximately 100 markets including Philadelphia and Columbus, Ohio. Spots are placed during fringe and sports times. Agency: Sawdon & Bess, New York. Target: adults, 18-49.

Gwaltney □ Four-week campaign for hot dogs begins this week in 11 markets. Spots will run during fringe times. Agency: D'Arcy-MacManus & Masius, New York. Target: women, 25-54.

Brunswick Corp. □ Three-week campaign for Zebco fishing reels and rods begins this week in 26 markets including Albany-Schenectady-Troy and Buffalo, all New York.

Radio only

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Ask Len Bilotti
WAQX, Syracuse

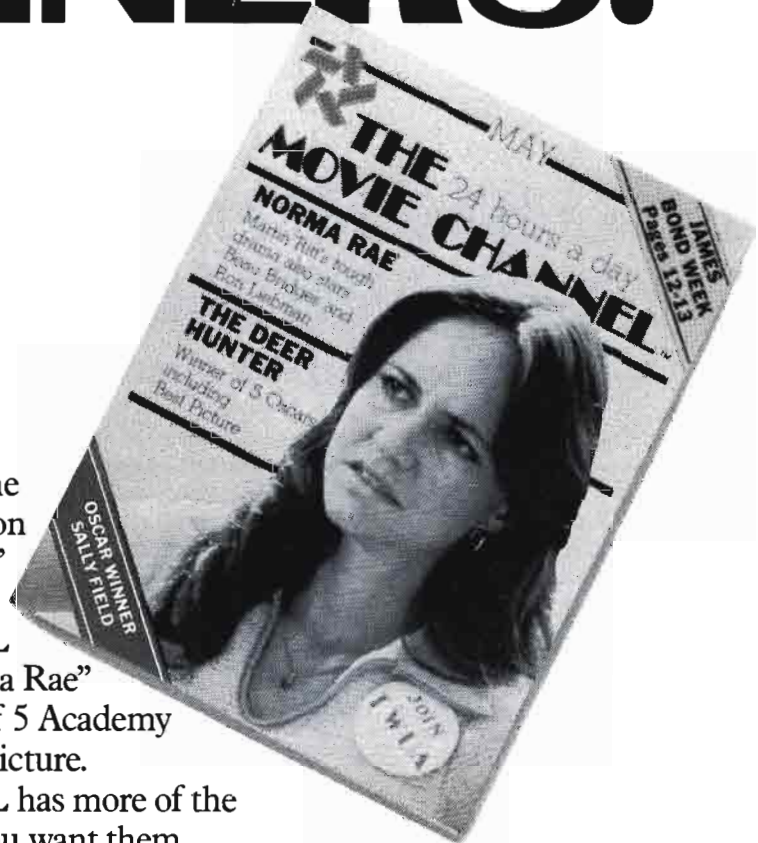
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Celebrated. In TV network and spot campaign created by Doyle, Dane, Bernbach, New York, Ponderosa steakhouse restaurants will feature celebrities such as actress Jill St. John, Oakland Raider Dan Pastorini and comedienne Phyllis Diller. The spots air this week over CBS regional network and in about 60 spot markets concentrated in Wisconsin, Illinois, Indiana, Ohio, Michigan, Pennsylvania and upstate New York. Continuing the theme, "Ponderosa, how do you do what you do?," the commercials are set in the new unit interiors the company is introducing in more than half of its 650 restaurants. Other versions of the campaign have been prepared for early summer with Pearl Bailey, Shari Lewis and Lamb Chop and astronaut Gordon Cooper.

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Agency: Hood, Hope & Associates, Tulsa, Okla. Target: men, 18-49.

Frito-Lay Three-week campaign for Fritos corn chips begins this week in 12 markets. Spots will run during day and prime times. Agency: Foote, Cone & Belding, New York. Target: women, 18-49.

Four C Three-week campaign for ice tea begins June 23 in New York and Philadelphia. Spots will run during day, fringe and prime access times. Placed by: Timebuying Services, New York. Target: men, 18-49.

Munson-Shaw Three-week campaign begins May 19 for Keller-Geister German white wine in Denver, Houston, Minneapolis, Baltimore and Grand Rapids, Mich. Spots are placed in late fringe and news times. Agency: Case & McGrath, New York. Target: adults, 18-49.

RADIO ONLY

National Union Electric Four-week campaign for Emerson Quiet Kool air conditioning begins May 19 in 69 markets including Philadelphia, Baltimore, Indianapolis, Cincinnati, Cleveland, Nashville, Phoenix and Los Angeles. Spots will run during morning and afternoon drive and day times. Agency: Marsteller, New York. Target: men, 25-54.

AdVantage

Polishing up the Big Apple. To welcome more than 20,000 delegates and visitors to New York during Democratic national convention there from Aug. 11 to 14, business leaders are preparing nonpartisan promotion campaign to run in broadcast and print media. Coalition of broadcasting, advertising and business officials have created campaign: "They are coming back,"



reflecting return of Democratic convention to New York for second time in four years. Active in campaigns are (l-r) John Cavalleri and Ian Kleier, chairman and president, respectively, of Cavalleri, Kleier & Pearlman, New York, advertis-

ing agency for project; Rich Devlin, vice president and general manager of WOR(AM) New York and broadcast chairman of host committee, and Roger Lamour, chairman of New York Board of Trade. Devlin will enlist support of stations in carrying commercials welcoming delegates to New York.

Money matters. Corporate wealth can have overwhelming impact when invested in media advertising in referendum campaigns. That is conclusion of study released by Media Access Project, public interest law firm, which examined voter behavior in three Colorado campaigns in 1976. In each, corporations outspent their opponents by large amounts to defeat proposition that had appeared, initially, to be easy winner. Report contains number of recommendations aimed at remedying such "spending imbalances," including several that call on FCC to sharpen up fairness doctrine as means of affording "underfinanced groups" comparable access to airwaves.

All about media. Benton & Bowles, New York, has issued its 1980 edition of *Media Guidelines*, 47-page booklet of information on television, radio, magazines, newspapers and outdoor. For television, B&B provides data on average hours of usage; audience composition of network programs and spot TV dayparts; network cost data and spot TV average cost data. For radio, B&B presents network radio adult audience profile; network radio programming and cost; spot radio cost and cost-per-thousand data, and radio usage by percentage of adults.

RepReport

KWST(FM) Los Angeles: To Jack Masla & Co. from P/W.

KOAX(FM) Dallas: To Radio Advertising Representatives (RAR) from Buckley Radio Sales.

WPBN-TV Traverse City-Cadillac, Mich.: To Katz Television Continental from Adam-Young.

KLBJ-AM-FM Austin, Tex.: To Eastman Radio from Torbet Radio.

WPXN(AM)-WPXY(FM) Rochester, N.Y.: To McGavren-Guild from Kettell-Carter.

WXOL(AM) Cicero, Ill.: To R.A. Lazar & Co. (no previous rep).

WXRY(FM) Columbia, S.C.: To Jack Masla & Co. (no previous rep).

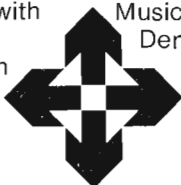
RADIO STATIONS CAN MAKE MORE MONEY.

Did you know the William B. Tanner Company offers the broadcaster complete music programming and formatting for any station in any market? It is the *Tanner Musical Spectrum*. Name your need—Middle of the Road, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time.

Tanner computers match our music with your audi-

ence. Every service is tailored for your needs, and day-parted for your convenience. Announced or Un-announced . . . for automated or live-assist operations. The Tanner Musical Spectrum can be *profitable* for your station. Write for a free demonstration of the Tanner Musical Spectrum. Or call Dick Denham collect.(901) 320-4342.

Tell him you want the very best for your station . . . Today!



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

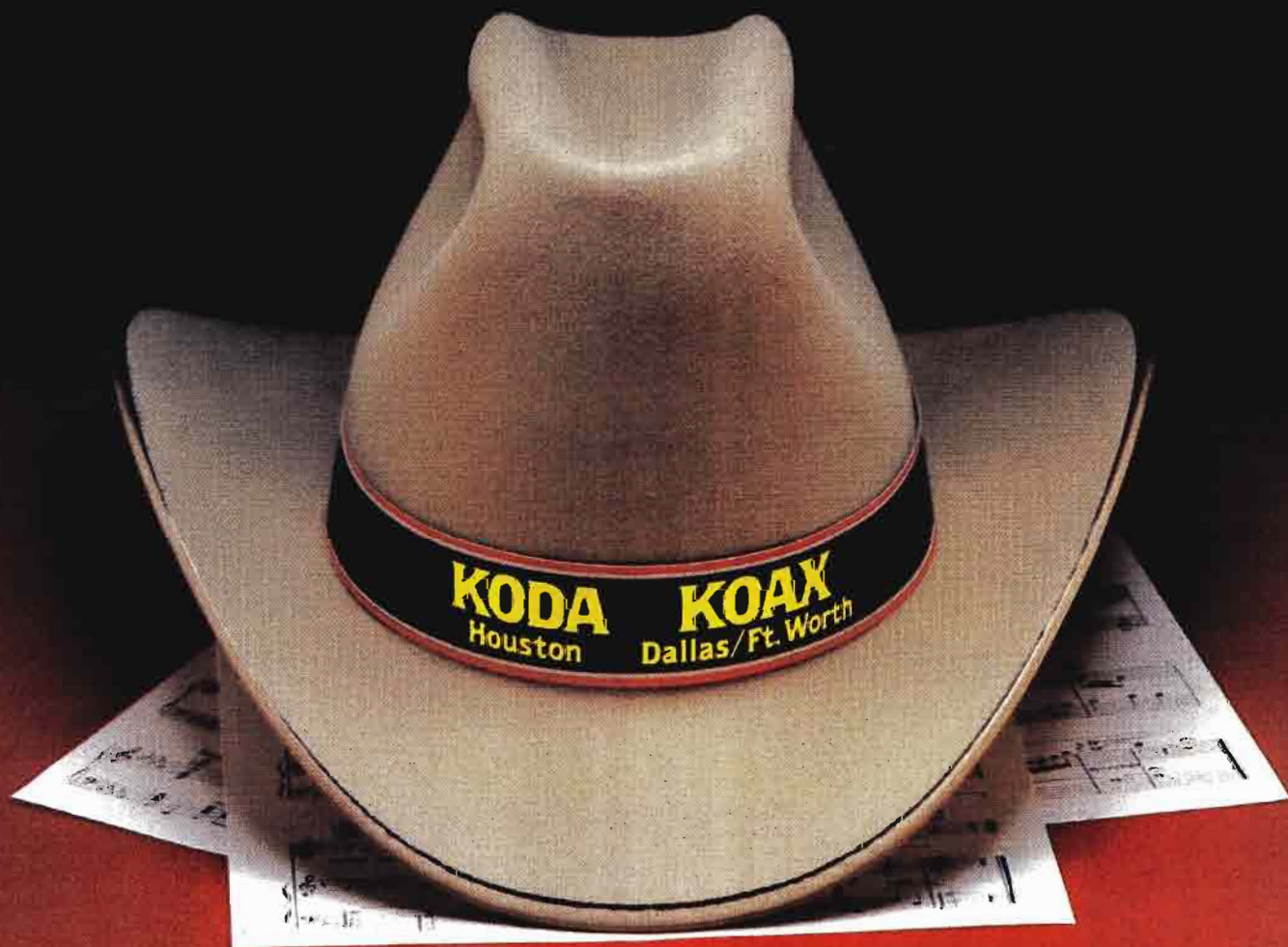
Name _____ Title _____

Station _____ Format _____

Address _____

City _____ State _____ Zip _____

GOOD NEWS SHOULDN'T BE KEPT UNDER YOUR HAT!



Now RAR represents two exciting Beautiful Music stations in Texas.



Known by the company we keep.

WBZ, Boston • WINS, New York • KYW, Philadelphia
KDKA, Pittsburgh • WPNT, Pittsburgh • WOWO, Ft. Wayne
WIND, Chicago • KWK / WWWK, St. Louis
KDWB AM & FM, Minneapolis / St. Paul • KODA, Houston
KOAX, Dallas / Ft. Worth • KHOW AM & FM, Denver • KFWB, Los Angeles

RAR Offices: New York (212) 883-6154 • Atlanta (404) 885-5880 • Detroit (313) 968-2030 • Chicago (312) 454-6990
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CONTROL LIKE NEVER BEFORE.

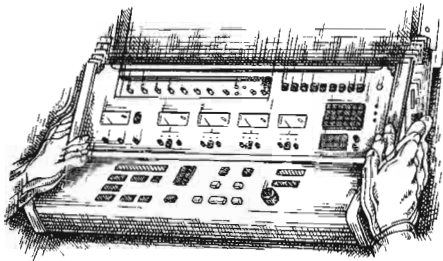
The new RCA TR-800. It's everything you've asked for in a one-inch tape system. And more.

When you called for gentler, more precise tape handling, we were listening. When you asked for faster, easier operation and control, we heard you. And when you told us you wanted better editing capability, we took note. Our response is the new TR-800. It's the one-inch tape system you specified. In addition, we've included some years-ahead innovations of our own.



Designed for you.

Everything about TR-800 is engineered to make your job as easy as possible, from the tape-end sensing feature to the ultimate in microprocessor controls. We've designed the tape path to give you straight-



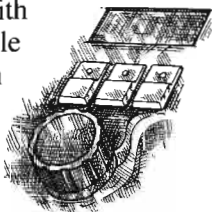
through threading. And tucked all electronics behind a drop-down panel for on-air accessibility. This panel includes all the

controls for the new digital Time Base Corrector (TBC-8000). The TR-800 is equally at home in a van, rack, T-cart or console. But the big feature is control. Unprecedented control.

New editing precision.

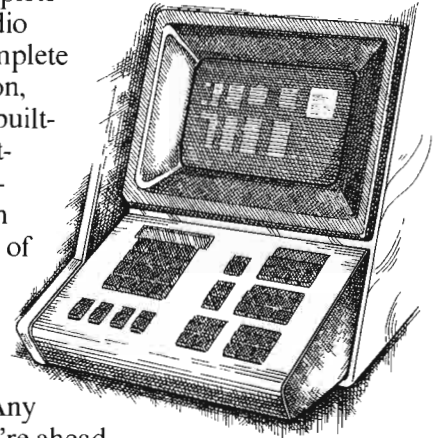
TR-800 lets you expand or compress materials to fill time slots with frame-by-frame, field-by-field precision.

With our Supertrack option, play back with broadcastable quality from reverse slow motion through still scan to forward fast motion. An LED digital readout tells you the exact tape speed. Edit with the microprocessor-controlled previewable editor, a standard feature. And we offer additional distributed processing through such accessories as Super Search Editor (SSE), a Multi-Rate Video Controller (MRVC), and a unique time code editing system (AE-800) that fully addresses C format capabilities.



A system that does it all.

Use TR-800 as an instant replay, slo mo and freeze frame unit. Use its superb editing control for special effects and precisely programmed edits. Get full video and sync record/playback capabilities plus three audio channels. Get complete video sync and audio simulplay. Get complete video monitoring selection, metering and two built-in speakers. In post-production, the unrivaled acceleration and easy operation of TR-800 save time and money, while helping you turn out a superior product. Any way you use it, you're ahead.



See for yourself.

The astonishing new TR-800 system adds up to everything you've ever wished for in a one-inch tape system. Check it out for yourself. And be prepared to be amazed.

RCA Broadcast Systems
Building 2-2
Camden, NJ 08102



Can you really afford less?

Monday Memo®

A broadcast advertising commentary from Henry Morgan, consultant, Needham, Harper & Steers, New York

The older medium for the wiser advertiser

A consultant lives in a twilight world inhabited by, mainly, himself. Copywriters look upon him as a kind of witty relic who may or may not be in touch with what the real world is doing. Copy chiefs care about whether the consultant lives or dies—and they make their preference quite clear. By definition, a consultant doesn't know what he's talking about because if he did, he'd be doing it. So the philosopher has come down from the mountain and is seriously involved in demonstrating to the Philistines that he practiceth what he preacheth. And it's working.

A few months ago, with a little seed money (more bird- than eagle-) from International Paper and from B. Dalton, the publisher, we started a series of 10-minute radio interviews with authors of new books. I consulted myself into the job of interviewer ... on my own time.

B. Dalton is interested in selling books; International Paper is interested in selling paper. (I'm not positive that "interested" is the ideal word to use in connection with these organizations, but while "avid" or "ferocious" might be more exact, I hesitate to use those terms while my honorarium is so low.)

We turned to radio as the medium for more than one excellent reason. In the first place, the territory was established years ago. As a matter of fact, in 1948, I appeared on the first telecast of *Author Meets the Critics*, and I'd been on the show when it began a few years before in radio, back when the moderator was John K.M. McCaffrey. Virginia Peterson replaced him, and a good time was had by half. Not by all, certainly, since the critics took the authors apart and seldom put them together again.

Robert Crombie, in the Midwest, and Heywood Hale Broun, nationally, carried on the tradition.

I met Crombie in Chicago in 1964 when I first went on the road to peddle a book of my own. Those days were no different from these—an author was and is obliged to take to the hustings like any two-bit pol looking for votes. A book, like a headache remedy, needs hustling. It is a product, pure and simple, and the author is expected—nay, contracted—to beat the bushes, shout from the rooftops and, when striking westward, talk to Crombie. And, if he gets lucky, Merv, Dinah, Kup, et al.

There's a book retailer in Wellesley, Mass., who is at least three jumps ahead of the game, by the way. He has a "club" of ladies who pay an annual fee for the privilege of attending three or four luncheons a year in an auditorium. At the end of the



Henry Morgan has been involved in radio and television for more than 40 years as a writer, humorist, panelist, moderator and announcer. He joined Needham, Harper & Steers this year as a consultant in radio. One of broadcasting's better-known humorists, Morgan recently described himself as "always right," pointing out that since he was a radio announcer at age 17, "I'm the oldest, and how can you know more than I do when I've got Medicare on my side."

meal, a succession of authors addresses them and then each author sits at a little table near the exit and autographs his stuff for the ladies. I was on the circuit at the time with (well, against) Charles Colson, who was selling his new religion. I outsold him in Wellesley, but he beat me in Cleveland.

Well then, why radio? Because, unlike the headache remedy, it's not enough to hold up the product in front of the camera and explain what it will do for you. TV viewers won't hold still for a lot of jibber-jabber unless the author is freaky or naked. On radio, however, the writer gets two five-minute sales pitches during which I try to guide him into selling: (a) himself and (b) the merchandise. The extra advantage is that he's talking to people who have both an attention span longer than that of a hummingbird and are pre-disposed to books. This audience is built up over a period of time, of course, but it isn't put off by "specials" that elbow their preference to one side. The stations that carry this program report ever-increasing audiences and the dealers enjoy corres-

ponding increases in sales.

There is a problem. We've put together one-hour programs with five different authors on each and about 200 stations are quite pleased. The problem is in getting other station managers to listen to a sample hour. Even though they get it for nothing, they're leery. It's possible that if we could present books by Pink Floyd, we'd do better at snagging their attention, but so far, all we've been able to offer are the likes of James Goldman, Shirley Hazzard, Sam Levinson, John Jakes, Isaac Asimov, Louis Auchincloss and a few dozen more of that ilk. They don't seem to fit in too well with "Coal Miner's Daughter."

Television is still with us, of course, but it's going away soon. What with cable, Home Box Office, Ted Turner of Atlanta, home satellite retrieval systems, public broadcasting and the rest, the audience is being fractionated and the advertiser is being driven up the bank wall by skyrocketing costs. Radio is cheaper, steadier, simpler, purer, cheaper, effective, cheaper, kindlier, less expensive; the results are measurable, the demographics easier to pre-figure, the audience dependable.

Radio commercials that are done properly under the guidance of a topflight consultant are far and away the best buy.

Done properly? Oh yes. This means that, from the top, radio isn't to be considered as "supplemental." Too often, in recent years, the advertiser's radio budget consists of whatever is left over after the other appropriations have been made. How strange it is that each time radio has had an outstandingly successful campaign, often being the only medium used, there appears a coterie of instant experts to explain it away. "Oh, sure, that's okay for a wine." "Oh, sure, it's okay for a magazine." "Oh, sure, it'll sell a movie."

No kidding.

Some years back, I found myself in the diner of a train winding its way from Washington to New York, and the man across the table introduced himself as the vice president of a celebrated advertising agency. At the time, Bob and Ray were selling beer.

"Humor doesn't sell," announced the man.

"Well, Bob and Ray are sure selling a lot of beer," I said.

"Ha!," he said. "But they only sell it once."

That guy evidently had an awful lot of children, and they all went into the agency game. We've managed to get quite a number of them sealed off, but some are still hanging around, molesting people.

But radio is still here. And selling like mad.

It sure sells books.



future

Imaginative! Innovative!
An organization spearheaded by aggressive
professionals owning a share of the company,
adds up to results for our clients.

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Datebook

■ indicates new or revised listing

This week

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

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

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

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

May

May 2—Florida Association of Broadcasters 22d annual Broadcasting Day. University of Florida, Gainesville.

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

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

■ **May 2-3**—UPI Ohio Broadcasters meeting. Hilton Inn North, Worthington.

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

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

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

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

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

Also in May

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

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

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

■ **May 6-7**—Federal Communications Bar Association continuing legal education seminar on "Common Carrier Regulation Nuts and Bolts." National Lawyers Club, 1815 H Street, N.W., Washington

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

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

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

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

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

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

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

■ **May 9**—"Five Dimensions of the Creative Process," seminar sponsored by Mid-Atlantic Council of American Association of Advertising Agencies. Four Seasons hotel, Washington.

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

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

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

■ **May 10**—National Federation of Local Cable Programers Mid-Atlantic Conference. Yorktown hotel, York, Pa. Information: David Hoke, (717) 843-8567

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

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

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

May 12-14—Fourth annual National Indian Media Conference sponsored by Native American Public Broadcasting Consortium and American Indian Film Institute. Quality Inn, Anaheim, Calif.

May 12-16—Religious Communications Congress. Opryland hotel, Nashville. Information: Wilmer C. Fields, RCC/1980, 460 James Robertson Parkway,

Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

Sept. 28-Oct. 1—Association of National Ad-

vertisers annual meeting. The Homestead, Hot Springs, Va.

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

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

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

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

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

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

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

April 12-15, 1981—National Association of Broadcasters 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

AP RADIO NETWORK CREATING OVER 1000 COMMERCIAL OPPORTUNITIES EVERY WEEK.

AP Radio Network is a 100% sound network newsprogramming service that brings the voices and sounds of the world to your station. Loaded with actualities from AP's world wide reporting organization, it lets the smallest station in the most remote market produce a product equal to any station, anywhere.

The key advantage of the AP Radio Network is its flexibility and breadth of programming. In addition to hourly newscasts, it offers a host of features every day, e.g.: Sportsline, AG Report, Business Barometer, people, medicine, consumer, government and education, as well as regional news reports. Weekend programming has an added emphasis on sports plus other special programming. Sound quality is excellent, and getting even

better; by the end of 1980, plans are to have over 400 markets hooked up via satellite transmission.

Every week AP Radio Network gives you over 1000 opportunities to sell in-program or adjacent spots in the best quality news programming available. Accurate, objective, timely news that the AP is famous for. Programming that builds ratings and is very saleable to advertisers. That's why AP Radio Network is such a success with both independents and affiliates.

Couldn't your station use 1000 commercial opportunities every week?

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AP Broadcast Services

INNOVATION for better news programming

Associated Press Broadcast Services: AP Radio Wire AP TV Wire AP Radio Network AP Newscable AP PhotoColor AP LaserPhoto

Nashville 37219; (615) 244-2355.

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

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

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

■ **May 15**—*Southwest Broadcast Representatives* annual Texas Showdown. Ranchland, Tex. Information: Carol Cagle or Bonnie Brooks, (214) 980-1680.

■ **May 16**—*Massachusetts AP Broadcasters* annual awards banquet. Speaker: Marshall Loeb, CBS Radio commentator, and *Money* magazine managing editor, Dunfee's Hyannis hotel, Hyannis.

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

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

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

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

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

■ **May 20-23**—*Central Educational Network/Eastern Educational Network* joint ITV workshop. Hershey Motor Lodge, Hershey, Pa. Information: Marsha Weber, (312) 463-3040.

May 21-22—*Ohio Association of Broadcasters* spring convention. Speakers: Senator John Glenn (D-Ohio), CBS President Gene Jankowski, NAB Joint Board Chairman Tom Bolger, NAB President Vincent Wasilewski, Television Information Office President Roy Danish. Kings Island Inn, Cincinnati.

May 21-23—*Minnesota Broadcasters Association* spring convention. Radisson hotel, St. Paul.

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

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

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

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

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

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

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

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

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

June

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

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

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

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

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

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

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

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

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

June 4-5—*Advertising Research Foundation's* sixth annual midyear conference. Hyatt Regency, Chicago.

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

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

June 5-7—*Associated Press Broadcasters* convention. Keynote speaker: Richard Wald, senior vice president for news, ABC News. Fairmont hotel, Denver.

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

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

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

June 7—*Radio-Television News Directors Association of Canada* Atlantic regional convention. Howard

Johnson's, Fredericton, N.B.

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

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

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

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

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

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

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

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

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

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

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

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

■ **June 15-22**—*National Association of Broadcasters/Radio-Television News Director Association* seminar. The Wharton School, Philadelphia.

June 15-27—*National Association of Broadcasters* 12th Management Development Seminar. Harvard Business School, Boston.

June 16-22—*National Sisters Communications Service* 5th annual seminar on "Communications in Religious Life." Loyola University, Chicago.

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

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

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

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

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

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

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

June 20-27—*Wyoming Association of Broadcasters* meeting. Ramada Inn, Casper.

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

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

June 23—*Television Critics Association* meeting. Century Plaza hotel, Los Angeles.

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

June 24-26—*Armed Forces Communications and Electronics Association's* 34th annual convention. Sheraton Washington hotel, Washington.

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

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

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

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

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

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

July

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

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

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

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

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

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

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

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

July 18-22—South Carolina Broadcasters Association meeting. Meridien hotel, Montreal.

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.

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

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

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

August

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

Aug. 11—Beginning of Democratic national convention. Madison Square Garden, New York.

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

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

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

September

Sept. 1—Deadline for entries for 15th Annual Gabriel Awards, presented by Unda-USA for radio and TV programs that creatively treat issues concerning human

values. Information: Charles J. Schisla, (317) 635-3586.

Sept. 2-5—Arbitron Radio Advisory Council meeting. Hyatt Regency, Cambridge, Mass.

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

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

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

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

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

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

Sept. 24-28—Tennessee Association of Broadcasters annual meeting. Hyatt Regency, Knoxville.

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

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

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

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

October

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

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

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

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

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

Oct. 8-10—Public Service Satellite Consortium, 5th annual conference. Washington Hilton.

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

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

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

Oct. 14-15—Advertising Research Foundation's 2d conference on business advertising research and research fair. Stouffer's Inn on the Square, Cleveland.

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

Oct. 15-18—National Association of Broadcasters television conference. Hyatt Regency, Phoenix.

Errata

Affiliate leader in **Harrisburg-York-Lancaster-Lebanon, Pa.**, market during February sweeps (April 14, page 34) should have been **NBC with 98,000 households.**

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Broadcasting Apr 28

Vol. 98 No. 17

TOP OF THE WEEK

Cox balks at the altar

Merger with GE, biggest in broadcast history, appears to be over, just as FCC was preparing to approve; appreciation in value of cable holdings spurred apparent demand for extra \$200 million; hopes of minorities dashed with deal

The proposed \$480-million merger of Cox Broadcasting into General Electric—the largest transaction in broadcasting history—was on the verge, on Friday, of coming undone. Cox notified the FCC that it wanted out. The reason, according to GE, is Cox's "inordinate" demand for an increase in the selling price. Observers saw reflected in Cox's position a new and greater appreciation of the value of the company's cable television operations.

Cox signaled the end of the agreement—announced in October 1978 (BROADCASTING, Oct. 5, 1978)—in a terse announcement by Clifford M. Kirtland Jr., the company president. It said the proposed merger "was being abandoned since it did not appear to be possible to satisfy all the terms and conditions of the merger agreement."

GE was not prepared to see the merger aborted without a struggle. It said in a news release that if a "final order" of approval is obtained by May 31, the agreement would permit consummation. And GE, the company said, "would, of course, seek to close the transaction."

Chances of a final order by May 31, however, seemed remote. The commission was scheduled to meet on the matter in a special meeting today (Monday)—three days before four commissioners were to leave for a visit to China—and was expected to act favorably. But a final order could not be issued before the deadline unless the commission published the text by April 30 and parties who have opposed the merger refrained from appealing to the courts. Neither condition was likely to be met.

The petitioners to deny appeared to have created an impossible obstacle to the issuance of a final order by May 31. Consumerist Ralph Nader, who heads the National Citizens Committee for Broadcasting, one of the petitioners, has said it would appeal if the commission approved the agreement. NCCB opposes it on

COX
Broadcasting



The twain aren't likely to meet

What was once in mind

Station	Seller	Buyer	Price
WHIO-TV Dayton, Ohio	Cox	Ohio Valley Broadcasting	\$47.5 million
WNGE(TV) Nashville	GE	Nashville Television	\$25 million
WRGB(TV) Schenectady, N.Y.	GE	Group Six Broadcasting	\$24 million
WSB(AM) Atlanta	Cox	Metromedia	\$8.65 million plus WCBM(AM) Baltimore
WSB-FM Atlanta	Cox	Atlanta OK Broadcasting	\$5.5 million
KFOG(AM) San Francisco	GE	Cardinal Communications	\$3 million
WSIX-AM-FM Nashville	GE	The Katz Agency	\$3 million
WSOC-AM-FM Charlotte, N.C.	Cox	Charlotte Broadcasting	\$2.6 million
WGFM(FM) Schenectady, N.Y.	GE	October Mountain Broadcasting	\$1.75 million

grounds that it would lead to concentration of control of mass media and that GE lacks the "character qualifications" to hold a commission license. Other petitioners also have said they would go to court if the commission approved the agreement.

GE had attempted to persuade Cox to agree to settle on the basis of a preliminary order or to extend the deadline. But Cox's demand was for an "increase in the share exchange price" Cox shareholders would receive that GE considered "inordinate." Neither side would specify the amount of the proposed increase, but observers speculated that the total Cox was seeking for its stock was \$700 million, more than \$200 million in excess of the value under the 1978 agreement. GE said it had agreed to increase its price "substantially"—by \$100 million, according to several sources—but the two sides were unable to bridge the gap. "We cannot justify the transaction on the terms requested by Cox," the GE statement said.

GE, which now owns three television and eight radio stations, would have ended up with five television and 12 AM and FM stations under the agreement. But it will

not be the only disappointed party. The complex agreement provided for the spin-offs of three television, three AM and five FM stations to comply with the commission rule limiting ownership by one entity to no more than seven AM, seven FM and seven TV stations. Cox owns five TV and 12 radio stations.

Seven of the proposed purchasers of the spin-offs included substantial if not majority black ownership. Pluria Marshall, chairman of the National Black Media Coalition, who helped structure the agreement in a manner to meet what NBMC considered minority concerns, said the collapse of the agreement was "a real blow to the aspirations of blacks" interested in gaining access to broadcasting—and not only as owners. The agreement provided for increased public access to the media, strong affirmative action programming commitments and the establishment of a foundation to aid minorities interested in careers in broadcasting. "It was the biggest and best deal ever put together" for blacks, Marshall said. "Blacks will never be in a position to pull off those acquisitions at those prices again," he said.

Wall Street analysts who follow the communications industry and others familiar with Cox's views attribute Cox's effort to obtain a better offer as the price for keeping the agreement alive to sharp increases in the price of cable television properties.

Analysts cite the *New York Times's* purchase of Irving Kahn's New Jersey

Still in suspense. The FCC said Friday afternoon (at 6:40 p.m.) that it would meet at 2 p.m. today (April 28) to consider the GE-Cox merger.

systems for \$100 million. Although the systems now reach 42,000 subscribers, the total is expected to grow to 100,000 in 18 months ("Closed Circuit," March 31). Thus, the systems can be said to be worth \$1,000 per connection. If Cox sold its 775,000 connections at a price of even \$750 each, the systems alone would bring almost \$600 million. (Kahn's was not the only cable operation sold at prices undreamed of only a year or so ago. The per-connection price in Newhouse Broadcasting's purchase of Daniels Properties Inc. of Denver and American Express's purchase of half of Warner Cable was \$800. Last year, a good per-connection price was \$500.)

And as John Reidy of Drexel Burnham Lambert noted, cable is a growing element in Cox's total business. The 31.5% rise in Cox Cable Communications Inc.'s operating profit in 1979 put the division's contribution at roughly 25% of Cox's consolidated operating profit. And Cox's first quarter 1980 report puts cable revenues 40% ahead of 1979's first quarter.

The break-up of the merger leaves Wall Street trying to predict what impact the termination will have on the price of Cox and GE shares, which had closed at 64½ and 46 5/8, respectively, on Thursday. One speculation was that the standing GE offer had put an artificial ceiling on the price of Cox shares, which would now be free to climb to a more realistic level.

In the view of one source, "It's evident that the Cox family is still interested in selling," and at a higher price, which should lead some investors in the issue to wait for an assumed climb.

Friday's market activity seemed to bear that out. GE closed at 47, up 3/8. Cox closed at 67, up 2½.

Pay-cable world in an uproar as movie firms and Getty make move into the business

Four big studios and oil firm announce satellite program venture; HBO's of the world immediately bring up charges of antitrust; transponder availability a question

Getty Oil Co. and four major Hollywood motion picture studios sent shockwaves throughout the pay-cable world last week. The five companies announced plans for a joint satellite venture massive enough to threaten current leaders in the field. Pay-cable companies attacked the proposal as a violation of antitrust laws and as an attempt by the film companies to drive up the cost of movies available to the cable-viewing public.

Joining the \$6-billion-a-year oil company in the as-yet-unnamed venture are Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp. The five corporations plan to launch a new national pay-cable service in early 1981. Under the terms of the agreement announced by Getty in a one-page statement issued last Tuesday (April 22), the four motion picture companies' films "will not be exhibited on any other satellite-fed pay network programing service during a nine-month period following their availability to the venture."

The statement also said that the new company would seek to acquire program-

ing "from many other sources."

Such an arrangement would effectively prohibit Home Box Office, Showtime, Warner-Amex Satellite Corp.'s The Movie Channel and the other national pay-cable services from exhibiting the films of those four studios within the time frames generally considered acceptable to the pay-cable industry. Approximately 60% of HBO's movie schedule comes from the four companies. Showtime estimates that 40%-50% of its film schedule comes from the firms.

To distribute its programing, the new venture will use transponder time on two satellites subleased from other carriers. It has negotiated deals with the Entertainment and Sports Programing Network for transponder 5V on Comstar D-2 and with Southern Satellite Systems for certain hours on transponder 21 of Satcom I. SSS currently carries the Satellite Programing Network on the transponder.

The deal with ESPN, a 24-hour sports programing service based in Bristol, Conn., is not surprising; Getty owns 85% of the enterprise and ESPN has another transponder on Satcom I, the primary cable satellite.

To procure the necessary transponder time on Satcom I from SSS, the venture had to come up with some big money. SSS President Ed Taylor wouldn't say how much the company was paid to lease prime-time and early morning hours on the transponder, but he did say that the money "would give the company the financial stability we need to pursue other services."

It is fair to speculate that SSS received at least \$5 million for its willingness to accommodate the new company. It is known that that's how much the new programers were offering tenants on Comstar D-2 for

InBrief

As promised, **Leonard Kahn** has filed motion at FCC **asking for "oral hearing" on matter of AM stereo** at "earliest possible convenience." Hearing is needed, Kahn said in filing, because "number of important points were not brought to the attention of the commissioners" at April 9 meeting when Magnavox system was tapped as industry standard and four other systems—including Kahn's—were rejected. Kahn said "there was little or no discussion concerning the wishes of the broadcasting industry or regard for the detailed and extensive testing performed by major broadcasters throughout the country." Kahn also said the selection of stereo system is "possibly the most momentous decision the commission will ever make regarding AM broadcasting. If the decision is wrong, it is altogether possible that AM broadcasting will continue its downward rating plunge."

Controversial docudrama, "**Death of a Princess**," which is scheduled to air May 12 on Public Broadcasting Service, **created waves on both sides of Atlantic last week**. Saudi Arabia ordered British ambassador to leave country because show, which depicts story of 19-year-old Saudi princess and her lover who were executed for adultery, and which Saudis say is "shameful," was shown on British television. In U.S., two San Francisco attorneys, representing four groups with Islamic interests, have informed PBS and WGBH-TV Boston (co-producer of show with ATV in England) that they'll seek injunctions if show is not removed from schedule by today (April 28). At MIP conference in Cannes (page 65), show's distributor, U.S.-based Telepictures Corp., recorded sales in 24

countries. PBS is standing fast with plans to air program.

KQED Inc. has filed with FCC what is probably **first request for subscription television authorization by noncommercial broadcaster**. KQED has asked to program STV between hours of 7 p.m. and 11 p.m. over its KQED(TV) San Francisco. It also owns KQED(TV) there. According to KQED's Washington attorney, Dan Toohey, KQED plans to offer "product of some STV programer" during prime-time hours to finance instructional programing during rest of day. He said STV would give instructional programing "independent economic base."

FCC has begun rulemaking inquiry looking to **update and revise Form 324**, annual station financial report. Included in inquiry for comment is National Association of Broadcasters' petition that seeks to eliminate filing requirement.

Despite congressional predictions at NAB convention that Senate Democrats and Republicans would get together in 10 days to clear away obstacles to introduction of communications legislation, **no meetings have been held**. Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has talked matters over with Howard Cannon (D-Nev.), chairman of parent Commerce Committee, but discussions have yet to include minority members. Speculation persists, however, that bill still may be introduced this week.

Now that **Southern Satellite Systems** has agreed to lease most lucrative hours of its Satcom I transponder to proposed new pay television enterprise of Getty Oil and four movie companies (page 22), it is **seek-**

full transponders, and Comstar transponders are less valuable than those of Satcom I since most cable systems only have one dish aimed at Satcom I.

The four movie companies account for over 45% of the revenues of the eight major entertainment conglomerates that dominate the American film industry.

Getty and the studios declined to elaborate on the brief announcement but promised complete details—including the program schedule, special marketing plans and affiliation agreements—at the National Cable Television Association convention in Dallas, May 18-21.

Each of the leading pay-cable firms issued tersely phrased reactions to the Getty announcement.

Home Box Office called the plan "illegal and the most recent in a long history of attempts by these movie companies to exact higher prices from film exhibitors and ultimately the public."

"The scheme violates the basic tenets of antitrust law by companies in the film industry which, as the United States Supreme Court has noted, has a marked proclivity to antitrust violations," the HBO statement continued.

The Time Inc. subsidiary vowed to take its complaints to the antitrust division of the Department of Justice, claiming the proposed venture "constitutes a horizontal agreement among competitors to increase prices, a group boycott and a concerted refusal to deal."

Showtime, owned by Viacom International Inc. and Teleprompter Corp., called the five-way joint venture an "illegal conspiracy" and said it "will take all necessary action to prevent the venture."

Showtime described the proposed service as an attempt "to drive up the prices

of the movie companies' product to the cable television system operator and the consumer by means of illegal price fixing, and to achieve a monopoly by withholding the motion picture product from competitors."

John A. Schneider, president of Warner-Amex's pay-cable operations, called the planned project an "illegal cartel" and added: "We believe it will become so enmeshed in litigation that it will never get off the ground."

Getty's spokesman, Jack Leone, responded to the charges made by the pay-cable firms: "The joint venture is a pro-competitive development for the pay-television industry and is in compliance with the antitrust laws."

The Justice Department said it would be examining the antitrust implications of the proposed venture.

Don T. Hibner of the Los Angeles law firm of Sheppard, Mullin, Richter & Hampton, a specialist in antitrust law and the entertainment industry, said that on its face the proposal was "fraught with problems," especially in light of the 1950 government-ordered divestitures of studio-owned motion picture theaters that constricted the production companies' ability to distribute and exhibit films. The competitive "barriers this could create are staggering," said Hibner. He suggested that the Justice Department could initiate antitrust proceedings against the firms without waiting for complaints from parties claiming injury. According to Hibner, if Justice acted, it would probably first seek an injunction against the project in U.S. district court under the Clayton Antitrust Act. He also suggested that Justice could proceed against the companies under criminal conspiracy statutes.

A number of cable and pay-cable executives questioned suggested that the companies might be willing to chance extended litigation, even if they lose, in order to reap financial benefits during the course of a legal contest that could last years before settlement.

The exact structure of the new company was not revealed, but, according to Robert Klingensmith, vice president for pay television and home video for Paramount Television Distribution, the new company will be treated as yet another buyer of studio product. (Under the Paramount corporate structure all product sold for pay television is under the control of the television distribution arm.)

"What we will do," said Klingensmith, "is carry on business as usual. The new company will be just another licensee." Furthermore, he did not foresee major shifts of personnel from the production companies to the new venture.

It was reported last week that the new venture will be started up with a \$30-million outlay from Getty, but the oil company declined to confirm the report. It is also believed that the film companies will be making minimal financial commitments to the firm.

Stuart W. Evey, Getty's vice president of diversified operations, was cited as the principal mover behind the new company.

According to the arrangements announced, the new venture will not have an effect on the so-called "stand-alone" pay-television systems across the country that do not feed their programming via satellites. Such major over-the-air subscription television services as ON-TV of Los Angeles or Theta Cable there would, presumably, still have early access to the film product of the companies.

ing additional programming hours for Satellite Program Network, advertiser-supported program service whose programming will be drastically reduced, on Comstar D-2. Trouble with Comstar is few cable systems have earth stations aimed at it. To remedy problem and give boost to all programmers on Comstar, **SSS has sent letter to Comstar programmers asking that they join partnership to increase number of Comstar-oriented earth stations.** SSS President Ed Taylor said plans call for each programmer to put up enough money to build 20 earth stations (approximately \$150,000) and submit list of what cable systems it would like to get second earth station. Taylor said that if everybody cooperates, partnership could install 200-300 earth stations within two or three months and make Comstar satellite network "half as viable" as well-established Satcom I network. He said that Comstar programmers would still reach far fewer systems than Satcom counterparts, but if second earth stations were installed at largest systems, four or five million subscribers could be reached as compared with 10 million now reached by Satcom network.

In aftermath of American operation in Iran (page 25) **ABC-TV elected to pull 1978 film, "Crash,"** from its Friday (April 25) movie slot. Network cited story of airplane disaster-rescue operation as "inappropriate for viewing" and substituted repeat showing of "How To Pick Up Girls."

New York state supreme court judge has **dismissed part of \$30 million libel suit against CBS's '60 Minutes,'** because, he said, there was no proof plaintiff's reputation was damaged. Dr. Joseph Greenberg of Great Neck, N.Y., instituted case, over 1976 segment of show concerning diet-pill abuse. Judge is expected to decide this week whether

Greenberg still has case on grounds of humiliation and emotional harm.

Former FCC Chairman **Newton N. Minow** and **Anne Armstrong,** former U.S. ambassador to Great Britain, will serve as **co-chairmen of League of Women Voters Presidential Debates Advisory Committee.** Minow performed same role for league in its 1976 debates. **Lee Hanna,** former NBC News vice president, now serving as director of League's Presidential Forums featuring candidates for Republican nomination, will serve as project director for 1980 debates. League's tentative plan calls for four debates in all—three involving Democratic and Republican presidential nominees and one with running mates ("Closed Circuit," April 21).

Representative James Collins (R-Tex.), member of House Communications Subcommittee, last week introduced legislation that would require that **within 24 hours of any broadcast of kidnapping or hostage-taking situation, report be filed with FCC.** The bill, H.R. 7138, would require networks, affiliates and independents to file report. According to statement on House floor, "The report must contain such information as may be necessary to verify the fairness, accuracy and balance of the broadcast involved; a transcript of the broadcast; a statement indicating whether any money or other consideration was paid for the information contained in the broadcasts, and a statement indicating the extent of the broadcaster's or network's control over the content of the programs." Collins said he was cautious about guarding First Amendment protections in drafting bill, and denied it would impose any government censorship or prior restraint before broadcasting.

It's CBS by a nose

The old prime-time champ makes a comeback, beating out ABC in the last week of the season, winning it all by 10th of a point

CBS-TV, in an upset as startling as when ABC-TV seized prime-time leadership four years ago, retook the ratings crown for the 1979-80 season with a win in the final week. The fierce combat waged throughout the year by CBS and number-two ABC-TV continued through the last hour of the last night, but when the final score was announced last Tuesday by the A.C. Nielsen Co., CBS had won by the equivalent of 76,000 homes.

The final standings for the three networks: CBS 19.6, ABC 19.5 and NBC-TV 17.4. CBS had eight of the top-10 series for the year and took 17 of the 31 weeks of three-network competition. ABC had two of the top-10 regular programs and won 12 weeks. ABC and CBS tied one week. NBC had none of the top shows and won two weeks of the season.

CBS's victory came as a result of a special-studded and series-strong final week of prime time, again demonstrating the network's across-the-board programming power and the ability it showed all season to match ABC stunt for stunt and program for program. Specials dotted the schedules of both networks during the week ending April 20, but CBS handily took the week by 1.3 rating points. It was another replay of the bloody program skirmishes in which the two networks had engaged all season long.

Standings for the final week: CBS 20.7, ABC 19.4 and NBC 13.2. ABC lost the week and the season despite a line-up that included the Academy Awards (33.7/55), an Olivia Newton-John special (26.3/39), "The Sting" (24.9/38) and 30-plus shares for nine regular series.

CBS countered with the two-part *Guyana Tragedy*, which scored 28.9/46 on Tuesday and a 31.7/50 on Wednesday; a *Dukes of Hazzard* special on Sunday, which nosed by ABC's movie special with a 26.0/39; a regular *60 Minutes* (25.4/47), and two series repeats—another hour of the *Dukes* and *M*A*S*H*.

The competition between ABC and CBS had dwarfed NBC since mid-March, and last week was the last network's worst of the year. Its highest rated program (at number 17) was a repeat of *Real People* (19.2/31). Its number-two show was a repeat of *Quincy* (number 27 with 17.5/29). NBC had no other programs among the top-30, and only three of its shows had 28 shares or better.

The 1979-80 season was none too kind to new series. Only two shows introduced this year (and both of those since February) managed spots among the top 10 for the year. ABC's sole spring hit, *That's Incredible*, ranked third for the year, and



How sweet it is. An exultant Bill Paley saluted his troops at a victory party in New York's Four Seasons restaurant last Thursday night (April 24). He told BROADCASTING: "In my judgment the success came as the result of a balanced, healthy, vigorous program schedule with quality casting, quality production and quality writing. Added to this and of prime importance was the fine creative timing given to our product and our scheduling by Bob Daly [president], Bud Grant [VP-programs], Harvey Shepard [VP-program administration] and the other executives of CBS Entertainment. And through it all, I'm proud to say, our news and public affairs broadcasts led the field." Added CBS Inc. President John Backe: "It was a team effort. The CBS/Broadcast Group now has a management-programming team in place second to none in the industry. The players are highly talented, highly professional and highly competitive. We are very proud of them and their solid achievement—Gene Jankowski [president of CBG], Bob Daly, Bill Leonard [president of CBS News] and their strong support organizations." **Meanwhile, out West.** Two nights earlier, the West Coast had its own victory celebration at the Bistro. Pictured there (l-r): Grant, Daly, Jankowski.



Flo, CBS's new *Alice* spin-off, ranked seventh. CBS had three other new series among the top-25: *Archie Bunker's Place* (11th), *House Calls* (14th) and *Trapper John, M.D.* (19th). ABC counted *Benson* at 24th.

Indicative of ABC's problems this season, the network had only one top-10 program that was among that same select group at the end of the 1978-79 season—*Three's Company*, which finished second both years. In contrast, last year ABC claimed six of the top-six shows—*Laverne and Shirley* (first in 1978-79, 42d in 1979-80); *Company*; *Happy Days* (third, 17th); *Mork and Mindy* (fourth, 27th); *Angie* (fifth, 39th), and *The Ropers* (sixth, 74th).

CBS, on the other hand generally moved up: *60 Minutes* (eighth, first); *M*A*S*H* (seventh, fourth); *Alice* (13th, fifth); *Dallas* (40th, sixth); *The Jeffersons* (49th, eighth); *Dukes* (20th, ninth), and *One Day at a Time* (18th, 10th).

Last year, NBC's highest-ranked program was *Centennial* at 28th. This year, however, four of the network's programs bettered that mark: *Real People* (15th); *Little House on the Prairie* (16th), *CHiPs* (18th) and *Diff'rent Strokes* (26th).

Over-all, both CBS and NBC claimed significant audience increases at the expense of ABC. According to figures supplied by NBC, it logged a 2% increase in ratings for the year. CBS was up 5% while ABC fell 7%. In regular series, the NBC research department claimed that it was up 9%. CBS was up 6%, and ABC fell 8%.

Demographically, according to NBC, CBS programming appealed to a considerably older audience than did either ABC's or NBC's. Among women 18-49, CBS had a 13.9 rating for this season, up 1% from last year. Among women 50 and over, however, CBS was up 9% with an 18.4 rating. Among 18-49 men, CBS had an 11.5, up also 1%; among 50-plus men it had a 16.7, up 5%.

ABC dropped considerably with the young age group and showed modest gains, largely at the expense of NBC, with the older groups. Although remaining dominant with the 18-49 age group, ABC nonetheless logged an over-all 11% decline there. Its 15.0 rating with 18-49 women was down 13%, and the 13.8 among that group of men was down 7%. It rose 4% among the 50-plus women and men, 14.1 and 14.3, respectively.

NBC rose with the younger group but declined with the oldsters. Among 18-49 women, NBC had a 13.1, up 6%, and among 18-49 men, a 12.1, up 8%. The network fell 8% among older women to 14.3 and 5% among older men to 14.0.

Each network issued its own comments on the ratings last week, and each attempted to explain the numbers in ways reflecting best on itself. NBC noted that it "considers the television season to be 52 weeks long" and called its report "a summary of NBC's performance in the 'formal' 1979-80."

ABC, which premiered a week earlier

than the other two last September, continued to announce ratings reflecting a Sept. 10, 1979, start date for the season. In its 32-week count, ABC and CBS were tied at 19.5 while NBC was at 17.3. The ABC research department also chose to carry the final ABC and CBS numbers two digit points beyond the usual and found its network a 32-week leader with a 19.529 to CBS's 19.510.

"Throughout the television season, ABC has maintained a balanced mix of strong series programming, as evidenced by consistent ratings superiority on four nights of the week—Tuesday, Wednesday, Thursday and Saturday," said ABC's official statement on the season outcome. "With approximately three-fourths of our series programming due to return on our 1980 fall schedule, we are confident of continued success in the 1980-81 television season."

It's 'go' at last on FCC's China trip

Commissioners, wives, staffers head this week for China and meetings there with officials

An 11-member FCC delegation leaves this Thursday for the People's Republic of China where the group will tour telecommunications facilities and exchange views with the Chinese on regulatory politics.

The visit reciprocates a visit by a 10-man Chinese delegation that toured the United States in February and November 1979.

The Chinese chief interests lie in satellite systems for telephone networking and direct-to-home broadcasting, high frequency broadcasting and a follow-up to the World Administrative Radio Conference, to which the Chinese sent several delegates.

The U.S. delegation, headed by FCC Chairman Charles Ferris, will arrive in China as a 17-member delegation from the National Telecommunications and Information Administration leaves. The FCC group, which will be in China until May 16, includes: Commissioners Robert E. Lee, Joseph Fogarty, and Tyrone Brown (wives of the chairman and commissioners will accompany them) and staff members Frank Lloyd, administrative assistant to the chairman; Philip Verveer, chief of the Common Carrier Bureau; Thomas Casey, the bureau's deputy chief of operations; William Ginsberg, the bureau's deputy chief for policy; Richard Shiben, chief of the Broadcast Bureau; Stephen J. Lukasik, chief of the Office of Science and Technology, and Carlos Roberts, chief of the Private Radio Bureau. Elliot Maxwell, acting deputy for policy in the Office of Science and Technology, went over with the NTIA delegation, and will brief the FCC delegation.

The proposed commission itinerary: In Beijing (Peking), the delegation will meet

Scrambling. Network television news departments went into swift action early Friday morning (April 25) to catch up with the story of the U.S.'s aborted rescue attempt in Iran, and its aftermath. NBC News was credited with breaking the story with a three-minute TV bulletin at 12:57 a.m. NYT. CBS followed at 1:18 and ABC at 1:21.

ABC devoted a West Coast special edition of its late-night *Nightline* program to the event. The 20-minute report featured on-scene reports from the White House (Sam Donaldson), the State Department (Barrie Dunsmore) and Tehran (Bob Dyk). (The broadcast customarily goes to the West Coast on a delayed basis.) The special was anchored by Ted Koppel, who stayed on the story with his colleagues all night. An exclusive ABC interview with Iranian Foreign Minister Sadegh Ghotbzadeh was broadcast on *Good Morning America* Friday morning. All three networks were on at 6:30 in readiness for President Carter's 7 a.m. announcement.

Israeli State Radio claimed the initial scoop. It said a shortwave operator, Micky Ghorus, monitored the military operations as they occurred, and relayed the information to the network.

with the minister of posts and telecommunications, Wang Zigang, who is responsible for the operations of telephones, telegraph, telex, facsimile services, international cables, satellite communications services and the mails. Zigang has responsibility for upgrading China's communications to meet its present 10-year plan, begun in March 1978. They will also meet with other post and telecommunications directors in the Department of Foreign Affairs and the Department of Science and Technology.

The delegation plans to visit the Chinese Central Broadcasting Administration, the central government organ for broadcast communications in China. Zhang Xiangshan, the director, led a delegation to the U.S. in November 1979 to visit U.S. broadcasting-related agencies, organizations and corporations.

Radio Beijing, which broadcasts in 367 languages totaling 140 hours per day, will also be on the tour in Beijing, along with the Chinese Academy of Sciences, Television University and Xin Hua She News Agency.

The delegation will journey to Shanghai to visit the Shanghai administration office of the Ministry of Posts and Telecommunications, the Shanghai Broadcast Administration and the Shanghai Institute of Computer Technology.

The delegation plans stopovers at Hawaii, Japan and Hong Kong. It is due back in the U.S. May 20.

The trip is costing the government \$37,000 and the commissioners \$3,000 each for wives.

House and Senate conferees agree on FTC legislation

Heavy White House pressure helps bill along; 'two-house veto' would be imposed; children's advertising case could go on

House and Senate conferees, with a nudge from President Carter, last week approved language that may finally, after three years, provide the Federal Trade Commission with authorizing legislation.

Last Thursday, Carter met with nine conference committee members, and once again the President threatened to veto any bill that would seriously weaken the FTC. That evening, House conferees approved a package sent over the previous week by Senate conferees.

Among other things, the bill would impose on the commission a "two-house veto," rather than the controversial one-house veto that the House had been pushing for. In addition, the bill would suspend, for the life of the legislation, the FTC's jurisdiction over "unfair" advertising, meaning that the commission could promulgate rules relating only to false and deceptive advertising.

The last provision, however, would not automatically kill the FTC's children's advertising inquiry, which has been exploring the possibility of restricting, and in some cases banning, TV advertising aimed at children, on grounds it is unfair. Under the compromise language, the inquiry record could stand, and the inquiry could continue.

There were reports late last week, however, that intense lobbying was going on to have included report language that effectively would terminate the proceeding. But the White House was attempting to counter the lobbying. Top presidential advisers made it clear at the Thursday meeting that they would regard as unacceptable any attempt to take away, through report language, the provisions outlined in the statutory language.

The schedule for completion of action on the legislation is still uncertain. The House-Senate conferees are expected to meet early this week, but as of late Friday there were still some matters that remained in dispute.

Another final problem still remains. The FTC's temporary funding runs out this Wednesday (April 30), and if the authorization issue is not resolved, Congress will either have to approve another continuing resolution—which some members have said they would be reluctant to do—or let the commission operate without funds in the hope that an authorization would be forthcoming. But Congress has reached its budget ceiling, which means that the \$28 million available to the commission for the rest of the fiscal year will not be available unless a resolution raising the ceiling is approved.

Pennsylvania politicking

Carter and Kennedy continue their fight for the nomination with swipes at each other; Bush spends a bundle and concentrates on issues with Q and A sessions

There are different ways of determining in advance the importance of a presidential primary election. Political professionals have their ways, and media watchers theirs. And the media watchers had no doubt Pennsylvania was important. On the Friday before the primary, President Carter invited Westinghouse Broadcasting journalists, including the anchors for the group's Pittsburgh and Philadelphia stations, in for a half-hour interview. And CBS's Walter Cronkite left New York to perform as a campaign correspondent in Pennsylvania—a correspondent who managed to work exclusive interviews with Carter and his opponent, Senator Edward M. Kennedy, into a piece for the evening news. That's the way it was before the Pennsylvania primary. Very heavy.

George Bush demonstrated the importance of the contest as well. In a desperate roll of the dice he bet half of the \$1 million budget for Pennsylvania on a media campaign in what proved to be a successful effort to beat Ronald Reagan in the Republican primary's popular vote. (Reagan walked off with most of the delegates, but that's a matter for the political experts to explain.)

Perhaps as significant as the extent of the effort was the approach Bush took in the paid time. No more was he image-maker Robert Goodman's "the American eagle," a man of glamour and destiny, if a little light on the issues. Not only were the spots issue-oriented, but the campaign sank about \$250,000 into half-hour "Ask George Bush" town meeting-type programs. He appeared in four that were carried live by a total of nine stations in three markets—and then were seen on tape on another 17 stations across the state.

Speaking of paid time, there were Carter and Kennedy slugging it out in you're-another type ads. Carter's Jerry Rafshoon had crafted a series of commercials featuring men and women on the street who offered their considered views of Kennedy: "I don't think Kennedy is qualified to be President." "I don't think he has any credibility." "I don't believe him." And so on went one. Kennedy's current television producer, David Sawyer, returned the compliment with spots characterizing Carter as a man who simply keeps his fingers crossed in the face of inflation, high interest rates and even foreign affairs while Kennedy "fights until the job is done."

Kennedy also relied on celebrities to put the knock on Carter. Carroll (Archie Bunker) O'Connor, in one spot, predicted "Jimmy's depression is going to be worse than Herbert's"—Hoover, of course. Then he did what he could—subtly, how-

ever, to offset the badmouthing of Kennedy's character that is the staple of the Carter commercials: "I trust Ted Kennedy. I believe in him. In every way, folks."

So Pennsylvania voters had reason to believe they were participants in a major political event. And they were. As the political experts kept telling them, Kennedy and Bush needed wins to keep their campaigns alive. Both did win—but Kennedy by so narrow a margin that if the networks were still covering the primary on Friday their anchors would have said it was "too close to call."

CBS did call the contest—for Kennedy—shortly after 9 p.m. on Tuesday.

It proved an awkward declaration. "Early precincts gave us an unexpected lead for Kennedy, so we said he won," Ernest Leiser, CBS vice president for special events and political coverage, said later. But neither of the other networks called the contest there. And an hour and a half later, after CBS analysts had examined additional results, the network took back its call; it was no longer sure. By 11:30 p.m. Cronkite was reporting that Kennedy appeared to be the winner but that the victory was not certain.

If there was a sign that Carter was worried about the Pennsylvania primary, it probably was given when White House deputy news secretary Patricia Bario called Jerry Udwin, Westinghouse bureau chief in Washington, at 6 p.m. on Thursday,



Cronkite and Carter, and the President with KYW's Dick Sheehan and KDKA's Bill Burns

April 17, to say that he and correspondents for Westinghouse's KYW-TV Philadelphia and KDKA-TV Pittsburgh could have a half hour with Carter the next day at 2:30 p.m. The only other time local television correspondents interviewed the President in advance of a primary was when New York City stations were invited down. Carter lost the New York state primary, too.

Udwin had submitted a request for an interview weeks earlier. And as he was leaving the White House on the 17th, after attending the President's late-afternoon news conference (which media watchers took as another sign that Pennsylvania was important), Udwin reminded news secretary Jody Powell of the request.

Westinghouse mined a considerable

amount of material from Carter's question-and-answer session with Udwin, KYW-TV's Dick Sheehan and KDKA-TV's Bill Burns—everything from short pieces for the evening news programs for KYW and KDKA radio and television to the complete interview.

But it was Cronkite's appearance in Pennsylvania that really made the primary seem special to the state residents. He had joined the press following Kennedy on Sunday, and when the crowds saw him, as they did in Erie, when he left the Kennedy plane, they greeted him with excited cries of "it's Walter; it's Walter."

Willson had preceded Cronkite to Pennsylvania, as he does on Cronkite trips into the field, to gather information for his use. (That's another thing that sets Cronkite apart from other reporters; he has his own advance man, even though, in the Pennsylvania trip, he was joining two CBS correspondents and crews already accompanying Kennedy.)

Cronkite interviewed Kennedy in Pittsburgh on Sunday morning, and followed the campaign the rest of the day. In Erie, he met Vice President Walter Mondale performing his surrogate role for the President. Then on Monday, he covered the massive Kennedy rally in downtown Philadelphia. Then things got hectic.

Cronkite broke away from the rally at 12:45 p.m. to rush to the airport where a chartered Learjet flew him and his crew to Washington for a 2:30 p.m. date with the President.

The request for the interview had been



made on Tuesday, and it wasn't until Sunday that Powell called to say it was set. Not even Cronkite gets much advance notice, apparently. But the White House made one concession; it moved up the time of the interview from late afternoon in order to accommodate Cronkite's schedule. He wanted to be back in New York by 5 p.m. in time to do the evening news broadcast, and he was—after scripting his piece in the White House and doing a standupper on the lawn.

To some who watched the show, Cronkite, at 63 and one of the most trusted and best liked men in the country, if the polls are to be believed, is too much a personality to do a campaign story. "It was like two heads of state talking," said one viewer of Cronkite's interview.



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NEW YORK

itself. More people tuned in to 1010 WINS than to any other radio station.**

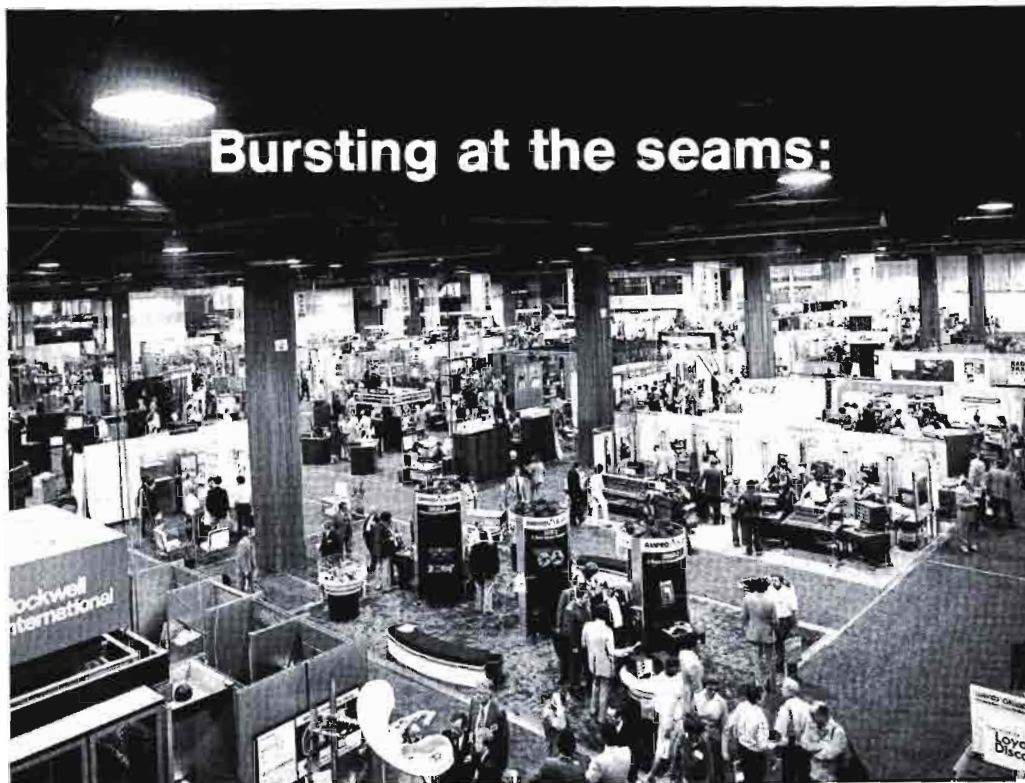
April 1, 1980 was the same story. More New Yorkers listened to WINS for transit strike information than to any other station.***

Over and over again, New Yorkers are showing how much they need, and want, all-news radio. And not just during crises.

1010 WINS is the place where our listeners turn for local news. National and international events. The latest weather reports. Sports action. And for finding out the best traffic routes.

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1010 WINS NEWS RADIO
MAKE IT WORK FOR YOU



The NAB's equipment marketplace

Las Vegas show fills nearly every available square foot, and exhibitors are seeking more for next year; hardware displayed this year emphasizes refinements

This year's National Association of Broadcasters equipment exhibit at the Las Vegas convention center was so big that—literally—it can't get any bigger. A total of 408 exhibitors filled 198,985 square feet of booth space in the sprawling Las Vegas Convention Center.

Both the number of exhibitors and the space they staked out were far greater than the figures for last year's Dallas show, which attracted 330 exhibitors squeezed into just 147,000 square feet.

Despite the hugeness of this year's show, there is already pressure to make it bigger next year. Edward Gayou, the exhibit organizer, said that as this year's exhibit was being broken down—a process that took two-and-a-half days—companies were coming to him with demands for more space next year.

But Gayou's problem is that he has no space to give them. Next year's show will be held in the same venue, and Gayou said that it should have been obvious to all there this year that there's little room to

grow. Gayou said that if the demand is great enough "it may mean the exodus of eating facilities from the convention hall."

Gayou was pleased with the way this year's show went, from both a business and an esthetic perspective. The vendors he spoke with were all pleased by the traffic and the presence of broadcasters with money in hand. Gayou also commented on the openness of the booths, which reflected recent rules designed to rid the exhibition of the "fortress complexes" some companies have built in the past. "It was a beautiful show," he said.

As at last year's show, no major attractions monopolized the buyers' fancy. Still there were plenty of innovations and improvements to attest that broadcast technology is far from stagnant.

The most obvious products were the biggest—helicopters and satellite earth stations—but most of them were placed outside. The proliferation of ENG equipment continued unabated, and there were the usual helpings of new cameras, transmitters, audio and video processing equipment, videotape recorders and all the other contrivances that make a broadcast station go.

RCA had its expansive booth full of new products and services. Its main attraction

was the new TR-800, type-C, one-inch videotape recorder. With it, RCA enters the one-inch race but with some features that should make it immediately competitive.

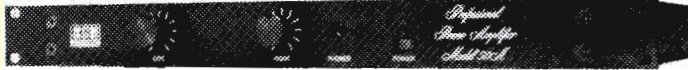
The RCA unit incorporates microprocessors that allow control of its video, sync and audio channels from one control center. The TR-800 also can be controlled remotely.

The capabilities of the machine are enhanced by optional devices that RCA also introduced at the show. The TBC-8000 time base corrector employs four times subcarrier sampling and a 10-line correction window. When used in unison with another new RCA product, Supertrack, RCA claims the TR-800 can produce broadcast quality pictures in reverse or still frame. RCA said that the multirate video controller gives the TR-800 "instant replay" capabilities, obviating the need for a slow-motion machine. An additional editing capability to those that are built into the basic machine can be had with the Super Search Editing (SSE) option. The SSE includes nine independent search-to-cue points, keyboard entry and playback control, and a store-direct mode.

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A-2 Length	Net	AUDIO
Empty	\$2.40	\$2.02
20 sec.	3.14	2.65
40 sec.	3.21	2.71
70 sec.	3.29	2.77
100 sec.	3.64	2.87
2.5 min.	3.77	2.98
3.5 min.	3.94	3.11
4.5 min.	4.10	3.23
5.5 min.	4.28	3.37

300 Series

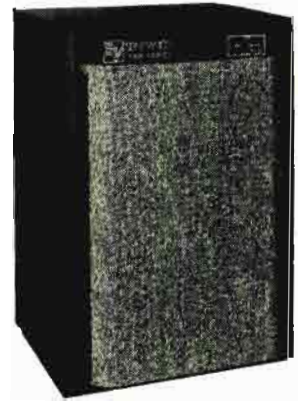
Length	Net	AUDIO
Empty	\$2.61	\$2.04
20 sec.	2.94	2.49
40 sec.	3.00	2.54
70 sec.	3.10	2.62
100 sec.	3.20	2.71
2.5 min.	3.37	2.85
3.5 min.	3.56	3.00
4.5 min.	3.76	3.16
5.5 min.	3.94	3.32

Master Cart

Length	Net	AUDIO
Empty	\$2.81	\$2.25
20 sec.	3.54	3.05
40 sec.	3.60	3.10
70 sec.	3.70	3.18
100 sec.	3.84	3.29
2.5 min.	4.01	3.44
3.5 min.	4.21	3.60
4.5 min.	4.39	3.74
5.5 min.	4.60	3.92



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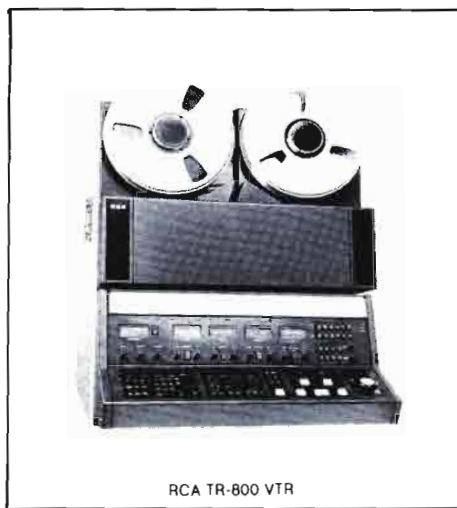


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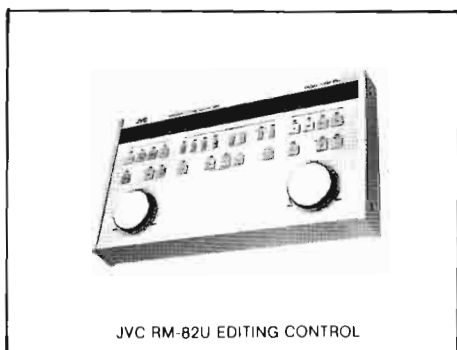
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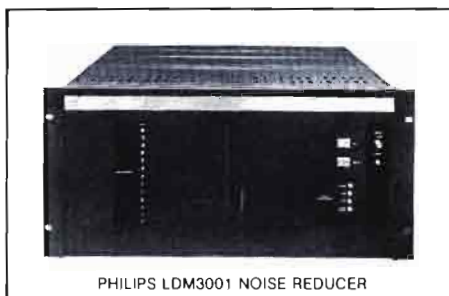
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RCA TR-800 VTR



JVC RM-82U EDITING CONTROL



PHILIPS LDM3001 NOISE REDUCER



SHARP XC-700 ENG CAMERA



LPB CITATION AUDIO CONSOLE



QUANTEL DLS6000 DIGITAL LIBRARY SYSTEM

into the standard TR-800 will interface with RCA's TR-600 two-inch quadruplex machine and its TH-200 one-inch machine, a Sony product that RCA has been marketing.

RCA had no new color cameras for the show, although it did add a few bells and whistles to its sophisticated, fully automatic TK-47. The difference between the old and new versions is that the TK-47EP, as the new one is called (EP standing for extended performance), is equipped with 30 mm, diode-gun, lead-oxide tubes, whose narrow angle scan improves resolution, particularly in the corners.

(The TK-47EP as well as the other cameras in the RCA line were demonstrated outdoors on the lawn in front of the convention hall. According to RCA, the outdoor demonstration was intended "to show how the cameras respond under uncontrolled lighting and other ambient conditions faced in field operations." Those drawn to the demonstration, however, didn't get a chance to see the cameras operate under any but the best conditions as the bright, steady Las Vegas sun illuminated perfectly the Indian village scene RCA set throughout the convention.)

Back inside, within the confines of its booth, RCA was showing a prototype of a digital CCD camera. Although the picture was crude in comparison to the state-of-the-art studio and ENG cameras RCA also was demonstrating, the picture was remarkably good (BROADCASTING, April 21).

RCA also had two new transmitters on hand. The TTG-50H, a 50 kw high-band,

VHF television transmitter, rounded out its line of G-series transmitters introduced at the NAB last year. Like others in the line, the new transmitter is all solid state, except for the final visual and aural amplifier tubes.

Hitachi had the other new one-inch VTR at the show. It features front-access electronics and a transport system in which the oxide side of the tape touches only the audio and visual heads and none of the guides.

Hitachi also demonstrated its answer to the CCD camera, the metal oxide semiconductor (MOS) camera. It has all the attributes of the CCD camera and, according to Hitachi spokesman Tom Califano, provides the "highest picture resolution to date of all the experimental solid-state cameras." He added that production models of an MOS camera are at least a year or two away.

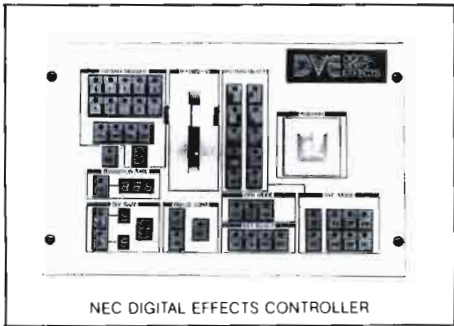
Califano said that Hitachi, with the introduction at the show of the SK-91, now has the lightest ENG on the market. The new camera weighs just nine-and-a-half pounds and costs \$37,000. Hitachi also displayed its top-of-the-line, computer-assisted SK-100 studio camera and its new HR-100 one-inch portable VTR.

Thomson-CSF Laboratories' booth

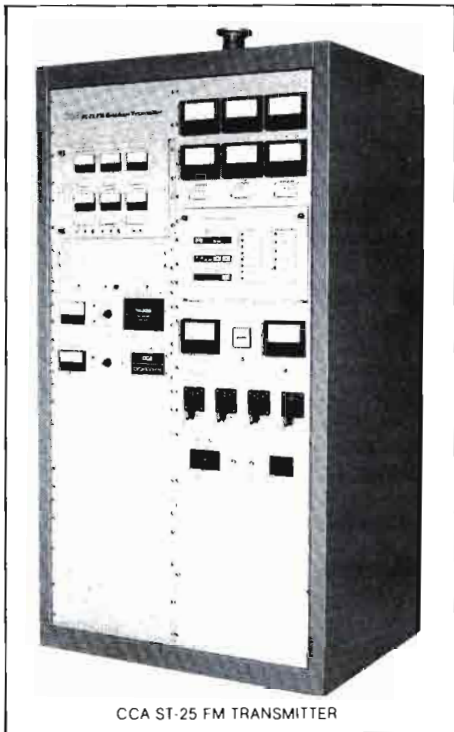
grew quite a bit since the Dallas show, and some of the room was needed to display a couple of new cameras. Capping the company's camera line for the immediate future will be the TTV-1525 studio camera. Thomson also added the smaller, mid-priced TTV-1650.

Ikegami also had a new line of color cameras. But most were improved versions of cameras seen before. What was new was the EC-35, a self-contained, electronic field production camera with two-third-inch diode gun tubes and built-in microprocessor control. Also new was the TKC-970 film chain camera. The improved versions of the HL-790 and HL-78 were seen at the SMPTE convention last October in Los Angeles.

Introducing a dozen new products at the convention, Philips Broadcast Equipment Corp.'s display booth was highlighted by the showing of an improved LDK-25B top-of-the-line studio camera and its triax field production counterpart, the LDK-58. The cameras incorporate new developments in tube design with matching, interchangeable highlight handling circuitry; a new contour system offering both in- and edge-of-band contour control; improved signal-to-noise performance, and other design improvements. As a result of



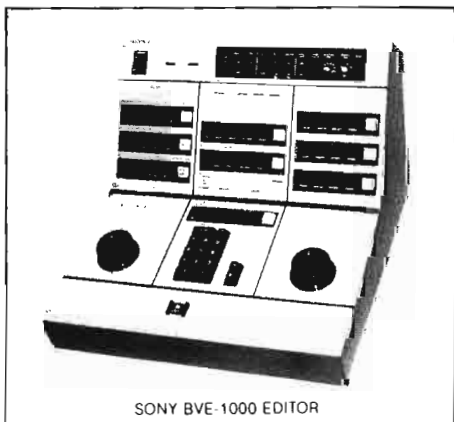
NEC DIGITAL EFFECTS CONTROLLER



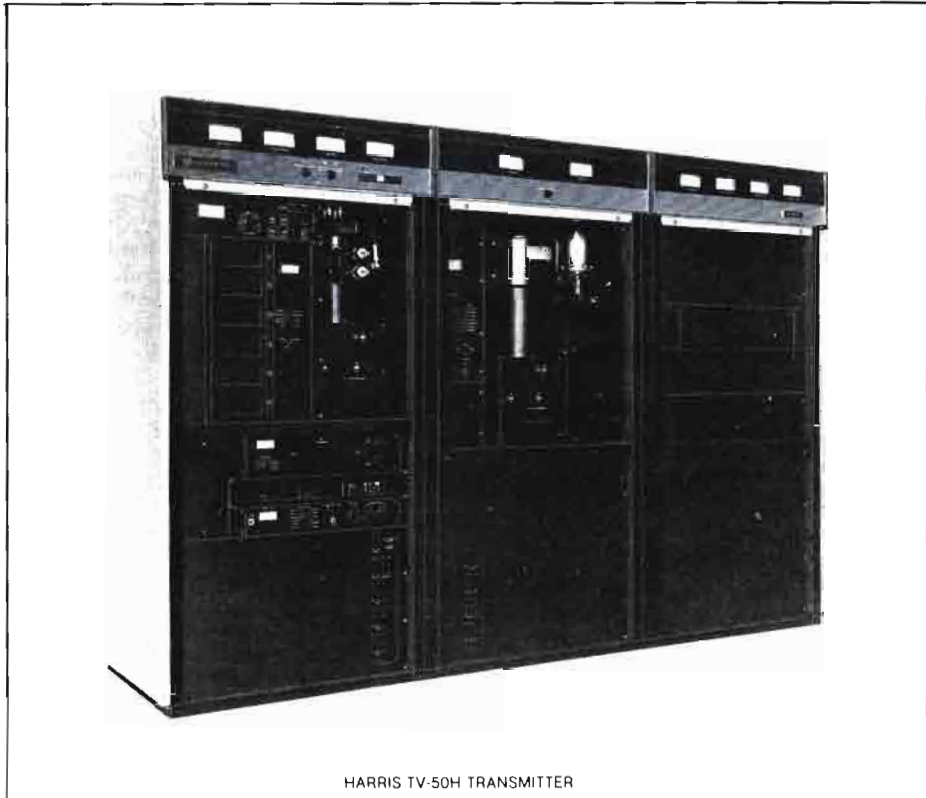
CCA ST-25 FM TRANSMITTER



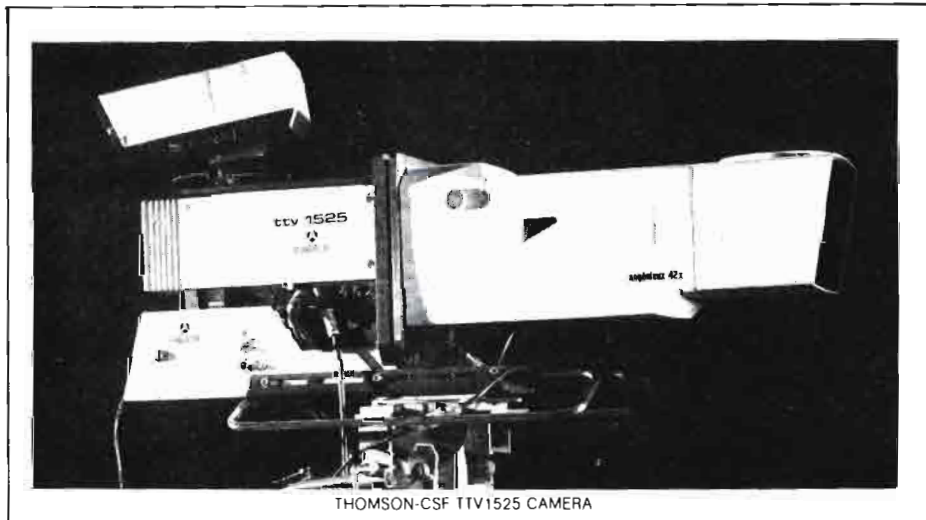
PANASONIC AU-A70 EDITOR



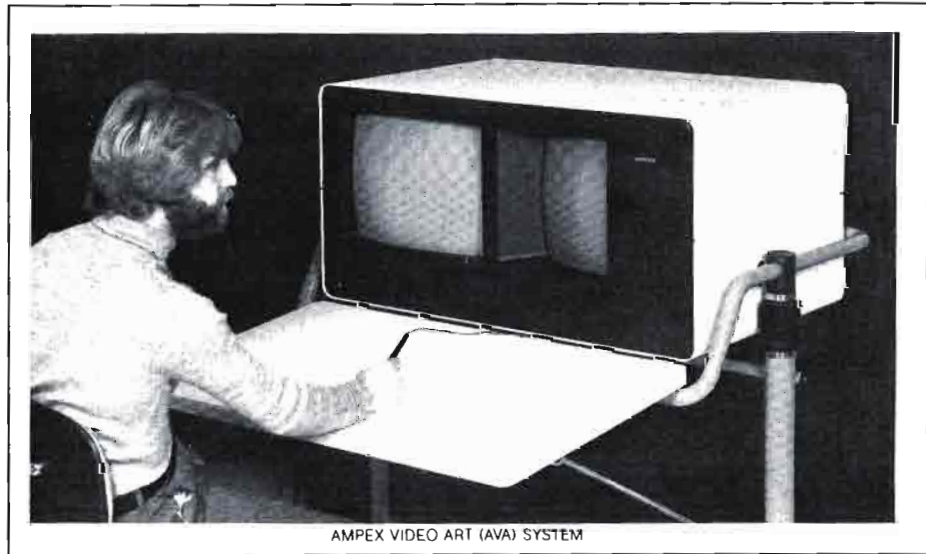
SONY BVE-1000 EDITOR



HARRIS TV-50H TRANSMITTER



THOMSON-CSF TTV1525 CAMERA



AMPEX VIDEO ART (AVA) SYSTEM

the modular design of the new cameras, the improvements can be retrofitted into existing LDK-25 and LDK-5 cameras.

Philips also showed its new LDM3001 fully digital automatic noise reducer that will process signals with noise reduction at the optimum level without operator supervision.

Toshiba Broadcast Electronics Systems showed its new microprocessor-controlled PK-40A studio camera, which uses three one-inch diode-gun tubes in a small (18-inch by 10-inch by 18-inch) camera head. The complete system includes the camera, a self-contained monitoring package, a computerized control unit featuring video processing equipment and memory units and digital set-up control panel programable for automatic operation.

Sony Video Products Co. showed the first two pieces of its equipment to be manufactured at its new plant in Palo Alto, Calif. The DTR-1100 dynamic motion controller is designed for use with the company's type-C BVH-1100 one-inch video tape recorder and is used to vary the speed of playback from twice normal through still to one-fifth reverse. It is designed for use for sports coverage as well as post-production special effects.

The other American-made Sony product was the BVE-1000 editor, a two-machine editor that automatically selects correct line standards (based on reference sync) and allows edit points to be marked and executed using only visual information on monitors.

Sharp Electronics Corp. had one of the most discussed products on display—a \$12,000 electronic news gathering camera. The XC-700 features three saticon tubes, prism optics, auto white balance with memory, "I" and "Q" encoder, color bars, "H" and "V" enhancement, dynamic beam optimization and a number of other features that Sharp claimed are generally found on cameras costing \$25,000 or more.

NEC of America unveiled its new DME (digital mixed effects) control system that offers full-frame synchronization, basic digital video effects and programable control. The company also showed a new portable helicopter relay system, the TVL-400, as well as what may have been the most futuristic piece of equipment of the whole show—a TAKS-1000 switcher equipped with NEC's Connected Speech Recognition System (CSRS).

The CSRS allows a director or producer to command the switcher using up to 80 prearranged voice commands "using any dialect or a normal spoken language." The system consists of a lightweight, noise-canceling microphone, connected speech-recognition terminal, visual display and a remote control terminal.

NEC also announced at the convention that the CBS-developed Actiontrak had been licensed to it for sale. Actiontrak is a special effects device that creates a multiple-image display of moving television images. It was first used by CBS Sports during coverage of the 1978 National Football

League championship game.

Ampex Corp. also had a CBS-developed piece of hardware—the \$190,000 Ampex Video Art (AVA) system that permits a graphic artist to create original art on a video screen. The basic system offers 256 colors and nine type fonts.

Bosch-Fernseh showed a sophisticated FDL 60 telecine that featured charge-coupled device line sensors. First demonstrated at Montreux last spring, the \$220,000 machine features an electronic line sensor with 1,024 picture elements (for the 525-line NTSC system), full-frame scanning without line interlace and digital full-frame storage, enabling the film transport to be continuous and provide for fast rewind with full-size color pictures.

Among the high-cost items at the NAB, Harris Corp. introduced a new line of high-band VHF transmitters—the TV-H series in 50-, 35-, 25-, 18- and 10-kw configurations. All feature a solid-state exciter-modulator. And for radio, CCA Electronics Corp. had a new, single-tube 25kw FM transmitter—the ST-25. Designed for enhanced operational economy, the single power amplifier tube (a high efficiency VHF tetrode) cuts down on tube replacement costs and power consumption.

Panasonic's recently formed Video Systems Division, was, like JVC (see below), making a grab for a piece of the three-quarter-inch videotape action which Sony has had much to itself. Panasonic's editing system consists of three new machines—the AU-700 editing recorder, the AU-A70 programable editing controller and the AU-J10 multisource adaptor.

The direct-drive recorder, Panasonic said, features individual time code track, flying erase head, frame servo, horizontal phase adjustment and the ability to perform frame-by-frame edits. Panasonic said that when coupled with the AU-A70, the recorder can be advanced field-by-field. The AU-J10 interfaces one or two source players with the editing recorder.

Panasonic was also attracting attention with a new line of ENG cameras. The most sophisticated and costly is the AK-760, whose heart is three diode-gun plumbicon tubes and eye is a f/1.4 high-transmission prism optics system. The camera and its one-and-a-half-inch viewfinder draws just 24 watts.

Cheaper is the AK-710, equipped with three plumbicon or saticon tubes and high-index prism optics. Less expensive than the AK-760, it gives up some signal quality. Its signal-to-noise ratio at 52 db is two points lower than the AK-760's and its horizontal resolution at center is 500 lines as compared to 600 lines.

Panasonic's recently formed Audio Division was also at the show with its new product line that now includes mixers, turntables, two tone arms and four directional cardioid microphones.

Another challenger in the three-quarter-inch market is JVC. It showed for the first

time at the NAB its Tape Handlers series of machines and claimed that with its equipment a broadcaster could put together a professional-quality editing system for under \$10,000. According to JVC spokesman John Bailey, the basis of the system is the CR-8200U VTR, which he said features a newly designed transport that relieves "the technical jitters." Bailey said that the CR-8200U, used in conjunction with the CP-5500U VTR and the RM-82U, an automatic editing control unit, forms the low-cost editing system.

3M Broadcast Products Division improved its TT-7000 one-inch VTR by offering the Automatic Track Following (ATF) option. The recorder, with the aide of ATF, can now play back in slow motion and its speed can be precisely controlled.

In the realm of video effects, the Grass Valley Group was showing its new MK II digital video effects device. In addition to providing all the effects that have essentially become industry standards, the MK II DVE includes a built-in E-MEM effects memory system, a digital noise reduction system and CBS's Actiontrak.

MCI/Quantel also showed its top-of-the-line effects machine, the DPE 5000 Plus. The unit is capable of manipulating five images simultaneously. Although it was new for the NAB, the machine was demonstrated at the SMPTE television conference in Toronto in January and was used extensively by ABC at the winter Olympics. In its Hilton hotel suite, MCI/Quantel was also demonstrating a new effect the company plans to offer as an option on the DPE 5000—turning the image in a complete circle at variable speeds.

MCI/Quantel also introduced its DLS 6000 slide library system. Using Winchester disk drives, the DLS 6000 provides a store of 340 electronic slides that can be resized, repositioned and combined with one another electronically.

Radio engineers cited Continental Electronics' new 317C-2 50 kw AM transmitter as a convention highlight. Designed to be compatible with any AM stereo transmission system, the 317C-2 is the latest refinement of a transmitter first introduced in 1968. Its construction features a screen-impedance modulation technique to achieve both high performance and high efficiency.

Radio studio equipment cited by the engineers included Pacific Recording & Engineering Corp.'s Tomcat cartridge machine. Its audio electronics are constructed on double-sided circuit boards which feature ground-plane shielding for low noise and reliable performance in adverse RF environments. The circuitry is a combination of discrete and integrated designs, and the machine's logic is managed by an 1802 CMOS microprocessor.

The RKO Radio Network purchased the entire first production of the units. The network bought 95 recorders at a cost of \$3,990 each. The individual playback units sell for \$1,945 each.

McMartin highlighted its new BFM-8000 exciter at the show. The exciter

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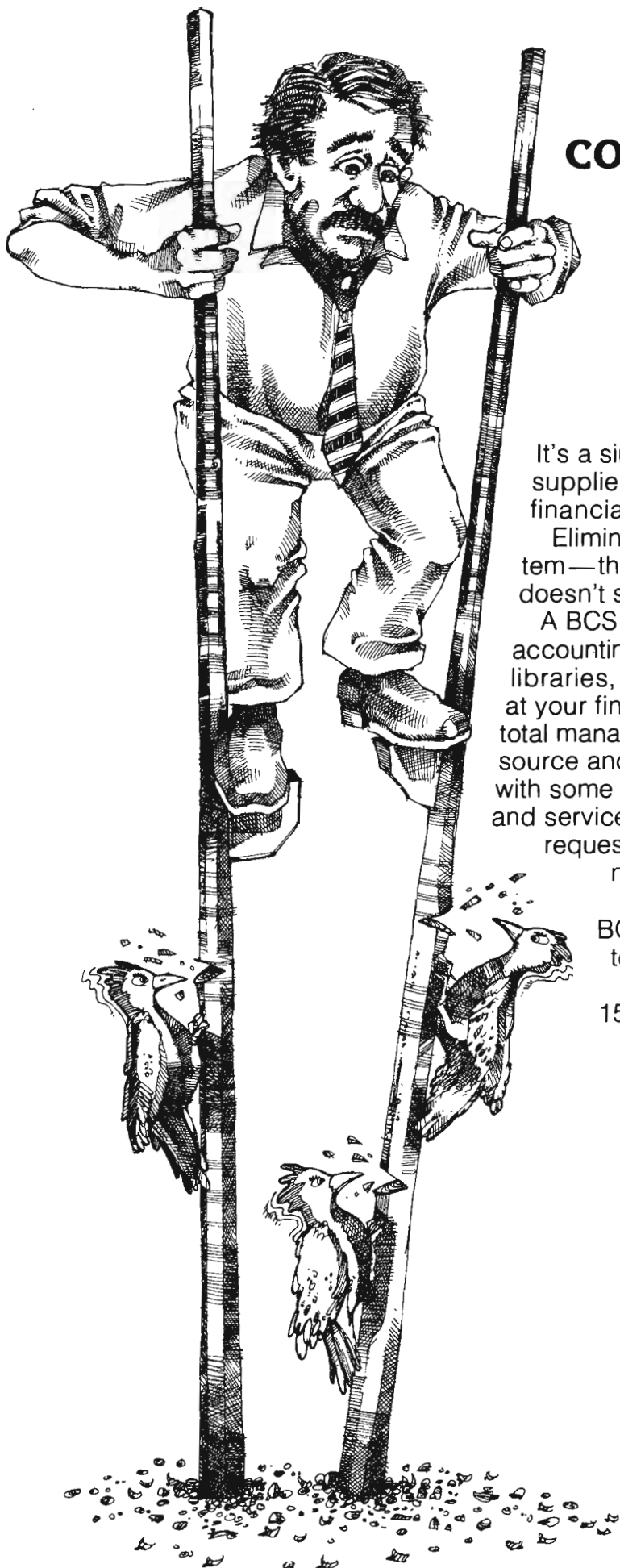
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Broadcast Electronics drew attention with its new 30 kw and 1.5 kw FM transmitters. Their most notable feature was the "bellows" tuning of the final amplifier tube. A spokesman said that the bellows replaces the sliding contact method of tuning, employed in most transmitters and the cause of many transmitter failures.

The BE transmitters are driven by the new FX-30 exciter, which, as one sales-

man demonstrated, can be tuned from one end of the spectrum to the other in a matter of seconds. The exciters will be available within six months.

Microwave Associates Communications was offering help for the electronic news gatherers. Its Sky Scan is a 2 ghz microwave receive antenna that automatically homes in on airborne microwave transmitters. The antenna can be used to pick up signals sent directly or relayed from a helicopter.

LPB Inc. showed its new Citation series of stereo consoles. Each console in the series features pre-fader push-button cue, LED status indicators and the capacity for up to four meters or digital clocks. The three consoles—the C-6S, the C-8S and the C-10S—handle six, eight and 10 channels, respectively.

Among the hardware-based services

being offered at the convention was UPI's Unifax II GOES satellite picture receiver, which allows a station to tie its satellite-weather picture system directly to the National Operational Meteorological Satellite System's geostationary birds. The specially modified Unifax II photo machines can be operated by the GOES system to provide an up-to-date weather picture within 30 minutes.

Interest was also being paid to electronic newsroom equipment such as Newscom from Station Business Systems and TVNS from Slyboom Inc. The new computer-based services allow for so-called "paperless" newsrooms wherein scripts, story files, assignments and production notes are kept in a central computer for immediate recall from video display terminals. Both services are capable of tying in directly to the wire services.

Broadcasting

At Large



Cohen



Kanner



Ross



Ruscitti



Sasser



Wold

Six expert opinions on broadcast technology

BROADCASTING called upon the services—and the expertise—of men on the line in broadcast engineering to review with its editors the state of their art as evident on and around the exhibit area of the NAB convention in Las Vegas. Their remarks are a commentary not only on where things are but on where they're headed—as well as on how things might be better. The experts: Jules Cohen of the Washington consulting firm of Jules Cohen & Associates; Robert Kanner, chief engineer of KHJ(AM)-KRTH(FM) Los Angeles; Irwin Ross, chief engineer, WPVI-TV Philadelphia; Ted Ruscitti, director of radio engineering for the Taft station group; Duffy A. Sasser II, vice president for operations and engineering for the NBC Television Stations, and Robert E. Wold, vice president, radio, Robert Wold Co.

Radio

If we could start on an area that's away from the political—AM stereo and things of that sort—what's the equipment situation on the floor this year from your points of view?

Cohen: Well, in radio, I really haven't seen anything that is new. There is more solid state. RCA's come out with its five kilowatt solid-state transmitter, but that's not really anything new. It's been quite a few years since Westinghouse introduced the solid-state transmitter, and I simply don't see very much that is new.

What do you see in a developmental sense? What's behind the curtain?

Cohen: What we can look for in AM is more digital. It's a little bit difficult to select the time frame, but I don't think that five years would be an unreasonable one within which we would see a great deal more digital sound handling. The revolution in digital isn't only in television; we're also going to see it in aural broadcasting.

What did you see on the floor that points you in that direction?

Cohen: I didn't see anything on the floor—it's just the developments that we can see which are still in the laboratory.

What does digital do for you in radio?

Cohen: It can provide us with higher fidelity, the

ability to reproduce copy and maintain the initial program material faithfully.

So it's transparency, in the same way that TV engineers talk about transparency?

Cohen: In the same way. The only thing about digital is that you can get back to the original pulse form because, even though in the handling of the data there may be considerable smearing of the pulses, so long as the count width remains the same, you can always square them off again and get back to a clean signal.

Kanner: I would agree with Jules on the digital aspect, and also the noise situation. Theoretically, it can be nonexistent. High noise figuring has always been a problem with tape recording and disk recording.

I have seen some things on the floor that are

CO-AX

DIGITAL REMOTE CONTROL

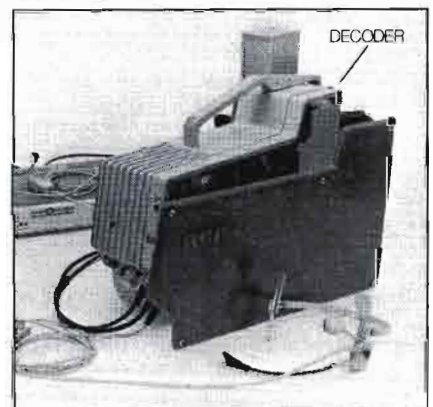
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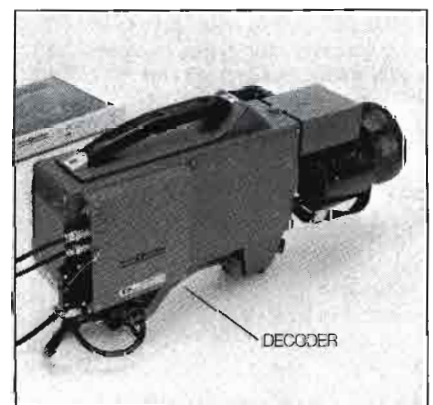


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RCA TK-76B shown with decoder neatly "sandwiched" between camera body and door.



Ikegami HL-77 shown with side-mounted decoder.

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not really that significant, but are improvements just the same. There's a transmitter made by Continental that has been redesigned and has incredible specifications. Zero overshoot, no tilt, intermod distortion that's lower than most. These are all technical specifications which can be best summed up by saying that for a 50,000 watt AM transmitter they have made some significant strides.

Would such developments tempt someone to replace a transmitter? Or only if the other were wearing out?

Kanner: There has been a tendency to go toward the pulse-width type of transmitter, a new type of transmitter, Harris and so on, which had certain side effects of overshoot, things of that sort. Today if you were going out to buy a transmitter—now, I'm only talking about 50 kilowatt AM transmitters—you would be very, very happily surprised by the inroads that this particular outfit has made. And there are many stations, particularly in my group, that are looking at transmitters.

What magnitude of investment does that represent?

Kanner: About \$110,000 to \$120,000.

There are quite a few new FM transmitters that are very impressive. A station like our KRTH(FM) Los Angeles, which has an effective radiated power of 58,000 watts, by combining two 25's you get up to 50 kilowatts real fast, and then you can make up the rest of the gain with a very small number of elements of antenna, so that the higher powered building blocks are easier to deal with. Most transmitters look very good to me—Harris and Broadcast Electronics and Collins.

The name of the game in FM is to radiate as much power using transmitter power without getting gain from the antenna. And there are lots of ways to get your effective radiated power. Let's take KRTH, a 58,000 watt radio station. If we put 20,000 watts of transmitter power into a six-bay antenna and get our 58,000 watts that way, by virtue of antenna gain, that's wonderful. We're radiating 58,000 watts. But we have a multipath problem that we generate by doing that. There's a side effect. The antenna, in producing all of this gain, also produces multipath, which is ghosts to FM, like TV ghosts—the same kind of a phase problem.

Now, if I could buy a transmitter, I could take two 25 kilowatt transmitters instead of my one 20 or two—if I were able to buy two 20's, let's say, I would only have 40 kilowatts. Then I would have to make up the 58 starting from 40. Well, now I can buy two 25's and have 50 kilowatts already, and with that 50 kilowatts a small, single, two-bay antenna would get me my 58 and my multipath is down. And so my coverage is significantly better, much less multipath within the coverage area. So 25's are a help.

What is the big thing that you're after in radio? Is it enhanced sound?

Kanner: Enhanced signal.

Is that the name of the game?

Kanner: The name of the game to me is the best possible sound that you can produce. That's why I've built audio processors and do whatever I can to the signal—constant improvement.

Does that make a difference in the marketplace?

Kanner: It's the difference between somebody

sitting there and not being able to understand or decipher the program material in certain segments of your coverage area. It can mean just total distortion in certain areas because of these reflections. And if you can buy something with just dollars and improve that and pick up those listeners that couldn't stand to listen to you before, you've made inroads.

It's hard to resist going into an AM stereo question after talking about sound enhancement, which presumably is what AM stereo is all about. What will be the impact of the FCC decision choosing the Magnavox system [BROADCASTING, April 14, 21]? What do you think of it from an engineering point of view?

Kanner: At first I was really happy to see the approval of AM stereo, in principle, because I felt that, the way the audiences were sliding toward FM, that FM was taking over AM entirely. You're running into the situation



Kanner

where AM is dying in just about every major market in the country, and so we needed something to save this AM broadcast situation. Now, AM has an awful lot to offer, particularly in the car. Its fidelity is very close to FM—10 kilocycle bandwidth as opposed to 15. It's not that noticeable, provided the receiver can reproduce it, and that's the key. Present receivers do not reproduce the fidelity that the AM station is broadcasting. However, with the advent of AM stereo we were hoping that they would finally build the proper receiver.

FM has the problem in terms of multipath, because it's a line-of-sight medium. There's a lot of signal bounce. There's a picket-fencing and all kinds of problems in the car. AM doesn't have that. It's a groundwave medium. It travels by virtue of ground conductivity. So you only have tunnels and bridges to contend with. So if the fidelity was right and the reception was right, then you're left with, why not stereo? You're really close to FM.

Well, everybody was really thrilled with some of the systems that were out there. I tested the Kahn system for 100 days and submitted a report to the FCC. We were very happy with it. I looked at the Motorola system. It looked very good. A lot of people were happy with that. [Others] were happy with the Harris system.

And then suddenly we reached the point where the FCC—nobody really can tell me why—approves the Magnavox system. The Magnavox system—the commission admits it, everybody admits it. Magnavox themselves, they'll tell you—when you try to approach 100% modulation, you get pops.

Now, I don't know any piece of equipment that any one of us here would go out to a hi-fi store and buy, if they knew when we hit a certain level on a meter, we would get pops.

Ruscitti: A certain nominal level.

Kanner: To me that's totally outrageous. That's going back 15 years. I mean, I'd rather stay mono, I think.

Further, we're talking about a bandwidth restriction of five kilohertz, which is in the Magnavox application. So instead of having a 10 kilohertz bandwidth—or, when they reduce it, down to 9 kilohertz—we're going into the five kilohertz band. So we're further widening the gap between AM and FM.

We have to watch our modulation, which means audio power is down compared to what it used to be. In a station like our KHJ Los Angeles it's running 5,000 watts as opposed to a KFI Los Angeles with 50 kilowatts. You need to worry about that. So broadcasters are very upset. We thought AM stereo was the salvation. I really believed that. I made the test. I listened to it. It sounded great.

The Kahn system, for instance, had advantages that were—I'll give you an example. We had adjacent channel interference—the station just below you or above you on the dial interfering with you. Well, in monaural reception that kind of interference totally obliterates your own radio station, and you can't hear it. They're so close. For instance, we're on 930. We're talking about a station on 910. And you have that kind of splatter and adjacent channel interference.

The Kahn system is an independent side-band situation—in other words, the left channel information is on the lower side of the carrier, the right channel information is on the right side of the carrier, the upper side. That interference takes on a directional characteristic and only appears over on the left side. So here's this guy interfering with KHJ down in El Cajon and there's a little garbage down over here on your left speaker. If you're going mono, it's over the whole car, and you can't stand to listen to it.

You drive up near Fresno and you get some splatter from KFRE—they're on 940. It appears over on the right hand side of the car. You can still listen to KHJ. It's all the way over on the right hand side of the car. In mono it obliterates it.

So in addition to the quality, in addition to the stereo effect, you've got this cocktail party effect, which is what it's called, advantage in terms of interference, all of these great things. The system has been tested for 27 years on ABC stations, Westinghouse stations, Meredith stations, maybe 20, 25 stations throughout the country and Mexico. It may not even be the right system, but my God, look at the difference between that and Magnavox tested on one station, WGAR Cleveland. And the chief engineer got up there yesterday [during a panel session on AM stereo at the NAB convention] and he told everybody about the pops, and he told everybody about how he tried to restrict modulation, and he burned up these diodes, and he couldn't do it with a 50 kilowatt transmitter. He couldn't restrict the modulation, and it burned up, and how he just

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could not operate with the system.

And the FCC is sitting there, you know, and everybody's sitting there wondering whether this is "Alice in Wonderland" or what.

Have the equipment makers been waiting for that decision?

Kanner: They have, and they're in shock, too.

Ruscitti: Many of them were less well prepared for that decision than we were.

Do you think radio would have been better off if the FCC had adopted all five?

Cohen: No.

Ruscitti: Absolutely not.

Kanner: No, absolutely not. But as far as I'm concerned, anything but the Magnavox would have been OK. I'm not promoting Kahn only because I tested it. I'm sure Harris theoretically looks very good, Motorola looks very good, and I would have been very pleased [with either]. I would have been able to modulate 100% and on and on.

It's amazing. There seems to be such a consensus among the engineers—a spontaneous consensus, if there is such a thing.

Ruscitti: And I was intrigued at the meeting this morning with the commissioners. They seemed to be under the impression that we were all delighted with this gift they had presented us before the NAB convention, and they were astonished at the negative reaction. They were totally dazzled by the negative feedback from the engineering community. They were not expecting that. I don't think any of them are aware of the technical limitations that we're all concerned about in the Magnavox system.

Kanner: AM stereo could be a wonderful medium, and it could have been very close to FM stereo, and I think it could have saved us.

Cohen: I agree with Bob. You know, what I was looking for—I don't think that stereo per se is all that magnificent. We had to have it, but what I was looking forward to and I think most of the engineers were is improvement in AM receivers.

It was a little bit—to draw an analogy with color television—like the introduction of color television, which was the greatest thing that ever happened to black and white because all the transmitters had to be so improved in order to transmit color satisfactorily that all of a sudden we had beautiful black and white that we never had before.

In this case our AM transmission has much more in it than hardly any of the AM receivers can handle. So we need the improvement here. We need the improvement on the receivers, and that's why we're looking to AM stereo to bring us a new generation of receivers that had the aural quality so that, as Bob says, it would sound more like the kind of thing that you expect in FM.

Ruscitti: One of our hopes in pursuit of AM stereo was that a system would be adopted that would lend itself to a receiver design that would have greatly reduced distortion, much better receiver performance all around. It's called synchronous detection. And it's worth noting that the Magnavox system is the only one of the five that cannot be synchronously detected.

Can we find something positive or exciting to say about the state of the art in

radio engineering at the moment, AM stereo aside?

Ruscitti: Along the lines of what Jules was saying a moment ago, the advent of stereo is forcing everyone from the source material suppliers through the transmitter manufacturers and the receiver manufacturers to pay attention to quality sound.

Is that evident on the floor now?

Ruscitti: I've seen an awareness of audio performance among the transmitter manufacturers that I've never witnessed before.

Kanner: I mentioned the Continental thing earlier. I think before you got here, Ted. But I'd like to say that the AM stereo situation has triggered an awareness throughout the entire air chain, including the antenna. Now, this is something that's really startling. The broadcaster has never realized before the



Cohen

limitations of the antenna in transmitting a high-fidelity signal, and now the broadcaster is aware. He's looking at his entire building block, his entire air chain, and he's saying, from microphone all the way up to the antenna, "What do I need to do to produce the full-frequency stereo signal?" And so they're doing a lot of work now in terms of broadbanding antennas to pass high frequencies, and that's something that was unheard of four or five years ago.

And I'm looking at transmitters now with overshoots and intermod—different methods of measuring types of distortion. Intermodulation distortion, I had mentioned earlier, is something that was never a specification up until two or three years ago.

Are you going to buy AM stereo equipment this year?

Ruscitti: We have to. Competitively there's no question.

Even though it pops?

Ruscitti: Our position, and I'm sure this is one that we share with many others, is that competitively we need to be on early with AM

stereo. We need the promotional advantages of being able to say "We're stereo" on the air. But if we get it on the air and it degrades the mono performance in actual field operation as much as it seems to have in the tests that they've conducted, I think we'll be very early in pulling the plug on our stereo.

Cohen: And if you can't run up to 100% in negative modulation and 125% in positive modulation because now you're a pioneer in stereo, I think it's going to hurt the station.

Kanner: I have spent 15 to 20 years building processors. I'm in charge of audio for the stations, and that's all I do in addition to my other duties is to work on audio processors to make an AM radio station sound good—and FM as well—but AM primarily because you're making up for deficiencies in receivers. I have worked so many years, and so many people have, and now we're taking that 10 kilohertz bandwidth. We're going to reduce it to 9 kilohertz. We won't be able to help that because of the spacing. But then we're going to reduce that still further, to five or four. What was the point in broadbanding the antenna? What was the point in all of these fancy changes with the transmitters if your frequency response is limited by the system itself, right off the bat?

So there is one other thing, of course, that I don't overlook, and that is, given the system—and this is my final hope—given the system, as bad as we think it is, hopefully there'll be enough people that will put their minds together and perhaps make it better.

Don't you think that the commission can be turned around?

Cohen: Sure, it can.

Kanner: The problem with that is, it may take years.

Cohen: It's going to take years, believe me.

Kanner: AM can't wait years.

Cohen: FCC Commissioner Bob Lee said that they'd been getting a lot of flak on their decision, and maybe they have made the wrong decision, but "let us know." And there's always a possibility of reconsideration. There's not the slightest doubt in my mind that we don't have the last word by any means. We, of course, don't have any order at all yet. The commission has not in fact adopted anything. They've just told the Broadcast Bureau to go back and write up the order for granting it to Magnavox. Once that is out, then we're going to have proponents of the other systems, and maybe others like Bob here from the operating side, who will force reconsideration. So I tell my clients not to be too sure that it's going to be Magnavox.

Bob Wold, do you have an opinion in this area?

Wold: This doesn't really focus on the kind of services our company gets involved in. You know, we take our cue from the local radio station broadcaster, and the AM stereo issue is not one that's affecting us right now. I think down the road it will.

I bet that stereo signal would.

Wold: Well, in the transmission area we see that, when AM stereo becomes the standard, whatever standard is finally agreed upon, it will have an effect in terms of what the broadcaster needs in the way of his remote transmission.

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and that in turn will lead us down the road that we will go on.

Is everyone here as surprised as I that there has been such a proliferation of the use of satellites by radio?

Ruscitti: It had to happen.

Cohen: It was obvious.

Ruscitti: The commission's relaxation of its restrictions on earth stations came as a result of the interest on the part of broadcasters rather than the Congress.

What was on your shopping lists this year?

Kanner: I was looking for audio processing equipment, both AM and FM stereo. We found some new things on FM that look pretty good. Of course, AM with this new change would be quite a change in types of audio processing here. But transmitters had a great deal to look at in terms of 50 kilowatt models for the other stations, and the five's, and there are a whole bunch of new low-powered transmitters that look excellent.

What are some of the companies?

Kanner: Collins makes an excellent transmitter. Now they've come out with a one-kilowatt transmitter in addition to their five. We're using their new five.

Ruscitti: We're very interested this year in improved tape cartridge handling equipment, recording and reproduction.

Kanner: Pacific Recorders has come out with a device called a Tomcat. It's a cartridge machine that's very small size, and you can stack them. You can stack six of them in an area formerly occupied by three.

Ruscitti: It's worth noting that RKO has snapped up an inordinate number of those machines.

Kanner: Yes, for our network. We have purchased every one of them, all of them.

Is the advantage just the space saving?

Kanner: No. Jack Williams of Pacific is brilliant in terms of circuit design, and his circuitry is really unique. He has gone all out in terms of fidelity and intermod distortion, all of the things that have been overlooked in the past. Head configuration—they used to have a problem in terms of bumps at certain frequencies. The heads that he's put in these machines are absolutely flat. That is a milestone. That machine is one of the milestones this year in terms of audio.

Do you have something on a wish list, as opposed to a shopping list?

Kanner: Well, earlier we talked about digital electronics, and when it comes to audio processing, way out there in space I can really see a digital approach to audio processing using microprocessing computer techniques which will do away with all of the old fashioned analog devices and do anything you want to do with audio. And I don't think that's more than three to five years from now.

Is the radio station at the same place, technologically, as the recording studio?

Ruscitti: That technology is going to filter down in a period of, I think, no more than three years.

It's not going to be more than two years or so before we're handling audio tape, preserving audio on magnetic tape digitally.

How about test equipment? Is that a big item?

Kanner: Each year we find an additional box getting smaller. They're easier to handle. We talk about intermodulation disclosure, and there were very few people who knew what that meant five years ago. You're seeing that kind of a meter and device incorporated in test equipment. We're seeing test equipment that handles not just one form of distortion. Years ago you went out and you bought a harmonic distortion meter. Today you buy a harmonic distortion intermod noise frequency response meter, all these things in one little box, and year after year you buy more test equipment and



Ruscitti

more sophisticated test equipment and small modules.

Cohen: We're getting automated test equipment on the market now, which is brand new.

Kanner: You just plug it in, and it does all the work for you and then just digitally writes it out on the screen numerically.

While we're on digital here, is there any advantage—if you're going to use the satellite—is there any clear advantage to using satellite digitally?

Wold: Yes, there is. One very definite advantage is the more effective use of the space satellite channel itself. You could get more channels, make better use, more economic use of the satellites using a digital TDMA [time division multiple access] to the satellite rather than using some other format such as signal channel to carrier.

Can you give me an example? How many 15 kilohertz channels can I have on one transponder?

Wold: That's a factor having to do with the size of the dish and all that sort of thing, but—let's see. The carrier right now we're talking about, I guess there's 10 or 11, 15 kilohertz single SCPC channels you can get on a transponder, really, actually ranges. But using TDMA you could probably get double that.

What are these letters?

Wold: Time division multiple access. It's a factor of time accessing the satellite rather than space or frequency.

Cohen: SCPC is single channel per carrier.

In most of the other merger-of-new-technologies stories that we're doing today all the big change seems to be on the television side—between over-the-air broadcasting and STV and cable and satellite-to-home. Is it accurate to suggest that radio isn't undergoing any of those things, that there's really no technological threat to radio and that in a way radio can concentrate on doing its own thing better while all those other people worry about what others are doing? Is that at all true?

Kanner: Makes sense, yes.

Cohen: I would accept that.

Ruscitti: I don't have any problem at all with your contention. Radio right now has no real threat. Radio's going to be doing what it does best and has done best for years and years.

What I get from you not only is that radio is doing what it's done best in the past, but what it's going to do better. The darn medium may be getting better. Is that it?

Kanner: That's what's so exciting about it to me is to be able to build and develop new equipment that sounds better. That's something I couldn't do in TV. TV is the black box medium. You buy that black box and you plug it in. I can do something for radio. I can invent and design something.

If a radio broadcaster decides he wants to own his own earth station, what would it take?

Wold: What size? It depends on the need because, you know, a real small earth station means you can put it in the backyard inexpensively. You don't have to go through any frequency coordination, and it's cheap and dirty. But there's always a trade-off. You're going to have problems in terms of the amount of power it takes to get the sufficient signal into that station. So it really depends on what it is you need.

How about microwave? Is that an area of interest in radio?

Kanner: It always has been because of the fidelity situation. Well, there were two reasons. One, the phone company is notorious for creating a multitude of problems. They're very inefficient, constant problems. There are so many people along the line of your route between your studio and transmitter that can interrupt the broadcast. There are so many things that can happen to your line. In addition, the quality and all of these new specifications we were talking about and now especially the stereo and phase and all of the ramifications of high fidelity, telephone lines aren't as good as an STL [studio-to-transmitter link] system.

Wold: I would think it would become more important as the number of earth stations grows as well, because you're going to have situations in, let's say, a smaller market where there's really just one earth station in that market servicing two or three stations. And you need to get that audio from that dish into those locations. And one of the trade-offs in satellite technology is that we see AT&T cutting back

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Cordially,

Peter Zomaya
Peter Zomaya
Assistant General Manager



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March 10, 1980

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Regional Director
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Los Angeles, CA 90028

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There has been good response to those programs we have aired, and we hope that TVAC will continue to program of this quality for years to come. As we both are aware, we need to improve our children's programming, not for just the sake of meeting quotas, but as an obligation to those children who make up a part of our audience.

Sincerely,

Harold D. Wheat
Harold D. Wheat

HDW:mfp

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Mr. Craig Swenson
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Dear Craig:

Just a note to let you know how happy we have been with the valuable service provided by you in helping us air several TVAC programs.

As you know, KHQ-TV has scheduled "Vegetable Soup" (I and II), "Rebob" (I and II), "Infinity Factory" as well as "South by Northwest" and others. Without your advice and assistance we might well have overlooked this excellent program source.

Sincerely,

Homer C. Mason
Homer C. Mason
Program Director

drastically, not just in terms of its inner city lines but within each market; they're pulling that stuff up left and right.

Ruscitti: Becoming less cooperative.

Wold: Right. Less cooperative, tractable. I pull my hair out on that every day because I have to try to get AT&T to work with the satellite carriers, and that's, you know, an ungodly task. And they're less and less into the broadcast medium. So I think microwave's going to be an answer there.

Kanner: Well, my problem is simply the situation in trying to get a signal into remote areas. Los Angeles has Mount Wilson for its TV and FM transmitters. Now, to lease a phone line from the phone company, the path of that phone line is incredible. It goes halfway across town, loops in and around, and by the time it gets there is quite a problem in terms of phase and fidelity. And that is why 99% of the broadcast stations up there use a direct microwave feed from their studios with a dish pointing right up to Mount Wilson where there's a receive dish.

Is there anything exciting going on in that area from an equipment point of view—development of more sophisticated microwave equipment?

Ruscitti: If I can footnote something that Bob said—it doesn't answer your question. In lots of cities in the present allocation scheme there simply aren't sufficient frequencies available for everyone in radio who wants to use a microwave studio-to-transmitter link. And there's a movement under way to petition the FCC for additional frequency allocations for just that purpose.

Well, what about the equipment?

Ruscitti: I don't see anything striking.

Kanner: It could be better. There's one that employs some digital properties, but I haven't gone over to see it yet.

What about studio equipment?

Kanner: That's a new step on the floor. You're employing new chips, these small integrated circuit amplifiers of the new types that are faster and have better response and so on. And so the specifications of the equipment have reached the point where it's just mind-boggling. Years ago we looked at distortion numbers of a few percent. Now we're looking at .01% distortion. We're talking about noise figures that are down in the 80's and 90's—just phenomenal specifications with this new equipment.

Are you getting a feeling of a new rule of thumb in terms of turnover of broadcast equipment? How fast is the industry obsolescing itself from an engineering point of view? And how often do you have to rebuild the radio station?

Ruscitti: Much faster than our accountants would like.

Kanner: You write off a piece of equipment, except for computer equipment, over a period of eight years. Computerized equipment we write off over five. But equipment that was built eight years ago is obsolete today. Absolutely obsolete.

I mean, we went into customized studios years ago—I'd say around 1969 to 1972. People went into customization of studios, thinking that once you built equipment, instead of buying it off the shelf, this would be the piece of gear that would sit there for 20 years. And they

found three years later that it was worthless, that there was something out there that was so far superior that you just had to go out and buy something new.

Is radio a capital-intensive business?

Kanner: More and more.

Did you think that was going to happen?

Kanner: Well, you know, if you sit here and think about it, you think of Lee De Forest inventing a vacuum tube in 1904, and as a kid I was building a transmitter out of tubes and amplifiers that took up my entire garage, and today that can all get down to a little thing like that, you know, and I'm not that old. It's just mind-boggling, absolutely mind-boggling. It's going way beyond my expectations.

And each of these steps brings something to the party other than a bell or a whistle?

Kanner: Yes, and there are ramifications that



Wold

grow from that. There are things that come out of that, you know, new things that you never thought of.

Ruscitti: In my end of the industry there have been very few bells and whistles. It's been more gradual improvement on basic concepts, than anything flashy and new like television, where with the turn of every calendar page there are flashy new toys. We don't have that, do we? We're just trying to sound better. Trying to sound cleaner. Trying to sound a little louder, if you can. Trying to get some little competitive edge.

Kanner: Well, we're getting into—and I am really happy about this—the TV chief for channel 9 [KHJ-TV], which is also owned by RKO General, came in, and he asked me to design an audio processor for TV. I just couldn't believe it. Television people are not used to listening to decent sound. They don't really care. And this is the first time. He was impressed with FM, and he said to himself, why not? Why shouldn't TV broadcast a decent fidelity signal?

Ruscitti: And there's no limiting factor at this point. Since the networks have altered their interconnect scheme there's no reason TV can't sound as good.

Between the musician's guitar and the

speaker on my stereo, what is the weakest point?

Kanner and Ruscitti (simultaneously): The speaker on your stereo.

Kanner: We said it at exactly the same time. That is an electromechanical device, as opposed to a solid electronic device. You're dealing with mechanics. It's the same thing as the stylus on a record. That kind of transducer is always the weak point.

If it hadn't been for AM stereo, I think we'd be talking about 9 kilohertz at this session. Do you think there's less concern on the part of the broadcaster about losing that bandwidth?

Ruscitti: More. I'm frightened to death, more than anything by the fact that our FCC at this point doesn't have what I believe to be a satisfactory allocation scheme—not in terms of doling out these new frequencies, these new licenses when they become available. But they simply don't know how many there are likely to be, where they'll be. It doesn't seem to have done anywhere near the kind of research in that particular area as the Canadians and some others have done. Our government can't really give you a straight answer about where they'll put all these new stations.

Kanner: I like to look at Los Angeles because I live there, and I think it's the toughest radio market there is because they have 84 stations competing with one another. And who needs another four or five? In addition to that, to further restrict bandwidth, again when we're talking about quality. And what about promotion? How many years have we been saying 93 KHJ, 930 KHJ. Now we say 927 KHJ? 64 KFI is 61 KFI? I mean somehow I think we'll get over it, but the years of promotion—it is just something else that's negative on AM, another negative.

Ruscitti: It's one more uncertainty.

What would you ask of each other if we weren't here? What would you be talking about?

Kanner: How do we get together to fight this AM stereo decision?

I have been an engineer for 20 years now, and I have never felt so strongly about something. As I said, I have worked so hard to better the medium in terms of audio fidelity, sound and signal coverage, and in one fell swoop, with the promise of high hopes for AM, they've just been dashed as far as I'm concerned.

Television

What is new in the exhibit area this year?

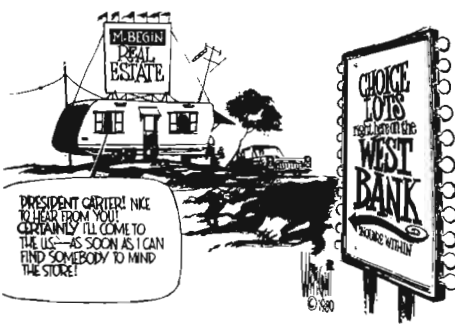
Ross: We saw a new emphasis, a greater emphasis, on satellite gear as well as a second-generation of airborne ENG equipment.

That's the electronic equipment, not the airborne carrier.

Ross: As a broadcaster our concern would be for helicopters that can carry the people, the equipment and do it with maximum safety.

Is that an increasingly important factor in television operations?

Ross: The helicopter for ENG has gotten to be increasingly important in the last year. The



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safety factor is a major concern with many broadcasters.

We, of course, report them as they go down, but—

Ross: That's why. When they go down, they make a big splash. It's like an airplane crash. If you lose 540 people on the highways on a Labor Day weekend, that represents nowhere near the news of 80 people in one plane crash.

How could that question have been answered on the convention floor?

Ross: It really can't. A helicopter is sort of a strange beast unto itself. You almost have to translate its exposure in terms of hours in use. You cannot do it with the conventional National Transportation Safety Board type of operation in seat miles or miles flown. A helicopter will go up in the air and sit and hover and go nowhere. And yet, it's in its most dangerous environment at that point, in a hover.

How long have you had experience with that area?

Ross: Well, we have been leasing a bird for about a month and a half to two months.

And what kind of equipment experience have you had, not with the flying but with the electronics?

Ross: We're finally coming to a resolution of what we feel will do the best job in airborne, and it is different from on the ground. The receivers and transmitters are all the same. The antenna systems in the bird are entirely different. And more important, the location and type of antenna systems on the ground is an entirely different unit, because with the helicopter generally in motion, you do not have a constant predictable path between the helicopter and the receiving site. We also do not have the very high gain antennas. It is impractical to suspend a four-foot parabolic antenna underneath a helicopter.

So we're radiating energy in many directions, and our concern is how much of that will bounce and get back into the receiving dish, giving us multiple images or other problems. That's why we have to look to a different type of receiver.

What kind of equipment did you see on the floor that you found impressive?

Ross: I found one thing in the helicopter field that appears to be a change in philosophy from what had been shown in the last two NAB's, when most people were concerned with the omnidirectional or full-directional pattern for the antennas. Nurad has a new system with four directional horns. One fore, one aft, one port and one starboard. No longer omnidirectional. I think it is because they want to reach out as far as they can and they want to minimize energy reflecting back off the skin of the helicopter, off the helicopter blades and off other structures.

What costs do you incur when you make the decision to go into helicopter or airborne ENG?

Ross: There's either the acquisition or the chartering, renting or leasing of helicopters. To purchase a Bell Jet Ranger today is probably about \$400,000, plus the support pilots and what have you. We've seen them with monthly guarantees—40, 50 hours a month. Probably range from \$250 to \$300 an hour. You can get

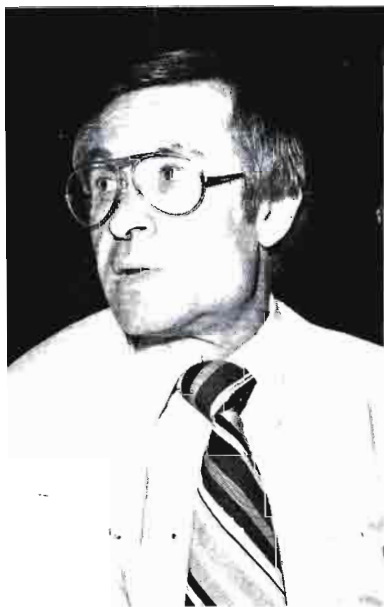
the smaller Hughes maybe closer to \$200 an hour. If you go out and rent, you're talking \$300 an hour. These are airborne flying hours.

In a three-V market, are you likely to have all three stations doing it?

Ross: This seems to be an area of controversy depending where you're located. Certain places in the country, yes. Other places, maybe not as much, unless they do it for competitive reasons.

What do you find, Duffy, in your experience?

Sasser: I think the figures are pretty much in line with what I'm accustomed to. I've seen two developments which are encouraging. One, there are several firms starting up a business and providing, on a turnkey basis, a helicopter, pilot, maintenance, fuel, all the miscellaneous expenses on a flat charge, minimum number of hours guaranteed, plus additional cost if you



Ross

use more than a given minimum.

The other thing I'm very encouraged to see is that equipment manufacturers have recognized the problem with such a massive capital investment, if you dedicate a helicopter to the ENG gear that goes into it. So now there's a great emphasis on seat pack equipment that can be strapped rapidly into a seat, or there's the Nurad concept of a pod mounting underneath the helicopter, which is I guess almost a military adaptation of the system.

This allows flexibility for the stations to have helicopters available on turnaround leases or short leases, or a helicopter on demand, and it helps the helicopter operator because he can have a fleet of helicopters. He can give any one of those helicopters to the station and the equipment can be mounted very quickly, without the helicopter operator tying down one of his birds—he can cycle his machines around for other uses or maintenance purposes.

One more thing about the Nurad concept. They've thrown in an extra antenna for receive straight down, so helicopters can be used for relay of ground ENG. This is becoming an especially critical item in large markets, where you can have the truck out 30, 40 miles from your studios, and you have no way of establishing an EJ path except to have a helicopter hover over.

This has got to be the high end of the line of ENG, when you start talking about live helicoptering or airborne ENG. What about more conventional ENG? Do you see developments in that area this year?

Ross: We are looking basically at our third generation of ENG today. And there's not too much in the way of change, although one outfit did show a very small antenna that could be mounted right on top of the camera, and would switch antennas as it moved around. RF Technology is the system. Basically, they have four antennas mounted in a little box. The unit is aimed at the receive site, a button is pushed which then magnetically locks down a magnetic sense of direction. As you move around, it senses the fact you've moved 90 degrees and switches the antenna over so you theoretically can get good coverage without the operator having to worry that he's bouncing energy off a back wall somewhere and giving a reflection, or having to keep the unit oriented to the receive site.

What about the one-inch VTR's?

Ross: New this year, of course, as many of us have suspected and known for about six months, was RCA's introduction of the new one-inch.

I think production houses, people doing production are into them very quickly. Station operation for on-air only, such as the station I'm with, are currently in a wait-and-see situation, because we're not sure when the syndicators are going to jump on it, if they're going to jump on it, or whether they're going to go satellite. One of the things we face in handling 22 hours of syndicated material a week is that I need a minimum of three machines, two machines back to back and maybe a third machine as a backup or something like that. So I'm talking a basic expenditure of a quarter of a million dollars or so to get into three machines.

Are you not into one-inch at all now?

Ross: No. And I can't get rid of my quads unless all syndicators go to one-inch. And then I've got to change my entire plant over to one-inch. And then I still must keep a quad for library material.

So is that still a major consideration among stations, whether they're going to go to one-inch?

Ross: I don't know that it's a question of whether. I think the question may be more when. I think probably within three to five years most stations will be into it. The question is, when do they make the move.

Sasser: I would predict that within two years the majority of stations will have one-inch. The former company I was with converted last year to one-inch in all of the stations. And it just became a necessity, economic standpoint, program distribution standpoint, even though 90% of the programing was being distributed by satellite. That was with the Spanish International Network group. And at the NBC owned stations, we are getting more and more requests every day, inquiries from program distributors saying, 'Hey, we'd rather send you the tape on one-inch, can you play it?' And it certainly makes sense to the syndicator. He'd rather ship out an \$80 roll of tape than a \$400 roll of tape. The shipping is less, the tape raw stock is less, and I think it's inevitable. And I really don't see satellite distribution of

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programs supplanting the necessity to have tape machines in the stations.

What do you see in your crystal ball?

Sasser: I predict firmly that within three to five years, we'll see a broadcast quality CCD camera the size of a 35-mm single lens reflex with all the electronics built in. I think it's inevitable. Every sign points to it.

Who do you think will be the first to bring it out?

Sasser: There are so many people working on it, you couldn't predict it.

What's been the cost curve on frame stores?

Sasser: Rapidly depreciating. The NEC device, I believe, is a little over \$12,000. And the first frame store that NEC showed us five, six years ago was close to \$100,000. So we've had a 10 to one price reduction in less than five years, and a space and volume reduction of probably 100 to one.

Well, that was another curiosity raised by your remark that it might be two or three years before you get into one-inch. The manufacturers are talking about digital VTR's three to five years from now. Maybe they can retrofit a one-inch machine for digital, I don't know—I doubt it. Is that a problem?

Ross: Well, except for the transport, most of the electronics really are different. I agree that in three to five years we'll see digitals. But the digital machine at the station level does not have all the major promises it does for production houses.

If I get a tape in from Merv Griffin, as an example, to play it back, put it on the air—rarely will the distributor, in three years, give me a tape of Merv Griffin on a digital format. He may do all his production digital, but I'll get the tape analog. And I will play it analog. We will be broadcasting analog signals for the foreseeable future.

So when you get to that point, you're going to have to go through a dual analog-digital studio for a while?

Ross: We may see that the digital tape recorders per se may find their way into the production houses, where they really can get the benefit out of them, more so than we who simply get a tape, throw it on and play it.

Sasser: It may be that technology will develop by that point that we will see digital videodisk in practice even before digital videotape becomes a reality. A lot of research has been put into development of videodisk for home consumer use. I don't think much will be required to adapt one of these systems to make it a broadcast quality machine for handling spot material and replacing the catacomb monstrosities we have now to handle two-inch cartridges.

And that is one of the big problems that a TV station has, a tremendous amount of spot material. I guess I'm looking at a crystal ball again, that in the future we will see this material encoded on digital videodisks, or perhaps on a little cube of memory material that simply will be circulated around by a simple mechanical mechanism, or perhaps a mass of memory banks in place and there's no physical handling at all of spot material in the station.

You have a large station with several thousands of cartridges on line in active use, and the mechanisms required to thread up these things, handle them, are almost Rube Goldberg compared to the other technology we see in broadcast systems.

Ross: Hiccupping on that, what may bring this about, more so than broadcast technology, is the computer industry. Mass storage is getting to be very, very cheap. As long as it's in a digital format, it can be stored on mass storage.

Sasser: I think the first application of that is the digital still store. And the next logical generation is the digital storage of real time material, such as spots.

To go to another area of broadcast equipment entirely, what about the satellite earth station?

Ross: The satellite earth station is coming within the realm of the broadcaster. The practicality of it may be dependent on where in the country they are located and the need and function of the marketplace. I think if we look back in the future, the economics of distribution will be great for the syndicator, it can be very helpful to the networks, moving away from areas of very dense population.

Sasser: I've been working with satellites for the past three years as a normal day-to-day routine. And I found the satellite to be extremely reliable, exceptional quality. One of the things we were doing on a normal routine basis was sending commercial material in addition to programming over the satellite. We found it an excellent tool, in particular in application of SIN and specialized networks. Other operating flexibilities it gave us is that the satellite circuit was instantly reversible, and we could back-to-back transmit to the satellite in two different locations, with maybe a two-second overlap or two-second break in transmissions. You can't do that in telco. It takes a long time for telco to restructure their circuits, unless you buy two separate circuits if you want back-to-back transmissions from different parts of the country over your network.

At the moment, the satellites pose certain limits in networking for broadcasters. There just isn't enough capacity on a satellite to handle what the big three networks do in a particular week. If the networks had gotten into it a few years ago, had blocked out the capacity at that time, we might be on satellite for the three major networks today. Right now there's not the capacity, and we're going to have to wait for the next generation of satellites to see the major networks up there.

I think it's inevitable that with the next generation of satellites, we're going to see EJ vans out on the street with the van sending the signal 46,000 miles through space to get it back to the control room in the same town. And I think this opens up the possibility of news coverage from areas of the country that simply are not wired for any kind of video facility today. I think we've seen a couple of trucks out front that have this capability now.

Part of the problem has been a hardware problem. Satellites today require a fairly large earth station to transmit to them. Witness the smallest truck out there—it has about a 15-foot dish and several thousand pounds of equipment mounted on the back of the truck. I think with the next generation of satellites, when we get into the 12 and 14 gigahertz band satellites, we'll see earth stations with dishes as small as

three and four feet. And equipment not much larger than what we presently have in the EJ van capable of transmitting to the satellite from any point in the country.

What are the areas of broadcast equipment that may be of greater interest to broadcasters than things as esoteric as airborne ENG and satellite earth stations? In transmitters, in studio equipment, things of that sort? What is of great interest on the floor?

Ross: In my case, I can speak to the electronic still store. We are at the point that the only film we really see today are either feature films, a little bit of news film—maybe 30, 35%—and commercials. And as commercials tend to wind down and become more and more on tape or other electronic media, we will be maintaining film chains just to look at slides.

As we move—or if we move—more into complete station automation, the electronic still store becomes a must. Then by an address code I can pull up whatever I want and am not dependent upon a man to make sure that the right slide is in the right slot and the slide projector is positioned accordingly.

Sasser: I see the same trend, that we're moving to station automation in our stations. You have a computer-assisted master control switching system and I'm especially encouraged by the interactive systems such that the computer switcher talks to the videotape machines which talk to the actual element that's been loaded, whether it's the videotape or a cartridge or a slide film, to reconfirm that the proper element is loaded. Because what has always been a problem is that the program log will call up the number but it's easy to transpose a number or miss a digit in the middle of a long sequence. You may still load the wrong commercial in the system. It's hard for a human to keep track of 10, 15 digits as we sometimes have on the identification of a particular program element. This is where the computer can be a tremendous help.

These things are getting smart enough now that they ring bells and flash blinkers and tell somebody that something wrong is coming up, a prohibited sequence or a bad load. And can alert people to get it fixed. With the cost of advertising time any more, and the lack of availabilities, you just don't have a second chance to make up for problems.

What about such things as cameras—the present state of the art as opposed to the CCD type?

Ross: In my case, I will be replacing four out of six studio cameras.

What's going out and what may be coming in?

Ross: The Philips PC-70's are going out, most of those being 12 years old. And coming in is the latest RCA TK-47.

Let me ask a question that may drive us all crazy. If you could start over today—and I guess some people do, I guess there are people who are putting on new stations, UHF stations someplace. But if you could start all over, what are the state-of-the-art items in each general area of the broadcasting engineering operation that you would buy? What kind of antenna would you buy?

Ross: Today there is somewhat of a controversy

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over what is known as circular polarization. My station happens to be a low-band VHF. If I had to buy it, low-band VHF circular polarized antennas are not too plentiful. And there is no circular-polarized, low-band receiving antenna on the market today. The things are too darn large. And people have alternatives.

But are the antennas any different than they were five years ago or 10 years ago? Or are they essentially the same?

Ross: Basically the same.

Is the technology likely to change?

Sasser: I don't see any breakthrough, unless someone develops a system that's called phased array antennas. Instead of having a transmitter at the base of the tower, instead of one big massive transmitter putting out thousands of watts, it will be broken up into hundreds of small transmitters, each one directly behind a portion of the antenna at the top of the tower. I see that as developing as a means of conserving energy. It will enable a tall-tower operator to avoid pumping twice as much power into the transmission line at the bottom as he receives out of the top due to loss on the line.

Would that be of particular benefit to UHF's?

Sasser: Even more so to UHF's, because there are solid state systems available. Now they can generate five, ten, 15 or 100 watts at UHF. But getting beyond 100 watts is really not technically feasible today.

So if you had 100 or 1,000 100-watt amplifiers at the top of your tower, each one feeding a small portion of the antenna, it gives you two

things. It gives you (1) higher efficiency because solid state stuff is more efficient than UHF transmitters today. It also eliminates all the copper and all the loss of power between the base of the tower and the top of the tower—all you have to do is run up a power cable which doesn't lose much power. And it allows a lot of flexibility in playing with the antenna and interacting with the transmitter itself. And one could almost dial up an antenna pattern at will, with this capability.

The military uses this sort of system now in radar systems. They can make the radar put out a frog beam to cover an entire hemisphere, or they could narrow that beam down to a tiny spot.

Could that make a change in the ability of dropping in other VHF stations?

Sasser: I don't know. Maybe you could have antennas tuned to cover just a particular traffic area, rather than the broad circle that we plop down today.

Would the next link in the chain be the transmitter?

Ross: What I would go for is basically where we are and what's available today and that move has been made. It's been made by us and it's been made by others. There have been changes in technology to solid state. We decided the low power level units were there. We've moved toward parallel transmitters, where two transmitters are supplying the energy to the antenna, so in the event of a failure of one transmitter you are not off the air, you don't have to bring something else up. At worst, you've got the low power.

From that point back, most things are

changed as they become obsolete either from an economic standpoint or from an operational standpoint. Two years ago, I completely changed out studio control rooms, studio switches, master control room, master control switches, all monitoring in a plant that was 15 years old. The antenna, however, is still sitting up there.

Sasser: As I see it, there is a technology that's only been introduced in the last couple of years that I would think is essential in any medium to large television station. And that's the computer-assisted production switcher.

A local news broadcast at a typical television station is probably the most complex production work done in television today. When you look at a typical one-hour afternoon news, you see a tremendous number of live remotes, electronic journalism segments, film news, stills, key over key over key, chroma-keys, split-screens, you have digital effects of pressing the picture down and putting it behind the anchor, you have anchors talking to each other, separated by a distance of several studios. You have anchors talking live to a man out in the street.

The workload that is presented to the technical director is often more than a single individual can handle on a live, real-time basis. And so you have a computer now coming in to assist that man in assembling and touching all the multitude of buttons on a switcher.

Certainly, I would put one-inch type-C videotape on any state-of-the-art list. As for cameras, that's a hard choice.

How about U-matics?

Sasser: There are television stations in this

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All of the preceding data have been assembled in the form of a book called **THE PUBLIC'S USE OF TELEVISION: WHO WATCHES AND WHY**. The book is divided into two parts—the first a verbalization of the methodology and results written in English so as to be understandable by scientist and layman alike—and the second a compilation of all of the tables and methodology to assist the professional in incorporating the data into his or her own work. The cost of the book is \$22.50. It is available from the publisher by mail.

 **SAGE**
PUBLICATIONS

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country today, and I could probably name four or five of them, which have only three-quarter-inch videotape. They're operating on a daily basis without any two-inch, without one-inch. I understand there's a station in California which has 40 U-matic machines, of which 18 are hooked into a sequencer to sequence all their programs and commercials.

Does technology work itself up from the bottom?

Sasser: In many cases, yes. I find many of the smaller market stations probably have newer technology than many of the big network O&O's.

Why?

Ross: Because of the cost savings and efficiencies. Smaller stations, in the first place, don't have the number of pieces of equipment the larger station has. But when a smaller operator has to expand, he has to look around at something able to fit in his budget to do the job. So as newer, lower-cost technology comes along, he is ready to expand. The larger station will not throw out equipment it has just to come in with lower-cost technology, especially if there's any degradation.

Sasser: I find this is true. An awful lot of new technology starts at the top and at the bottom and works toward the middle. Electronic journalism is a prime example. When EJ first hit, about four to five years ago, you had the networks running out to buy Ikegami and you had the small-market station running out to buy the little Sony single-gun camera. Because for \$5,000 or \$6,000 you could have an EJ camera and a recorder in the field—for roughly the same price as a sound-and-film camera. And they didn't have all the expense, the lighting man, the sound man, the guy running the film lab back at the station, editing all the film.

What kind of ENG equipment would they be using? What would that brand-new station start up with today?

Sasser: Well, a brand new station starting out, instead of buying a \$35,000, \$40,000 RCA or Ikegami camera would walk over to the next booth and buy a JVC or a Panasonic or a Sony. A lower range, industrial oriented camera, which in probably 95% of the circumstances produces just as good a picture. Maybe it won't have the ruggedness of an expensive camera, and there'll be a few situations when it needs a little more light. But for their purposes, it's more than adequate.

What would they do for mobile units?

Ross: Use an automobile. The large mobile unit as we have known it in the past, except for sporting events, is going now. The small station today is not using a mobile unit. The largest operation has a van type unit. There are a number of stations today that use a technique whereby the microwave capability and the ENG capability do not go together. They will send out ENG vans to stories, and then if one of them is to be live or require microwave, that goes out in its own van. It is set up and is then met later by a recorder and a cameraman driving their car or driving a station wagon which has a tape recorder and a couple of lights.

Is there more equipment in a television station operation than there used to be?

Ross: Much more. And the dollars are much larger. It's not uncommon today in a large

station to find anywhere from seven to 15 to 18 electronic news cameras, 20 and 30 tape machines, maybe five and six and eight editing stations. Every one of these editing stations is about a \$30,000 package. And those cameras—to buy a complete camera system today with battery support, chargers—none of them are interchangeable. Every time a new battery comes down it takes a new charging system. They're \$50,000 apiece.

It's not a cheap operation.

What about film?

Ross: Some stations still use film. Our operation uses film for several reasons. It enables us to expand the number of people we have on the street. Using a Bell & Howell 70-DL, you don't quite have \$50,000 tied up. It also enables us to give some of our cameramen a company car which they take home with a camera in the back, a film camera, and we can dispatch them on an emergency basis. Very few stations will want to tie up a tape recorder and electronic camera—\$60,000 in somebody's driveway. A



Sasser

Bell & Howell 70-DL costs, I'd estimate, some \$1,500 with the lenses.

And it is flexible. The camera probably weighs four pounds. The guy could run up the ladder at a fire and aim down and take a look at it. He doesn't have to carry a recorder, a backpack and all the rest of it.

What do you think the development of all this new sophisticated and cheaper equipment is going to mean to you in competitive terms?

Sasser: Well, one thing the equipment offers to us is a bigger bang for the buck. When we think back almost 25 years ago when the videotape machine was introduced, a simple black-and-white VTR cost \$70,000 in 1956 money. Today for \$70,000 you could buy an extremely sophisticated one-inch type C machine, with today's money.

That's quite a change, considering inflation, considering what you get with these machines. So for the same number of dollars today, a station can equip with much more technical sophistication than one could 20 years ago. This is obvious from what we've seen on the convention floor and what we can deliver to viewers at home.

Another thing that the new technology allows us to do is retain more efficiency for the people who work in our stations. We put a lot of things

on the air today that we simply could not have done 20 years ago. Twenty years ago, putting credits on a program meant somebody sitting down and making a great big credit roll and putting it up in front of the camera in the studio and cranking this big drum around—today a man can sit down at a keyboard and create credits all day by the thousands, with very minimal involvement, very rapidly. It looks much nicer on the air. We use a tremendous amount of graphics in our newscasts, as opposed to what one would have 20 years ago.

So I don't know if the number of people in broadcasting has been really reduced. But what we can do with the people we have has been expanded tremendously.

Something that does concern me, as I look down into the crystal ball of what technology offers us, is that the complexity of what goes inside the machine is hundreds of times more than what we had in the past. And what we're seeing for the new electronics is equipment that doesn't break down as much as it used to. But when it does break down, it probably takes longer to fix. And we're getting to the point that a lot of what goes on inside of the box is not carried out by pieces of wire and electrical components. It is carried out by instructions and routines of a computer program. And we at the station level sometimes do not have the ability to access these programs and find out if the program is malfunctioning. Because the program is sometimes even a secret—trade secret or copyrighted material.

It may be getting to the point that we may have to adopt the technique the military has over the years. As their equipment became more sophisticated, the military has given up field maintenance on sophisticated equipment. As equipment craps out, they pull it out of the circuit and stick in a new one in and send it back somewhere else where they have the ability to fix it or repair it.

Is that economic? Does that mean you have to have complete redundancy of equipment?

Sasser: Well, let me put the analogy this way. Years ago, a television plant was a great big room full of equipment, and you brought the test equipment over to the equipment. Now that roomful of equipment has been miniaturized to maybe a little box on a rack, and now the test equipment you bring over to it is several times as big as the device you're fixing.

It's a complete reversal of roles. Some of the equipment required to test extremely elaborate circuits, we simply cannot afford in a television station. The manufacturer will have a \$250,000 machine to check a few circuit cards in the device he's making. We don't have that sophisticated equipment in TV stations.

Is that good or bad? Would it be easier just to shove in the replacement part and not fool around with something and have to fix it?

Sasser: When you look at the high cost of labor, yes.

Ross: In the last five to 10 years we have gotten used to pulling something out of a box, plugging it in and having it work, and we literally don't think about it. Consequently, when it fails, there's a lot of smoke—not coming out of the unit but from people around you. Twenty years ago, when you got a device from the manufacturer, you figured it would be on the bench for two weeks before you could put in on the line. Not so today.

Sasser: In those days equipment failed with such regularity that the technician became so familiar with it that somebody said, "Well, it's doing this, it must be X or Y, we'll change that."

Ross: Or the thing required so many adjustments that you had to keep adjusting it every day. Not so today. When you go into areas such as electronic news, that tape recorder in the field is still basically something that's designed for the home industrial use, not to be bounced around in the back of a Chevy Citation. And it's getting to the point that once the mechanics of it start failing, you repair it once, you may repair it twice, but after that you either rebuild it completely or junk it.

Sasser: This is a question I put to a lot of manufacturers coming up with these sophisticated components. I say, "It's great, the amazing things your little box will do today. But what I want to see is one more gadget built into your box, and that's a little readout that will tell me, 'Hello, I'm your box, I'm not working today, please change chip number 27.'"

Self-diagnostics can be extremely critical. The equipment runs forever, but when it breaks, it becomes very difficult to fix.

Ross: Diagnostics is not very quick. We have a very sophisticated computer-driven character generator. The massive diagnostics that we run to check everything in the computer system takes six hours to run to find out if something is wrong.

Sasser: And then you may spend several more hours, once you've learned something is wrong, to find out how to fix it. That's where the manufacturers need to concentrate their next efforts—improving the time it takes to maintain and repair equipment.

Perhaps they're too busy making the next generation.

Sasser: That may be part of the problem.

Ross: Going back to your original question. You walk down the hall, you come to Harris, which has been known strictly in the transmitter field, now has done some camera work, today has picked up CVS and Farinon. And you consequently see a whole new line of equipment from Harris that you haven't seen before.

You go over to RCA and you still see tape machines, including the new tape machines. Some innovation in transfer, not a great deal. An adaptation of a film chain or a new number which is just doing a little bit of sophistication. You go to Ampex and you see, again, the one-inch machines, and the new electronic palette. And you move through your digital video, which is basically a rehash of what you had last year. Vital has its switching system with a pizzazz. NEC has equipment which they've had over the years that they have started to modify to stay competitive.

Here you find the typical deal of what happens to certain manufacturers. NEC came into this country with digital video effects, married to Grass Valley. They kept that for two years, then Grass Valley went on its own and built its own system, and left NEC sort of hanging in the air with a couple of time-base correctors. So now, they went to work and have designed to go with their frame sync a new system that they will compete both with Grass Valley and Vital.

As a switcher?

Ross: No, not so much a switcher, but with video visual effects. It's an ancillary unit outside

of the switchers, so they don't have to tie back into the switchers so now they can marry it with anybody.

And you will find this—you'll find a lot of small companies coming up. Tayburn was unknown three years ago. Today it is a major force in electronics.

What's it doing?

Ross: Tayburn is basically strictly in the microwave field of electronic news.

Sasser: Another one up and coming is RF Technology.

Ross: RF Technology two years ago no one ever heard of. Looking at it today, it looks like a group of fellows who probably came out of CBS Labs.

Sasser: And now we're scrambling to buy as much of their stuff as we can.

That's microwave again?

Sasser: Microwave for electronic journalism.

Ross: Nurad, four years ago, five years ago, supplied antennas to Microwave Associates for electronic news. Then all of a sudden there was a falling out. Nurad had to come up with their own entire package. They got in bed with Farinon. Now they're in bed with RF Technology on certain things. They're trying to put together a complete line, so you don't buy an antenna from this guy, a receiver from that guy, a transmitter from another.

The small companies are coming up with new devices. Whether they make it in the marketplace or not, you don't know.

Generally speaking, having done a tour of the floor, are you happy with what the state-of-the-art is?

Ross: Yes, it's—let's say that it is pretty much, I think, as you might have expected. We've begun to see changes. I think one of the major areas that we have not touched on today is test equipment. You go over to Tektronix, and Rohde & Schwartz and a few of the others, and you look at what they're now doing in test equipment—this has become super sophisticated.

Sasser: Something else caught my attention which really intrigued me. It's not really an engineering development, like we think of transmitters and cameras and things like this, but it impacts on the station operation. I was very encouraged to see the Newscom system that Station Business Systems has, to automate the news room. In all my years of broadcasting, I've been amazed that the newsroom was such a flurry, a mass of paper rolling around in there, that they ever put anything together to get a newscast on the air. And I saw a system that's capable of processing the entire input and output of the station's news operation without ever committing anything to a piece of paper. All the way from the creation of the original copy by the writer to putting it on the Teleprompter in front of the camera. That to me is one of the most significant things I saw at this year's NAB. I believe there are a couple of others working very similarly.

How will the NAB exhibit five years from now compare with today's?

Sasser: I'd say five years from now the thing will be even bigger. There will be more manufacturers, more products, even more competition available to the broadcaster.



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Broadcast coverage of trials on trial

Supreme Court agrees to hear case that claims Florida law allowing cameras in court violates rights of defendants

Broadcast journalists' campaign to open courtroom doors to television coverage—a campaign that has been meeting with success on a state court level—now faces a constitutional challenge in the U.S. Supreme Court. The high court last week agreed to decide whether the presence of still and television cameras in a court violates a defendant's right to a fair trial and to due process of law. Two Miami Beach policemen convicted of burglary say such coverage does—at least when the cameras are present over the accused's objections.

At issue in the case is the Florida Supreme Court's adoption of a canon of judicial conduct holding that all court proceedings in the state may be open to still camera and television coverage—even over the objections of defendants, jurors and attorneys—subject to the authority of the presiding judge to maintain order and decorum and “insure the fair administration of justice.” The rule was adopted in April after a one-year experiment in response to a petition filed by the Post-Newsweek Stations of Florida.

Florida is now one of 23 states that permit some form of television coverage on a permanent or experimental basis. Florida and Wisconsin are the only states thus far to have adopted a permanent policy permitting the judge to disregard the wishes of other parties in opening the court to electronic and still-camera coverage, but a number of states are experimenting with similar rules.

The challenge to the Florida rule began when the Miami Beach policemen—Neal Chandler and Robert Granger—were convicted in September of the burglary of a Miami Beach restaurant. The case was particularly newsworthy not only because two policemen were involved but also because their conversation over walkie-talkies at 2:50 a.m. was intercepted and recorded by a ham radio operator who turned the tape over to the police.

The policemen, who were sentenced to seven years in jail and nine years probation, sought reversal through the state courts, arguing that the presence of television cameras—despite their objections—had violated their constitutional rights. Finally, the Florida Supreme Court dismissed the issue on the ground it had considered the constitutional issues when it made the experimental canon permanent.

In accepting the case for review, the Supreme Court takes on an issue that has

Camera access for stockholders?

AIM complains to Paley of being prevented from taping CBS annual meeting

While broadcast access to courtrooms awaits Supreme Court review, television coverage of a broadcast company itself has come into contention, and the champions of free access discovered what many would consider an unlikely ally in the person of Reed Irvine of Accuracy in Media. At the crux of the matter was a decision by CBS to bar video coverage of its annual meeting in New Orleans, on April 16.

According to a CBS spokesperson, the action was taken to prevent AIM from bringing a camera crew to the meeting “in light of a special interest group's previous attempt to disrupt an earlier meeting” and because the company didn't regard AIM as a bona fide newsgathering organization. “Lest we be accused of favoritism,” the spokesman continued, “all video coverage was excluded.”

Irvine maintains that the camera crew CBS was attempting to bar wasn't his in the first place, and, having mistakenly arrived a day early at the meeting location (the studios of CBS affiliate WFL-TV), had

been told it wouldn't be allowed in the following day, and consequently didn't return. The camera, he says, belonged to an independent organization, the Information Council of the Americas, whose Ed Butler had previously interviewed him. (Irvine notes that the two groups have had “considerable” contact).

At the meeting, Irvine brought up the matter, asking CBS Chairman William Paley why the electronic media had been barred and whether, in light of the past activity of CBS television news crews, the policy wasn't “inconsistent.” Paley's explanation was, in part, that “we regard this as a private meeting open only to stockholders of the corporation.” Similar meetings that didn't want a CBS News crew present had merely to ask it to leave, Paley said.

Coverage by print media was never an issue at the CBS meeting, and CBS by last week had reversed itself, saying future annual meetings will be open “to television coverage by bona fide broadcast news organizations.” The company claims that had “traditionally” been the case before the New Orleans incident.

pitted broadcast journalists against members of the judiciary for years in a battle in which the American Bar Association and the courts have been at odds. An ABA canon calls on courts to bar broadcast and still-camera coverage of court proceedings. It is the Judicial Conference of the U.S., which sets the rules for federal courts and is headed by Chief Justice Warren E. Burger, that bans television coverage in those courts.

Broadcast journalists last August thought they were making converts among ABA members when, at the ABA's summer meeting, in Dallas, they demonstrated how unobtrusively modern television cameras could cover a court proceeding (BROADCASTING, Aug. 20, 1979). But last September, an ABA poll of its members showed that most still opposed cameras in the courtroom.

The horrible example cited by opponents remains the Billie Sol Estes case, the only one involving the issue of television coverage to reach the Supreme Court until the Chandler-Granger appeal. The court reversed the conviction of the accused swindler on the ground that television coverage had compromised his rights by creating confusion in the court and interfering with the performance of Estes's attorneys.

However, the court was badly fragmented. Four justices held that the coverage violated the defendant's rights, four said that it did not. The swing vote was cast by

Justice John M. Harlan, who said the Estes case was “notorious” and that he was not expressing a view on the constitutional issue of television in the courtroom (BROADCASTING, June 14, 1965).

Nevertheless, Joel Hirschhorn, counsel for Chandler and Granger, cites the decision in a passage in his petition for review that puts television in anything but a good light. “The presence of electronic media in court over defendants' objections is wholly inconsistent” with the court's pronouncement in the Billie Sol Estes case, he says, adding: “The problems of media abuse” or of “the need for lucrative sponsorship” have not been resolved in a manner to “assure that televised trials will not be another electronic narcotic serving the public's addiction to the sensational. In short, the reasoning of this court in *Estes* has survived the test of time.”

Hirschhorn, who did not spell out precisely how his clients were injured, attacked in similar fashion the concept of television coverage in courts generally and the Florida example in particular. He described the rule as a “novel fascination with public relations,” and said, “The Florida Supreme Court has cavalierly flirted with the possibility of irreparable damage to the most fundamental underpinnings of our criminal justice system—the accused's right to a fair trial and to due process of law.”

Thus, he said, the case presents the high court “with a clear opportunity to deter-

mine whether the proliferation of cameras in the courtroom, over the objections of a defendant, is consistent with the protections insured by the Constitution of the United States." It is urgent, he added, that the court render its decision "to prevent Florida and other individual states from continuing this constitutionally blind rush to electronic justice."

The state of Florida, whose hundreds of trials have been covered by television, is unlikely to be alone in defending the Florida rule, when the case is argued next fall. The Radio-Television News Directors Association last week was considering filing a friend of the court brief. The National Association of Broadcasters, given its recent history of participating in free-press court fights, the Reporters Committee for Freedom of the Press, and Post-Newsweek stations are expected to join in. What's more, many of the states that have adopted or are experimenting with rules to permit electronic coverage of trials are also likely to file briefs supporting the constitutionality of cameras in the courtroom.

Congress ponders legislation on crossownership

Swift bill would keep FCC from considering media holdings as renewal criterion; hearings last week debate pros and cons

Legislation that would prohibit the FCC from considering crossownership interests at renewal time received mixed reviews last week, with broadcasters and public interest groups generally lining up on different sides of the issue.

The bill, H.R. 6228, which was introduced by Representative Allan Swift (D-Wash.), would also prohibit the FCC from considering the participation of a renewal applicant in the day-to-day administration and operation of the station, and would codify the commission's existing newspaper-broadcast crossownership rules. Signing on as co-sponsors of the bill were five members of the Communications Subcommittee: Representatives Thomas Luken (D-Ohio), Ronald Mottl (D-Ohio), James Broyhill (R-N.C.), James Collins (R-Tex.) and Thomas Loeffler (R-Tex.).

The subcommittee listened to three

panels of witnesses, with most agreeing on two points: (1) radio and television licenses should not be treated differently in renewal proceedings, and (2) there would be no benefit in codifying the FCC's newspaper-broadcast crossownership rules, which prohibit the common ownership by acquisition of a broadcast station and a daily newspaper in any one market.

Under the bill's provisions, the FCC would be prohibited from granting a license to an applicant who controls a daily newspaper if the signal of the broadcast station would encompass the entire community in which the newspaper is published; a broadcast licensee who acquired an interest in a daily newspaper would be required to divest himself of the station if the station's signal encompassed the entire community in which the paper is published; a broadcast licensee would be required to divest himself by June 1, 1980, of the broadcast station if he owns the only TV station and the only daily newspaper in a community, or if there are no TV stations licensed to the community and the licensee owns the only radio station and the only daily newspaper in the community; existing newspaper-broadcast combinations would be grandfathered where more than one AM, FM or TV station or one daily newspaper exist, but those combinations could not be sold to single buyers. The FCC would be allowed to waive the requirements of the last two provisions if the licensee could demonstrate that his compliance is not necessary to serve the public interest.

The consensus was that the legislation would usurp the FCC's authority to remain flexible and rethink its rules as changes occur.

Richard Shibben, chief of the FCC's Broadcast Bureau, said the commission has made a number of changes in its policies over the years, and it should be able to make further changes in the future. "Recognizing that the Congress is free to change any of our rules, it seems especially desirable in the fast-paced communications area that we retain administrative flexibility to meet changed circumstances," Shibben said.

Harriet (Sis) Kaplan, president of the National Association of Radio Broadcasters, also objected to the provision, although for a slightly different reason. "Our position is an extension of our belief that the FCC's rules and policies in this area are erroneous," Kaplan said. "The

FCC has sufficient authority on a case-by-case basis to act in the public interest to prevent a concentration of newspaper and broadcast interests which results in such extreme control of the flow of ideas that the public interest is being perverted."

Erwin Krasnow, general counsel of the National Association of Broadcasters, said the current FCC rules have already been approved by the Supreme Court, and therefore the legislative provisions are unnecessary. As an alternative, Krasnow suggested legislation that would prohibit the FCC from adopting more restrictive multiple ownership rules than those presently in effect on the date of enactment.

Speaking in favor of the provision was B.E. Birkle, a representative of the General Accounting Office, who said that codifying the rules would help to resolve the uncertainty surrounding the proper degree of ownership diversification.

There was less agreement about other portions of the bill. The first panel brought together Francis Martin, vice president of the Chronicle Publishing Co., San Francisco; Donald Perris, president of Scripps-Howard Broadcasting Co., and Lee Loevinger, representing The Journal Co., of Milwaukee. All supported the proposed elimination of crossownerships and ownership-management integration from renewal proceedings.

Joining Kaplan and Krasnow on the second panel were Michael Botein, of New York Law School; Benjamin Compaine, of Harvard University; Samuel Simon, executive director of the National Citizens Committee for Broadcasting; Pluria Marshall, chairman of the National Black Media Coalition, and again Loevinger, representing the Newspaper-Broadcaster Committee.

Martin, in urging approval of the renewal sections of the bill, said his principal reason for supporting its passage was that "it will bring a measure of stability to an uncertain situation, and it will do so without limiting the diversity of media voices that now exists."

For one thing, Martin said, the bill would end the uncertainty caused by the WESH case, and would assure that a licensee was judged solely on his performance in a renewal proceeding.

Perris said his company was planning voluntarily to leave the Memphis market, where it owns TV, radio and newspapers, because of the fear that it might be forced to leave at a later date (see "Changing



Perris, Loevinger, Martin



Krasnow, Kaplan, Loevinger, Compaine, Simon, Marshall, Botein

Hands," page 60).

"We are seeking permission to leave Memphis, in other words, in large part because the problem addressed by this bill has been hanging over us for decades and still is far from settled.

"The question of what else we own doesn't prevent us from delivering a fair, complete, community-minded operation. It helps us.

"The question of whether a licensee is performing his part of the bargain with society can be answered in many other ways than by asking, 'What else do you own?'"

Marshall argued that the bill would affect progress made in minority ownership, adding that anything that further insulates ownership isn't good for the public interest.

In Memphis and Atlanta, he said, the dominating influence of media control has made a big difference, with problems of the black community not being reported. Simon, meanwhile, took the position that the public would be better off with more owners of media outlets, and the growth of concentration was a particular problem.

Botein offered the opinion that the bill may be shortsighted in its view of new technologies. Such services as STV and MDS could all be owned by the same person in a given area, he said, and there would be no incentive for competition.

Compaine, however, predicted that the real problem would arise from cable-news-paper crossownership, which he said would be "the primary policy question of the decade."

Both Kaplan and Krasnow supported the changes in license renewal criteria, as did Loevinger, who said that unless a license renewal applicant is judged on past performance, there won't be any incentives to provide quality programming. Instead, Loevinger said, the incentive would be to run "a low overhead operation designed to maximize profits during the three-year license period since the renewal



Swift and staff counsel Edwina Dowell

proceedings may amount to little more than a lottery."

Krasnow said that if the comparative renewal process is continued, an applicant's past record of service, rather than control of the media or integration of ownership and management, should be considered.

Shiben, who joined Birkle on the last panel, agreed, saying that crossownership

and integration of ownership and management are not factors that should be considered at renewal time.

"The commission has stated that it does not intend to restructure the broadcast industry through the renewal process," Shiben said. "Adequate service in the public interest is, in part, dependent upon the stability of such broadcast operations. This policy recognizes that a renewal applicant with other media interests who has in the past been awarded a license consistent with our rules should not be replaced solely because of those media holdings. To hold otherwise would jeopardize the legitimate renewal expectancies of the licensee and disrupt continuation of existing valuable broadcasting services to the public."

FCC moves to foster competition among international carriers

It issues two rulemakings and adopts staff report to restructure Comsat but allow carrier to operate freely outside Intelsat and Inmarsat

In the name of competition and the hope of lowering costs to the consumer, the FCC last week adopted a staff report and issued two proposals that could profoundly change the structure of the Communications Satellite Corp. (Comsat) and the shape of international communications.

It adopted, pending minor changes in its text, a report that examined the corporate structure and operation of Comsat and recommended that Comsat be divided into two subsidiaries, one conducting the monopoly Intelsat and Inmarsat businesses and the other conducting all the company's other businesses.

The FCC also issued two related notices of proposed rulemaking. One looks to allow users in need of international satellite services to go directly to Comsat, instead of through any of a number of other common carriers as is currently required. The other notice would remove all restrictions on the resale and shared use of international communications services.

FCC Chairman Charles Ferris said that, with the actions, the FCC "moves from fine-tuning existing business practices in the international communications market to forging another substantial commitment to competition. . . . In doing so we allow more diverse service offerings at lower prices."

The FCC's report on Comsat was mandated by Congress two years ago. As part of legislation authorizing the creation of Inmarsat and tapping Comsat as the U.S. representative to Inmarsat, Congress stipulated that the FCC "conduct a study of the corporate structure and operating activities of [Comsat] with a view toward determining whether any changes are required to insure that the corporation is able to carry out its [statutory] functions."

The report concluded Comsat has

fulfilled its primary purpose of establishing a global satellite system through the formation and its partnership in Intelsat, and that the company should not be prohibited from entering new lines of business. It said that Comsat's venturing outside the domains of Intelsat and Inmarsat would be good for the over-all development of satellite communications and the public interest.

The report, however, also said that because Intelsat and Inmarsat are monopolies created by the government, some safeguards must be taken to insure that these monopolies do not give Comsat an unfair advantage in competition with other satellite carriers. The report was particularly concerned with the problem of cross-subsidization, where revenues from Comsat's Intelsat and Inmarsat activities might be used to underwrite other businesses.

To safeguard against this and other possible problems, the report recommended a two-subsidiary corporate structure. The report said that such a structure would minimize Comsat's opportunity to evade rate regulation through misallocation of costs, and discourage it from using its unique Intelsat/Inmarsat role "to maintain exclusive access to and use of technology."

According to Jim Ball, one of the staff members who worked on the report, either the FCC or Congress would be able to put the report's recommendation into practice. What Congress would do, he couldn't say. As for the FCC, he said that the recommendations of the report will be translated into a notice of proposed rulemaking and presented to the FCC "within a month or two."

Ball said that the report would have no direct effect on Comsat's plans to provide satellite-to-home broadcasting, since the report in no way attempts to restrict the types of business Comsat may get into.

In justifying its proposal to allow users to deal directly with Comsat, the FCC said that to allow Comsat to enter the retail market would further the goals of the Satellite Act, the law that created Comsat in 1962, strengthen competition and foster quality services at lower costs.

"Users would be able to pay a price based entirely on the advantages of satellite communications. This would also mean that other carriers will compete knowing that if prices for the same services are set too high, users can go directly to Comsat," Ferris said in a prepared statement.

Currently, customers are required to go through other carriers to obtain services from Comsat. (Spanish International Network, the three major television networks and other users of video services were exempted from the requirement in an earlier common carrier ruling by the FCC).

Concerning its other proposal, the FCC said removal of the prohibitions against resale and shared use of international communications facilities would increase the number of firms and services and encourage more innovative uses of basic services. It will all add up, the FCC said, to

lower prices.

As Ferris said, "more benefits can be expected to flow to consumers. . . . Our experience in domestic communications shows that resellers and shared users probe an existing carrier's price structure and attack rate discrimination. The beneficiaries of the resulting lower costs are the American consumers."

NTIA wants FCC to reconsider its FM proposal

Agency says commission denial of directional antenna plan is arbitrary and contrary to promoting minority ownership

The National Telecommunications and Information Administration has petitioned the FCC to reconsider its decision not to include NTIA's directional antenna proposal in the inquiry and rulemaking aimed at opening the door to an increased number of FM stations.

NTIA said the proposal is important to the goal of encouraging minority ownership of broadcast stations. And it said the commission's current practice of barring the use of directional antennas for assignment purposes while permitting them for other purposes, "including broadcasters' financial self-interest," amounted to a different treatment of persons in essentially similar circumstances that is not justified.

The commission in February asked for comments on a proposal to create two new classes of FM stations as well as on proposed rules to allow stations in existing classifications to operate in areas where they are now barred. The commission staff said the proposals, if adopted, would increase the potential number of FM stations "substantially" (BROADCASTING, March 3).

But, because of what the staff said were numerous technical problems, the commission deferred action on NTIA's recommendations regarding the use of directional antennas, terrain shielding devices, the reduction of FM channel spacing and co-located adjacent channel stations. NTIA had also proposed new classes of FM stations.

NTIA's petition for reconsideration focused only on the directional antenna proposal. It said that the proposal is important "to the creation of new stations for prospective minority ownership" and that the commission's decision, as a result, "is inconsistent" with the agency's own policy goals.

NTIA said "a realistic minority ownership program should be based first on the creation of new facilities and only secondarily on the acquisition of existing stations at today's inflated market prices." And the commission's refusal to consider the directional antenna proposal, NTIA added "denies the public the opportunity

to comment on the continued relevance of the commission's discriminatory and restrictive policy toward directional antennas."

NTIA does not accept the commission's assertion of a lack of information for refusing to include the proposal in the proceeding. It said the commission "ignores the fact that it has been authorizing [directional antennas] to permit the shortspacing of FM stations for over 15 years," and added: "The only difference" between permitting directional antennas for that purpose and for the purpose proposed by NTIA is the policy rationale involved, not the engineering.

"We thus believe that the commission's current policy of permitting the use of directional antennas for some purposes but not for assignment purposes is contrary to the goal of making more efficient use of the FM frequency spectrum and promoting minority ownership," NTIA says.

And exclusion of the directional antenna issue, it added, "is arbitrary."

Leaving it to the lawyers

Hollywood entertainment attorneys meet to discuss legal aspects of new communications media

About 350 entertainment and communications attorneys met at the University of Southern California in Los Angeles two weekends ago to hear a number of their colleagues as well as businessmen discuss the "New Video Technologies and the Revolution in Home Entertainment." It was the 26th annual Vic Netter memorial lecture series on legal aspects of the entertainment industry, and the lawyers and others in attendance heard from 11 speakers covering subjects from union negotiations to copyright issues to the problems of incompatible half-inch videotape formats.

The day-long meeting was held Saturday, April 19. Speakers included Steve

Ross, chairman of Warner Communications Inc.; Steve Roberts, president, telecommunications division, 20th Century-Fox Film Corp.; Michael Fuchs, senior vice president, programming, Home Box Office, Seth Willenson, vice president of programs and business affairs, RCA SelectaVision video disks; Mel Harris, senior vice president, Paramount Pictures Corp.; and Al Berman, president of the Harry Fox music publishers agency; Art Murphy, USC professor, and Michael Franklin, executive secretary of the Directors Guild of America.

Practicing attorneys speaking included: Harry J. Keaton, Mitchell, Silverberg & Knupp, Los Angeles; John A. Baumgarten, Paskus, Gordon & Hyman, Washington, and Michael Flint, Denton, Hall & Burgin, London. Directors of the program were Los Angeles attorneys Bruce M. Ramer, Kenneth A. Kleinberg and Edmund C. Barton.

Roberts, Fuchs and Willenson, spoke of the emerging home market from their respective vantage points. Taking issue with a common economic model for the growth of the new industry, Roberts said it was unlikely that the home video business would grow along the lines of the recording business, although there will be similarities. "In the record industry," he noted, "we don't have two companies selling exactly the same records." Films are being licensed to different video companies with different formats.

Like many of the others, Roberts said he saw an emerging competition developing between the already established videocassettes and the new videodisks. Tape machine prices, he said, are likely to come down as disk players begin to make inroads into the market. Furthermore, he noted, cassette makers—including his own Magnetic Video subsidiary—are already working on means of reducing the time it takes to prerecord cassettes—said to be the single biggest cost in the manufacturing of cassettes. His company, he said, is currently working on an experimental machine that can record a two-hour cassette in four minutes and 20 seconds.

Willenson commented on RCA's



Willenson, Roberts, Fuchs

decision not to introduce a stereo disk machine when it enters the disk market early next year. The new SelectaVision unit will have "stereo capability," Willenson insisted, although initially it will not play stereo sound. Primary consideration in making that decision, said Willenson, was RCA's realization that most television sets in use do not have adequate sound systems.

Fuchs, whose company is currently involved in a law suit with the Director's Guild over the issue of cable compensation, attacked what he called "the paranoia that surrounds pay television" and offered on olive branch, of sorts, to the Hollywood creative community. "There's room for everybody to get on board," he said, "and that includes the unions."

Fuchs also noted that HBO buys approximately 60% of its product from major Hollywood producers and that, like the commercial television networks, is currently in the business of "pre-buying" Hollywood product—providing upfront production money for feature films.

Ross delivered the session's keynote address and provided perhaps the most interesting statistics of the day. According to Ross, pay television paid \$90 million in feature film license fees in 1979. Without saying how much higher that figure will go this year, Ross said that pay television will outspend the broadcast syndication market for films in 1980.

Ross said that he believed the new technologies will coexist with existing entertainment and communications media. "People want low-cost, in-home entertainment," he said. The new technologies, he said, are looking for the 52% of Americans who did not go to movie houses last year and the one-third who do not regularly watch television.

Lawyer-client tie is at issue in WADECO appeal

Applicant for WFAA-TV Dallas was disqualified, but attempts to put blame on his attorney

The U.S. Court of Appeals in Washington is being asked to reconsider a case which is bound to make communications lawyers uneasy and their clients nervous. It involves alleged misrepresentations and other actions by a lawyer that led to the disqualification of his client in a comparative hearing proceeding in which a valuable television property is the prize.

The petition for rehearing was filed last week by WADECO Inc., which in an FCC decision affirmed earlier this month by a 2-1 vote of a three-judge panel of the court, was disqualified in its bid to supplant Belo Broadcasting as licensee of WFAA-TV Dallas (BROADCASTING, April 7). The commission held that WADECO, which had filed its competing application in July 1971, had been guilty of misrepresentations regarding its financial qualifications and of withholding information.

Still talking. Representative Tim Wirth (D-Colo.), who has been major force in opposing common carrier provisions in changes to Communications Act, sent letter to members of House Communications Subcommittee saying that new language worked out is acceptable, and he would support compromise to get legislation "back on track." But not all members of subcommittee share Wirth's view. At meeting last Tuesday, Wirth met with Representatives Lionel Van Deerlin (D-Calif.), Allan Swift (D-Wash.), James Broyhill (R-N.C.) and James Collins (R-Tex.), and no agreement was reached on whether or not to proceed with new language, which was worked out with help of Henry Geller, head of National Telecommunications and Information Administration, and Alfred Kahn, chief administration inflation fighter. Members did agree, however, to meet again tomorrow (April 29) to continue discussions.

UCC turned down. U.S. district judge has dismissed United Church of Christ petition to compel FCC to disclose certain documents involved in commission's radio deregulation proceeding. Judge Rory MacMahon, of U.S. Court for Southern District of New York, agreed with commission that documents being sought, including internal memorandums, were "deliberative" in nature and exempt from Freedom of Information Act.

No stand. American Red Cross has sent FCC letter disassociating itself from members for which National Health Council purportedly was speaking when it filed statement opposing FCC's proposed deregulation of radio. Red Cross said that because "it is not the broadcasting business and does not have broadcasters as members" it has taken no position on subject.

On their side. National Association of Broadcasters has filed brief supporting ABC, CBS and NBC petition to U.S. Court of Appeals in Washington for rehearing in case in which panel of court affirmed FCC in Carter-Mondale Committee case (BROADCASTING, March 17). NAB says commission decision that networks had violated "reasonable access" law in refusing to sell committee 30 minutes of time for appearance by President Carter in December comes "perilously close to impermissibly treading upon broadcasters' First Amendment rights." NAB added that because the case is "fraught" with access area.

TV evaluation. Aspen Institute for Humanistic Studies has scheduled May 11-14 conference, "Alternatives for Measuring the Value and Effectiveness of Television Programs," at its new Easton, Md., facility. Number of participants will be limited, with government policymakers, public broadcasting officials, researchers and program-funding representatives on hand. Program is activity of Aspen Institute Program on Communications and Society, and supported by grant from Corporation for Public Broadcasting. Main purpose of meeting is to consider criteria and methods for evaluating TV programs and service, with special attention given to possible alternative ratings systems.

Coming tribute. NAACP is planning to honor former FCC Commissioner Benjamin Hooks at May 12 dinner in Washington. At reception to announce event, hosted by WCVB(AM) Washington, Representative Lionel Van Deerlin (D-Calif.) offered opinion about importance of increasing black ownership of media in country, calling situation in some cities "disgraceful."

Participation push. Senate Governmental Affairs Committee has passed regulatory reform legislation that would streamline regulatory process and provide about \$70 million over four years in public participation funding for citizen groups. Bill would require agencies to do regulatory analysis of all new regulations that have effect of \$100 million or more on economy. It also calls for establishment of regulatory council to coordinate regulatory activity. Measure now has to go to Senate floor; House subcommittee has also approved regulatory reform bill, which is awaiting scrutiny by full committee.

Request OK'd. FCC has told CBS it can have virtually all information network sought in Freedom of Information Act request for all unpublished data underlying two studies conducted by FCC's children's television task force. CBS had requested data because it believes material was central to FCC staff's determination that broadcast licensees had not acted responsibly in providing sufficient amounts of children's educational programming in line with FCC's 1974 policy statement (BROADCASTING, March 24).

responsible.

The principal issue was misrepresentation regarding the availability of a \$2.5-million bank loan. And while the actions involved were said to have been authored by Thomas Christensen, WADECO's lawyer at the time, the applicant was held

Henry Wade, the Dallas insurance man who is president and principal stockholder of WADECO, maintained that he was unfamiliar with commission procedures and had relied in good faith on the advice of his communications counsel. But the majority of the three-judge panel held that

there was sufficient evidence for the commission to have concluded that Wade had "acquiesced" in the lawyer's actions.

WADECO's present attorney, Forbes Blair, in his petition for rehearing, maintains that there is "no evidence demonstrating that Wade knew" Christensen's conduct amounted to a "misrepresentation," if it did. And if the court's decision "remains unaltered," he said, "how can any applicant rely on the judgment of even an experienced and respected communications lawyer without the grave concern that it may be disqualified if that lawyer's actions are considered to be misrepresentations?"

The petition also seeks to introduce a new element into the case, one suggested by Judge Abner Mikva in his dissenting opinion. Mikva condemned the use of the disqualification sanction because it does "violence to the precedents of both the commission and this court" and because of the "signal" it may send. It would be, he said, "a false signal to those who might have the temerity to challenge a well-ensconced licensee at renewal time. Such a result is certainly not in the public interest which the commission is charged to pursue."

Blair, in the petition which seeks rehearing by the full 10-judge court (which is still short one member), quotes the paragraph in full.

Carnegie goes to Congress with legislative ideas

It suggests a bill that would embody its proposals for Public Telecommunications Trust and federal matching-fund formula

The Carnegie Commission, which last year recommended sweeping changes in the nation's public broadcasting system, has followed up with specific legislative language based on those recommendations.

William J. McGill, chairman of the commission, dispatched a 19-page proposal to the Senate and House Communications Subcommittees as well as the parent Commerce Committees.

This proposal is not as comprehensive as the "Carnegie II" report, but rather contains the commission's core recommendations: (1) the establishment of a Public Telecommunications Trust and its semi-autonomous program funding arm, the Program Services Endowment, and (2) a direct federal match of \$1 for each \$1.50 of nonfederal funds raised by stations, which would in turn trigger an additional 50 cents for the Program Services Endowment.

Absent from the proposal is a report recommendation that commercial licensees pay a spectrum fee to offset expenditures for the support of public broadcasting.

"We have by no means retreated from this recommendation, but have now nar-

rowed the suggestion to specific legislative language," McGill wrote Van Deerlin. "The technical and legislative expertise necessary to draft an equitable and reasonable spectrum fee proposal is beyond our capacity, and best left to the political process. Although the spectrum fee is not central to our proposal, we strongly urge that the effort to draft a proposal be made soon."

The commission also recommended that all statutory language dealing with the public TV and radio satellite interconnections be eliminated, as the station should now be able to take over the operational support of the systems.

The Public Telecommunications Trust

would act as the system's disbursing agent for federal funds, thereby eliminating the Corporation for Public Broadcasting. It would be run by a nine-member board, one appointed each year by the President.

A Program Services Endowment would be created, with principal responsibility for program support. The Endowment would have its own 15-member board.

The proposal recommends a yearly authorization for the trust, with a projected first-year level of \$20 million. In addition, it is proposed that there be a \$350-million system expansion project, to be completed in five years. The objectives would include nationwide coverage of public TV and radio.



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Avery-Knodel Television National Representatives

PBS's money plan

In next 10 years, Grossman wants network to move from fund raising to marketing to generate more revenue

The Public Broadcasting Service, which recently completed a major restructuring, is looking now toward even greater changes that, if successful, will mean a new face for PBS over the next decade.

The key to PBS strategy is based on utilization of new technology and an aggressive marketing program that its planners hope will generate higher levels of income, thereby freeing stations from heavy reliance on federal funding, which is not likely to increase.

Specifics of the PBS plans, which have been the subject of ongoing discussions, will be presented to member stations at the annual meeting in June. At that time, a complete rundown of the proposed new focus for PBS will be offered, with projected financial models.

PBS President Lawrence Grossman thinks the new marketing strategy will be "the next big breakthrough" for public television, which has seen a significant rise in viewership levels. "We can't just rely on traditional sources of funding any more," Grossman says. "We now have to move to marketing."

Specifically, Grossman sees PBS making use of its satellite system, now that the FCC has approved its use for commercial ventures. He also foresees the use of pay cable, satellite-to-home transmission, subscription TV and the marketing of videocassettes and videodisks.

Grossman says PBS does not plan to turn its back on established funding mechanisms, such as viewer subscriptions. But he believes those funds can be leveraged to generate greater amounts of money, enabling public television to reach its potential. In the process of looking for the additional funds, he adds, the basic mandate of PBS will remain intact.

Another possibility, Grossman says, is to pursue underwriters—"not on an ad hoc basis, but on a professional basis." In addition, the possibility of multiple cable channels in various markets will receive consideration. "Our objective," he says, "is to use everything we can to help stations make money."

Grossman believes federal funding for public broadcasting has reached a plateau, and PBS has to look to the new technologies to help its financial standing. A 700-page Carnegie Commission report, expected to be released early in June, explores the importance of this technology, and recommends that public television fully explore options in this area.

One area that has received attention is

direct satellite-to-home transmission, which PBS and National Public Radio are exploring jointly. But Grossman says that while public broadcasting is interested in the possibilities DBS presents, its impact is unlikely to be realized for years.

There will be more immediate ventures, Grossman says, that should significantly boost PBS's revenues, and translate into more and better programming. They could also mean less reliance on fund-raising methods now used, such as televised auc-

tions by local stations.

The strategy, Grossman says, will unfold over the next five to 10 years, as PBS gets more sophisticated in its efforts, and as it learns to better market the rights to its programs. The next major step, he notes, will be the presentation to member stations, which, he believes, will be enthusiastic about the plans.

"It's self-enterprise," Grossman adds. "It's a bootstrap operation. We're going to be earning our own way."

Rule optimistic on broadcasting's future role

Despite the advent of new electronic media and a changed environment by 1990, Elton H. Rule, president of ABC Inc., maintained last week that "opportunities for broadcasters will be greater, not fewer."

He painted this bright picture before a Newsmaker Luncheon of the International Radio and Television Society in New York during a talk in which he stressed that important as technology is, the most vital ingredient in communications is quality.

Rule indicated that it was critical for communicators of the future to realize that society in 1990 will be different from today. He cited three general trends now in progress that he said will continue throughout the 1980's and help make communications a different entity in 1990.

He said the changes would be demographic, economic and sociological, and elaborated:

"The public we will be serving 10 years

from now will be larger—and older—living in smaller households. It will work with its mind more than its muscles. It will have more time to use as it wants, but not that much more money. It will be more oriented toward the home—for work, for education, for recreation. Its life styles will be many and varied. Its orientation toward communications will be greater—and its need for information and its desire for entertainment will be greater still."

He acknowledged that people who bring a new communications medium into their homes intend to use it. But he insisted viewers are concerned primarily with quality, not the piece of machinery with which they receive the programming.

"In the new environment, people's communications needs will certainly evolve and change, and those who supply the communications will have to evolve with them," Rule maintained. "Change and innovation in broadcasting will come with increasing rapidity in the coming



Rule (l) with NBC's Jane Pfeiffer and CBS's Jankowski at IRTS

decade. But we will not diverge from the two bases of our present service—mass-oriented information and entertainment.”

In the information area, he continued, broadcasting will continue to serve in news and sports and in coverage of live events of all kinds. Rule said there also will be new efforts to serve the new information needs of viewers, as they appear.

In the entertainment area, according to Rule, the public's taste for specialty programs will not lessen its desire for mass-appeal programs. He voiced the belief that the public will want both specialty and mass-appeal shows.

“And it is not the technical nature of broadcasting that makes the programs attractive—it is the creativity and skill of people who produce and select the programs,” Rule asserted. “We broadcasters start with an economic advantage. For some time to come no one will be able to produce and deliver a mass-appeal program to the consumer as inexpensively as we can. If the quality is high, we are irreplaceable.”

TV for Delaware

State gets its first commercial assignment as ALJ rules in favor of URC, ending competition for channel 38 facility

Delaware is finally going to get its first commercial television station. An FCC administrative law judge, Joseph Chachkin, has granted the application of URC Management Services Corp. for channel 38 in Seaford, Del.—the state's only assigned commercial television channel (BROADCASTING, April 21).

URC's application, filed in January 1979, was selected over the competing applicant—Seaford Television Co. STC had filed an application for the station in October 1978 (its principal, John R. Powley, had originally filed the application, and subsequently he and his wife, Sandra, formed a partnership doing business as STC).

When the applications were set for a comparative hearing in early 1979, the Delaware Citizens Committee and the Citizens Committee for Expansion of Commercial Television in Delaware filed a petition with the FCC asking for an expedited hearing to get television service for the state as soon as possible.

In November, however, the groups took URC's side, claiming that STC had failed to properly ascertain its community of service and that it had not proposed programming sufficient to cover the needs of the community. One example the groups gave was that STC would not be able to obtain qualified news personnel at the salary levels it was proposing, nor did it propose to cover the city of Wilmington, the largest in the state.

In December, URC added a misrepresentation issue against STC, stating it lacked candor in filing requests for waivers of the FCC's rules for antenna and

transmitter locations.

STC bounced the ball back into URC's court in January, saying that URC was guilty of ex parte violations. The violation involved a letter that Hyman Frankel, URC's principal, sent to the Sussex County Council (Seaford's county) urging the council to write the FCC for expedited treatment of the application and asking for support for URC.

In February, both URC and STC filed a joint request for approval of an agreement—STC's application would be dismissed, and STC would be reimbursed for legal expenses amounting to \$10,000.

The FCC's Broadcast Bureau supported the joint request—and the judge ruled favorably two weeks ago.

Chachkin resolved the ex parte issue in URC's favor and said that since STC admitted that there were erroneous statements made in its waiver requests, due to misunderstandings, it would not be in the public interest to litigate the case any further on STC's basic qualifications.

Chachkin granted reimbursement for what he said were “prudent” legal expenses incurred by STC during the preparation, filing and prosecution of its application.

URC is a wholly-owned subsidiary of the Human Service Group, a Washington corporation engaged in health, education, training and management consulting services in a variety of fields. Frankel, its president, said URC was active with local Delaware groups, and would like to see the station in operation as soon as possible.

As to programming, he said: “Of course there will be a tendency to promote instructional television in the human services area. However, we hope to get a good mix of programming.”

Frankel also said he is exploring the possibility of affiliation with one of the three networks.

The Delaware Citizens Committee, headed by Shelton Merrill, has submitted an application for a translator to rebroad-

cast the signal of the Wilmington/Philadelphia noncommercial station, WHYY-TV, to Southern Delaware.

Disenfranchised pay supplier strikes back

Optical System charges Flint, Mich., cable system and HBO conspired to drop it and monopolize pay market

Optical System Inc.'s inability to renew a lease on a cable television system in Flint, Mich., led it last week to file an antitrust suit against Comcast Cablevision Corp. and its parent, Comcast Corp., as well as Home Box Office Inc. Optical also asked for a court order barring Comcast and Cablevision from carrying out what it said were plans to terminate its lease on May 1.

Optical and its subsidiary, Channel 100, Toledo Inc., in the actions that were filed in U.S. District Court for the Eastern District of Michigan, allege that Comcast and Cablevision have illegally attempted to monopolize the pay-TV market in Flint and its surrounding area. They also say that all three defendants have conspired to terminate Channel 100's access “to a channel on the sole franchised cable TV system in Flint.”

Cablevision operates the system. And the suit alleges, “on information and belief,” that the defendants plan to operate as joint venturers a pay television service on a cablevision channel. It says that Comcast and Cablevision told Channel 100 they intended to begin their own pay cable service, and that HBO, a pay television program supplier, said “it would supply its program packages only to Comcast and Cablevision, not to Channel 100, because it was in competition with the latter. HBO now provides Channel 100 with its pro-

Intermedia

AJC honors PBS. American Jewish Committee will present Mass Media Award to Public Broadcasting Service May 15 at reception in New York City. On hand to accept award will be PBS President Lawrence Grossman, Alistair Cooke, Joan G. Cooney of Children's Television Workshop and Robert MacNeil, co-host of *MacNeil/Lehrer Report*.

Report card. Task Force on Minorities in Public Broadcasting concluded its activities with submission of final report to Corporation for Public Broadcasting, in general giving CPB low marks. “Nonresponse, good-faith intentions and broken promises are the actions of the past by which we must judge CPB,” it said.

Barrister. After 30 years as lawyer, Vincent T. Wasilewski, NAB president, now is qualified to practice in Washington. He was admitted to D.C. bar April 8. He has been member of federal bar and was admitted to Supreme Court practice in 1953.

One more. Subsidiary of Storer Cable has won rights to wire for cable Bowling Green and Warren county, both Kentucky. Franchise areas include 17,000 homes.

Early morning exposure. National Public Radio is making substantial advertising commitment for its newest public affairs show, *Morning Edition*. Included in campaign is series of full-page ads in *Time* and monthly magazines.

graming.

The suit also says that despite Channel 100's "repeated requests to renew its channel lease, which expired in October, Comcast and Cablevision refuse to do so." It says that Comcast and Cablevision had said they would renew the five-year lease for a like period under "fair" terms, but that the proposal they offered—\$20,000 a month—"would have represented a 350% increase over the lease rate" Channel 100 is paying.

Another count in the suit alleges that Comcast and Cablevision failed to live up to their agreement in a number of respects. They allegedly failed to provide their subscriber lists to Channel 100, which was to use them to solicit pay customers, as they had agreed to do. And they are said to have transmitted HBO programs on a channel leased to Channel 100, despite Channel 100's protests.

The suit, filed under federal and state antitrust laws, seeks treble damages, to be determined at trial. It also seeks \$80,000 for alleged breach of lease agreement, and \$850,000 for breach of contract.

But Optical System's and Channel 100's immediate concern is to block termination of the lease. They say termination would force Channel 100 out of business, with the result that Optical System "probably will not survive." The suit says Optical, which operates pay channels on seven other cable systems, derives "a substantial part of its revenue from Flint."

Changing Hands

PROPOSED

■ **WMC-TV Memphis:** Sold by Scripps-Howard Broadcasting to Landmark Communications in exchange for Landmark's WTAR-TV Norfolk, Va. (worth approximately \$40 million), plus approximately \$4.5 million ("In Brief," April 7). Agreement is contingent upon tax certificate clearance for both parties. Seller is publicly traded group owner of two AM's, one FM and six TV's owned principally by E. W. Scripps Co., publisher of Scripps-Howard newspapers, based in Cincinnati. It has purchased WITH(FM) Baltimore (BROADCASTING, April 14) and KEMO-AM-FM Phoenix (BROADCASTING, Feb. 11), subject to FCC approval. Jack Howard is chairman of Scripps-Howard Broadcasting. Donald L. Parris is president. Buyer, which is under FCC mandate to dispose of WTAR-TV, is privately held Norfolk, Va.-based newspaper publisher and group owner of one AM, one FM and three TV's. Frank Batten is chairman and principal owner. William Gietz is president of broadcast division. WMC-TV is NBC affiliate on ch. 5 with 100 kw visual, 56.2 kw aural and antenna 1,080 feet above average terrain. WTAR-TV is CBS affiliate on ch. 3 with 100

kw visual, 20 kw aural and antenna 980 feet above average terrain.

■ **WZZK(FM) Birmingham, Ala.:** Sold by Rose Hood Johnston (80%) and son, George (20%), to Park City Communications for \$2.5 million. Sellers also own WJLD(AM) Fairfield, Ala. George Johnston owns 2.02% of WDHN(TV) Dothan, Ala. Buyer is owned by Richard Ferguson (64.1%), Steven A. Marx (25.2%), Mario Scalisi (9%) and Edward Cantor (1.7%). Ferguson, Marx and Scalisi are, respectively president, vice president and account executive of Park City Communications, Bridgeport, Conn.-based licensee of WEZN(FM) Bridgeport and WFTQ(AM)-WAAF(FM) Worcester, Mass. Cantor is Orange, Conn., attorney. WZZK is on 104.7 mhz with 100 kw and antenna 640 feet above average terrain.

■ **WKXL-AM-FM Concord, N.H.:** Sold by Frank B. Estes to seven station employees for \$1.5 million. Estes also owns 80% of WKXR-AM-FM Exeter, N.H. Buyers are Richard Osborn and wife, Jessie (28% jointly), Donald Shapiro and wife, Sandra (28.2% jointly), Patrick Chaloux and wife, Jean Marie (28.2% jointly), James Rivers and wife, Deborah (6.7% jointly), Donald Duncklee Jr. and wife, Patricia (3.3% jointly), Gardner F. Hill (3.3%) and Daniel L. Colgan (2.1%). Osborn is general manager of WKXL-AM-FM; Shapiro and Chaloux, salesmen; Rivers, announcer and music director; Duncklee, announcer; Hill, traffic manager, and Colgan, production manager. Wives are all housewives. They have no other broadcast interests. WKXL(AM) is on 1450 khz with 1 kw day and 250 w night. WKXL(FM) is on 102.3 mhz with 3 kw and antenna 285 feet above average terrain.

■ **KJTV(TV) Amarillo, Tex.:** Sold by Gary L. Acker to Richard A. Ingraham for \$624,000. Acker was granted CP for station March 9, 1979, on condition that he divest himself of KWAS(FM) Amarillo before KJTV could go on air. Acker has been unsuccessful in attempts to sell KWAS and is asking for waiver of three-year rule so that he may sell KJTV. He also owns 80% of KJAK(FM) Slaton, Tex., and 25% of KLFJ(AM) Springfield, Mo. He has purchased, subject to FCC approval, WQIK(AM) Jacksonville, Fla. (BROADCASTING, Dec. 17, 1979); 50% of KEPT(FM) Shreveport, La. (BROADCASTING, May 7, 1979), and is applicant for new FM in Laredo, Tex. (BROADCASTING, Aug. 27, 1979). Ingraham owns 75% of KIQQ(FM) Lebanon, Ore. He also owns Fresno, Calif., broadcast consulting firm and has various real estate interests there. KJTV (not yet on air) is on ch. 14 with 126 kw visual, 20.4 kw aural and antenna 832 feet above average terrain.

■ **WPET(AM) Greensboro, N.C.:** Sold by Donald Wilks and Michael E. Schwartz to

Sunbelt \$200,000

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Thomas Armshaw for approximately \$510,000. Wilks and Schwartz each own 33.33% of station. Each owns 50% of both WAQY(FM) Springfield and WIXY(AM) East Longmeadow, both Massachusetts, and 33.33% WQRK(FM) Greensboro, N.C. Armshaw already owns 33.33% of WPET and is vice president and general manager. He also owns 33.33% of WQRK(FM). WPET is 500 w daytimer on 950 khz.

■ **Wwcm-AM-FM** Brazil, Ind.: Sold by Wwcm Inc. to Voice of the Wabash Valley Inc. for \$480,000 plus \$60,000 noncompete agreement. Seller is owned by Barry and Constance Hausman (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%). Kaufman is former disk jockey with WRNJ(AM) Hackettstown, N.J. Fleck is Milwaukee attorney. Rigler and Graybeal are Washington attorneys and Shropshire is vice president of Miller Brewing Co., Milwaukee. They have no other broadcast interests. Wwcm(AM) is on 1130 khz with 500 w day. Wwcm-FM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Carolina Media Brokers.

■ **WBMB(AM)-WBMI(FM)** West Branch, Mich.: Sold by Robert Marshall (50%), Jack E. Kaufman (37.5%) and Gene C. Flowers (12.5%) to Phoenix Media Group for \$450,000. Marshall has no other broadcast interests. Kaufman owns 40% of WDBC(AM) Escanaba, Mich., and 51% of WKKI(FM) Celina, Ohio. Flowers owns 20% of WKKI. Buyer is owned by David Schwittek (51%); his father, Elmer W. Schwittek (32.5%); Katherine A. Palm (12.5%) and Mary Ann Schwittek (4%). David Schwittek is engineer at WNEM-TV Saginaw, Mich. Elmer Schwittek owns Atlantis, Fla., firm that designs weather satellite equipment. Palm (daughter of seller Robert Marshall) is station manager of WBMB(AM)-WBMI(FM). Mary Ann Schwittek (wife of David) is housewife. They have no other broadcast interests. WBMB(AM) is 1 kw daytimer on 1060 khz. WBMI(FM) is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other proposed station sales include: KAYN(FM) Nogales, Ariz.; WXAQ-TV Jacksonville, Fla.; WACB(AM) Kittanning, Pa., and WSMT-AM-FM Sparta, Tenn. (see "For the Record," page 76).

APPROVED

■ **WDEN-AM-FM** Macon, Ga.: Sold by executors of estate of J. Martin Elliott to WDen Communications Ltd. for \$1,026,500. Estate has no other broadcast interests. Buyer is owned by Thom E. Smith and group of businessmen from Montgomery and Birmingham, both Alabama. Smith is general manager at stations. Others have no other broadcast interests. WDen(AM) is 1 kw daytimer on 1500 khz. WDen-FM is on 105.3 mhz with 50 kw and antenna 145 feet above average terrain.

■ **WCAM(AM)** Camden, N.J.: Sold by city of Camden to JNW Broadcasting Inc. for \$850,000. Selling municipality has no other broadcast interests. Buyer is James N. Wade, Harrisburg, Pa., management consultant. He owns 30% interest in applicant for Philadelphia cable franchise but has no other broadcast interests. WCAM is on 1310 khz with 1 kw day and 250 w night.

■ Other approved station sales include: WZAL(AM) Jackson, Ga.; WBME(AM) Belfast, Me., and WFL-TV Raleigh, N.C. (See "For the Record," page 76).

MIT political ad study finds spots well-produced but having little influence

Preliminary results of a new study conducted by the Massachusetts Institute of Technology conclude that more money has been spent on TV advertising by presidential candidates this primary year, with less and less political pay-off for their money.

MIT's News Study Group, headed by Edwin Diamond, surveyed political advertising appearing in the caucus and primary states of Iowa, New Hampshire, Massachusetts, New York and Connecticut between Jan. 1 and April 1 of this year. Findings show that although 30- and 60-second spots are being more skillfully executed

than in previous campaigns, they are more expensive to produce and buy time for.

According to the report, the spots are "artistic successes but political duds."

"The candidates have professional media advisers who create TV ads with what the trade calls good production values," said Diamond. "The ads are entertaining to watch, with fast pace, upbeat music, clever editing techniques and well-lighted, well-rehearsed pitchmen. They're like dramatic playlets of politics ... but we've found little evidence that they influence the votes of anyone in the audience."

The report also concludes that political advertising is highly predictable and well produced, but typically says nothing as forcefully as possible.

There are, for example, certain basic cinematic styles, such as the "cinema verite," "the news camera," "the omniscient narrator," the "unstaged" conversations, and the "one on one" sincere sell.

The NSG study is still underway with a study of the political spots in the Pennsylvania primary. The group has been videotaping candidate commercials and analyzing them for certain characteristics. Interviews are then conducted, and post-primary interviews are also done to assess possible relationships between the commercials and the primary results.

Final results of the study will eventually be published in book form by the MIT Press.

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TV ad spending up 13% in 1979

Procter & Gamble again heads annual TVB list of top 100 spenders with \$463 million

Television advertising had a banner year in 1979 on the network, national spot and local levels, according to the Television Bureau of Advertising.

Based on computations prepared by Broadcast Advertisers Reports, TVB said that all television advertisers in 1979 (network and spot) spent \$7,578,651,100, up 13.1% from \$6,698,014,000 in 1978.

Similarly, in 1979 local retail television grew by about 12% to \$2,132,425,000 from \$1,864,196,000 in 1978.

Television's top-100 list included five newcomers in 1979: Ciba-Geigy Corp., \$25,021,500; Levi Strauss & Co., \$22,969,000; Columbia Pictures Industries, \$21,079,800; Century 21 Inc., \$18,603,400 and 20th Century-Fox Films Corp., \$18,342,700.

Procter & Gamble continued in its role as TV's largest advertiser in 1979, allotting \$463,370,000 in network and spot TV, up 10% over 1978. Other leading advertisers included General Foods, \$296,694,100, up 20%; American Home Products, \$165,053,200, up 10%; General Mills, \$156,847,200, up 16%, and General Motors, \$147,218,400, up 11%.

ABC net down in first quarter

Program development, Iran coverage and late-night news all contribute to earnings drop

ABC, which earlier announced that profits would be off for 1980, last week said its first-quarter earnings showed a 4.7% downturn from the year-earlier quarter's net income of \$25.5 million, dropping to \$24.3 million. Earnings per share fell from 91 cents to 86 cents for the comparable three-month periods.

The blame was laid on "increased program costs, development of our late-night

What it all added up to in 1979

	Total	Spot	Network		Total	Spot	Network
1. Procter & Gamble	\$463,370,000	\$173,760,200	\$289,609,800	52. General Electric	35,027,000	10,164,400	24,862,600
2. General Foods	296,694,100	93,456,300	203,237,800	53. CPC International	34,809,600	15,528,200	19,281,400
3. American Home Products	165,053,200	42,464,800	122,588,400	54. American Motors	34,508,000	17,265,100	17,242,900
4. General Mills	156,847,200	71,199,000	85,648,200	55. American Cyanamid	33,599,500	10,994,800	22,604,700
5. General Motors	147,218,400	29,904,700	117,313,700	56. Nissan Motor	32,934,200	12,243,300	20,690,900
6. Bristol Myers	140,621,800	23,647,400	116,974,400	67. Mattel	32,360,300	19,728,700	12,631,600
7. McDonald	137,790,600	75,334,300	62,456,300	58. Polaroid	29,992,700	2,901,800	27,090,900
8. PepsiCo	130,179,700	57,877,000	72,302,700	59. Campbell Soup	29,943,000	8,854,300	21,088,700
9. Ford Motor	127,935,700	30,919,700	97,016,000	60. Volkswagen	29,877,200	9,380,600	20,496,600
10. Lever Brothers	112,112,000	40,402,900	71,709,100	61. A. H. Robins	29,768,700	29,321,000	447,700
11. Coca Cola	105,181,900	46,699,600	58,482,300	62. American Express	28,866,800	10,191,700	18,675,100
12. Philip Morris	103,212,800	16,767,400	86,445,400	63. Noxell	28,788,900	4,095,700	24,693,200
13. AT&T	97,828,600	42,945,200	54,883,400	64. RCA	28,240,600	6,365,400	21,875,200
14. Pillsbury	93,004,100	39,607,700	53,396,400	65. Warner Communications	27,946,800	13,062,700	14,884,100
15. Ralston Purina	88,785,800	19,722,900	69,062,900	66. Squibb	27,605,100	8,142,500	19,462,600
16. Johnson & Johnson	88,616,500	4,880,400	83,736,100	67. Milton Bradley	25,827,200	25,052,100	775,100
17. Warner-Lambert	83,726,900	20,034,000	63,692,900	68. Greyhound	25,726,300	5,494,000	20,232,300
18. Chrysler	83,612,500	14,022,700	69,589,800	*69. Ciba-Geigy	25,021,500	3,118,600	21,902,900
19. Sears, Roebuck	83,008,800	17,052,900	65,955,900	70. Transamerica	24,491,100	8,471,000	16,020,100
20. Colgate Palmolive	81,350,800	28,352,100	52,998,700	71. Union Carbide	24,446,200	2,043,000	22,403,200
21. Anheuser-Busch	78,816,200	15,772,100	63,044,100	72. Kresge	24,369,300	16,281,600	8,087,700
22. Kellogg	77,223,200	21,680,100	55,543,100	73. Royal Crown Cola	24,278,900	19,132,900	5,146,000
23. Nestle	69,368,300	27,924,900	41,443,400	74. Scott Paper	24,262,800	16,474,200	7,788,600
24. Sterling Drug	69,037,400	5,706,500	63,330,900	75. North American Philips	23,772,800	8,980,600	14,792,200
25. Gillette	68,895,500	16,222,500	52,673,000	76. Hershey Foods	23,731,200	10,508,700	13,222,500
26. Kraftco	64,301,700	28,087,500	36,214,200	*77. Levi Strauss	22,969,900	5,628,100	17,341,800
27. Nabisco	63,789,500	13,832,500	49,957,000	78. S.C. Johnson	22,655,200	4,164,300	18,490,900
28. Heublein	55,808,700	20,782,800	35,025,900	79. R. J. Reynolds	22,276,600	6,923,900	15,352,700
29. Esmark	54,827,800	14,438,700	40,389,100	80. Alberto Culver	21,152,200	11,237,100	9,915,100
30. Consolidated Foods	53,803,400	18,116,800	35,686,600	*81. Columbia Pictures	21,079,800	9,652,700	11,427,100
31. Mars	51,224,400	24,666,800	26,557,600	82. Toyo Kogyo	20,776,900	5,794,100	14,982,800
32. Wrigley	50,872,300	26,069,900	24,802,400	83. Goodyear Tire & Rubber	20,412,600	2,471,100	17,941,500
33. Richardson Merrell	50,857,800	11,682,200	39,175,600	84. MCA	20,239,800	13,387,200	6,852,600
34. Quaker Oats	48,927,400	12,911,300	36,016,100	85. Smithkline	20,238,800	3,881,800	16,357,000
35. ITT	47,211,600	31,360,200	15,851,400	86. Beatrice Foods	20,064,000	14,488,000	5,576,000
36. Schlitz	46,720,000	15,291,100	31,428,900	87. Wendy's	19,700,400	10,834,200	8,866,200
37. Toyota	46,629,100	25,539,100	21,090,000	88. Seagrams	19,653,300	5,320,500	14,332,800
38. Revlon	46,086,800	19,293,100	26,793,700	89. Carnation	19,488,600	4,529,200	14,959,400
39. Time	43,602,500	38,389,800	5,212,700	90. Block Drug	18,649,600	4,996,400	13,653,200
40. Mobil	42,598,400	36,887,200	5,711,200	91. Borden	18,641,300	7,677,600	10,963,700
41. Clorox	42,284,900	2,706,100	39,578,800	92. IBM	18,628,400	901,500	17,726,900
42. Schering-Plough	42,182,700	8,291,100	33,891,400	*93. Century 21	18,603,400	15,389,200	3,214,200
43. Beecham Group	40,910,500	6,361,300	34,549,200	94. Federated Department Stores	18,600,600	18,600,600	—
44. Cheesbrough Ponds	39,736,400	7,251,100	32,485,300	95. duPont	18,498,400	2,735,900	15,762,500
45. Norton Simon	39,658,900	18,166,900	21,492,000	96. Pabst	18,347,700	10,382,200	7,965,500
46. Gulf & Western	38,524,000	20,463,300	18,060,700	*97. 20th Century Fox	18,342,700	5,956,000	12,386,700
47. J. C. Penney	38,292,900	16,927,400	21,365,500	98. CBS	18,205,000	12,870,100	5,334,900
48. Miles Labs	38,264,600	5,159,400	33,105,200	99. Safeway Stores	17,853,900	17,853,900	—
49. Eastman Kodak	37,479,400	3,413,500	34,065,900	100. Triangle Publications	17,465,700	17,465,700	—
50. Morton-Norwich	36,699,400	7,677,300	29,022,100	Total	5,528,658,100	1,926,669,200	3,601,988,900
51. H.J. Heinz	35,130,500	9,607,100	25,523,400				

*New to the Top 100 in 1979

news program and the coverage of the Persian Gulf crisis." Revenues in the period rose 21% over 1979's first quarter, from \$451.6 million to \$546.9 million.

Commenting on other aspects of its broadcasting operations, ABC said its owned television station group had higher revenues and profits, while noting "a progressive softening of its sales environment as the quarter advanced." ABC Radio reported lower profits on higher revenues.

ABC Publishing "was a significant contributor" to revenue growth, with the results of Chilton Co., acquired in 1979, included in this year's first-quarter figures. Publishing's margin was also said to have advanced.

Last year's first quarter had counted losses from ABC Records, sold in March 1979, and the company said pretax earnings in the first three months of this year were "significantly reduced" by the operating losses of Travel Network and the write-down of intangible assets associated with that franchise travel agency acquisition.

Retailers' TV best

The Broadway, Los Angeles, has been named grand prize winner and nine other retailers have received top awards in the retail television commercials competition co-sponsored by the National Retail

BottomLine

On Time. Time Inc. first-quarter earnings grew 6.4% to \$28.3 million, \$1 per share, from \$26.6 million, 95 cents per share in 1979. Revenue was up 23.9% from \$536.1 million to \$664 million. News was given to shareholders at company's annual meeting which was also given word board had upped quarterly dividend to 45 cents per share from 41 cents.

Capital quarter. Capital Cities reported 26% net income boost for first quarter, on 19% revenue rise; \$106.7 million revenues yielded \$15.1 million earnings, \$1.14 per share. Company said both broadcasting and publishing divisions showed "substantial" revenue gain with television and newspapers contributing largest earnings increases.

On the rise. Results of Scientific-Atlanta's third quarter ended March 31 show sales up 48%, earnings up 84%. Respective growth was from \$33 million to \$49 million, and from \$2 million to \$3.5 million.

Fight for Filmways. Rumors of takeover bid for Filmways have been confirmed by filing of proxy contest form 14-B by New York producer Norman Cohen. Cohen said in 14-B he intends to propose alternate slate of directors for company. He and immediate family hold only 19,800 shares of Filmways' 5.6 million common shares outstanding; he's joined in action by food service company executive Harold Levy, holder of another 9,200 shares. Filmways isn't commenting.

Merchants Association and the Television Bureau of Advertising. Awards were given for complete campaigns and for individual commercials in market rank categories. The winners' list:

The Broadway, Los Angeles □ Grand prize winner.
K Mart, Troy, Mich. □ Multimarket winner.
Saks Fifth Avenue, New York □ Campaign (ADI 1-20).

Woodward & Lothrop, Washington □ Commercial (ADI 1-20).

L.S. Ayres & Co., Indianapolis □ Campaign (ADI 21-50).

Shillito's, Cincinnati □ Commercial (ADI 21-50).

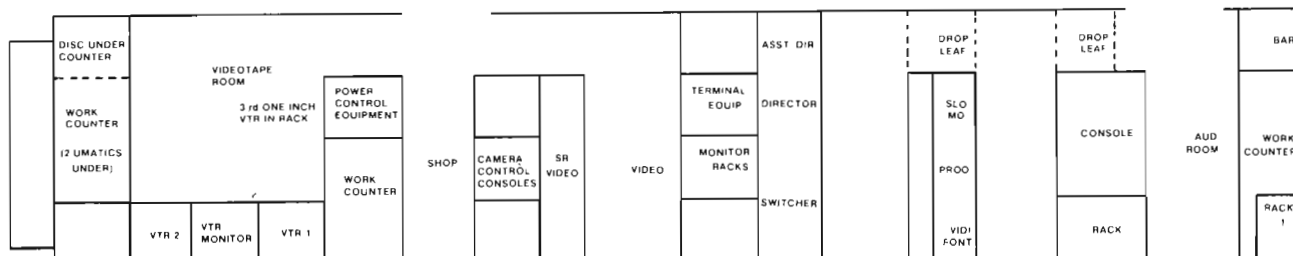
Sibley's, Rochester, N.Y. □ Campaign (ADI 51-100).

Block's, Indianapolis □ Commercial (ADI 51-100).

Young America, Minot, N.D. □ Campaign (ADI 101-plus).

Petticoat Lane II, Las Vegas □ Commercial (ADI 101-plus).

VIDEO EAST



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Florida stations denied access to TV coverage of state legislature

Public network runs system and successfully fights attempts by commercial outlets to tap feed

Florida's commercial broadcasters are locked in a battle with the state, including its public broadcasters, that is suffused with irony. The commercial broadcasters are fighting for the right of access to public broadcasting's electronic coverage of the legislature. The public broadcasters contend they are denying that access on, among others, First Amendment grounds.

At issue in the dispute is the state's Public Records Act. And while the commercial broadcasters were winning the battle—at least in part—in court, the state and its public broadcasters were winning it in the legislature. The senate last Tuesday, by a vote of 39-0, passed a bill exempting the public broadcasting stations' signals and tapes from the law, and the house was expected to pass it easily also.

For two years, the Florida Association of Broadcasters had attempted to persuade the leadership of the senate and house to permit commercial broadcasters to tap the signal generated by the state's public broadcasting cameras. That interest is understandable: The cameras are trained on the senate and house in Tallahassee, as well as on legislative committee sessions, as much as 18 hours a day.

The commercial stations, which want to record material for use on their news programs, say they do not have the resources to match the state-financed effort, which requires five cameras in the senate and house alone and is said to involve \$385,000 in operating costs annually. The signal is fed into a closed circuit system that reaches offices in the capitol, and the tape is later edited into a one-hour program that is broadcast at 10 p.m. nightly on the nine stations of the state's public broadcasting network.

But the leadership—Philip E. Lewis, of West Palm Beach, president of the senate, and H. Hyatt Brown, of Daytona Beach, speaker of the house—was firm. It objected to commercial broadcasters profiting from a publicly financed operation. So a month ago, the FAB filed suit in state court under the Public Records Act, seeking access to the signal and to the tapes that are made. Florida Public Broadcasting, the state network operated by non-commercial WJCT(TV) Jacksonville, constitutes a state agency, FAB contends.

But Florida Public Broadcasting argues its First Amendment rights are being threatened. FAB, say the public broad-

casters, is asking for the television equivalent of a reporter's work product and notes. It also invokes the equal protection provision of the Fifth Amendment. Considering that FAB members have been known to make freedom of the press arguments—Post-Newsweek Stations of Florida, for instance, led the campaign to open the state's courts to television coverage—the controversy seems, as one of public broadcasting's attorneys, William Van Nortwick said, "a little ironic."

But the FAB rejects the suggestion that the First Amendment is involved. "We're not asking for notes and internal documents," Dean Bunch, the attorney representing the association, said last week. "We want what goes out over the closed circuit system anyway. We're not asking for the signals they don't use." (The public broadcasting system director in charge of the operation selects one signal from the many being provided by the cameras to feed into the system.)

Bunch also said that if the commercial stations did profit from use of the signals or tapes, they would not be creating a precedent. Many commercial enterprises, he said, make use of state records in profit-making ventures.

FAB won the first round of the court fight, but in something less than a clear-

cut manner. The court held that the signals were not a public record to which the commercial broadcasters were entitled to access. But the tapes were.

Both sides have appealed the decision. FAB would prefer the signals to the tapes.

But it appeared that the controversy would be settled in the legislature, where the leadership introduced legislation exempting from the Public Records Act any video signal or tape produced by a broadcast station under an agreement with a state agency. And while the commercial broadcasters were said to be lobbying against the bill in the house, there seemed little doubt it would pass there, as it did in the senate. Last Thursday, the rules committee approved it by an 18-10 vote.

Meanwhile, though, the public broadcasting taping operation was shut down, and officials gave various reasons. Fred Rebman, president and general manager of WJCT, said that compliance with the court order might jeopardize the public broadcasting stations' tax-exempt status and violate a ban on political use being made of the tapes. Harold Baker, executive producer for Florida Public Broadcasting, who is in charge of the taping unit, said it lacks the manpower to do its job and handle requests from the public for tapes.

NewsBeat

Settled. Black reporter John Johnson and WABC-TV New York made out-of-court settlement of Johnson's suit in which he claimed station would not release him from his contract because of his race (BROADCASTING, Jan. 28). Johnson, who had claimed that Cable News Network had offered him \$200,000 per year to become anchorman, is understood to have received an increase in his present yearly salary of \$125,000; assurances that he would lead strengthened investigatory unit for ABC-TV and would have access to senior management of ABC to present his views on company's employment and promotion practices with respect to minorities.

SDX choices. Society of Professional Journalists, Sigma Delta Chi, announced recipients of its First Amendment Award: Allen H. Neuharth, chairman and president of Gannett Newspapers, was cited for his outspoken criticism of recent Supreme Court decision restricting rights of press. Former Representative John Moss (D-Calif.), was chosen for his legislative efforts that fostered access to information. Other awards were to Richard M. Schmidt, general counsel for American Society of Newspaper Editors since 1969, and jointly to University of Missouri's Freedom of Information Center and its director, Paul L. Fisher. Schmidt represented NAB before Colorado Supreme Court in successful 1956 fight to open state courts to cameras and microphones.

Nomads. Rapid job-switching continues to be way of life for broadcast news directors. That is according to survey for Radio-Television News Directors Association by Professor Vernon A. Stone, director of School of Journalism at Southern Illinois University. Stone's poll of 400 commercial radio stations and 473 commercial TV stations found that median job tenure of TV news director was 2.1 years in 1979 as compared to 2.4 years in 1976. Corresponding figures for radio were 1.6 years in 1979 and 1.9 years in 1976. Research also disclosed that fewer than third of news directors in either TV or radio have held their jobs for as long as four years and more than third have been at the same desk for less than 12 months.

Kennedy honors. Twelfth annual Robert F. Kennedy Journalism Awards have been announced. First place winners of \$1,000 each in radio and TV are noncommercial WGBH-TV Boston for four-part *Community Disorder: Racial Violence in Boston* and to noncommercial KSJN(FM) Minneapolis for *The Way to 8-A*, documentary on state's mental institutions.

Programming

TV: the one language spoken at MIP

Cannes was as much the place to see and be seen as to sell and be sold; upwards of 3,000 attend; up to \$50 million spent

The Palais Des Festivals in Cannes, France, last week was common ground for the world's television buyers and sellers at the 16th annual Marche International des Programmes de Television.

Preliminary MIP figures were showing some 3,300 participants, meaning up to a 10% increase over last year's attendance. The largest numbers were from France, the U.S. and the United Kingdom. About 105 countries were represented in all. Over-all, about 250 stations and networks and close to 700 producing and distributing companies were said to have been on hand. MIP organizers tallied more than 10,000 programs and features from around the world.

As for an estimate of business, MIP projected that about \$45-50 million would change hands thanks to the Cannes marketplace. Given the general hesitance of buyers and sellers to go public with prices, it's an estimate at best.

The truth of that dollar figure is locked away now in offices around the world. But from the U.S. distribution perspective, business reports were solid. MIP reflected the revenue gains that U.S. suppliers have been making throughout the past years.

In 1979, for example, one estimate put U.S. exports at \$300-325 million for programs and films to television systems abroad. That's up from about \$275 million in 1978 and the \$235-245 million estimate for 1977.

A typical characterization of the goals at MIP came from Fred Gilson, Columbia Pictures Television vice president and general manager, international. His company returned to Cannes for the first time in several years. "We have made some sales and acquired some properties, and I got to see a lot of people I wouldn't see normally if I traveled 365 days a year," said Gilson.

Bob Bramson, MCA TV international president, was among those who emphasized the public-relations aspect of MIP and of the newer shows. He was promoting *Contender*, *When the Whistle Blows* and *House Calls*. He said major clients already had seen them at the previous Monte Carlo and National Association of Television Program Executive marketplaces. And although he and others wouldn't know the new U.S. network series until after MIP, Bramson remains a supporter of the festival. "This is not a necessity for us," he said, but he cited the importance of meeting with representatives of smaller markets and keeping up work on running deals. Smaller American

distributors, without the international resources and staff of the CPT's and the MCA TV's, however, were calling MIP more of a necessity.

One major company that did give some sales estimates was Worldvision Enterprises. Half way through the six-day festival, Worldvision was claiming \$1 million in MIP sales from eastern and southern Europe, Africa and the Middle East.

Worldvision this year was in the enviable position of having four leading U.S. series—*Dallas*, *Little House on the Prairie*, *Eight is Enough* and *The Love Boat*—each said to have been sold in no fewer than 50 international markets, a considerable track record to promote at MIP. And with the continued sales of *Spencers Pilots*, *Andros Target* and *Kaz*, Worldvision exemplified the international principle that a show can do well abroad even if its ratings didn't muster much strength in the U.S.

Representative of the U.S. involvement abroad in television production was Paramount Television. In the past couple of years, Japan has proved a strong production partner. In the works for television premiere in the U.S. and theatrical release abroad is the *Shogun* miniseries from Paramount, Toho and Asahi in Japan and Jardiens in Hong Kong. Only a few weeks

ago, Paramount locked up a joint deal for a children's series to be co-produced by Japan's NTV network and Australia's Channel 9 as well. And for straight distribution purposes, Paramount has picked up the rights to 48 Japanese animated hours of Hans Christian Andersen stories. Paramount was also selling its regular lineup of series and movies.

Metromedia Producers Corp., out of international co-production since Jacques Cousteau specials in the 1960's, is returning to that field. According to Klaus Lehmann, MPC vice president, international sales, projects in the works include *Sara Dane*, an eight-hour miniseries with the South Australian Film Corp.; *Her Majesty, Mrs. Brown*, with Scottish Television, and four *Last Great Adventure* specials with Fireline Productions of England. In the meantime at MIP, MPC was offering *Charlie's Angels*, among other series and specials.

Time-Life Television, which originated in the international market eight years ago as the BBC's agent in South America, showed considerable growth this year, not only in available product but in its internal structure as well. A year-and-a-half in the hiring, Time-Life was at MIP with a sales staff of agents from bases ranging from Brazil to Beirut.

Its domestic and international portfolio now has some 200 films, said to have been acquired over the past three or four years for about \$15 million. At this year's MIP, there was the introduction internationally of Volume II, 22 made-for-TV movies sold in full in such markets as Greece and Australia and partially in places including Italy, France and Germany.

While there are series, notably ITC Entertainment's *The Muppet Show*, which easily cross borders without political ramifications, there are those that can cause international strife. Perhaps the most obvious of these this year was Telepictures Corp.'s *Death of a Princess*. The story of the executions of a Saudi Arabian princess and her lover brought buyers to Telepictures and problems for a Middle East-based sales agent with a similar corporate name, Tele-Pictures Promoters (see "Top of the Week").

On other fronts, the U.S. Telepictures was showing itself as a growing force on the MIP scene, selling such programs as *The Guyana Tragedy* to Italy, France, Australia, Hong Kong and Korea, announcing a new music series of its own, and moving into theatrical motion picture production and representation as well.

While American pay-cable programmers were on the Palais floor hunting for new properties, Viacom added a new wrinkle to



Text continues on page 68

Pictured there

1. Surveying the MCA TV territory at MIP is Sergio di Santis (l), a buyer from Rizzoli in Italy. His guides: Bob Bramson (c), president, MCA TV International, and Karl de Vogt, vice president, MCA TV in Munich. 2. Properties available from Worldvision ranged from *Dallas* to *Olympic Gold*. Doing business are (l-r) Gene Moss, vice president, advertising, promotion and public relations; Michael Alexander, Worldvision, London; Ken Elphick, a buyer from Anglia Television in the United Kingdom, and Bert Cohen, senior vice president, international sales. 3. Among the potential customers to screen 20th Century-Fox Television's new *Monte Carlo Show* is a team from Thames Television. With Dick Harper (far left), Fox's vice president, worldwide syndication, are (l-r) Philip Jones, director of light entertainment, Pat Mahoney, head of program purchasing, and Tim Riordin, head of program planning. 4. Returning to the television marketplace in Cannes after several years of absence was Columbia Pictures Television. Shown here are (l-r) Fred Gilson, CPT vice president and general manager, international; Ken Maidment, president, British Film Producers Association; CPT's George Blaug, vice president, international sales operations, and Seymour Berns, vice president, international production. 5. Time-Life Television, having widely expanded its international force over the past year and a half, used MIP for more than a few introductions. Flanking Tom Girocco (c), the new senior vice president, television distribution, is T-L's contingent (l-r): Anne Poncet, France; Adel Sammakieh, Middle East; Erick Conrad, Southeast Asia; Harvey Chertok, vice president, advertising, promotion, publicity; Frank Miller, vice president, international sales; Wynn Nathan, vice president, television operations; Alain Guenon, France; Girocco; Michael Callagan, New Zealand; Maria Daniolos, international sales executive; William Peck, director of European sales; Fred Keeling, Africa; Kenzo Kuroda, Japan, and Dennis Petropoulos, Greece. 6. For Larry Gershman, Viacom's vice president, international, MIP was a family affair. He's shown with his sister, Silvia Andreola, a consultant for Italy's Reteltalia. 7. Hoping to get customers to *Face the Music* and sign the contract is Sandy Frank (far right) of Sandy Frank Film Syndication. With him before a screening are (l-r) Reiner Deyle of Telemundi in Monaco, and Greek guests Nestor Hounos and Haris Papadimitriou. 8. Herrerberto Muniz (r), import/export director of Television Cubana, was among those dropping by to see Telepictures Corp., which returned to MIP this year with the controversial docudrama, *Death of a Princess*, and a variety of other properties. Manning the stand are Michael Garin (l), executive vice president, and Michael Solomon, president. 9. Richard Price (l) and Arthur Marmor of Richard Price Television Associates talk with Richard Thomas (c) of the Interregional Program Service. 10. The BBC, in constant money troubles, continues its efforts to bring in more money through international sales and co-production deals. Pictured are Tom English, head of co-productions, and Pamela Larman of BBC Enterprises. 11. Thames Television, one of Britain's commercial stations, highlighted its offerings with an early 1900's spy series, *Riley*, and a drama series on an English boxer, *Fox*. Pictured are Thames's (l-r) Charles Butler; Mike Callaghan, Australian agent for Thames; and Joon-Young Park from South Korea's TBC-TV. 12. Britain's ITC was offering *Ordeal of Doctor Mudd* and *The Muppets*. Pictured are (l-r) Leslie Pound, director of publicity; Bernard Kingham, managing director of the associated company, Blacklion Films, and Armando Nunez, executive vice president, foreign sales, for ITC in the U.S.



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international marketing by selling five specials for television that were born out of its Showtime pay-cable arm. Under the special selection umbrella were shows with Tony Bennett, Engelbert Humperdinck, Charo, Teddy Pendergrass and illusionist Richiardi.

For certain vehicles, it is the format that is sold as well as just the home-grown tape from the distributor.

Sandy Frank Film Syndication was offering that option with its *Face the Music* game show. Included in the package, for those not wanting the U.S. version, is a producer consultant to assist in local production. Frank also was at MIP finishing up sales on the already widespread animated *Battle of the Planets*, with Rumania and Italy among the new clients. Merchandising rights for everything from *Battle* T-shirts to games also were being sold, a lucrative side benefit for distributors of certain shows.

Three U.S. public television stations—WGBH-TV Boston, WNET(TV) New York and WQED-TV Pittsburgh—also were looking to sell programming. WGBH-TV, in particular, was out for international co-producers for its *Nova* science series. The Public Broadcasting Service also was represented, but more from a buyer's standpoint, with Ron Devillier, vice president, programming, and others searching out the market. Of particular interest to him was Thames Television's three *Only in America* documentaries. Although attending MIP, Devillier added that PBS is continuing its drive for American-produced shows.

Elsewhere throughout the Palais, American interests ranged from MGM Television, which was finding success with its *French Atlantic Affair* miniseries to Newsweek Broadcasting Service, which was offering its *News Insert* features.

Others in the international potpourri were United Artists with its *Pink Panther* series, Columbia Pictures with *Soap*, not to mention Encyclopedia Britannica Educational Corp., Laff-a-Bit Films and Gold Key Entertainment.

Among the newcomers this year roaming the floor without a permanent stand in the Palais was SFM Media Service Corp., which now is calling its programming division SFM Entertainment and was letting the world know it was available for program acquisition and sales. In particular, SFM was looking for properties to use in its *Holiday Network* of classic family films and its upcoming documentary network.

John Blair & Co. through its Blair Pro-Rodeo Enterprises, had a stand for its MIP entries and with an unusual series for the international market—rodeo coverage. Harold Pingree, president of Blair Pro-Rodeo, didn't expect to sell out the world with American roping and bronco busting, but like other newcomers he was out for business and "looking for a handle" on the international marketplace.

Within the marketplace, the most conspicuous new-found fortune seemed to be within the borders of Italy, where private networking now is competing with the

government-owned RAI for the first time. It is a development that distributors, not unexpectedly, are hoping will spread throughout the European countries with government systems. New sales generated by the private networking included close to 1,000 hours before and during MIP from Worldvision Enterprises. There were others by such suppliers as the British UPITN news service and Brazil's TV Globo Network which each signed contracts with CTA, Compagnia Televisioni Associate, a new network of 20 regional stations, most owned by daily newspapers.

The Italian boom, according to one distributor, "is a prime example of what happens when competition develops." With RAI now vying with others for programming, he said, the government-owned network has become an easier sell.

Dick Harper, vice president, worldwide syndication for 20th Century Fox Television, claimed to have done the most sales in Italy at this MIP "since I've been in the television business." He added that RAI knows it's got competition and is moving. Among the Fox sales to RAI was the series *Trapper John*.

International eyes also were on Luxembourg, where plans are for a new system of satellite distribution of programs that would reach into parts of France, Belgium, England and Germany in native languages. If such a European "superstation" comes off, distributors expect it to put some fire under the established networks in those countries.

With ABC and CBS divisions in stands and NBC doing business from the floor, the U.S. networks showed the growing interest at MIP in the home video market. While the networks had conventional television programming to sell, video futures clearly were at hand.

Herb Granath, vice president, ABC Video Enterprises, said he was "quite surprised at the amount of video activity taking place sub rosa at a television grouping." While at MIP he said he received proposals for foreign distribution deals from the United Kingdom, France, Sweden and Germany.

Another browser with video in mind was Mike Weinblatt, president, NBC Enterprises, whose game plan was to "set the basis for future dealing"—in other words, to meet people.

While at MIP to sell the international version of *CBS Sports Spectacular* and other programs, Art Kane, director of international sales for CBS Sports, also received many approaches from the international home video market—a healthy sign for CBS which only weeks ago announced its intention to enter the new field.

Among others pursuing the market was the British-based Intervention Programme Rental Service, at MIP to acquire properties and license its service to subdistributors. Within its portfolio of rentals were movies and features ranging from concerts to chess, as well as X-rated entertainment. Intervention, now operating in the United Kingdom, Scandinavia and Ireland, also has its eyes on the U.S. video market.

Increasing in numbers (while still by no means a major MIP force) were local American broadcasters, getting a world program perspective from the Riviera. Screening programs this year were veteran MIP-goers like Joe Higgins, consultant who recently retired from WHP-TV Harrisburg, Pa., and WBRE-TV Wilkes-Barre, Pa.'s David Baltimore, joined this year by others like an executive trio from Field Communications, scouting in particular for children's programming and specials.

□

European and other sellers. The Americans of course were not the only ones offering programs at MIP. France and Great Britain continued to have a large number of distributors, and many of the European companies present were negotiating co-production deals as well as selling programs.

The BBC was offering 140 programs, with the most interest being shown in the musical program *Tell Me On A Sunday*, starring Marti Webb. There was also a private detective series, *Shoestring*, which is to be made into a motion picture by Robert Stigwood. Head of television sales for BBC Enterprises, Roy Gibbs, said that unlike many English detective shows, this one did not turn out to be a disaster. Gibbs claimed that many buyers at MIP were showing an interest in BBC programs because they wanted an alternative to the regular look of American shows.

The BBC Enterprises stable of programs looked relatively weak, however, in comparison to shows that the BBC had produced but that others at MIP were selling. This is because the BBC must find outside financing through co-productions in order to finance any major productions.

BBC head of co-productions, Tom English, said there were negotiations with Paramount for a follow-up to the seven-hour miniseries, *Tinker, Tailor, Soldier, Spy*. The new production, *Smiley's People*, is also based on a novel by John Le Carre.

English said the BBC was also at MIP looking for co-production help on other series. One product is a 10-hour series called *The Borgias*, the most expensive project ever undertaken by the BBC. In the U.S., Time-Life has already agreed to underwrite a share of the \$4.4-million budget, in return for the North and South American rights. Also involved is Channel 7 in Australia. English is looking for a European partner.

In addition, English said talks are under way with Time-Life for a follow-up to the nature series, *Life on Earth*. The original series was co-produced with Warner Brothers, on a profit sharing deal. English also concluded a co-production deal for another *Life on Earth* spin-off, to be called *Animal Behavior*. The deal is with the German company, Reiner Moritz Productions, and English said it was worth \$550,000.

The outside co-producing and pre-financing of these major series caused friction between the BBC co-production department and BBC Enterprises, but it is

Books for Broadcasters

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- T468. THE ART OF INTERVIEWING FOR TELEVISION, RADIO AND FILM** by Irv Broughton. Here's a concise, well-written guide for anyone whose job it is to ask questions: writer, disc jockey, documentary filmmaker, and talk show host. The author covers a wide range of topics from preparing for the interview to selecting a subject and asking the right questions. There are hints and helpful suggestions on how to familiarize yourself with the scope and limitations of technical equipment. This book goes a long way toward establishing the interview as a science as well as an art. 266 pages, 54 illus. **\$14.95**
- T469. ALL-NEWS RADIO** by Phillip O. Keirstead. A valuable guide for those involved in any phase of the operation of an all-news radio station. This fact-filled book covers promotion, mini-documentaries, interviews, formats, features, syndicators, national and regional networks, advertising sales and much more. There's also a section on the history of the concept of all-news radio; where it stands now and where it's going. A noteworthy addition to broadcast journalism literature and a priceless guide for any all-news station. 210 pages, 40 illus. **\$14.95**
- T470. CABLECASTING PRODUCTION HANDBOOK** by Joel Efrein. This guidebook is intended to serve as an introduction to cablecasting production for the novice, as well as a working handbook for those already in the field. A comprehensive study covering all aspects of cable production including program format and scheduling, promotion and sales organization, program buying, program and production flow, station maintenance and FCC regulations. Also included are eleven informative appendices supplying technical specifications and performance standards for video equipment, sample program schedules, suggested telephone and mail questionnaires and much more. An indispensable aid to CATV planners, directors and producers. 210 pages, 44 illus. **\$12.95**

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something that the Enterprises people must accept, English said.

He said that outside partners must be offered a share of the most promising products so that they will invest money in more speculative ventures as well. But one of Britain's commercial stations, Thames Television, is looking for co-financing on a 13-part series, *Riley*, based on a real spy at the turn of the century. Muir Sutherland, managing director of Thames Television International, said each episode is budgeted at \$600,000, very high for a series in the UK.

Thames also announced at MIP that it had obtained the distribution rights to a major 26-part series on the Vietnam war called *Vietnam, the 10,000 Day War*. Thames will be selling the program worldwide except for Canada and the U.S. The financiers of the project are a group of Canadians called Cinequity Funding Corp. who control the exclusive rights to all war archive material from the current Vietnamese government in Hanoi. Total cost is at least \$6 million. On the co-production side, Sutherland said Thames is looking for a partner in the adaptation of a book, "Climate of Treason" by Andrew Boyle, on the upper-crust Englishmen who spied for the Russians. Thames owns the worldwide television rights to the book.

In straight sales at MIP, Sutherland said there was a "quickenning of activity"

among buyers in the small markets. He said these markets are actively pursued, despite the low prices paid, because of the possibility of future growth in later years. But other distributors said the small markets were becoming more difficult to sell, because of the wide selection of programs available. Philip Jones of ITC said that the days are gone when a small buyer would purchase 150 hours of programs at a sitting. He said even the smallest countries are screening programs carefully. ITC more than doubled its floor space at MIP this year, offering what Jones called a well-rounded group of programs, including two television movies that have appeared on U.S. networks. One is the *Ordeal of Doctor Mudd* and concerns the jailing of the doctor who treated John Wilkes Booth, and the other, *The Henderson Monster*, is about germ warfare. Rounding out the offerings are a series of documentaries that Jones said "have won awards as often as you or I change our socks."

One of the few programs to receive its first screening at MIP was a three-hour television movie based on the Agatha Christie novel, *Why Didn't They Ask Evans?*, produced by London Weekend Television. It was being sold at MIP by its agent, Richard Price Television Associates. Price said the program has been sold to Germany, Austria and Switzerland, and he hoped soon to sell to France.

The movie was pre-sold to Mobil for its U.S. run, and Price said there is interest among European Communist countries because of its nonpolitical content. In addition *Evans* was sold at MIP to Taurus Films in Germany, as part of a \$1-million package including another run of *Upstairs, Downstairs*.

Another of the British commercial stations, Granada Television, announced new sales at MIP for its Victorian detective series, *Cribb*. Granada said that Italy, Canada and Thailand have joined 15 other countries in purchasing the 14 one-hour programs.

Outside the UK, the Australians were well represented at MIP, with sales forces from both the Australian Broadcasting Commission and the commercial stations. In addition, there was the presence by the government in the form of the Australian Film Commission. It acts as an umbrella group for small, independent producers to assist in the financing and marketing of programs. At MIP, 12 independents were using the film commission stand as their base of operations, so that buyers could more easily view their programs.

The Scandinavian countries were also present, looking to extend beyond their traditional markets of France, Germany and Britain. Swedish television was highlighting a feature on the recent U.S. and British tour of the pop group, Abba.

Foreign buyers unexcited about U.S. offerings

'Nothing new' is common complaint among international TV types at MIP

The general feeling at Cannes among buyers interested in American programs was that there was little new material and no indication from program-makers on what may be available later in the year.

For the major buyers, MIP is not the place to view programs; that is done at the Los Angeles screenings. The large buyers go to MIP to meet people and, usually, to get some indication of what shows will be picked up by the networks.

But Leslie Halliwell, program buyer for Britain's ITV commercial television network, said: "This is the first year I can remember that there is no information on the new fall shows. I find it duller than usual—no news and nothing to talk about."

Halliwell expressed interest in few of the programs being offered. He thought 20th Century-Fox's *Monte Carlo* was well done and could develop into a good series. But he added that ITV does not spend its quota of allowed imported programs (14%) on musical shows. "We make those ourselves and don't need to buy them from the Americans," he said.

The new Time-Life set of 22 movies failed to impress Halliwell, because of the serious nature of the films. "The ones available are those we are least interested in. They involve people dying beautifully of numerous obscure diseases."

Halliwell said he could understand why

American producers were making more serious films, but said: "We make our own drama, and they must understand that we don't want to buy theirs."

Other buyers expressed interest in the Time-Life package, however. Bengt Eric Nordell, from Channel One in Sweden, said he thought television movies with more serious themes were one of the best trends in American television. But he said he could not purchase the entire Time-Life package because he could not use 22 films. Unless, he added, the price were very low.

Nordell was also interested in the television movies, *Flesh and Blood* and *The Contender*, although he felt both might be too violent for Swedish television.

"Violence is accepted by most of the audience," he said, but not by politicians and those that think they know better than the rest.

Nordell said westerns remain popular in Sweden, and he intended to purchase *Wild Times* from Metromedia. He also bought *Mork and Mindy*, largely because the program was a surprising success in Holland. He also expressed interest in *Monte Carlo*, which he said has good quality in a field in which he rarely finds suitable programs. (Although produced first for U.S. viewing, 20th Century-Fox also created the concept with the international market in mind.)

Although a relatively small market, Sweden is a big buyer of American shows. Nearly half its programming comes from imports, and U.S. shows continue to be the



BBC's Rugheimer



ITV's Halliwell



ZDF's Schutze

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mainstay. This high demand attracts a large team of Swedes to Cannes, to meet their 2,000-hour annual requirement. As one buyer put it, "To buy one hour you have to screen five."

One of the small-volume buyers at MIP was Janos Horvat, from Hungarian Television. He was looking for good literary programs, which he said were in short supply at Cannes.

British programs are the best, he said, because they have more literary value than the U.S. shows. In addition, he said, German detective series usually go down better than the Americans because they have a more "European" look.

Nevertheless, some American programs with no literary pretense are purchased, including *Charlie's Angels* and *Streets of San Francisco*.

Annabel Bighetti, program buyer for France's Antenne-2 network, said it was an easy MIP for her, because there was virtually nothing new to see. Among the programs that were new, Bighetti expressed interest in *Monte Carlo* and the Agatha Christie adaptation, *Why Didn't They Ask Evans?* She thought *Toni's Boys* might work, depending on the way the actual series is played.

The two West German networks were also looking at MIP, saying they would probably be buying only a few programs. Manfred Schutze of ZDF said the quality of the programs has declined over-all and "it's becoming more difficult to sort through the rubbish to pick up the few things that might be of interest."

Among specific programs, Schutze said he might purchase a few of the Time-Life films, but would not take all 22. He said he would not be interested in *Toni's Boys*, especially after *Charlie's Angels* flopped in his country.

One of the biggest buyers at MIP, Gunnar Rugheimer of the BBC, was even more depressed than most. Although he buys American programs almost exclusively, he said he did not bother to screen any programs at Cannes. "Some of the screening conditions are terrible beyond words," he said.

Of the new programs, he said, *Monte Carlo* was "a very old format," and looked like a "European show of the sixties." Rugheimer said he spent his time at MIP talking to people and did not "waste my time on things that may not even fly."

Next season will shower screen with soaps

Bates report sees success of prime-time 'Dallas' and 'Knots Landing' as responsible for eight new works in development

The major growth area in the 1980-81 season will be prime-time soap operas, according to a Ted Bates Co. analysis of network program development.

The report, which was prepared under

Monitor

More on Mike. Syndicast Services' *Mike Douglas Show* has now been cleared by 79 television stations, covering 70% of U.S. television households. According to Syndicast's vice president, Len Koch, company is now projecting 81% penetration by show's June 30 kickoff. Charter sponsors are Scott Paper and Coleco for barter program.

On the dotted line. ABC-TV has acquired broadcast rights to 20th Century-Fox's Academy Award-winning film, "Norma Rae," for price understood to be below \$5 million. Network is expected to air film during 1980-81 season.

New baby. Home Box Office, Time Inc.'s pay-programing arm, has given word that "new maxi-pay service to the cable industry" will be coming later this year and be "complementary" to current HBO channel. It'll be mostly feature films and will take two transponders on RCA Satcom I. Details are expected at next month's National Cable Television Association convention in Dallas.

Birth, death, infinity, etc. Ben Casey, fictional doctor of 1960's television, may be making comeback to prime-time television. Hamner Productions, Los Angeles, has acquired rights to story from Bing Crosby Productions and has signed series star Vince Edwards to play role, written 15 years later. Although ABC-TV aired original series in 1961-66, no network has yet agreed to pick up show.

New Baxters. Boston-based BBI Communications, partner with Norman Lear's TAT Communications for first season of *The Baxters*, now is going it alone. BBI is keeping concept: half-hour split between syndicated situation comedy and local public affairs — but plans major overhaul of elements. Stronger emphasis will go to personal and family issues rather than social controversy. There are plans for more character development and push for more comedy in traditional sense. Players will be recast and will perform before studio audience. With BBI now in control of syndicated production, studio work will be done in Toronto with Wendell Wilkes as producer. BBI consultant Chet Collier is executive producer. In first season, *Baxters* was sold in 51 markets covering 56% of U.S.

PlayBack

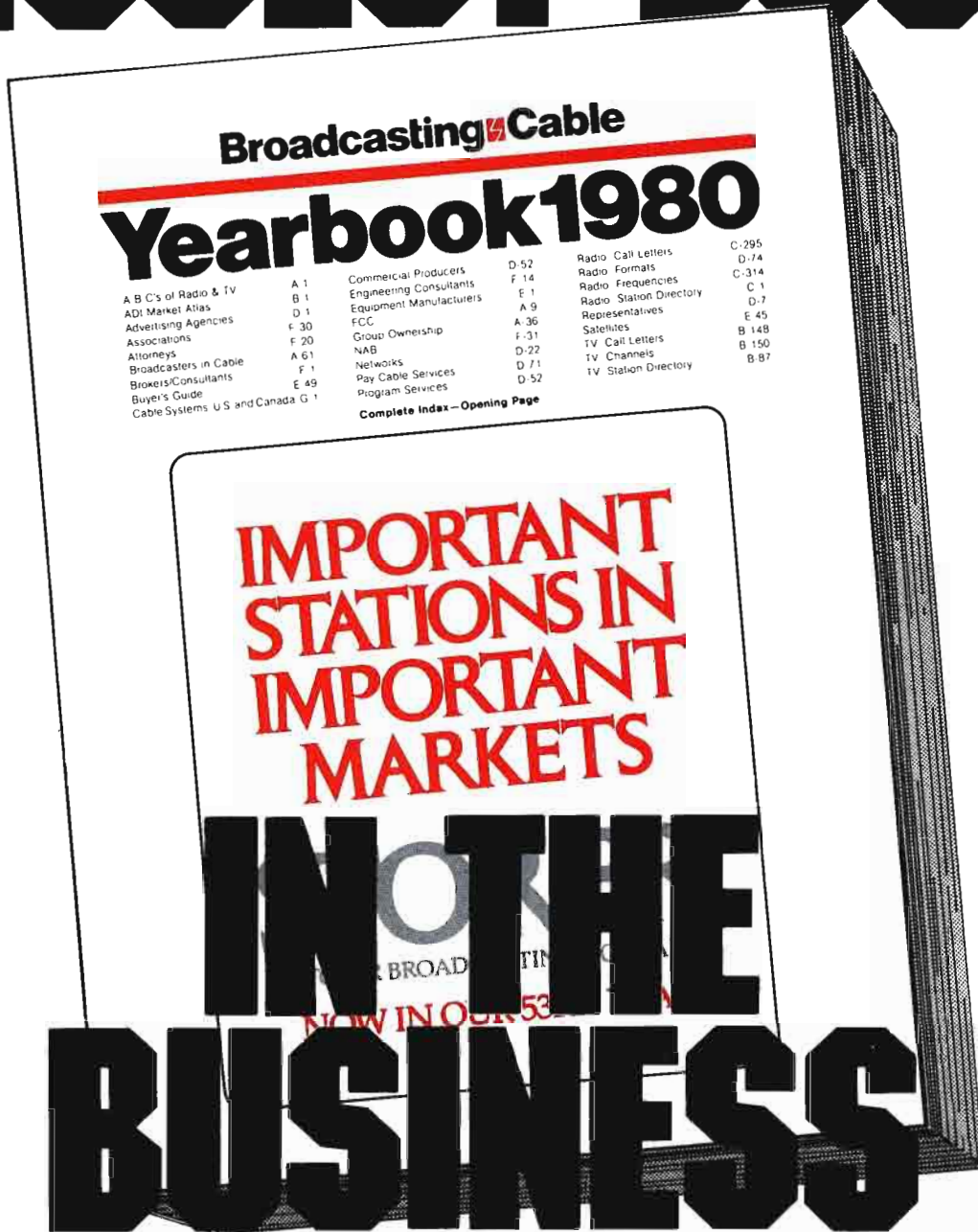
Disk jockey's dilemma. Baltimore city court judge has refused to set aside jury verdict awarding former anchorman at WMAR-TV Baltimore \$65,000 in defamation suit he had brought against WFBZ(AM) Baltimore and its disk jockey, Johnny Walker (BROADCASTING, April 21). Dennis P. Holly, who is black, said Walker had damaged his reputation in suggesting he had participated in looting that occurred during February 1979 blizzard. Walker maintains his on-air remark that Holly had injured his knee running down street "carrying a color television set" was intended as joke. Station and Walker will carry their fight against suit to state court of appeals. Harry Shriver, president and general manager of WFBZ, said "it's the principle. Some people say the amount represents a victory for us. [Holly had sued for \$2 million.] But the decision is having an inhibiting effect on broadcasters in the area."

Shindig on the hill. Senate Majority Leader, Robert Byrd (D-W.Va.) and his band, Harvest, joined MCA recording artist, Barbara Mandrell and blue-grass stylist, Mac Wiseman in entertaining members of Congress and Country Music Association in Washington last Tuesday. Performance culminated first day of CMA Board of Directors meeting and drew over 150 guests, including FCC Commissioner James Quello, who said he listens to country radio nearly every day and Senate Minority Leader, Howard Baker (R-Tenn.).

First fives. The top five records in **contemporary radio airplay**, as reported by BROADCASTING's Playlist: (1) *Ride Like the Wind* by Christopher Cross on Warner Bros.; (2) *Call Me* by Blondie on Chrysalis; (3) *Lost In Love* by Air Supply on Arista; (4) *Fire Lake* by Bob Seger on Capitol; (5) *Another Brick In the Wall* by Pink Floyd on Columbia. The first five in **country radio airplay**: (1) *Good Old Boys Like Me* by Don Williams on MCA; (2) *Two Story House* by George Jones and Tammy Wynette on Epic; (3) *The Way I Am* by Merle Haggard on MCA; (4) *Gone Too Far* by Eddie Rabbit on Elektra; (5) *Beneath Still Waters* by Emmylou Harris on Warner Bros.

Harking back. Radio Arts Inc., Los Angeles, is offering "Encore," new full-service music format combining traditional MOR with nostalgia. Featuring artists like Frank Sinatra, Tony Bennett, Eydie Gorme and Ray Conniff, format also includes selected big band hits and vocal stylings from such performers as Buddy Clark, Bing Crosby, Andrews Sisters, Frankie Lane and Kay Starr. Format is targeted to 35-64-year-old audience and is produced for AM or FM stations, either automated or live.

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the direction of Joel M. Segal, senior vice president for network television and radio, cites the success of *Dallas* and *Knot's Landing* on CBS and the conversion of ABC's *Eight Is Enough* from a family comedy/drama to "something resembling a soap opera" as factors stimulating all three networks to proceed in this area. Bates points out that for 1980-81, ABC has *Oil*, *Scruples* and *The Women*; CBS, *And Baby Makes Six*, *The Home Front* and *Midland Heights* and NBC, *Flamingo Road* and *Once Upon a Family*.

"Many of these programs . . . are conceded to be front runners for inclusion in the schedule by the network," the analysis observes. "Before long there will be at least one soap opera per night in prime time. Some of their strongest attractions to the networks are their great drawing power among younger women and the fact that as serials, they demand continuing regular viewership."

By Bates's calculations, ABC has the

fewest new shows in development, 29, of which 12 are comedies; 14, drama and three, variety. CBS has 32 program series on the drawing boards—18 comedies, 14 dramas and no variety. NBC has 35 programs in development: 14 comedies, 16 dramas and five variety shows.

Bates points out that 46% of all pilots for next fall are comedies, as against 54% for the 1979-80 season. But the agency explains that more than one-third of the new dramatic development is laced with comedy. Bates concludes that networks feel that drama tends to make comedy more meaningful and a light touch makes straight drama more palatable.

Bates comments that the development process, once restricted to only part of the year, is now a full-time operation. The networks are preparing for several waves of replacement, according to the agency, planning two changes in the fall/winter and two additional changes in the winter/spring of 1980-81.

"Some of the shows [in development] will fill the 15 or 16 hours of new programs the networks will need this fall," Bates reports. "Others will be held in reserve to be used as replacements later on in the season."

The Bates analysis quotes Robert Daly, president of CBS Entertainment, as saying that he will order more comedy shows and more dramatic series than he needs for this fall. Bates says Daly believes "that kind of overpreparation will make his network number one in 1980-81."

Regarding Daly's approach, Bates has this to say: "That may or may not be true, but we do know that CBS has given its producers early pick-ups for pilots so as to give them plenty of time for development. NBC, on the other hand, has been late in picking up pilots, a situation which creates a great deal of last minute pressure on the producers and could, therefore, hurt NBC's final product."

For the Record

As compiled by BROADCASTING Apr. 14 through Apr. 18 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM applications

- San Luis Obispo, Calif.—San Luis Obispo County Comm. College seeks 89.1 mhz, .1 kw, HAAT: 1440 ft. Address: Box J (Camp San Luis Obispo) 93406. Estimated construction cost: \$18,954; first year operating cost: \$6,000. Format: Educational. Principal: Public educational institution. Frank R. Martinez is president-superintendent. Ann. Apr. 9.
- Weed, Calif.—Valley FM Radio seeks 100.9 mhz, 9.5 kw, HAAT: 1425 ft. Address: Box 27322 Los Angeles 90027. Estimated construction cost \$6,000; first quarter operating cost: \$6,800; revenue: \$4,914. Format: Contemporary. Principal: Steven Fuss (100%) who is San Francisco and Los Angeles marketing and purchasing consultant. He is applicant for new FM in Taft, Calif. Filed Mar. 5.
- Aspen, Colo.—Aspen Center for Public Radio seeks 89.9 mhz, 2.5 kw, HAAT: —717 ft. Address: 710 E. Durant St. Aspen, Colo. 81611. Estimated construction cost: \$116,000; first year operating cost: \$95,000; revenue: \$158,500. Format: Cultural/educational. Principal: Non-profit corp. organized to provide public broadcasting facility for the city of Aspen. Louis K.

Lowenstein is president. Ann. Apr. 9.

- Brush, Colo.—Ranchland Broadcasting Co. seeks 107.1 mhz, 3 kw, HAAT: 91 ft. Address: 1516 Mill St., Brush 80723. Estimated construction cost \$15,500; first quarter operating cost \$4,842; revenue: \$60,000. Format: Pop. Principals: Claud and Margaret Pettit (100% jointly). They own KCMP(AM) Brush. Claud Pettit is general manager and Margaret Pettit is program director. Filed Dec. 18.
- Trinidad, Colo.—Colorado Broadcasting Corp. seeks 92.7 mhz, 3 kw, HAAT: 16 ft. Address: 4553 S. Lowell Blvd., Denver 80236. Estimated construction cost: \$27,779; first quarter operating cost: \$20,100; revenue: \$48,000. Format: Easy listening. Principals: Tony A. Cranford (80%) and Karen J. Land (20%). Cranford is salesman for KIMN(AM)-KYGO(FM) Denver. Land is real estate saleswoman and does professional voice contract work. They have no other broadcast interests. Filed Mar. 7.
- Homosassa Springs, Fla.—West Wind Broadcasting Inc. seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 112 Orange St. Brooksville, Fla. Estimated construction cost: \$77,146; first quarter operating cost: \$18,700; revenue: \$100,000. Format: Beautiful music. Principals: Steve Manuel, wife Barbara, Robert Snow, wife Cynthia (25%) each. Manuels are Brooksville, Fla., high school teachers. Snow is Brooksville attorney. Cynthia Snow is Brooksville legal secretary. She is sister of Steve Manuel. They have no other broadcast interests. Filed Feb. 25.
- St. Augustine, Fla.—Radio San Augustine Inc. seeks 105.5 mhz, 3 kw, HAAT: 263 ft. Address: Box 2696 Jacksonville, Fla. Estimated construction cost: \$92,700; first quarter operating cost: \$22,450; revenue: \$18,000. Format: Pop. Principals: James Martin, Jr. (78%) and William C. Keating (22%). Martin owns 56% of Jacksonville tire co. He is also 2.3% owner of Crown Broadcasting Co. permittee of WAWS(TV) Jacksonville. Keating is program director for WJAX(AM) Jacksonville. They have no other broadcast interests. Filed Mar. 14.
- Ava, Ill.—Harold L. Lowder seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 4, Box 276 Murphysboro, Ill. 62966. Estimated construction cost: \$108,147; first quarter operating cost: \$150,984. Format: Variety. Principal: Lawder owns coal transportation facility in Gorham, Ill. He has no other broadcast interests. Filed Feb. 25.
- Kokomo, Ind.—Temple Christian Academy seeks 91.5 mhz, 3 kw, HAAT: 269 ft. Address: 1700 S. Goyer Rd. Kokomo 46901. Estimated construction cost: \$69,-

120; first quarter operating cost: \$6,062; revenue: \$30,000. Format: Religious. Principal: Temple Baptist Church Inc. of Kokomo, Ind., non-profit religious organization. Edward T. Hussong is chairman of applicant. Ann. Apr. 9.

- Clinton, La.—James and Sharon Miller seek 92.7 mhz, 3 kw, HAAT: 300 ft. Address: U.S. 51 N. Box Q Brookhaven, Miss. 39601. Estimated construction cost: \$127,000; first year operating cost: \$40,000; revenue: \$40,000. Format: Variety. Principals: Millers, husband and wife, reach own 50%. He is vice president and general manager and 5% owner of WMRQ-FM Brookhaven, Miss. She is housewife. Filed Feb. 14.
- Dubach, La.—Dubach Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 1305 Delhi St. Bossier City, La. 71111. Estimated construction cost: \$68,703; first quarter operating cost: \$16,750; revenue: \$86,453. Format: CW/Contemp./Rel. Principal: John Henry Baker (35%), wife Melba Jo and Rogers Prestridge (25% each), and Katherine Durrett, Murel Graham and H.T. Delaney (5% each). John Baker is Delhi, La. farmer. Melba is Delhi nurse. Prestridge is Bossier City attorney. Durrett is circulation manager for Ruston, La., daily newspaper. Graham is employed with La., gas refinery. Delaney is Dubach dairy farmer. Prestridge has minority interest in applicant for new FM in Bossier City, La. Rest have no other broadcast interests. Ann. Apr. 9.
- Albion, Mich.—Albion College seeks 88.9 mhz, .1 kw, HAAT: 100 ft. Address: 611 E. Porter St. Albion 49224. Estimated construction cost: \$37,099; first year operating cost: \$20,000. Format: Educational. Principal: Private educational institution. Charles M. Leeds is secretary of Board of Trustees. Instant application is petition for reconsideration of Broadcast Bureau action of Jan. 17 returning original application as unacceptable for filing because of possible interference with WSAE(FM) Spring Arbor, Mich. Ann. Apr. 9.
- Albert Lea, Minn.—Independent School District No. 241 seeks 90.7 mhz, .1267 kw, HAAT: 72 ft. Address: 504 W. Clark St., Albert Lea 56007. Estimated construction cost: \$9,000; first year operating cost: \$1,000; revenue \$9,000. Format: Educational. Principal: Secondary School district. Curtis E. McCamy is superintendent. Ann. Apr. 9.
- Swan Quarter, N.C.—Hyde County Board of Education seeks 88.5 mhz, 1 kw, HAAT: 120 ft. Address: Academy St. Box 217 Swan Quarter. Estimated construction cost: \$45,989; first year operating cost: \$73,824; revenue: \$220,000. Format: Educational. Principal: Non-profit educational institution. David Scott Coble is superintendent. Ann. Apr. 9.

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Does it sound loud . . . and good . . . on typical AM radios?

Your audience doesn't listen over your air monitor—they listen on narrowband auto, table, and pocket portable radios. Does the processor sound good on the air monitor—but dull in the car? Or does it sound crisp and defined on a majority of consumer AM radios?

OPTIMOD-AM can compensate for typical consumer radio deficiencies in a way that makes them sound "almost high fidelity"—and its design avoids the hole-punching, distortion, and other problems that usually arise when you try such compensation with simple equalization or other "half-way" approaches.

Does it sound loud on music . . . and stay clean on voice?

Or do you set it up to sound loud on music . . . only to find voice sounds somewhat clipped and distorted?

OPTIMOD-AM's exclusive "Smart Clipper" recognizes and controls clipping distortion as perceived by the ear. The result: you can sound both loud and clean on *all* program material—without readjustment. Many broadcasters have become so accustomed to slight voice distortion that it no longer bothers them—until they hear how truly clean-sounding OPTIMOD-AM voice can be.

Can it compensate for transient response problems in real-world transmitters?

Not every station is fortunate enough to own a state-of-the-art transmitter. Does the pulse response (tilt,

overshoot and ringing) of the transmitter/antenna system cause the processor to overmodulate the transmitter? Or does it include a "transmitter equalizer" that can compensate for these problems? OPTIMOD-AM's equalizer can be switched remotely for different "Day" and "Night" curves.

Is your investment well protected?

OPTIMOD-AM comes with a rigorous 189 page Operating Manual which provides clear and complete explanations of setup, operation, and servicing procedures. It enables any competent engineer to install, maintain and repair the unit—you're not tied to a single engineer, an "expert from afar," or even to the longevity of the manufacturer. It's nice to know, however, that Orban is a strong, financially stable company with over ten years in business.

Your investment is also protected by OPTIMOD-AM's adjustability. If your format changes—or if AM stereo results in new receiver standards—you can re-tailor OPTIMOD-AM's sound to suit. And OPTIMOD-AM is *really* stereo-ready—it's been designed from the beginning to be compatible with the sum-and-difference processing that AM stereo will almost certainly require.

How much does it *really* cost?

A conservative estimate (5 years life; 18 hours/day operation; no salvage value) reveals that OPTIMOD-AM costs less than 13¢/hour. When you look at it like this, it becomes clear that the financial impact of a processor is almost entirely its effect upon your ratings and advertiser acceptance. Can you afford *not* to go with OPTIMOD-AM?

Compare OPTIMOD-AM to other processors. Write or call for complete details.

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In California: (415) 957-1067



■ Cadiz, Ohio—Cadiz Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT: 264 ft. Address: 136 S. Main St. Cadiz 43907. Estimated construction cost: \$71,100; first quarter operating cost: \$18,855; revenue: \$83,000. Format: MOR. Principals: Harrison News-Herald Inc. (80%), Helen L. Wilgus (20%). Harrison News-Herald is owned by Milton Ronsheim (50%), Maynard A. Buck, Jr. (2%) and Maynard A. Buck III trust. Ronsheim is president of News-Herald, Cadiz, Ohio weekly newspaper. Buck is vice president. Wilgus is 15% owner of Cadiz lumber co. They have no other broadcast interests. Ann. Apr. 9.

■ Anadarko, Okla.—Anadarko Broadcasting Co. seeks 103.7 mhz, 1 kw, HAAT: 231 ft. Address: 115 West Broadway Anadarko 73005. Estimated construction cost \$79,441; first quarter operating cost: \$9,650. Format: CW. Principals: G. Harold Wright, Howard McBee and Allan Page (one-third each). Page owns KGWA(AM) Enid, Okla. Wright is vice president and 33% owner of KHEN-AM-FM Henreyetta, Okla. McBee is Frederick, Okla. attorney and 72% owner of KADS(AM) Elk City, Okla. Anadarko Broadcasting is licensee of KRPT(AM) Anadarko. Filed Feb. 21.

■ Guymon, Okla.—Panhandle Communications Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 200 North Harvey St. Suite 514 Oklahoma City 73102. Estimated construction cost: \$162,877; first year operating cost: \$120,000; revenue: \$196,920. Format: Contemporary. Principal: Mike Williams, who is Oklahoma City public relations executive. He has no other broadcast interests. Ann. Apr. 9.

■ Pittston, Pa.—CLW Communications Group seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 6815 Shallowford Rd., Chatanooga, Tenn. 37421. Estimated construction cost: \$201,330; first quarter operating cost: \$25,050; revenue: \$30,000. Format: MOR/inspirational. Principal: AMG International, Chattanooga-based religious non-profit organization. Spiros Zodiates is president. It owns WSCW(AM) S. Charleston, W. Va., WCRJ(AM) Jacksonville, Fla., WHYD(AM) Columbus, Ga. and 40% of WJEE(FM) Jacksonville, Fla. It is applicant for new FM's in Alexandria, Ind., and Rome, N.Y., new TV's in Atlanta, Ga. and Boulder, Colo. (85%) and has purchased WVVF(FM) Dundee, Ill. (BROADCASTING, Mar. 31). Ann. Apr. 9.

■ Winnsboro, Tex.—Winnsboro Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 318 1/2 N. Main Winnsboro 75494. Estimated construction cost: \$5,500; first year operating cost: \$92,618; revenue: \$105,000. Format: MOR. Principals: Janie Sue Orton (50%), Richard Lee Hammer (40%) and Shirley Lynne Hammer (10%). Orton is housewife. Richard Hammer is engineer for KEGG(AM) Daingerfield, Tex. Wife Sherry is production manager at KEGG. They have no other broadcast interests. Ann. Apr. 9.

TV applications

■ Poughkeepsie, N.Y.—Family Television Inc. seeks ch. 54; ERP: 5000 kw vis., 500 kw aur., HAAT: 1067 ft.; ant. height above ground: 893 ft. Address: 115 Passaic Ave., Roseland, N.J. 07068. Estimated construction cost: \$608,571 first-year operating cost: \$161,000; revenue: \$411,000. Legal counsel: George Douglas, Wash. consulting engineer; Robert L. Purcell. Principals: Evangelical Christian Concern Inc. (43%); Keith Houser, wife Barbara, Emil Antonoff 10% each and seven others with less than 10% each. Evangelical Christian Concern is nonprofit religious organization based in Canton, Ohio. Keith Houser is president, Barbara Houser is secretary, Antonoff is president of N.Y. radio and TV programming company. Ann. Apr. 9.

■ Woodstock, Va.—Deerfield Broadcasting Co. seeks 940 khz, 250 w-D. Address: Box 300 Churchville, Va. 24421. Estimated construction costs: \$17,528; first quarter operating cost: \$14,900; revenue: \$90,000. Format: Pop. Principals: Robert Dean and Vincent D. O'Connell (50% each). Dean is president and general manager of Deerfield, licensee of WABH(AM) Churchville, Va. O'Connell is chief engineer of WVPT(TV) Harrisonburg, Va., as well as secretary-treasurer and director of engineering of Deerfield. Ann. Apr. 9.

FM actions

■ Carpinteria, Calif.—Pacific West Broadcasters application dismissed for 101.7 mhz, .22 kw, HAAT 920 ft. P.O. address: 2206 Cutler St., Simi Valley, Calif. 93065. Estimated construction cost \$12,408; first-year operating cost \$37,560; revenue \$65,000. Format: variety. Principals: Israel Sinofsky and Peter E. Baird,

partners. Sinofsky owns KINC(AM) Independence, Calif. (51%); and is sole owner of Moorpark, Calif. motion picture theatre. Baird is principal in Sound Planning Associates, commercial sound contractor, Dearborn Heights, Mich. Action Apr. 7.

■ Onawa, Iowa—Application of Onawa Broadcasting dismissed for 102.3 mhz, 3 kw, HAAT 225 ft. Address: P.O. Box 2664, Des Moines, Iowa 50315. Estimated construction cost \$48,780; first-year operating cost \$52,000; revenue \$50,000. Format: CW. Principals: William H. Cole (60%), his wife, Lorraine (25%) and Melvin Pulley (15%). Pulley owned WRDN(AM) Durand, Wis. until 1972; was part owner of KDAN(AM) St. Paul, Minn. until 1973 and is now school teacher. Cole has worked for WHO(AM) Des Moines. Lorraine Pulley is housewife. Action Mar. 28.

FM licenses

- *KAXE Grand Rapids, Minn.
- *KCMC Manitou Springs, Colo.
- *KCPB Thousand Oaks, Calif.
- KDWZ Crookston, Minn.
- KFMC-FM Fairmount, Minn.
- KFMR Stockton, Calif.
- KGGG-FM Rapid City, S.D.
- KKOK-FM Morris, Minn.
- KLAN Williston, N.D.
- *KNOG Havre, Mont.
- KOOK-FM Billings, Mont.
- KQRN Mitchell, S.D.
- KSDN-FM Aberdeen, S.D.
- *KSMR Winona, Minn.
- KZIN Shelby, Mont.
- WEVE-FM Eveleth, Minn.
- WGMM Gladwin, Mich.
- WJWJ Brainerd, Minn.
- *WMCN St. Paul, Minn.
- WTMS Presque Isle, Me.

■ Belen, N.M.—Brasher Broadcasting Co. dismissed application for 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 216 Zena Lona NE, Albuquerque, N.M. 87123. Estimated construction cost \$9,300; first-quarter operating cost \$14,221 and revenue \$17,500. Format: MOR. Principals: Freida M. Brasher (40%) and her sons—Michael, Paul and Perkins (20% each). Freida Brasher is bookkeeper; Michael is manager of KANW(AM) Albuquerque, N.M.; Paul is systems engineer for city of Albuquerque, and Perkins is drilling fluids salesman. None have other broadcast interests. Action Mar. 31.

■ Windsor, N.C.—Cashie Valley Broadcasters dismissed application for 97.7 mhz, 3 kw, HAAT 300 ft. P.O. address: Drawer 99, Windsor, N.C. 27983. Estimated construction cost \$45,229; first-year operating cost \$25,100; revenue \$75,000. Format: variety. Principals: Charles Franklin Barry III (60%) and Joseph Ray Phelps (40%). Barry is Long Beach, Calif. businessman, Phelps is Windsor insurance company manager and former announcer/salesman at WIAM(AM) Williamston, N.C. Action Mar. 19.

TV action

■ *Lake Charles, La.—Louisiana Educational Television Authority granted ch. 18; ERP 1260 kw vis., 144 kw aur., HAAT 1537 ft.; ant. height above ground 1030 ft. P.O. address: 626 N. Fourth St., Baton Rouge 70804. Estimated construction cost \$205,850; first-year operating cost \$205,850. Legal counsel Patton, Boggs & Blow, Washington; consulting engineer Coy F. Simmons. Applicant is state agency, A. Fred Frey, executive director. Action Apr. 2.

Ownership changes

Applications

■ WZZK(FM) Birmingham, Ala. (FM: 104.7 mhz, 100 kw)—Seeks transfer of control of Johnston Broadcasting Co. from Rose Hood Johnston and Family (100% before; none after) to Park City Communications of Alabama (none before; 100% after). Consideration: \$2.5 million. Sellers: Rose Hood Johnston

(80%) and son George Johnston III (20%) They also own WJLD(AM) Fairfield, Ala. George Johnston owns 2.02% of WDHN(TV) Dothan, Ala. Buyer: Richard Ferguson (64.1%), Steven A. Marx (25.2%), Mario Scalisi (9%) and Edward Cantor (1.7%). Ferguson is president, Marx vice president and Scalisi account executive, all of Park City Communications, licensee of WEZN(FM) Bridgeport, Conn., and WFTQ(AM)-WAAF(FM) Worcester, Mass. Cantor is Orange, Conn., attorney.

■ KAYN(FM) Nogales, Ariz. (FM: 98.3 mhz, 215 w)—Seeks assignment of license from Graham Broadcasting Co. to James Canto for \$100,000 plus \$58,600 non-compete agreement. Sellers: Norman and Eva Graham, who have no other broadcast interests. Buyer: Canto is owner of WTSN(AM) Hanover, N.H. Filed Apr. 1.

■ WXAO-TV Jacksonville, Fla. (ch. 47; 1643 kw vis. 165 kw aur.)—Seeks assignment of CP from Christian Television of Jacksonville Inc. to American Standard Leasing Corp. for \$115,600. Seller: Religious organization based in Jacksonville, Fla., has no other broadcast interests. Buyer: Thomas R. McGehee and brother Frank (50% each). They own paper processing plant, financing and leasing co. and real-estate co. all in Jacksonville. Thomas McGehee is director of Christian Television of Jacksonville Inc., proposed assignor. They have no other broadcast interests. Filed Mar. 27.

■ WWCM-AM-FM Brazil, Ind. (AM: 1130 khz, 500 w-D DA; FM: 97.7 mhz, 3 kw)—Seeks assignment of license from WWCM Inc. to Voice of Wabash Valley Inc. for \$480,000 plus \$60,000 non-compete agreement. Seller: Barry and Constance Hausman who have no other broadcast interests. Buyer: Richard Kaufman and David Fleck (29.41% each), Douglas Rigler and John F. Graybeal (14.71% each) and Thomas Shropshire (11.76%). Kaufman is former disc jockey (through Mar. 1980) with WRNJ(AM) Hackettstown, N.J. Fleck is Milwaukee, attorney. Rigler and Graybeal are Washington attorneys and Shropshire is vice president of Miller Brewing Co., Milwaukee. They have no other broadcast interests. Filed Apr. 1.

■ WBMB(AM)-WBMI(FM) West Branch, Mich. (AM: 1060 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Seeks transfer of control of Ogenaw Broadcasting Co. from Robert Marshall et al (100% before; none after) to Phoenix Media Group Inc. (none before; 100% after). Consideration: \$450,000. Sellers: Robert Marshall (50%); Jack E. Kaufman (37.5%), and Gene C. Flowers (12.5%). Kaufman owns 40% of WDBC(AM) Escanaba, Mich. and 51% of WKKI(FM) Celina, Ohio. Flowers owns 20% of WKKI. Buyers: David Schwittek (51%); his father, Elmer W. Schwittek (32.5%); Katherine A. Palm (12.5%), and Mary Ann Schwittek (4%). David Schwittek is engineer at WNEM-TV Saginaw, Mich. Elmer Schwittek owns Atlantis, Fla. firm that designs weather satellite equipment. Palm (daughter of transferor Robert Marshall) is station manager of WBMB(AM)-WBMI(FM). Mary Ann Schwittek (wife of David) is housewife. They have no other broadcast interests. Filed Mar. 31.

■ WKXL(AM-FM) Concord, N.H. (AM: 1450 khz, 1 kw-D 250 w-N; FM: 102.3 mhz, 3 kw)—Seeks transfer of control of Capitol Broadcasting from Frank B. Estes (100% before; none after) to Richard W. Osborne et al (none before; 100% after). Consideration: 1.5 million. Principals: Estes also owns 80% of WKXR-AM-FM Exeter, N.H. Buyer: Richard and Jessie Osborn, Donald and Sandra Shapiro, Patrick and Jean Marie Chaloux (28.2% per couple, all married, as joint tenants); James and wife Deborah Rivers (6.7% jointly); Donald and wife Patricia Duncklee, Jr. (3.3% jointly); Gardner F. Hill (3.3%), and Daniel L. Colgan (2.1%). All are employed with WKXL. Osborn is general manager; Shapiro and Chaloux, salesmen; Rivers, announcer, music director; Duncklee, announcer; Hill, traffic manager, and Colgan is production manager. They have no other broadcast interests. Filed Mar. 14.

■ WPET(AM) Greensboro, N.C. (AM: 950 khz, 500 w-D)—Seeks transfer of control of Mido Communications from Donald L. Wilks and Michael E. Schwartz (66.66% before; none after) to Thomas V. Armshaw (33.33% before; 100% after). Consideration: App. \$510,000. Principals: Wilkens and Schwartz each own 33.3% of station. They each own 50% of WAQY(FM) Springfield and WIXY(AM) East Longmeadow both Massachusetts, and 33.33% each of WQRK(FM) Greensboro, N.C. Armshaw is vice president, general manager and 33.33% owner of WPET. He will acquire 100% ownership of station, pending FCC approval of instant transaction. He is also president, treasurer and

33.33% owner of WRQK(FM) Greensboro. File Mar. 28.

■ WACB(AM) Kittanning, Pa. (AM: 1380 khz, 1 kw-D)—Seeks assignment of license from WACB Inc. to Nicholas Broadcasting for \$180,000. Seller: R. H. Rosenblum who also owns WMOA-AM-FM Marietta, Ohio. Buyer: Nicholas Enterprises Inc. (100%), holding company for various trucking and real estate interests based in Butler, Pa. Ralph A. Nicholas Jr. is principle owner. He has no other broadcast interests. Filed Mar. 28.

■ WSMT-AM-FM Sparta, Tenn. (AM: 1050 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)—Seeks transfer of control of Upper Cumberland County Broadcasting Inc. from White County Broadcasting (100% before; none after) to Austin-Thompson Broadcasting (none before; 100% after). Consideration: \$200,000. Principals: Tollye W. Tittsworth (90%) and wife Joyce (10%). They have no other broadcast interests. Buyer: Billy Lee Austin and Charles J. Thompson (40% each) and Wylie G. Austin (20%). B.L. Austin (son of Wylie) is employed by Austin Farms, Sparta dairy farm. Thompson is broadcaster last employed with WJLE(AM-FM) Smithville, Tenn. Wylie Austin owns Sparta dairy farm and 1/3 of Sparta aviation co. They have no other broadcast interests. Ann. Apr. 9.

■ KJTV(TV) Amarillo, Tex. (ch. 14; 126 kw vis. 20.4 kw aur.)—Seeks assignment of CP from Gary L. Acker to Richard A. Ingraham for \$624,000. Seller: Acker was granted CP Mar. 9, 1979 on condition that he divest himself of KWAS(FM) Amarillo before KJTV could go on air. Acker has been unsuccessful in attempts to sell KWAS and is now asking for waiver of three year rule to sell KJTV. He also owns 80% of KJAK(FM) Slaton, Tex. and 25% of KLFJ(AM) Springfield, Mo. He has purchased, subject to FCC approval 50% of KEPT(FM) Shreveport, La. (BROADCASTING, May 7, 1979) and 100% of WQIK(AM) Jacksonville, Fla. (BROADCASTING, May 7, 1979). He is also applicant for new FM in Laredo, Tex. Buyer: Ingraham owns 75% of KIOY(FM) Lebanon, Ore. He also owns Fresno broadcast consulting firm and has various real estate interests there. Filed Mar. 4.

Actions

■ WDEN-AM-FM Macon, Ga. (AM: 1500 khz, 1 kw-D; FM: 105.3 mhz, 50 kw)—Granted transfer of control of Elliott Broadcasting Co. from executors of estate of J. Martin Elliott (100% before; none after) to WDEN Communications Ltd. (none before; 100% after). Consideration: \$1,026,500. Executors who are selling stations are Alberta W. Elliott, James M. Elliott and Herbert C. Lovein. None have other broadcast interests. Buyer is owned by Thom E. Smith and group of businessmen from Montgomery and Birmingham, both Alabama. Smith is general manager at stations. Others have no other broadcast interests. Apr. 14.

■ WZAL(AM) Jackson, Ga. (1540 khz, 1 kw-D)—Granted assignment of license from Tarkenton Broadcasting Co. Inc. to Devan-Moore Communications, Inc. for \$235,000. Seller: Dallas Tarkenton and wife May Ree (75%-25% respectively) who also own WJGA(FM) Jackson. Buyer: Richard Moore (40%); James DeVan and wife Karen (30% each). Moore is correspondent with Georgia Network Inc., Atlanta news and sports network. DeVans are also employed with Georgia Network, James as executive vice president and general manager and Karen as bookkeeper. They have no other broadcast interests. Action Apr. 14.

■ WBME-AM Belfast, Me. (AM: 1230 khz, 250 w)—Granted assignment of license from Spence Broadcasting Corp. to Seth Broadcasting Corp. for \$160,000. Seller: A. W. Spence Sr. who has no other broadcast interests. Buyers: Steve Anthony, Leon and Mary Blais and Walter Szeliga. Anthony is Lincoln, R.I. engineer, Leon Blais is Public Works director of Lincoln and Szeliga is in public relations in Pawtucket, R.I. They have no other broadcast interests. Action Apr. 14.

■ WCAM(AM) Camden, N.J. (1310 khz, 1 kw-D, 250 w-N)—Granted assignment of license from city of Camden to JNW Broadcasting Inc. for \$850,000. Seller is city of Camden, which has no other broadcast interests. Angelo J. Errichetti is mayor; Richard Cinaglia is comptroller. Buyer is James N. Wade who is Harrisburg, Pa., management consultant. He is also 30% owner of applicant for Philadelphia cable franchise. Action Apr. 14.

■ WLFL-TV Raleigh, N.C. ch. 22—Granted assignment of CP from Carolina Christian to Family Television Corp. for \$633,772. Seller: Nonprofit religious organization. Ladson L. Leathers is president. Buyer is owned equally by N. Grant Cotton and Ladson L.

Leathers. Cotton is Durham, N.C. realtor. Leathers owns Leathers TV service, seller and servicer of electronic home entertainment products. Ladson is president of seller. They have no other broadcast interests.

Facilities changes

Actions

■ WJKS-TV Jacksonville, Fla.—Granted authority to operate trans. by remote control from 9117 Hogan Road, Jacksonville (BRCT-791022KT). Action Mar. 28.

■ WMDT(TV) Ch 47, Salisbury, Md.—Granted mod. of CP to change ERP 676 kw, maxerp 3470 kw; ant. height 1,000 ft.; change type trans.; SL 2025 Downtown Plaza, Salisbury, Md. (BMPCT-791207KF). Action Mar. 28.

■ WRET-TV Charlotte, N.C.—Granted CP to change ERP 1120 kw vis, 112 kw aur and change type trans. (BPCT-791210KF). Action Mar. 28.

■ WTVK(TV) Knoxville, Tenn.—Granted CP to change ERP 1620 kw, maxerp 5000 kw, ant. height 1,270 ft., change type trans. and type ant. (BPCT-791109LC). Action Mar. 28.

In contest

FCC decisions

■ KHVH(AM) Honolulu, Hawaii—FCC has granted KHVH(AM) Honolulu, Hawaii, short-term renewal (to Feb. 1, 1981) and has required station to submit detailed employment information with its next renewal application. Station is licensed to KHVH Inc. and its renewal had been opposed by William E. H. Tagupa on grounds that station was not in compliance with FCC's EEO guidelines. He contended station had failed to hire and promote minority persons, particularly Hawaiians and Filipinos, and had made serious and material misrepresentations to FCC in its renewal application concerning its employment practices. FCC said although KHVH's affirmative action efforts were deficient, evidentiary hearing was not warranted to determine whether station engaged in intentional discrimination. It said that, although station's statistical representation was low, minorities were employed in variety of capacities and there was slow but steady increase in minority hires during license term, continuing to present. Action Apr. 9.

Allocations

Actions

■ Santa Barbara, Calif.—In response to petition by KCPB Inc. proposed assigning ch. 10 to Santa Barbara with reservation for noncommercial educational use and proposed removing educational reservation on ch. 32; Mexican concurrence necessary, comments due June 16, replies July 7 (BC Doc. 80-157; RM-3363). Action Apr. 11.

■ Eagle, Colo.—In response to petition by Gloria and George Jones proposed assigning 101.5 mhz to Eagle as its first FM assignment; comments due June 16, replies July 7 (BC Doc. 80-158; RM-3374). Action Apr. 11.

■ Falmouth, Mass.—In response to a petition by Marshfield Broadcasting Co. proposed assigning 100.9 mhz to Falmouth as its second FM assignment; comments due June 16, replies July 7 (BC Doc. 80-159; RM-3326). Action Apr. 11.

■ Alameda and Albuquerque, N.M.—In response to petition by D. Garry Munson and John Charles Larsh proposing assignment of 103.7 mhz to Alameda, proposed alternative assignments of 103.3 mhz to either Alameda or Albuquerque or 106.3 mhz to Alameda; comments due June 16, replies July 7 (BC Doc. No. 80-160; RM-3144). Action Apr. 11.

■ The Dalles, Oregon—In response to petition by Nugent Broadcasting Corp. proposed the assignment of 97.7 mhz to The Dalles, Ore. as its second FM assignment, Canadian concurrence must be obtained; comments due by June 13, replies July 3 (BC Doc. 80-146; RM-3356). Action Mar. 31.

Translators

VHF applications

■ Litchfield, Calif.—Honey Lake Community TV Corp. seeks CP for new VHF translator on ch. 9 (TPO: 10w, HAAT: 35 ft.) to rebroadcast directly KVIE(TV) Sacramento, Calif. Ann. Apr. 17.

■ Ouray, Colo.—City of Ouray seeks CP for new VHF translator on ch. 11 (TPO: 10w, HAAT: 21 ft.) to rebroadcast directly KJCT(TV) Grand Junction, Colo. Ann. Apr. 17.

■ Ouray, Colo.—City of Ouray seeks CP for new VHF translator on ch. 9 (TPO: 10w, HAAT: 21 ft.) to rebroadcast indirectly KTSC(TV) Pueblo, Calif. Ann. Apr. 17.

■ Ferndale and Swan Lake, both Montana—Swan Hill TV Inc. seeks CP for new VHF translator on ch. 4 (TPO: 10 w, HAAT: 80 ft.) to rebroadcast indirectly KSPS-TV Spokane, Wash. Ann. Apr. 17.

UHF applications

■ Susanville and Herlong, both California—Honey Lake Community TV Corp. seeks CP for new UHF translator on ch. 65 (TPO: 100w, HAAT: 25 ft.) to rebroadcast indirectly KVIE(TV) Sacramento, Calif. Ann. Apr. 17.

■ Gallina, N.M.—Gallina-Capulin TV Assoc. seeks CP for new UHF translator on ch. 67 (TPO: 20w, HAAT: 60 ft.) to rebroadcast directly KGGM-TV Albuquerque, N.M. Ann. Apr. 17.

■ Gallina, N.M.—Gallina-Capulin TV Assoc. seeks CP for new UHF translator on ch. 61 (TPO: 20w, HAAT: 65 ft.) to rebroadcast directly KOB(TV) Albuquerque, N.M. Ann. Apr. 17.

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VHF actions

- K03FM Haines (North residential area), Alaska—Lynn Canal Broadcasting granted CP for new VHF translator on ch. 3, to rebroadcast signals of KENI-TV, KAKM-TV, KTVA-TV, and KIMO-TV, all Anchorage; KYUK-TV Bethel; KUAC-TV Fairbanks; condition (BPTTV-790522IE). Action Mar. 31
- K04JX Banty Point rural area, Colo.—Rio Blanco County TV Assoc. granted CP for new VHF translator on ch. 4, to rebroadcast signal of KTVX-TV Salt Lake City, Utah (BPTTV-790430IL). Action Mar. 31.
- K13QU Buford and Upper White River rural area, both Colorado—Rio Blanco County TV Assoc. granted CP for new VHF translator on ch. 13 to rebroadcast signal of KRMA-TV Denver (BPTTV-790614IJ). Action Mar. 31
- K06KB Del Norte, Colo.—Parker Hill TV Assoc. granted CP for new VHF translator on ch. 6 to rebroadcast signal of KRDO-TV Colorado Springs (BPT-TV-790928IB). Action Mar. 25.
- K09PE Staley and Goeder rural area, both Colorado—Rio Blanco County TV Assoc. granted CP for new VHF translator on ch. 9 to rebroadcast signal of KREX-TV Grand Junction (BPTTV-790430IM). Action Mar. 31
- K070B Piceance Creek rural area, Colo.—Rio Blanco County TV Assoc. granted CP for new VHF translator on ch. 7 to rebroadcast signal of KRMA-TV Denver (BPTTV-790614IH). Action Mar. 31.
- K130R Lloyd, Mont.—Bear Paw TV Club granted CP for new VHF translator on ch. 13, to rebroadcast signal of KRTV-TV Great Falls, Mont. (BPT-TV-790921IA). Action Feb. 25.
- K13QS Yerington, Nev.—Lyon County granted CP for new VHF translator on ch. 13 to rebroadcast signal of KCRL-TV Reno (BPTTV-790918IC). Action Feb. 25.
- K11PH Yerington, Nev.—Lyon County granted CP for new VHF translator on ch. 11 to rebroadcast signal of KTVN-TV Reno (BPTTV-790918IB). Action Feb. 25.
- K06KC Yerington, Nev.—Lyon County granted CP for new VHF translator on ch. 6 to rebroadcast signal of KOLO-TV Reno (BPTTV-790918IA). Action Feb. 25.
- K11PK Clark and rural area, Wyo.—Park County granted CP for new VHF translator on ch. 11 to rebroadcast signal of KTWO-TV Casper, Wyo. (BPT-TV-790309IL). Action Mar. 31.
- K070A Clark and rural area, Wyo.—Park County granted CP for new VHF translator on ch. 7 to rebroadcast signal of KRMA-TV Denver (BPTTV-790312II). Action Mar. 31.
- K11PJ Rawlings-Sinclair, Wyo.—Harriscoppe Broadcasting Corp. granted CP for new VHF translator on ch. 11 to rebroadcast signal of KTWO-TV Casper, Wyo. (BPTTV-790515IC). Action Mar. 31.

UHF actions

- K65BX Banty Point rural area, Colo.—Rio Blanco County TV Assoc. granted CP for new UHF translator on ch. 65, to rebroadcast signal of KUED-TV Salt Lake City, Utah (BPTTV-790614IN). Action Mar. 31.
- KA2XEG Denver—Spanish International Communications Corp. granted CP for new experimental translator station on ch. 31, to rebroadcast domestic satellite fed signal of KWEX-TV San Antonio, Tex., conditions (BPEX-791113IE). Action Mar. 28.
- K61BP Marvin Creek rural area, Colo.—Rio Blanco County TV Assoc. granted CP for new UHF translator on ch. 61 to rebroadcast signal of KRMA-TV Denver (BPTTV-790614IM). Action Mar. 31
- K38AG Rio Blanco Valley NW and Upper Piceance Creek Basin, both Colorado—Rio Blanco County TV Assoc. granted CP for new UHF translator on ch. 38 to rebroadcast signal of KRMA-TV Denver (BPTTV-790614IL). Action Mar. 31.
- K32AC White River area (East & West) and Piceance Creek area, both Colorado—Rio Blanco County TV Assoc. granted CP for new UHF translator on ch. 32 to rebroadcast signal of KRMA-TV Denver (BPTTV-790614IK). Action Mar. 31.
- KA2XEH Washington—Los Cerezos Television Co. granted CP for new experimental translator on ch. 56 to rebroadcast domestic satellite fed signal of KWEX-TV San Antonio, Tex.; conditions (BPEX-791113ID). Action Mar. 28.

- K58BC Ely and McGill, both Nevada—Las Vegas Valley Broadcasting Co. granted CP for new translator on ch. 58 to rebroadcast signal of Las Vegas, Nev. (BPTTV-790927IC). Action Mar. 31
- K57BU Eureka, Nev.—Las Vegas Valley Broadcasting Co. granted CP for new UHF translator on ch. 57, to rebroadcast signal of KORK-TV Las Vegas, Nev. (BPTTV-790927IB). Action Mar. 31.
- W64AQ Castletown, Va.—Russell County Board of Supervisors granted CP for new UHF translator on ch. 64 to rebroadcast signal of WCYB-TV Bristol, Va. (BPTTV-790525IL). Action Feb. 26.
- W21AA Christiansted and various small and rural areas, V.I.—Virgin Islands Public Television System granted CP for new UHF translator on ch. 21, to rebroadcast signal of WTJX-TV Charlotte, Amalie, St. Thomas, V.I. (BPTTV-790907IJ). Action Mar. 31
- K56BK Brewster and Pateros, both Washington—Television District No. 3 of Okanogan County granted CP for new UHF translator on ch. 56 to rebroadcast signal of KSPS-TV ch. 7 Spokane (BPTTV-790515IB). Action Feb. 25.
- K59BX Grays River and Lebam, both Washington and Astoria, Ore.—State of Oregon through The State Board of Higher Education granted CP for new UHF translator on ch. 59 to rebroadcast signal of KOAP-TV Portland, Ore. (BPTTV-790723IC). Action Feb. 27.
- K51AK Cody, Powell and rural area, Wyo.—Park County granted CP for new UHF translator on ch. 51 to rebroadcast signal of KTWO-TV Casper, Wyo. (BPTTV-790312IK). Action Mar. 31
- K49AI Cody, Powell and rural area, Wyo.—Park County granted CP for new UHF translator on ch. 49 to rebroadcast signal of KRMA-TV Denver (BPTTV-790312IJ). Action Mar. 31
- K63BO Meeteetse and rural area, Wyo.—Park County granted CP for new UHF translator on ch. 63, to rebroadcast signal of KRMA-TV, Denver (BPTTV-790409IM). Action Feb. 25.
- K65BW Meeteetse and rural Area, Wyo.—Park County granted CP for new UHF translator on ch. 65 to rebroadcast signal of KTWO-TV Casper, Wyo. (BPTTV-790403IF). Action Feb. 25.
- K69CS Meeteetse and rural area, Wyo.—Park County granted CP for new UHF translator on ch. 69 to rebroadcast signal of KTVQ-TV Billings, Mont. (BPTTV-790405IE). Action Feb. 25.
- K67CB Meeteetse and rural area, Wyo.—Park County granted CP for new UHF translator on ch. 67 to rebroadcast signal of KULR-TV Billings, Mont. (BPTTV-790409IN). Action Feb. 25.

Cable

- The following cable service registrations have been filed:
 - Cassville Antennae Co. for Cassville, Pa. (PA1856) new system.
 - Defiance Antennae Co. for Hopewell, Pa. (PA1858) new system.
 - Frankstown Antennae Co. for Frankstown, Pa. (PA1859) new system.
 - Williamsburg Antennae Co. for Catherine, Woodbury and Williamsburg, all Pennsylvania (PA1861, 2, 0653) new system.
 - Defiance Antennae Co. for Hopewell, Pa. (PA1857) add signals.
 - Helicon Corp. for Isabella, Pa. (PA0469) add signal.
 - Coaxial Communications of Central Ohio Inc. for Pickerington and Canal Winchester, both Ohio (OH0748) new system.
 - Phoenix Communications Inc. for Prince George, Va. (VA0233) new system.
 - New Vision Cable Co. for New Martinsville and Paden City, both West Virginia (WV0122, 3) add signal.
 - Antietam Cable Television Inc. for Hagerstown and Washington, both Maryland (MD0001, 2) add signal.
 - Rockingham-Cablevision Inc. for Hamlet and Rockingham, both North Carolina (NC0025, 26) add signal.
 - Marshall Cable for Marshall, Mo. (MO0005) add signal.

- Sammons Communications of Texas Inc. for Borger and Pampa, both Texas (TX0397, 199) add signal.
- East Arkansas Video Inc. for Wynne, Marianna and Forrest City, all Arkansas (AR0046, 120, 22) add signal.
- Noble Cable TV Inc. for Kendallville, Ind. (IN0112) add signal.
- Chattanooga Cable TV Co. for Chattanooga, Ridgeside and Lookout Mountain, all Tennessee (TN0062, 124, 25) add signal.
- East Ridge TV Cable Inc. for East Ridge, Tenn. (TN0066) add signal.
- Red Bank-White Oak TV Cable Co. for Red Bank, Tenn. (TN0065) add signal.
- Chattanooga Cable TV Co. for Lookout Mountain, Ga. (GA0190) add signal.
- Teleprompter Corp. for Fountain City, Wis. (WI0152) add signal.
- Teleprompter of Galveston CATV Corp. for Galveston, Tex. (TX0041) add signal.
- Teleprompter Corp. for Brainerd, Baxter and Oak Lawn, all Minnesota (MN0006, 5, 27) add signal.
- National Cablesystems Inc. et al for Surfside Beach, Litchfield Beach, Pawleys Island, Socastee, Georgetown and Horry, all South Carolina (SC0036, 70-4) add signal.

Services

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- Hawkeye Cablesystems Inc. for Ankeny, Clive and Des Moines, all Iowa (IA0035, 9, 6) add signal.
- Valley Cable TV for Wilmot and Rosholt, both South Dakota (SD0048, 9) new system.
- Omegavision Inc. for Newland, N.C. (NC0225) new system.
- Apache Cable Television Inc. for Apache, Okla. (OK0192) new system.
- Jefferson County Cable Vision for New Market, Strawberry Plains, Piedmont, Talbot and West Hamblin, all Tennessee (TN0168-72) new system.
- Hatfield Cable TV Service Inc. for Hatfield, Ark. (AR0185) new system.
- Northern Indiana CATV Associates et al for Highland, Ind. (IN0221) new system.
- Southland Communications of Palmetto Inc. for North Manatee and Putnam, both Florida (FL0484, 3) new system.
- Green Country Cable of Glenpool for Glenpool, Sapulpa and Jenks, all Oklahoma (OK0193-5) new system.
- GRB Communications Inc. for Corinth, Hickory Creek and Lake Dallas, all Texas (TX0608-10) new system.
- Castlerock Cablevision for Necedah, Wis. (WI0217) new system.
- Universal Video Communications for Springhill, La. (LA0180) new system.
- Orange County Cable Communications Co. for Aegean Hills, San Juan Capistrano, San Clemente, Capistrano Beach, Camp Pendleton and Tustin, all California (CA0192, 367, 193, 652, 56, 194) add signal.
- TM Cablevision of Riverside County Corp. for Murrieta, Hot Spring and Sunnymead, both California (CA0583, 182) add signal.
- Central Iowa Cablevision Associates et al for Newton and Indianola, both Iowa (IA0105, 036) new system.
- Centex Cablevision Corp. for Munday, Tex. (TX0036) add signal.
- Springfield TV Cable System for Springfield, Colo. (CO0016) add signal.
- Evergreen Special CATV Fund for Evergreen and Kittredge, both Colorado (CO0023, 6) add signal.
- Jones Intercable Cable TV Fund for Lusk, Wyo. (WY0092) add signal.
- Hawkeye Cablevision Inc. for Urbandale, West Des Moines and Windsor Heights, all Iowa (IA0032, 41, 37) add signal.
- Central Iowa Cablevision Associates et al for Ames, Iowa (IA0080) add signal.
- Jones Intercable Cable TV Fund for Wheatland, Wyo. (WY0026) add signal.
- Centennial Communications Corp. for Hartford City and Fairmount, both Indiana (IN0026, 207) add signal.

- United Utilities Inc.—Pilot Station, Alaska (4.5 m; E2049).
- United Utilities Inc.—Kotlik, Alaska (4.5 m; E2050).
- Warner Amex Cable Communications Inc.—Lancaster, N.H. (5 m; S-A; E2051).
- Southwest Cablevision Inc.—Hondo, Tex. (4.6 m; S-A; E2052).
- United Utilities, Inc.—Gambell, Alaska (4.5 m; E2053).
- United Utilities Inc.—Kipnuk, Alaska (4.5 m; E2054).
- United Utilities Inc.—Toksook Bay, Alaska (4.5 m; E2055).
- United Utilities Inc.—Mountain Village, Alaska (4.5 m; E2056).
- United Utilities Inc.—Tanunak, Alaska (4.5 m; E2057).
- Metrovision, Inc.—Redford Township, Mich. (5 m; S-A; E2058).
- Coppell Cablevision Inc.—Coppell, Tex. (5 m; Ft. Worth Tower; E2059).
- Microdyne Corp.—Ocala, Fla. (5 m; AFC; E2060).
- Valley TV Cable Co.—Athens Township, Pa. (6.1 m; Harris; E2061).

- WBDY Bluefield Broadcasting Co., Bluefield, Va.
- New FM's**
- Eastern Conn. St. College, Willimantic, Conn.
- Superior Broadcasting Co., Baldwin, Miss.
- Richard Sweetland, Alamogordo, N.M.
- New TV**
- Miami Valley Christian Broadcasting, Springfield, Ohio
- Existing AM's**
- WPGR Port Gibson, Miss.
- WWBK Brockport, N.Y.
- KWOE Clinton, Okla.
- WMBC Williamsburg, Va.
- Existing FM's**
- WSDO Ft. Lauderdale, Fla.
- KSVP-FM Artesia, Fla.
- KWOE-FM Clinton, Okla.
- WWSR-FM St. Albans, Vt.
- WBCI Williamsburg, Va.
- Existing TV's**
- WFSB-TV Hartford, Conn.
- WRBL-TV Columbus, Ga.
- WGLC-TV WEEG Cleveland, Ohio
- WCGV-TV WCGV Milwaukee, Wis.

Call Letters

Applications

Call	Sought by
	New FM's
KOZN	Richard E. Green, Imperial, Calif.
*WBSU	State Univ. of New York, Brockport, N.Y.
*KTBT	Taloya Broadcasting Co., Taylor, Tex.
*KYSC	Yakima School Dist. No. 7, Yakima, Wash.
	New TV
WFLX	Malrite of Florida Inc., West Palm Beach Fla.
	Existing AM's
WGAM	WTRS Dunellon, Fla.
WWPZ	WMBN Petoskey, Mich.
WFTH	WMBL Morehead City, N.C.
	Existing FM's
*WDCU	WGTB-FM Wash., D.C.
WOSE	WRWR-FM Port Clinton, La.
WJWJ-FM	WERV Beaufort, S.C.
WKOS	WMTS-FM Murfreesboro, Tenn.

Grants

Call	Assigned to
	New AM's
KNMX	San Miguel Broadcasting Co., Las Vegas, N.M.

Other

■ FCC has proposed inquiry and rulemaking looking toward issuing policy statement that would streamline and update procedures by which FM chs. are assigned. Comment and reply dates will be announced as soon as they are available. (BC Doc. 80-139; FCC 80-168). Ann. Apr. 17.

■ FCC has proposed mod. of FM rules to increase significantly availability of commercial FM broadcast assignments. Comments June 13, replies Aug. 13. (BC Doc. 80-90; FCC 80-108). Ann. Apr. 1.

■ FCC has proposed to add six new UHF television assignments to N.J. in effort to provide state with opportunity to acquire additional television service. Comments May 8, replies June 9. (BC Doc. 79-269; FCC 79-667). Ann. Apr. 17.

■ FCC sent copies of 1979 edition of "Major Matters Before the Commission" to Congress. Publication was prepared by Management and Analysis Branch, Planning and Analysis Division Office of Executive Director. It contains detailed discussions of 112 major matters in progress before FCC as of January 1, 1980. Limited supply of copies of "Major Matters Before the Commission" is available from FCC Office of Public Affairs, Room 207, 1919 M Street, N.W. Copies will be available in about one week for \$5.50 from Superintendent of Documents, U.S. Government Printing Office, Wash. D.C. 200402. Stock number is 004-000-00374-8. Action Apr. 15.

Satellites

■ There are a total of 3,893 satellite earth stations. Transmit-receive earth stations total 340, with 140 pending applications and 200 operational. Receive-only earth stations total 3,553 with 1,293 pending applications and 2,260 operational.

Earth station applications

- American Satellite Corp.—Carlstadt, N.J. (10 m; E2066).
- American Satellite Corp.—Chicago (10 m; E2067).
- Jenkins Television Co.—Jenkins, Ky. (5 m; Comtech; E2047).
- Mid-Coast Cable Television Inc.—Sweeny, Tex. (6 m; Harris; E2046).
- Beaver Cable TV Systems—Beaver, Okla. (5 m; Weather Scan; E2039).
- United Utilities Inc.—Savoonga, Alaska (4.5 m; E2048).

Summary of broadcasting

FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager for FM in Midwest, experienced in Local and Regional Sales. Send resume and references to Box D-55.

Wanted: Sales Manager for major market facility. The leader we seek must be able to train and motivate a local sales team and build a personal list. Excellent base and fringes. EEO. Box D-63.

General Manager—AM/FM in Middle Tennessee, FM is Class C and will cover Nashville with city grade service when upgraded. Super growth opportunity for right individual. Send resume and references to Box D-120.

General Manager needed for AM/FM Memphis, take a career step, must be experienced, self-starting motivator, aggressive leader with successful track record in sales required. This could be your golden opportunity, if references check. Send resume to: Charles Manson, Vice President of Operations, Big River Broadcasting Corp., PO Box 932, Florence, AL 35631. Equal Opportunity Employer M/F.

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

Are you a successful sales person? Ready to be manager? Ready to work and sell for a small Iowa market station? Opportunity for partial ownership. Make your move now. Resume to Box D-180.

Growing broadcast group located in the Sunbelt seeking experienced station managers. Excellent benefits. EOE. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911

Group broadcaster offers excellent opportunity for strong selling manager. Strong market. The right person is one who can offer good leadership and is a sales motivator. F.C.C. knowledge a must. Great growth potential. Step up. Excellent base and fringes. E.O.E. Reply Box D-185.

HELP WANTED SALES

Sconnix Group Broadcasting is looking for several professional career minded salespersons for stations in Charleston, SC, Rochester, NY, and New England. If you are the best, or near best at your current station, and want a good future with our growing company, we want to talk to you. We use a Jennings-type approach with great success. Good pay, great incentive, great people. Send resume and track record to Scott McQueen, President, Sconnix Group Broadcasting, Parade Road, Laconia, NH 03246.

Wanted: Sales Manager for major market facility. The leader we seek must be able to train and motivate a local sales team and build a personal list. Excellent base and fringes. EEO. Box D-63.

Radio Sales/Account executive: Excellent opportunity for aggressive, experienced sales person. Salary negotiable, excellent benefits and commissions. Reply to KWMS Newsradio, 1042 South 700 West, Salt Lake City, UT 84104, Attn: Pamela Richardson.

Virginia growth oriented station in recession-immune market offers first year earnings of \$25,000 plus for a seasoned account executive. If you believe your time should be spent selling, we agree. We provide a budget for you to hire your own personal advertising administrative assistant, to assist with your paperwork and service calls. Send resume to Manager, WKCY, PO Box 1107, Harrisonburg, VA 22801. EOE.

North Carolina stations looking for sales personnel. Full time AM, Regional FM. Affirmative action, equal opportunity employer 919-623-3118.

General Sales Manager. Just 2 years on air, we're growing fast. Associated Press award-winning news station needs thorough professional to keep us moving. A 1-kilowatt independent, in a pleasant suburban atmosphere, halfway between Boston and Providence. Excellent pay and benefits. A ground floor opportunity for the right leader. Contact General Manager Jack Quinlan, Area Code 617-329-1170. WJMQ, PO Box 1170, Norfolk, MA 02056. An Equal Opportunity Employer.

WNDE, Indianapolis. Looking for experienced salesperson to handle established list. This person should make 30-35K first year, with the best adult contemp in the market! Resume to Charlie Slavik, WNDE Radio, 6161 Fall Creek Rd., Indianapolis, IN 46220. EOE/MF.

Sales Manager for WJAR Radio, Providence, RI. We are looking for an experienced (3 to 5 years) and successful Radio sales person with a top 50 market background in direct, agency and co-op sales. Must be able to attract, train and motivate sales people. Contact Don Pettibone: Outlet Broadcasting, 111 Dorrance St., Providence, RI 02903.

Radio Sales—experienced for expanding sales department. Excellent pay and benefit plans. Work for Jacksonville, Florida's Big APE with 50,000 watts covering over 700 miles of coastline. Resume to: Sales Manager, WAPE, PO Box 486, Orange Park, FL 32073.

Large Southwest radio station has immediate sales position open and is looking for a top notch professional with a solid sales background to fill it. Send resume to: Box D-188.

HELP WANTED ANNOUNCERS

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

Midday personality wanted by top-rated Midwest adult contemporary AM. Excellent opportunity for experienced, creative person who is looking for opportunity for advancement. Send resume and tape with references to Neal Hunter, WMBD, 3131 N. University, Peoria, IL 61604. (No calls please).

WGLD, 100KW in 46th Market needs communicator with good production skills. Great opportunity to join young, dynamic chain. Send tape and resume to Ed Owens, Box 2808, High Point, NC 27261. EOE/MF.

Pro needed with first phone, for afternoon drive spot. Experience preferred. Seeking entertainer for adult contemporary. Can be funny, but has to know how to handle it. Only those with first phone need apply. May handle light maintenance. T&R to Gary Laing, PD, WDOV, PO Drawer B, Dover, DE 19901 or call 674-1410 to set up appointment. Top rated station needs top rated anncr. EOE.

Experienced AOR announcers to \$14,500. Top Midwest city. New 100,000 watt FM. Above average production. Tape, resume to General Manager, KQDS, Box 6167, Duluth, MN 55806.

Seeking top beautiful music announcer to complement No. 1 station in Phoenix. If you communicate warmth and friendliness, have good production skills, and can accept responsibility, we're offering good pay and benefits, great climate, and room for growth. No beginners or calls. Send tape and resume to Steve Schy, Operations Director, KQYT, 3501 N. 16th Street, Phoenix, AZ 85016. EOE.

Can you communicate with your audience not just announce titles and read copy? Will the audience 25 plus know you're interested in them? Can you do a good afternoon program of adult contemporary/MOR music for a leading talk/news/music format? Can you produce spots that sell? If so, send resume and tapes to WSOY, CBS affiliate, PO Box 2250, Decatur, IL 62526. EOE.

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

Phila. suburban, full-time 5kw AM seeks strong announcer. Requires experienced person who can program MOR adult music. Good salary and benefits. Resumes and tapes to WCOJ, Coatesville, PA 19320. An affirmative action/EOE.

Production specialist needed for Texas station. Automation experience helpful. Good position working with fine staff. EOE. Send resume to Box D-200.

Morning Personality—Need educated interviewer. Versatile. Good production. Experienced mature pro ready to move to medium market. Send resume, tape, salary requirements to WBEC, Box 958, Pittsfield, MA 01201. Equal opportunity employer.

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

Central Illinois Country music station needs a great personality. Good production skills required. E.O.E./MF Box D-175.

Beautiful music WSOX FM West Yarmouth, Cape Cod is expanding. Looking for beautiful music person. Top notch commercial production and news a necessity. Excellent job security. Must have beautiful music background. Send tape and resume to: Bill Lowell, Operations Manager, WSOX, West Yarmouth, MA 02673.

Announcer, production, news. Full time. Resume, audition cassette. General Manager, Box 104, Lapeer, MI 48446.

Excellent position open with advancement opportunities. Fast growing exciting West Texas City... ideal living conditions. Top rated station... good equipment. EOE. Rush resume to Box D-189.

HELP WANTED TECHNICAL

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

Chief Engineer to supervise all aspects of a California based group owner committed to state of the art. Experience required in all areas of radio engineering including construction of new AM and FM facilities. Administrative ability, benefits, growth and opportunity abound. E.O.E. Send resume, references and salary history to Box D-98.

Persnickety Chief, needed for successful Class C in Beaumont Texas. Good equipment, informal atmosphere. 15K. Call 713-755-6155 mornings.

Radio Broadcast Technicians—Voice of America has opportunities in Washington, DC for qualified Radio Broadcast Technicians. These positions require a comprehensive background in the recording, maintenance, studio and field areas. Salary range: \$10.59-\$14.87 per hour depending on qualifications. U.S. citizenship required. Submit standard Federal application form, SF-171, to International Communication Agency, MG7/PDE (1-78), Washington, DC 20547. An equal opportunity employer.

HELP WANTED TECHNICAL CONTINUED

Transmitter Technicians—Voice of America has opportunities for qualified technicians at VOA stations near Delano, California, and Greenville, North Carolina. Duties include operations/maintenance of high power shortwave transmitters and related facilities on shift basis. Minimum qualifications: 3-years chief broadcast engineer 5 to 50 KW, or 3-years supervisor of operations/maintenance high power military transmitting plant, or equivalent. U.S. citizenship required. Starting salary \$18,760. Submit standard Federal application form, SF-171, to International Communication Agency, MGT/PDE (1-78), Washington, DC 20547. An equal opportunity employer.

Chief Engineer for AM/FM combination in South Arkansas. FM 3,000 watt with new Harris transmitter. AM 5000 watt Daytimer. Fully equipped engineering department. Engineering only, no board work... benefits, good pay. Rush qualifications to General Manager, KDMS/KLBQ, PO Box 1565, El Dorado, AR 71730 or call 501-863-5121.

A Real Opportunity to work with pros and advance to chief for a 1st Class holder who is a real engineer. KYNN, 615 N. 90th Street, Omaha, NE 68114. E.O.E.

Chief Engineer, KOH, Reno, Nevada. KOH Directional and Class C FM seeks FCC 1st Class experienced Chief Engineer. Permanent full time position offers excellent opportunity and employe benefits. Apply in person or send resume to: Personnel Department, McClatchy Broadcasting, PO Box 15779, Sacramento, CA 95813. (An equal opportunity employer).

Chief Engineer needed for Southeast's fastest growing city. We need a professional take charge engineer to maintain a 100,000 watts FM and 5,000 watts AM operation. Five years experience in maintenance and operation. Experience with automation also necessary. We are looking for a winning attitude and a desire to work long hours to get the job done. Send resume and letter of interest to: General Manager, WDWO-WQIZ/FM-AM, 960 Morrison Drive, Suite 204, Charleston, SC 29403.

Chief Engineer, KBEE, Central California. KBEE AM Directional and Class B FM seeks FCC 1st Class experienced Chief Engineer. Permanent full time position offers excellent opportunity and employe benefits. Apply in person or send resume to: Personnel Department, McClatchy Broadcasting, PO Box 15779, Sacramento, CA 95813. (An equal opportunity employer).

Chief Engineer—Come enjoy the Eastern Shore of Maryland. AM/D, FM Stereo Operations equipped with Marti Microwave vans, and a commitment to "Sound", need solid experience. Maintenance, upgrading, purchasing, and planning abilities a must for this market's top dollar. Contact WJDY Salis, MD, J.P. Connor, Jr. at 301-742-5191 immediately.

Chief Engineer: KFXM/KDUO FM San Bernardino and Riverside, California is looking for an experienced chief engineer. Directional, microwave experience required. Salary \$18,000. Contact Personnel Department, KFXM, 666 Fairway Drive No. 590, San Bernardino, CA 92408.

Engineer, must be sharp on maintenance of audio and radio frequency. 1st Class FCC ticket required. Contact Chief Engineer, WGH AM/FM PO Box 9347, Hampton, VA 23670. EOE.

Chief. Trenton, New Jersey. New owners of 50,000 watt FM and four tower directional full-time AM, 5 KW-1KW. An excellent ground floor opportunity to build your way and grow with a group. Well experienced only please. Contact Bill Musser, Alan Communications, 218 Ewingville Road, Trenton 08638. 609-882-7191. EOE M/F.

Radio, Chief Engineer for 48,000 watt University educational FM station. Experience in transmitter maintenance and FCC regulations required. Teach course in Technical Foundations of Broadcasting. Salary: commensurate with experience. Apply to: Louis F. Chenette, Dean, Jordan College of Fine Arts, Butler University, 4600 Sunset Ave., Indianapolis, IN 46208. 317-283-9231. Butler University does not discriminate against applicants, students, or employees on the basis of sex, handicap, race, color, or national origin.

Ft. Lauderdale—Immediate opportunity for qualified experienced engineer to assist Chief in upgrading and maintaining one of the area's best AM-FM combos. First phone required. Call Dick Lucas 305-485-4111. Equal Opportunity Employer.

Full time chief engineer position available at Class A facility in Ft. Myers, Florida. First phone. Studio & transmitter maintenance. Contact Jan Kantor 813-334-8135 or send resume to WLEQ, 96/Super Q Blvd., Ft. Myers, 33908. Equal opportunity employer.

Full time opening for radio engineer-announcer combo at Pop-Adult leader in competitive Rocky Mountain market. EOE/MF. Send resume and salary requirements to Box D-165.

HELP WANTED NEWS

Immediate Opening for a newperson, some production required. Females and minorities encouraged to apply. Contact Don Tiegster, WNAT/WQNZ, PO Box 768, Natchez, MS 39120. 601-442-4895.

News Director for midwest AM/FM. Midwest experience or native only. 30,000 market. Box D-145.

Opportunity now—immediate opening for qualified newperson, a team player. Minimum 2 years broadcast experience, strong on air, a communicator. Good pay, benefits. Growing market. Minorities encouraged for AM/FM near New York. EOE. Box D-107

The Friendly Broadcasting Company of Ohio is seeking a News/Public Affairs Director for its Cleveland area radio stations. Females and minorities encouraged to apply. Must have strong News/PA background. Send resumes to Curtis Shaw, Friendly Broadcasting Company, 11821 Euclid Avenue, Cleveland, OH 44106.

Can you build a respected and award winning news team from the ground up? If so, our Northeast medium market would like to hear from you. Solid reportorial background essential, administrative experience in news desirable. Ability to write, deliver, gather, and produce at the same time required. Send tape, resume, writing samples and letter stating philosophy to Steven Apel, Wade Broadcasting, 1315 Walnut Street, Suite 716, Philadelphia, PA 19107. EOE.

KWPC/KFMH needs a bright, enthusiastic journalist for an entry-level position. Three-person news department with unusually strong management support. Close to Iowa City and the Quad-Cities. Tape, resume, references and writing samples first letter to Pat Ryan, News Director, Box 116, Muscatine, IA 52761. EOE.

Reporter needed for WAKX AM/FM, Duluth, MN. College degree necessary; experience desired. Tapes and resume, including salary requirement, to Rich Junger, WAKX AM/FM, 410 W. Superior St., Duluth, MN 55802. EOE.

Radio Broadcast Operations/News Producer. \$5.18 per hour and excellent fringe benefits. Previous experience required; appropriate communications degree or license highly desirable. Inquire Personnel Office, Arizona Western College, PO Box 929, Yuma, AZ 85364. Equal Opportunity Employer.

Experienced newperson. Strong on air delivery, street reporting, writing, hustle. We're an FM/AM combination in a great location. Tapes, resumes, writing samples to Doug Welldon, Box 876, Savannah, GA 31498. EOE/M-F.

Immediate opening for a qualified news person to join an active full-time news staff in a beautiful New England small market. Must be able to gather, write and produce all types of stories. Strong on-air skills and interviewing experience preferred. Send tape and resume to News Director, WMNB, Box 707, North Adams, MA 01247. EOE.

Extraordinary News Operation in AP-award-winning, Billboard's "Station of the Year" needs experienced pro who can dig, read, and write by our standards. If you're good enough to join our expanding department, send tape and resume to Bob Bender, WDIF Radio, PO Box 10,000, Marion, OH 43302. EOE.

Small market station in upper Midwest seeking hard working news director to build one person staff. Not an eight hour a day job. EOE. Box D-163.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Radio Talk Show Host: Must challenge major radio market... plus Donahue-Douglas-Griffin. Stimulating... not agitating. Keen organization/administrative abilities. Vibrant one-to-one communicator. Top ten market. An equal opportunity employer. Sun belt state. Box D-143.

Program Director—minimum 3 years experience as Program Director of contemporary, MOR, or Top 40 medium to large market station. Creativity in promotion, public service, and community involvement desirable. Must be able to motivate, manage, and develop highly talented and top rated air staff. Send resumes to Norm Schruft, Vice President and General Manager, WKBW-Radio, 695 Delaware Ave., Buffalo, NY 14209. An EOE.

Program Manager, Music Coordinator, supervisory engineer—Radio station WBST is expanding its staff. New positions are: Program Manager—responsible for the determination of specific program offerings. BS Degree in radio and television or related field plus 2-3 years experience required. Music Coordinator—responsible for the content of all musical material played. BS Degree in Music History or related field plus 1-2 years experience required. Supervisory Engineer—responsible for the proper operation and maintenance of all broadcast equipment including a 3 kilowatt transmitter assuring FCC requirements are met. BS Degree in electrical engineering or related field plus 2-3 years experience required. First Class FCC License required. Application deadline May 14, 1980. Send resume to: Personnel Services Office, Ball State University, Muncie, IN 47306. An Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

Put a Boone in your business! 15 years first phone. MD. PD. Ops Mgr. Country, A/C. Dave Boone, 703-476-8767.

General Manager... who can involve your radio station in the community and make us both money. Can do it all in a 25,000 to 100,000 market. Prefer AM-FM combination in Wisconsin or midwest. Would like a buy in or buy out. We can't make money if we don't talk! All replies confidential. Box D-129.

Seventeen years experience, last seven years, G.M., group operation. Sales oriented. Only interested in ownership opportunity. Investment available. Only interested in Hawaii facility. Box D-157

Indiana or Illinois broadcasters: If you own a small market station and are tired of your management team making promises it can't keep, call 219-942-3077. Experienced broadcasters seek an opportunity to work for you. A smooth and profitable operation is the result of professional performance... not promises. Call today. Investment opportunities welcomed. Box D-162.

General Manager—answer this ad if you need a complete general manager. I'm a motivator, winner, leader. Excellent track record as general manager. Expertise sales, programming, promotion, business, budgeting. Want relocation West Coast. Interested in equity opportunity. Medium & major market background. Need your station turned around, I'll do it. Box D-173.

Fight inflation with professional leadership! Seeking manager, program director, sales manager or operations manager for permanent home in small or medium market. Box D-182.

SITUATIONS WANTED SALES

Experienced Account Executive seeks Sales Manager or Station Manager position, any size market. Box D-172.

SITUATIONS WANTED ANNOUNCERS

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

Announcing, news, production, traffic, continuity. I can do it all. Will relocate now. Currently working major Los Angeles AM-FM. 213-385-0101. Ask for Peter Bernard.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Major market telephone-talk show host available for summer vacation relief. Full resume and tape upon request. 617-964-4646.

DJ, 4 years PD and MD experience, 3rd endorsed, heavy production, currently employed, ready to move up, will relocate. Aircheck, resume, Frank Cavaliere, 921 Oak St., Clayton, NM 88415, 505-374-8174.

1st Class Operator experienced seeking position as announcer out west. Nathan 1-601-494-2491

Commercial Production/Air Personality. Mature, reliable pro. 5 years experience. B.A. in Bus. Adm. Management potential. Automation experience. Primary interest in production in a medium or major market. Paul Mowery, 181 Colonial Crest Drive, Lancaster, PA 17601. 717-393-5191.

Midwestern broadcaster with experience in announcing/PBP. Mature voice, looking for position in contemporary format. Willing to relocate. Ask for Kevin, 712-722-3681

Free to travel and work hard anywhere, First Ticket, Bachelors, Navy veteran and married. Announcer, audio or video engineer. EOE. Box D-199.

President of General Motors? No thanks I'd rather work the afternoon or night shift at your station. Top 40, AOR, adult contemporary. Will relocate immediately. 3rd. Tape and resume Box D-198.

First Phone with 15 years experience. You name it, I've done it. 31 years old. My wife has almost 7 years experience, too. 501-863-6126... Norm.

End your pbp search sportscaster with commercial experience capable production air shift news sales available will relocate call Mitch 212-376-4664.

Excellent employee Good pbp, sportscasts, sales contact Dan Magnotta, 314 W. 1st, Pratt, KS 67124, 316-672-2468 anytime.

Experience Broadcast School graduate, male 21, humorous, personable, and tight board. Available immediately for contemporary or country. Prefers western Rocky states. 602-753-1683 or 215-677-0845.

Good mature voice, top forty jock experienced seeks gig. East preferred, all areas considered. Call "Cosmic" 516-423-0167

Experienced in all aspects of radio, 3rd endorsed since 1/26/78, willing to move, enjoy all types of music, will graduate in May of this year. Call Mike Crase at 1-608-342-3128 or 1-608-762-5269 or write to me at R.R. 1 Mineral Point, WI 52565.

Detroit-Chicago-LA personality D.J. 10 years present position. Adult MOR half million market. Great stats, excellent references. Need change. Box D-178.

Great one to one communicator who can do it all, seeks talk or talk/MOR position. Versatile and stable background in all phases of radio. Box D-192.

SITUATIONS WANTED TECHNICAL

Experienced Chief-25 years AM-DA, FM, stereo. Prefer southwest, will consider other southern locations. Box D-83.

I offer superb engineering for the small market based on 30 years experience designing and building. Automation of special interest. Box D-132.

State-of-the-art audio pro. Currently employed as audio systems design engineer. Experience as CE. Good with R&R, AM DA's, FM Stereo, remote control, SCA, etc. Management oriented with an ear for quality. First Phone, BSEE. Bill Motley, 1051 N. Laurel Ave., Los Angeles, CA 90046. 213-654-7779. California Bay Area preferred.

Senior Broadcast Engineer SBE certified, 20 years experience FM stereo, 5KW DA. 16 years at present station. Looking for new challenge with conscientious organization. Box D-142.

SITUATIONS WANTED NEWS

Meteorologist desires permanent employment, 1+ years broadcasting experience, very accurate, B.S., also proprietor of Harry Petaisto, Negaunee, MI 49866, 906-475-9844.

Medium market News Director seeks position at medium market station with serious commitment to news. Dedicated professional. Eight years experience news and public affairs. Box D-146.

Have mike, will travel-7 year broadcaster in medium market looking for move up. Play-by-play, talk & features. Won't be outworked & I do my homework. Box D-161.

Bright, ambitious, career-minded. Seeking first job. BA Broadcast Journalism. Interested in news, R&B DJ. Contact Valeria Humphrey, 725 E. 52nd St., Brooklyn, NY 11203, 212-629-0428.

Award winning Assistant News Director in N.E. medium market with all-news experience seeks News Director slot at medium market station or anchor job at major market facility. Looking for station with strong news commitment. Box D-166.

Journalist with major market print and radio freelance experience seeks entry level news writing or editing position. Prefer East Coast. Box D-183.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Production pro in Central Pennsylvania seeks production director and/or first operations manager position. Adept with automation too. Write Rob Sprankle, R.D. 1, Alexandria, PA 16611.

Top notch production pro. Experience as CE, recording engineer, audio design engineer, rock jock but at home with production. Excellent promos, spots, national agency quality. Can do own maintenance. First Phone. Bill Motley, 1051 N. Laurel Ave., Los Angeles, CA 90046. 213-654-7779. California only.

Experienced professional seeks challenging programming opportunity in western 50,000+ market. Great 18-34 ratings my specialty. Background includes live and automated programming, production, research, management and supervision. Gordon Styler, 1428 Los Robles Blvd., Sacramento, CA 95838.

I've (along with a great staff) taken this A.M. station from number four to number one in six months, beating two FM stereo stations. We are number one... every day part... every demographic, 12 plus. I'm 31 with 15 years experience and a first phone. By the way, my wife has almost 7 years experience. What's out there? 501-863-6126. Norm.

TELEVISION

HELP WANTED MANAGEMENT

Independent station looking for an experienced general manager for station located in top 75 western market. Background and experience in independent station management and sales preferred. Candidate must have enthusiasm to assume challenge of highly competitive situation. Excellent opportunity with special incentives with growing company. Salary-negotiable. Equal opportunity, affirmative action employer. Write Box D-131.

Community relations director-Supervises growing department including membership, underwriting, promotion and advertising, volunteer activities, and program guide. At least three years experience, preferably in PTV development. College degree or equivalent. \$16,000-19,000. Contact William E. Haley, Jr., General Manager, WMUL-TV, Third Avenue, Huntington, WV 25701. Closing date - May 12, 1980. EOE.

Local Sales Manager - WUAB-TV, a Gaylord Broadcasting Company station, has immediate opening for an aggressive local sales manager in Cleveland the 8th ranked market. Send complete resume to: GSM, WUAB-TV, 8443 Day Drive, Cleveland, OH 44129. An Equal Opportunity Employer.

HELP WANTED SALES

Local Sales-The person we are looking for is working currently as a local Account Executive in a medium to small market. He or she has been well trained, and is totally versed in local sales. If you are that aggressive, no-nonsense, knowledgeable individual, and are seeking a top to market challenge, we think we have an opportunity for you in the Sunbelt. An Equal Opportunity Employer. Send a resume in confidence to Box D-123.

Looking for a self-starter, able to learn fast, work hard, and follow instructions. Call Don Locke, GSM, WINK-TV, Ft. Myers, FL 813-334-1131. Equal Opportunity Employer.

Account Executive... to take over established local TV sales list. Must be conscientious, aggressive, and produce constantly. Must have 3 years sales/or sales related experience. (TV or radio sales preferred.) Contact Lou Froeb, Personnel Director, WTHI-TV Terre Haute, IN 812-232-9481.

HELP WANTED TECHNICAL

Come west to high Sierras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395. An EOE.

Immediate opening for TV studio maintenance engineer with two years of technical training, including digital and two years experience. First class FCC license required. Resume to: Gene Rader, Director of Engineering, KBIM-TV, PO Box 910, Roswell, NM 88201. An equal opportunity employer.

Chief Engineer with strong administrative and technical skills in TV studio, transmitter, microwave and translators. Excellent facility and staff. Send resume, salary requirements to Cliff Ewing, KRTV, Box 1331, Great Falls, MT 59403. EOE.

Transmitter Maintenance Technician: Must be experienced in UHF transmitter maintenance. Self starter, able to assume full responsibility of transmitter maintenance and operations. An FCC first class license is required. Salary negotiable. Equal Opportunity Employer. Send all replies to Box D-147

Maint. Engr. ENG. Expr. with Sony 2850A - 200A 50 Machines; HL-77 & HL-79 cameras, microwave. 1st FCC TV studio & transmitter expr. desirable. KFMB AM/FM TV, PO Box 80888, San Diego, CA 92138. Attention: J.D. Weigand. An Equal Opportunity Employer M/F.

Maintenance Engineer-two public television stations in Dayton, Ohio. Background in transmitter/studio maintenance. Must have 1st FCC license and strong "state-of-the-art" technical background. Stations offer an excellent benefit program. Apply to WPTD(TV), 3440 Office Park Drive, Dayton, OH 45439. An equal opportunity employer.

Broadcast Engineer-University Telecommunications Dept. large, active color operation. Responsible for installation, operation, and maintenance, also technical functions of video, audio, and TD. Digital helpful. Bill Lewis, Wright State University, 102 TV Center, Dayton, OH 45435 for details.

Air switchers, 8-4, and 4:00 to sign off. First phone, experience and dependability necessary. 3/4" 16mm, 35mm. Production experience helpful. Write with full details/requirements WSVI-TV, PO Box 8 ABC, Christiansd. St. Croix, U.S. Virgin Islands 00820.

Southeast VHF needs experienced maintenance engineers. Competitive salaries, advancement opportunity, full benefits including profit sharing. We are presently building new studio facilities, construction complete in Fall 1980. We are 3 hours from the beach and the mountains. Get in on an expanding state-of-the-art operation. Send resume to PO Box 367 or call Danny Brown at WIS-TV, 803-799-1010. An Equal Opportunity Employer.

Broadcast Technician: Experienced in master control, video tape, telecine operations and studio maintenance. Must have first class FCC license and a minimum of 3 years practical experience. Send all replies to the attention of Chief Engineer, WSNL-TV, 3200 Expressway Drive South, Central Islip, NY 10022. An equal opportunity employer.

HELP WANTED TECHNICAL CONTINUED

Maintenance Technician. Duties: perform maintenance and repair of 3/4" and 2" VTR's, color cameras and other studio equipment. Requires First class FCC, TV experience and some formal electronic training. There is opportunity for promotion to engineering management. Opening is immediate, send resume and salary history to, Chief Engineer, PO Box 617, Plattsburgh, NY 12901.

Television Engineer. First Class FCC license and experience required. Call Darrell Hunter, Chief Eng., WKEF-TV, Dayton, OH 513-263-2662. EEO/MFH.

HELP WANTED NEWS

Expanding news operation and EEO requirements make two potential openings on our news staff. NBC affiliate in top 60's and in highly competitive area where professionalism counts. Good salary, fringes and development opportunities. If you are a pro at digging, writing, packaging and delivering, let us know about it. Box D-111.

Wanted: a weather person for television station located in North Central West Virginia. This small market station offers the right person a good future with a growing facility. Send tape and resume to PO Box 480, Bridgeport, WV 26330.

Reporter: medium market, Southeast, aggressive, innovative, top-rated news organization. If you've got credentials and can put together top reporting packages in a variety of situations you might fit on our team. Send us complete information about your background and experience. E.O.E. Address replies to Box D-148.

News Director for small market TV News operation in Western North Dakota. Experience preferred. Strong on journalism and writing skills. Write for application: Dennis Neumann, Meyer Broadcasting Company, Box 1738, Bismarck, ND 58501. An Equal Opportunity Employer.

Wanted: One aggressive, hustling TV/Radio reporter. Must have strong radio background. TV anchor experience a help. For small Florida market. Send resume and salary requirements to Box D-139.

Southeastern station seeking aggressive, organized leader to direct an existing team of professionals. State income expected. Reply to Box D-196.

News Reporter: to handle TV general assignments, some radio and the possibility of weekend anchor. Must be experienced, college helpful. We are looking for a self starter for this all ENG station. Send resume and audition tape to Wayne Doolittle, News Director WSBT-TV, 300 West Jefferson Blvd, South Bend, IN 46601. Equal Opportunity Employer.

Experience, innovative, creative producer to help lead a news department with a strong staff and equipment ranging from color radar to live ENG. EOE. Box D-194.

Top rated ABC affiliate in small midwest market looking for aggressive general assignment reporter. Will consider applicants with strong radio background. EOE. Box D-187.

Meteorologist, experience preferred, upper midwest CBS affiliate, tape, resume and salary requirements to News Director, WISC-TV, 4801 West Beltline Hwy. Madison, WI 53711, EOE.

News Photographer/Film Editor—Immediate opening for two positions in 21st market. Two years film experience—processing helpful—salary negotiable. Contact Fred Hobbs, KWGN TV, 550 Lincoln St., Denver CO 80203, 303-823-2222.

Top fifty eastern market network affiliate seeking producer for early and late newscasts. Also seeking experienced reporter and an experienced photographer. EOE. Box D-190.

Executive Producer. Large midwest network affiliate seeking experienced producer and news administrator to assume number 2 spot in all ENG newstrack. Must demonstrate sound news judgement, good track record, creative production techniques and ability to manage large staff. Smaller market news director considered. Not for beginners. EOE. Box D-102.

Wanted: Anchor—outstanding person as anchor for 6 & 10pm Newscasts at small to medium size Southwestern market. Must have a minimum of 3-years commercial television experience in either news reporting, producing, co-anchoring, weekend anchoring, or combination of each. Salary depending on experience and education. Equal opportunity employer. Send complete specific resume including any salary requirements to Box D-168.

Southwestern station is seeking experienced anchor and experienced weathercaster. Send tape and resume with first letter to Reymer & Gersin Associates Inc., 4000 Town Center Suite 655, Southfield, MI 48075.

Midday Anchor/Reporter—must be strong on interviewing and feature news stories. We are a group owned CBS affiliate in Southeast. EOE. Send resume to Box D-56.

TV News Photographer ... Someone who knows good video and knows how to work with VCR, live ENG and film at a station that believes its news is only as good as its video, and knows the real worth of a good photographer. Midwest medium market station. EOE. Box D-193.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer Director: We're Turner Broadcasting, WTBS, the Super Station from Atlanta. We're in the midst of producing everything right now, and getting ready for more of it real soon! We're looking for a producer director who's qualified to join this nationally recognized, diversified production unit. If you're that major market person, with the hands-on experience; confidence; maturity and reel to back up your application, write: R.T. Williams, WTBS, 1018 W. Peachtree St., N.W., Atlanta, GA 30309. Include resume and demo reel. An equal opportunity employer.

Camera/Lighting. If you are a seasoned camera/lighting professional looking for a major position with an expanding production facility in an excellent market, look to Telemation Productions/Seattle. WE are studio, remote, and CMX post-production, with accent on network quality. Commercial experience essential. Send resume and demo (no calls yet) to: Al Abady, Telemation Productions, 1200 Stewart Street, Seattle, WA 98101.

Creative Director—Central California Coast station needs to fill recent vacancy in a top quality production department. Applicant should have at least two years' experience as a commercial producer/copywriter in TV. Further experience should include a good knowledge of television sales, studio and field directing and an understanding of control room operation. Send resumes, tapes and salary requirements to David Cox, Director of Programming & Operations, KSBW-TV, PO Box 1651, Salinas, CA 93901. No calls please. KSBW-TV is an Affirmative Action/Equal Opportunity Employer.

Television Producer-Director: Master's degree in Radio-Television or closely allied discipline, with at least three years professional experience preferred. Must have expertise in all facets of television studio and ENG/EFP production. Position requires producing and directing ITV materials and Public Broadcast Programming. Date of appointment: July 1, 1980. Minimum salary: \$13,000. Application deadline date: June 6, 1980. Letter of application, resume, transcripts and names of at least three professional references should be sent to: Thomas O. Olson, Director, Television Services Kent State University, Kent, OH 44242. Kent State University is an Equal Opportunity/Affirmative action employer.

WPVI-TV, Philadelphia seeking an organized, creative, take charge professional with a flair for fresh ideas and a knowledge of current topics to develop and produce AM/Philadelphia, a daily live studio show. Must have several years of television, VT field production, VT editing and the ability to handle a heavy work load. If you qualify send a complete resume, VT and salary requirements to Charles R Bradley, C/O WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. An Equal Opportunity/Affirmative Action Employer.

Ziff-Davis Broadcasting in Chattanooga is looking for a director for 6:00 and 11:00 news, commercial production. Experienced only. Degree preferred. Send tape and resume to: Operations Manager, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405.

Commercial Director—Independent Station in 39th market needs director to direct studio and remote commercial production. State of the art equipment, great working conditions. Must have two years commercial direction experience. Send resume and salary requirements to: Paul Thomas, KGMC, PO Box 14587, Oklahoma City, OK 73113. EOE/MF.

Art Director: Looking for strong, creative individual to assume responsibility of modern television art department. Successful candidate will be versatile in newspaper layout, logo design, television graphics, brochure design, sales tools and television set design. Knowledge of Pos One and Compuset 5400 a must. Should be able to budget and work within it. Send resume along with layouts and designs and salary requirements to: Production Manager, WTOL-TV, Post Office Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

Television Production Manager: With proven management experience, technical knowledge, and production background to administrate Production Engineering and Production Services which includes Studio and Remote Production Engineering, Floor Crew, Graphic Arts, Scenic Design, and Construction Departments. Send your resume including salary history to: Larry W. Ocker, Vice-President for Engineering, WTTW/Channel 11, 5400 N. St. Louis Ave., Chicago, IL 60625. An equal opportunity affirmative action employer.

Specialist (Producer-Director-Writer) for TV and other A/V presentations for University media operation. B.A. required, M.A. desirable. Seek a person who can develop new program ideas with faculty members and has a thorough knowledge of media production processes with at least three years similar experience in an active media organization. Approximate starting salary, \$14,000-\$17,000. Send resume before June 1, 1980 to TV. Services, University of Wisconsin-Milwaukee, PO Box 413, Milwaukee, WI 53201 Equal Employment Opportunity (M/F). Affirmative Action Employer.

Executive Producer for PM Magazine. Prior producing/directing experience required; administrative/managerial skills of primary importance; organizational abilities essential. Interested applicants should send their resumes to Rick Andrycha, KSAT-TV, PO Box 2478, San Antonio, TX 78298. EOE M/F

Top 30 market looking for an advertising/promotion manager. Must have 3 to 5 years TV promotion experience. This is a hands on position. The station prides itself in strong on-air and print promotion. Send resume, print samples, and cassette to: Farrell Meisel, Program Manager, WGR-TV-Channel 2, 259 Delaware Avenue, Buffalo, NY 14202. No phone calls please. WGR-TV is an EEO employer.

Northwest group owner is updating files in all areas of programming and production. Qualified directors, cinematographers, studio personnel, engineer field production specialists, production assistants etc. An Equal Opportunity Employer. Minorities and women applicants encouraged. Send resumes to Box D-177.

SITUATION WANTED MANAGEMENT

Program Manager—Station Manager with 25 years broadcasting experience. Familiar with all phases of television administration plus news, promotion, FCC rules, etc. Available for interview Box D-144.

Major Market Producer-Director looking for a challenging position as Production Manager. Experienced in all areas of television production. All markets considered. Top references. Reply to Box D-170.

Top notch television general manager in profit, sales, people and community oriented. Now ready for a new challenge! Outstanding track record and references. A creative problem solver! Let's talk television! Box D-181.

SITUATIONS WANTED SALES

Account Executive—aggressive, street-fighter, money-maker who's true love is new business and co-op development. Presently in top 10 market seeking advancement in same. Box 5696, Washington, D.C. 20016.

SITUATIONS WANTED ANNOUNCERS

Versatile, talented, energetic radio personality of 13 years looking for TV production-announcing work, hosting quiz, children's or PM Magazine shows or radio-TV combo work. Call Ernie Gorgia, Huntington, WV 304-736-2195.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

SITUATIONS WANTED NEWS

Number two man in 50s news department seeking an operation that wants to move up, not just talk about it. You won't see a better resume. Box D-50.

Sports Director/Sportscaster. Talented professional seeks new challenge in productive operation. Currently holds similar position in medium Midwestern market but willing to relocate. Creative, personable, experienced, and energetic. Impressive track record. Tape shows versatility. Box D-58.

Law Reporter. Award winning journalist with law degree, four years experience seeks challenge in newsroom dedicated to quality coverage of legal beat. Serious inquiries only. Jon Duncan, 918 W. Roscoe, Chicago 60657

Will work hard for first break in news. Television production and radio stringer experience. BA in Broadcast Journalism. Will relocate. For video tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210 704-552-2473.

Weathercaster position wanted, fulltime. Age 26. Will train for other parttime duties in small market for first break. 1½ years radio experience in weathercasting. Can interpret radar and NWS materials. Have local weather bureau and television meteorologist as references. For resume and video tape reply. Box D-116.

Business/Economics Reporter. Aggressive young man with outstanding business/economics qualifications can add new dimension to coverage of today's most important news stories: energy, inflation, jobs. 212-758-5461.

If you're a top 60 station looking for a top-notch reporter, or news management... call me. Award-winner. Proven track record. 207-764-0821

Top notch major market reporter/anchor now available as either or both. Box D-133.

Personable Broadcast Meteorologist-M.S.-cable t.v. experience. Looking for Northeast or Middle Atlantic market. Box D-160.

I am what you have been looking for. Anchor-reporter with small and medium market experience, looking for career move. Call 609-501-8532. Best time to call, mornings and evenings.

TV News Producer seeks opportunity with committed local news operation. Good writer, experience in top five markets. 415-775-4589.

Mature individual (31) with some TV news experience looking for an entry level reporter position please reply Box D-164.

Male TV/Radio sportscaster and female writer/reporter seek opportunity in same city, not necessarily same employer. 216-793-6114.

I am a 28 year old Sony executive who fills-in part time doing sportscasts at a major market station. I seek a full time position with a station, regardless of market size, that employs people who are positive, confident and enthusiastic. I was the 1975 National Amateur Golden Glove Boxing Champion. I am caucasian, have a college degree and know e.n.g. Paul Sherry 707-584-9481.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

First rate documentary producer seeking re-location to major East Coast market. I have an exceptionally outstanding, network quality sixty minute documentary to show. Box D-6.

Ambitious college grad with first phone and radar endorsement seeks career opportunity. Experience in maintenance, camerawork and a variety of production skills. Internship with No. 7 market. Willing to relocate anytime. 617-531-1896.

Director. 5 years experience as a 30's market affiliate news, commercial and program director; four prior years as a director/switcher and engineer. Prefer West but will consider all offers. Ron Alexander 714-873-6455.

CABLE

HELP WANTED MANAGEMENT

Cablecasting Manager. To manage 35 member staff of News Team, Production, Commercial Sales, and Local Origination facility for award-winning Cable TV system on tropical island of Guam. Ideal advancement opportunity for an experienced Cablecasting or TV manager with strong administrative skills ready to move up into a first-rate 18,800 subscriber Cable TV operation. Salary open. Send resume to Lee Holmes, President, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam, 96910. 671-477-7304.

HELP WANTED NEWS

News Director, tropical island Cable TV ENG with daily satellite news feed. Salary open. Some anchoring. Send tape and resume to Lee Holmes, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam, 96910.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Manager of Program Fund Business Affairs: Public broadcasting organization is seeking an individual with a B.A. or B.S. in business, contracting, accounting, theater arts or related fields. At least five (5) years experience in broadcasting business management with specific experience in TV or film production, budget control and contract administration. This position will be responsible for the execution, administration and coordination of all the Program Fund's contract functions. Reviews proposals for proper financial and procedural content. Supervises the administration, fulfillment and completion of the terms of conditions of all agreements. Serves as chief contract administrator, with responsibility for directing and participating in the negotiation, administration and termination of contractual agreements. Deadline date: 5/16/80. Salary range is \$28,141 to \$40,494. Send resume to the Director of Personnel, 1111 16th Street, N.W., Washington, DC 20036. EOE/M-F-H-V.

HELP WANTED TECHNICAL

Maintenance Engineers needed to work in the Southwest's largest production facility. Prefer experience with Ampex, one-inch VPR's, Grass Valley 1600 series switchers, RCA cameras and Chyron character generators. Send resume to: Mitch Kenison, CE Productions, 2633 Tennessee NE, Albuquerque, NM 87110.

HELP WANTED INSTRUCTION

Instructor/Assistant Professor, tenure track position for successful broadcast oriented Department of Theatre and Communication Arts. Professional experience a must. Duties will include teaching broadcast courses, beginning speech courses and academic advising. AERHO advisorship also available. Applicant should have strong professional and academic background in various areas of broadcast and film. Theatre background also helpful but not required. Required: MA in Communications or related field and professional experience or five to ten years professional experience and B.A. in Communications. Summer employment at local commercial radio and TV stations available in the market. Send resume and any supporting materials (tapes, etc.) to: AJ Miceli, Chairman of Theatre and Communication Arts, Gannon University, Perry Square, Erie, PA 16541. AA/EOE.

Position open-Expanding broadcast journalism program needs instructor or assistant professor. Minimum requirements: M.A. degree plus professional and/or teaching experience. Opens September, 1980. Salary commensurate with qualifications. Contact Dean, Hall School of Journalism, Troy State University, Troy, AL 36081. Deadline for applications is July 30.

Communications: Assistant or Associate Professor, tenure track position. Specialty in broadcasting; able to teaching newswriting. An additional competency (film, photography, advertising, etc.) is desirable. Will help expand established communications program. Teaching experience required; Ph.D. required. Position begins September 1980. Send letters of application and vitae by May 15 to E. Allen Tilley, Chairperson, Department of Language and Literature, University of North Florida, Jacksonville, FL 32216. University of North Florida, an upper division and graduate institution, is an equal opportunity employer.

Instructor/Assistant Professor. September 1, 1980. Ten month appointment, 12 hour teaching load. Background in cable, programming, mass communication theory. MA required, Ph.D. preferred. \$13,000+ dependent on qualifications and budget approval. Letter and credentials to Dr. Brian R. Betz, Communication Studies Department, State University of New York, Oswego, NY 13126. Deadline June 1, 1980. Affirmative Action Employer.

Tenure position teaching selected radio/television courses plus basic speech. Will have primary responsibility for established community college broadcasting program. Broadcasting and teaching experiences desirable. Masters Degree required. Apply by May 2, 1980, to Ralph Drexler, Black Hawk College, 6600 34th Ave., Moline, IL 61265. Affirmative Action/Equal Opportunity Employer.

Radio-Television Associate or Full Professor. To teach advanced courses in television directing. Doctorate preferred with commercial experience. Salary dependent upon qualifications. Please send vita to: Executive Officer, Radio-Television Faculty, School of Communication, University of Houston, Houston, TX 77004. An Equal Opportunity Employer.

Broadcasting-Tenure track position anticipated for Fall 1980. Minimum academic qualifications: M.A./M.S. Applicant must have commitment to teach in a professionally-oriented program. Ability to teach some combination of announcing, television news, sales, management, and/or programming. Salary and rank competitive depending on applicant's education and experience. Deadline: open. Send application, resume, transcripts, and references to: James S. Harris, Chairman, Department of Mass Communications, Eastern Kentucky University, Richmond, KY 40475. An affirmative action, equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

1 Sequential programmer with random access, minimum 5 input sources. Also 2 25 Hz tone sensors. WRIS, Box 6099, Roanoke, VA 24017. 703-342-3131.

FOR SALE EQUIPMENT

AM and FM Transmitters-used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5' Air Helix Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

Ikegami HL77A. Excellent condition. best offer. Ms. Lyon or Ms. Moss 301-986-0512.

2.5 KW FM CCA 6 mos. old. Like new. Will guarantee. M. Cooper 215-379-6585.

CEI 310 w/Angenieux 15:1 Lens (9.5m-143m F1.8). \$25,000 firm. Phipps Productions 918-665-1980.

Microtime 2020 time base corrector, fully operational. With DOC, VELCOR, and Image X. \$10,000 or best offer. Contact: National Video Industries, Inc., 15 West 17th Street, N.Y.C. 10011, 212-691-1300.

FOR SALE EQUIPMENT CONTINUED

Film Island (I) IVC-240 Camera chain w/TM encoder, 852 Image enhancer, cable (1) Conrac SNA 14R Monitor, (1) IVC 4000 Multiplexer w/remote, (1) Eastman CT-500 Proj., (1) Laird 4210 Slide proj., (2) Kodak carousel proj. \$15,000 firm. Phipps Productions 918-665-1980.

Spring Clearance Sale! Many items drastically reduced!

Color Weather radar—RCA AVQ 10, colorizer, on air now, \$15,000.

RCA TT-35CH VHF Transmitter—All spares, good condition, \$17,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares, Ch. 11, \$12,000.

Ampex TA55B UHF Transmitter—55kw, good condition, ea. \$120,000.

CVS 504B Time Base Corrector—Recently reconditioned, \$6,000.

GE PE-400 Color Cameras—Pedestals, racks, like new, ea. \$10,000.

GE PE-350 Color Cameras—All accessories, good condition, ea. \$5,000.

GE PE-240 Film Camera—Automatic gain & blanking, \$8,000.

CDL VSE 741 Switcher—12 input, chroma key, \$4,000.

IVC 500 Color Camera—Lens, cables, encoder, \$4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, \$12,000.

RCA 1600 Film Projectors—New, factory cartons, TV shutter, ea. \$900.

Eastman 250 Projectors—Recently removed from service, ea. \$2,000.

Eastman CT-500 Projectors—Optical and mag sound, ea. \$7,000.

RCA TP-6 Projectors—Reverse, good condition, ea. \$1,000.

RCA TVM-1 Microwave—7 ghz, audio channel, \$1,000.

RCA TR-22 VTR—RCA Hi-band, DOC, one with editor, \$18,000.

RCA TR-4 VTR—Hi-Band, velcomp, editor, \$12,000.

Ampex 1200A VTR's—Amtec, colortec, West Coast location, each \$24,000.

IVC 960C VTR's—Portable model, working good, ea. \$4,000.

Norelco PC-70 Color Camera—16x1 200m lens, 2 available, ea. 16,000.

Norelco PCP-70 Color Camera—Portable or studio use, \$4,000.

Norelco PC-60 Color Camera—Updated to PC-70, new tubes, \$8,000.

30 Brands of New Equipment—Special Prices We will buy your used TV equipment! To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation In GA call 404-324-1271.

For sale: Harris system 90 automation equipment with two NTI "go carts", logging and full encoder, less than one year old. Call George Langan 217-789-0880.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227

Funny Fone Answering Machine messages. Custom cut. Information 25c. Refundable. Box 258B, Bartlett, IL 60103.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Do you have a client who needs a jingle? The Ideacassette makes it easy. Call or write for demo. PMW, Inc., Box 947, Bryn Mawr, PA 19010. 215-525-9873.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin May 6 and June 17. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577 813-955-6922.

RADIO Help Wanted Sales



Community Service Broadcasting with stations in Wheeling WV, Jackson TN and McLeansboro IL is interested in immediately expanding its sales staffs because of growing local business. If you have had experience and would like to move up the broadcasting ladder, or are looking for a first job, we can help you reach your goals. EOE/MF. To join our team, send resume and any other relevant information to:

Wanda Williamson
Personnel Manager
Community Service Broadcasting, Inc.
PO. Box 1209, Mt. Vernon IL 62864
Community Service Broadcasting, Inc.

Help Wanted Programing, Production, Others

Program Director

minimum 3 years experience as Program Director of contemporary M.O.R., or Top 40 medium to large market station. Creativity in promotion public service, and community involvement desirable. Must be able to motivate, manage and develop highly talented and top rated air staff. Send resumes to Norm Schmitt, Vice President and General Manager, WKBW-Radio 695 Delaware Ave. Buffalo NY 14209. An EOE

PROGRAM DIRECTOR NEWS AND INFORMATION STATION

Recently acquired full-time regional AM station in midwest major market searching for an experienced, creative, and aggressive individual to build a news-based broadcast service from the ground up.

New studios, experienced and award winning news staff and satellite access for program acquisition and distribution make this a unique opportunity.

If you are a planner and a doer, send a letter of interest, resume, and salary requirements to Box D-169.

An Affirmative Action/Equal Opportunity Employer.

Help Wanted News

COME TO BEAUTIFUL CAPE COD

Market leader with heavy news commitment seeks seasoned veteran for anchor investigative reporter duties. Good salary, excellent career opportunity with growing regional group. Tape, resume and salary requirements to News Director, WOCB, Box 668, West Yarmouth, MA 02673

Help Wanted News Continued

Super opportunity

To join the Number One News team in Central N.Y. as News Director for WIBX, 5,000 watt full time CBS Affiliate. Central New York's most respected news station. You'll be paid handsomely for this position but you've got to be a real team leader and a digger. Send complete resume with air tape to William R. Williamson, G.M., WIBX, Box 950, Utica, N.Y. 13503. WIBX is an affirmative action employer. EOE. MF.

Situations Wanted Management

General Manager

22 years broadcast experience as manager, sales manager, programming, news and sports. Strong on training personnel and promoting team effort to produce results. Believe in being active in the community and being a leader. Best profits and best ratings in the market are the objectives. AM/FM or TV or both. Box D-179

GENERAL MANAGER

with outstanding track record with powerhouse stations in New York City, Chicago and Boston seeking position. Strong sales, programming, promotion and administrative background. Will relocate anywhere for right proposition. Reply in utmost confidence. Box D-176.

MANAGEMENT FOR PROFITABILITY

Billings from 300M to 2,100M in 5 years. Ratings from no-show to no. 1 and no. 3 in 30 station top-35 market. 20 years experience in all phases of operations, last 16 in management and ownership. Available in August due to station sale. Particularly interested in turn-around situations with equity incentive. Box D-81

Situations Wanted Announcers

PERSONALITY/PRO

5 1/2 yr. Personality wants Aggressively-Programmed, Audience & Goal-Oriented T-40/AC station. Not a "Star"—Am Team Player. Desire Creative Outlet & a CAUSE. Call Bill at (502) 782-2142 by 11 am or after 9 pm Cent.

BEAUTIFUL MUSIC

CREDENTIALS: Top voice, top production, 15 year pro. Dependable, mature, single, stable. Now working in N.Y.C. Looking for very stable operation in Top-20 markets only please. Call 607-722-9593.

Situations Wanted Announcers

MORNING MAN—MOR

- Top rated in Westchester County, N.Y., for the past 11 years.
- Successful commercially; Program constantly sold out.
- Civic, public service, and advertising awards.
- Stable. Present position 11 years. Previous station (TV-Radio) 10 years.
- Strong on interview and talk shows.

Bob E. Lloyd. (914) 762-1124 afternoon or evening or Box D-171.

Help Wanted Programing, Production, Others Continued



PHOTOGRAPHER/EDITOR/TALENT

We are now accepting applications from experienced Photographers/Editors and on-air talent for a PM Magazine show that will premiere in the fall. We are an ABC affiliate in the top 50 markets. Send resume including salary history and demo tapes to: Mr. John Stoddard, Office/Personnel Manager, WDTN TV2, P.O. Box 741, Dayton, Ohio 45401.

**AN EQUAL OPPORTUNITY EMPLOYER
M/F/H**

Situations Wanted News

EMPLOYED SPORTS DIRECTOR IS

... a hard working pro, with 14 years experience
... a state-wide award winner for his work
... capable in all phases of sports coverage
... a stable family man, with plenty of community involvement
... seeking a progressive move in his career.
Box D-191
any market

Situations Wanted Programing, Production, Others

PROGRAM DIRECTOR

Successful P.D./Operation Manager available. For details, write Box D-90.

CO—HOST

Number one rated, prime time access magazine strip is seeking an experienced co-host. Candidate must have both talent and field producing responsibility in PM Magazine or similar program. We are a network affiliated, top-ten market station, owned by a major group, located in the Northeast.

An equal opportunity employer. Box D-201.

TELEVISION

Help Wanted Programing, Production, Others



Talent, producing and technical positions are now available for fall premiere of PM Magazine. Prefer previous on air and production experience. Send resume, tape (if available) and salary requirements to: Operations Manager, WIS-TV, PO Box 367, Columbia, SC 29202. An Equal Opportunity Employer.



No. 1 rated PM in Columbus, OH is seeking co-host to work with female on staff. Ability to produce quality feature stories and up-beat personality a must. Send resume and cassette to Gary Brasher, WCMH-TV, PO. Box 4, Columbus, Ohio, 43216. EEO.

Help Wanted Management

GENERAL SALES MANAGER

Top 50

Southeast group owned network affiliate. Looking for aggressive, positive, dynamic, goal-setting, productive leader with eye on future. Excellent salary, incentive, benefit package. EEO/AA-Box D-20.



America's highest-rated PM station is losing our female co-host. Her replacement will be a dedicated, experienced person who writes and can produce stories. Previous magazine or news experience a must.

Send resume and tape to:
Deborah Messana, Producer
PM Magazine
KFDM-TV
P.O. Box 7128
Beaumont, Texas 77706
An Equal Opportunity Employer



Producer, talent, and production positions are now available for Fall premiere of PM MAGAZINE. Previous related experience preferred.

Send resume, tape, and salary requirements to:

Terry Dolan
WNEM-TV
5700 Becker Rd.
Saginaw, Michigan 48606

WNEM is an Equal Opportunity Employer.

Local Sales Manager

WUAB-TV, a Gaylord Broadcasting Company station, has immediate opening for an aggressive local sales manager in Cleveland the 8th ranked market.

Send complete resume to:

GSM
WUAB-TV
8443 Day Drive
Cleveland, Ohio 44129

An Equal Opportunity Employer

Help Wanted Sales

WE NEED EXPERIENCED HELP

Account executive with either radio or television sales experienced wanted. Existing list, Midwest station, group owned, excellent commission structure and benefits. We appreciate professionals. Box D-195. EOE.

Help Wanted Technical

TV Maintenance Engineer

Major West Coast
Quality Independent
Station. Degree. Four
years TV Maintenance.
TV & Digital Experience
Preferred.

KTVU Television
1 Jack London Sq.
Oakland, CA 94607
(415) 834-2000
Ext. 247



Equal Opportunity Employer

Help Wanted News Continued

MAJOR LEAGUE TV MARKET

Needs major league sportscaster. Resume and audition video cassette to Ridge Shannon, KMBC-TV, 1049 Central, Kansas City, MO 64105. EEO company. No calls.

METEOROLOGIST/ ENVIRONMENTAL REPORTER

Top 25 market station searching for Meteorologist/Environmental Reporter who can communicate. We have it all including live helicopter & 2 live mobile units. Please send resume to Box D-125. An Equal Opportunity Affirmative Action Employer, M/F.

1. ELECTRONIC NEWS EDITING/CAMERAMAN

capable of 16 mm and ENG tape editing.

2. MAINTENANCE ENGINEER

Up-to-date knowledge of studio cameras and Sony U-matic Cassettes is required.

3. BROADCAST JOURNALIST:

5 years previous experience in journalism and proficiency in the coverage of political affairs.

Only experienced and qualified persons need apply to:

The Bermuda Broadcasting
Company Limited
P.O. Box 452
Hamilton 5, Bermuda

Situations Wanted News

ANCHOR/REPORTER

Strong anchor, especially in 18-49 demos. Solid reporter-producer. Currently in medium market, I am ready for major market challenge. Box D-127

ECONOMICS REPORTER

Ph.D. in economics, anchor, reporter, & ENG experience. VT available. Good voice, good appearance. Mel at (303) 476-3275.

Situations Wanted Programing, Production, Others

LOOKING FOR MR. GOODHOST?

Searching for an individual to host your morning or evening, talk or interview, variety or game show? Would you like someone who believes he is talented, clever, energetic, witty, enthusiastic, zany, and entertaining? You provide the challenge, I'll provide me, and together we can make beautiful Nielsens. If you think we'd be good partners, write Box D-184.

ASSISTANT CHIEF ENGINEER

Hands on Maintenance TCR100, TR600, TK45, TK76, Grass Valley DVE and E-Mem. Work with the best people and equipment at WBRE-TV, Wilkes-Barre, Pa. 18773. Contact Charles Baltimore at 717-823-3101.

"Radio reach and results; we do it better for less."

—Dick Burns

MARKETING ASSOCIATES

6 Pacific Avenue
Piedmont, CA 94611 (415) 547-4234

Help Wanted News

SPORTSCASTER

We are seeking a sportscaster with at least five years of TV exp. Anchor weekend sports, field reports weekdays. Send resume and tape to Manager of Employment, PO Box 010787, Miami, Fla. 33101.

Equal Opportunity Employer M/F

Situations Wanted Management

General Manager Station Manager television

Extremely strong programming background incl No. 1 market. Currently employed with group procrastinating on expansion. Excellent track record. Top references. Box D-114.

Situations Wanted Technical

Engineering Management

12 years corporate/station management engineering exp ... ie: new station construction, systems modifications, budgets, operations, and administrative duties. Includes all facets of Television/Radio engineering. Seeking D.O.E. West/Mid-West Box D-174.

Employment Service

B A L BROADCASTER'S ACTION LINE

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Service \$40.00
Call 812-889-2907
R3, Box 84, Lexington, Indiana 47138

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
... included in each series.



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



ALLIED FIELDS
Help Wanted Technical

SHINE

At TPC the stars behind the camera count as much as those in front. So, we have a constellation of creative technical talent whose business it is to make everything just a little brighter.

If your engineering talent shines very brightly in—

- **Computer video tape editing**
(HVS EPIC)
- **On location video**
(RCA TK-76)
- **Electronic Film Color Correction**
(Rank Cintel Flying Spot)

We invite you to reflect on TPC's new Production Plaza.

Outside, you're greeted by trees, birds, and lots of stars at twilight. Inside, you'll work with some of the nicest and most knowledgeable production engineers around—most anywhere.

We think they're the real stars. So, if you're a shining star shoot your reel to:

Bruce Graham, Manager of Technical Operations

tpc COMMUNICATIONS, INC.

Production Plaza, Sewickley, PA 15143

Business Opportunities

**THE THREE BIGGEST WORDS IN TELEVISION
CABLE - CABLE - CABLE**

There are more than 4,200 cable television systems in operation throughout the country. Hundreds more being built or in the planning stages.

What does this mean to you? Opportunity. An opportunity to capitalize on localized television guides in your area.

How do you do this? By becoming a local Associate Publisher for your area and producing a localized T.V. magazine. Each locally owned and operated magazine acquired advertising for insertion in his/her local edition. TV Tempo supplies all scheduling and information about the happenings in TV.

You will receive complete training. An investment of \$10,500.00 is required. Call (404) 546-6001 for complete information or write TV Tempo, Inc., 387 Old Commerce Road, Athens, Georgia 30607.

Public Notice

PUBLIC NOTICE

The Public Information Committee of National Public Radio will meet on May 9, 1980, in Washington, D.C., at NPR, 2025 M Street, N.W. The meeting will be held in the fourth floor conference room from 9:30 a.m. to 3 p.m. The primary item of business is to review the operation of the department and discuss activities for the coming year.

For further information concerning this meeting, please contact Ernest T. Sanchez, NPR General Counsel at (202) 785-5369.

For Sale Stations

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

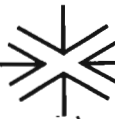
**For Sale Stations
Continued**

901/767-7980

**MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS**

"Specializing in Sunbelt Broadcast Properties"

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SELECT MEDIA BROKERS

912-883-4917

PO Box 5, Albany, GA 31702

MO	Daytime AM	225K	Small
WY	Fulltime AM	235K	Small
MS	Daytime AM	325K	Medium
KS	Non-Commercial FM	350K	Metro
GA	Daytime AM	400K	Medium
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	390K	Medium
SC	Daytime AM	440K	Medium
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Fulltime AM	750K	Medium
AL	Fulltime AM	175K	Small
IN	Daytime AM	1.25 M	Major
CO	Daytime AM	300K	Small
SC	Daytime AM	155K	Small
CO	Fulltime FM	500K	Metro

For Sale:

Hartselle Alabama radio station and TV Cable System. Gene Newman—WHRT, 113 N. Sparkman St., Hartselle, AL 35640.

**For Sale Stations
Continued**

H.B. La Rue, Media Broker

RADIO, TV, CATV, APPRAISALS

West Coast:

44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:

500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

- **AM/FM in No. Mich. \$190,000.**
- **Atlanta area daytimer. \$680,000.**
- **Louisville area daytimer. \$450,000.**
- **Fulltimer W. Va. city. \$420,000.**
- **Florida station under construction. Prefers partner but will sell. \$220,000. Terms**
- **Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.**
- **VA. Coastal. Attractive. \$800,000.**
- **AM 50,000 watts. FL \$3.8 mil.**
- **Full-time AM and 50,000 watt FM in Maryland. \$640,000.**
- **AM/FM in Central Florida. \$400,000. Terms.**
- **Powerful daytimer in Atlanta area. \$980,000. Terms.**
- **AM/FM both powerful. N.C. \$800,000. Unusual situation. Lots of leverage.**
- **Powerful daytimer in Northern Michigan. \$430,000 Terms.**
- **Fulltimer. Wyoming. \$260,000. Terms.**
- **Daytimer. NW Alabama. \$220,000. Good population. Terms.**
- **Educational Station in Akron area. \$30,000.**
- **Class C in Colorado. \$590,000. Terms.**
- **\$4,000,000 cash. Powerful AM/FM.**
- **N.C. daytimer. Big town \$400,000.**
- **AM/FM near North Florida resort city. \$340,000. \$35,000 D.P.**
- **Super "Powerhouse" FM with AM in Eastern Texas. \$750,000.**
- **Dynamic Fulltimer covering half of Alaska population. \$1,600,000.**
- **Two stations in California.**
- **Powerful Daytimer in Eastern central New Jersey. \$650,000.**
- **Fulltimer. Coastal city in Southeast. \$500,000.**
- **Daytimer. Northeast Texas. \$660,000.**
- **Fulltimer in large North Carolina city. \$1,500,000.**
- **Ethnic station in large Northern city. \$1,900,000.**
- **South Alaska. Includes Real Estate. \$200,000. Terms.**
- **Indiana. Large metro. \$200,000 down. Good coverage.**
- **Daytimer. Boston area. \$680,000.**
- **Fulltimer. Dominant. Metro. TX. \$1,200,000.**
- **Daytimer. Ft. Worth/Dallas area. \$1,000,000. Terms.**
- **1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.**
- **Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.**

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES

615-756-7635 24 HOURS

THE KEITH W. HORTON COMPANY, INC.

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NEW ENGLAND RADIO

We currently have several AM's, FM's and combos available in New England markets. Most can be seller-financed at reasonable interest rates. These are priced from as little as \$75,000 total upwards to \$600K for a good AM-FM combination. It's a great time to buy "red hot" radio in the northeast.

Contact our "red hot" associate, Bob Kimel, the man who handles more New England sales than anyone else. Reach Bob at (802) 524-5963 or, evenings and weekends, at (802) 524-3159.

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CHAPMAN ASSOCIATES®
media brokerage service

STATIONS

S	Small	AM	\$160K	\$46K
S	Small	AM	\$300K	\$87K
NW	Small	Fulltime	\$500K	\$145K
SW	Medium	Fulltime	\$300K	29%
W	Medium	Fulltime	\$475K	\$120K
W	Suburban	FM	\$230K	29%

CONTACT

J.T. Malone	(404) 458-9226
Bill Chapman	(404) 458-9226
Larry St. John	(206) 881-1917
Bill Whitley	(214) 387-2303
Bill Whitley	(214) 387-2303
Ray Stanfield	(213) 363-5764

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

UNUSUAL OPPORTUNITY

In one of America's best small markets-Sheridan Wyoming, 5000 watt full time AM, Wyoming's second oldest station with state's second largest audience, Class C FM. Mostly new equipment. Looking for 51 percent cash buyer to finance other corporate projects. Retain manager, sales manager, salesmen, and PD who own 49 percent, offer complete management or buy minority stock on very liberal terms. Low elevation, beautiful high mountains offer great climate. Market growing rapidly. Majority owner wants investor likely to keep local, working stockholders who have over 75 years collectively with station. Excellent track record. Accounts receivable and land included. Call Sue Gehrz at Bill Sims Partners, Media Brokers, 307-745-5510 or 307-742-7328 or write care of Wycom Suite, The Connor Bldg., Laramie, WY 82070. We have many other listings and potential buyers.

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Brokers, Consultants & Appraisers

213/826-0385
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Los Angeles, CA. 90049

202/223-1553
Suite 417
1730 Rhode
Island Ave. N.W.
Washington, D.C. 20036

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for sale. North Carolina. AM daytime in small community with larger cities nearby! Group situation. Active or inactive with \$15,000 available. Land, building, tower included. Middle dial spot on clear channel! Chance to increase power 20-fold! If active, resume appreciated. Box D-186.

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—Dick Burns

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Full time AM with FM pending. Fast growing medium size market. Valuable real estate included. Excellent terms. Need sale by end of summer. Box D-167

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Top Honolulu, Hawaii Radio Facility available. 10,000 Watt Non-Directional fulltime, low frequency AM Powerhouse. Excellent ratings and billings. Station available for approximately 2X gross—portion of price can be consultancy if buyer financially qualified. For Details call: Dave Wagenvoord/Media Broker (808) 949-6648.

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BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. *All other classifications: \$80.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Fates & Fortunes

Media

Richard Gitter, VP-broadcast standards and practices, ABC, New York, joins NBC there as VP-broadcast standards, East Coast.

David Cassaro, senior account executive, lion sales group, TeleRep, New York, joins CBS-TV there as district manager, affiliate relations.

Gerald J. Adams, founder and president of Adams-Russell Co., owner of cable systems and WYTV(TV) Youngstown, Ohio, and manufacturer of high technology electronics components and equipment, based in Waltham, Mass., becomes chairman and chief executive officer. **John J. Lynch**, group VP of cable and television operations and chief financial officer, named president and chief operating officer. **David McLachlan**, VP-controller, elected treasurer and chief financial officer.

John Hare, general sales manager of ABC's WRQX(FM) Washington, named VP-general manager of co-owned WRIF(FM) Detroit.

David Gerard, general sales manager of Nationwide Communications's WSHH(FM) Pittsburgh, named general manager of co-owned WKSX(FM) Cleveland.

Bill Butler, general manager of KCRO(AM) Omaha, named VP.

Jack Mazielle, former executive VP of Gilmore Broadcasting, group owner based in Kalamazoo, Mich., named executive VP of parent company, Jim Gilmore Enterprises.

Phillip Zeni, general manager, KAAY(AM)-KLPQ(FM) Little Rock, Ark., named VP.

David Anderson, general manager of non-commercial WSMS(FM) Memphis, joins non-commercial KWGS(FM) Tulsa, Okla., in same capacity.

Jonelle Procope, attorney at Skadden, Arps, Slate, Meagher & Flom, New York, joins Viacom International Inc., New York, as attorney in Enterprises/Showtime section of Viacom law department. **Steven S. Fadem**, attorney, FCC, joins communications section/law department of Viacom International, New York.

Dennis E. Codlin, member of law department of Westinghouse Broadcasting Co., New York, named assistant general counsel of Metromedia Inc., Secaucus, N.J.

Fred Dressler, division manager-Western operations, American Television and Communications Corp., Denver, named VP-new market development.

Sam Kobren, national sales manager, KDBC-TV El Paso, Tex., named station manager.

Doug Wilhite, national sales manager for WNTS(AM) Indianapolis and co-owned KCRO(AM) Omaha, assumes additional duties as station manager of WNTS.

Augustine Dempsey, director of promotion and community relations, Ohio University Telecommunications Center, Athens, joins

KVPR-FM Fresno, Calif., as station manager.

Charles Carver Jr., former news and sports director, and most recently assistant station manager of WATS(AM) Sayre, Pa., and co-owned WAVR(FM) Waverly, N.Y., named station manager of WATS and WAVR.

Marc McCoy, former operations manager, KYNO-AM-FM Fresno, Calif., joins KLEO(AM)-KGCS(FM) Wichita-Derby, Kan., in same capacity.

Tom Murray, controller of managed properties, Daniels Cablevision, Denver, named general manager of Riverside Cablevision, Hemet, Calif., which is operated by Daniels.

David Healy, director of auxiliary enterprises, College of William and Mary, Williamsburg, Va., named system manager of Continental Cablevision's Henrico county, Va., operation.

Robert Casey, general manager of noncommercial KIXE-TV Redding, Calif., joins Rocky Mountain Broadcast Center, Denver, as director of operations and telecommunications planning. Company provides telecommunications services, post production and videotape duplication and is service of Rocky Mountain Corporation for Public Broadcasting.

Eleanor Brown, director of management development, Westinghouse Broadcasting Co., New York, joins WSB-TV Atlanta as personnel manager.

Thomas King, VP-marketing, WSM-TV Nashville, elected executive director of Tennessee Association of Broadcasters.

Advertising

Denis Lanigan, executive VP of J. Walter Thompson Co., New York, and president of European division, named vice chairman-administration. **William Ross**, president of U.S. Western division, named president-international, responsible for all of JWT's offices outside U.S. and Canada. He will be based in New York. **John Cronin**, president of JWT-Canada, named executive VP for Europe, based in London. **W. Lee Preschel**, president of JWT-Venezuela and senior VP of parent company responsible for operations in Central America, Caribbean and Andean Pact countries, named executive VP for Latin America, based in Caracas. **Tom Sutton**, general manager of JWT-Japan, named executive VP for Asia-Pacific area, based in Tokyo.

Charles Brock, VP-general counsel, corporate secretary and publisher and president of overseas subsidiaries of *Scholastic* magazine, joins Compton Advertising, New York, as senior VP and manager of company's six subsidiaries. **Dina Dubois**, manager of program development for Compton, elected VP.

Barry Fischer, member of network television department, Wells, Rich, Greene, New York, appointed VP, manager of network operations. **Nancy Klinger**, network supervisor, BBDO New York, named senior network supervisor,

Wells, Rich, Greene.

Neal W. O'Connor, 54, chairman of executive committee of NW Ayer ABH International, New York, is taking early retirement from agency at end of 1980. O'Connor served as president, chairman and chief executive officer of agency from 1965 to 1976 when he was succeeded by Louis T. Hagopian, present chairman. O'Connor also serves on supervisory board of ABH International and filling this post will be

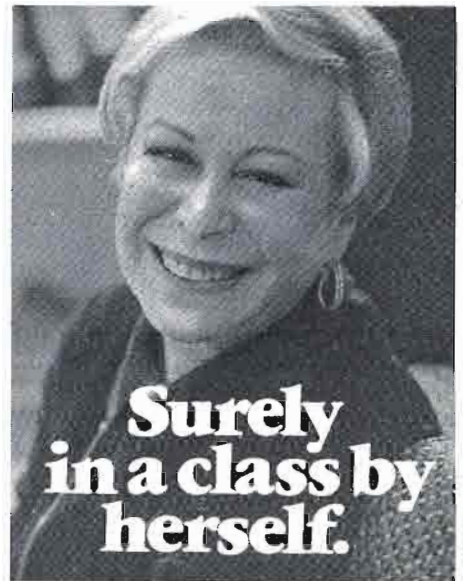


O'Connor



Jordan

Jerry N. Jordan, executive VP and director of agency. **Paul Hogue** and **L. William Stabile III**, account supervisors, and **John Littlewood** and **James Murphy**, creative supervisors, elected VP's.



Sherlee Barish. Executive recruiter. The best there is, because she's been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

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527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672

David Drew, product manager, Ralston Purina, St. Louis, joins D'Arcy-MacManus & Masius there as VP-account supervisor on Michelob account. **Jeffrey Kuehl**, account executive, Campbell-Mithun, Minneapolis, joins DM&M in St. Louis as senior account executive on Michelob Light account. **Karin Guzy**, media director, DM&M, Atlanta, named director of DM&M's corporate spot broadcast placement unit. **Regis Napolitano**, senior planner, Cargill, Wilson & Acree, Atlanta, succeeds Guzy. **Carlton Sarver**, owner of his own marketing and corporate communications service in New York, named senior account executive, Masius/deGarmo, New York.

Frances Rickard, media supervisor, Eisaman Johns & Laws, New York, joins Gaynor Media Corp. there as broadcast supervisor.

Gary Ramsey, VP-account service, Hameroff/Millenthal Advertising, Columbus, Ohio, joins Fahlgren & Ferriss as manager of Columbus office. **Peter Craig**, graduate, University of Kentucky, Lexington, joins Columbus office of Fahlgren as account executive. **Fred Pope**, president and owner of The Pope Advertising Agency Ltd., joins Fahlgren as head of agency's Lexington office.

James Teegarden, from Detroit office of McCann-Erickson, and **Jerry Ware**, from Detroit office of J. Walter Thompson, join Kenyon & Eckhardt there as account executives.

Mary Douglass Scannell, assistant media planner and estimator, and **Karen TeVogt**, assistant media planner, Bozell & Jacobs, Chicago, named media planners.

Sharon Rodekoher, in Kansas City, Mo., headquarters of Barickman Advertising, transferred to Denver office as media supervisor. **Susan Sedlmayr**, advertising specialist, Empire Savings, Building and Loan Association, Denver, joins Barickman there as account executive. **Agnes June Otjen**, graduate, University of Missouri, Columbia, joins Barickman as traffic coordinator.

Holly Ann Copeland, former media director of Jaffe-Naughton-Rich, Minneapolis advertising agency, and former promotion director, KPLR-TV St. Louis, joins George Johnson Advertising, St. Louis, as media manager.

Edward Keane, senior art director, J.M. Korn & Son, Philadelphia, named associate creative director.

Judy Pugsley, former marketing manager of Wendys of San Diego, and **Jeri Weinberg**, former account executive for Imagery Advertising, join The Ad Group, San Diego, in sales positions.

Mort Levin, VP-creative group head, Barickman Advertising, Kansas City, Mo., joins Bernstein, Rein & Boasberg Advertising there as copy chief.

Morris Hite, chairman and president of Tracy-Locke Co., Dallas, named 1980 recipient of Horatio Alger award, which is given annually to "top men and women in their fields who have risen to success from humble beginnings. Each has played a significant part in furthering America's free enterprise system." Dr. Norman Vincent Peale, chairman of Horatio Alger Awards Committee, will present award May 16 in Detroit.

Jerry Schubert, senior VP in Los Angeles office of Eastman Radio, transferred to Eastman's New York headquarters. He will be responsible

for Eastern regional offices in New York, Philadelphia, Boston and Atlanta. **Carl Butrum**, VP-Los Angeles manager, named VP-Western regional manager, responsible for Los Angeles, San Francisco, Salt Lake City and Denver offices. **Jay Keay**, VP-Eastern region, named head of newly created business development-client services department.

Steve Shadid, Cleveland sales manager, Harrington, Righter & Parsons, named green team sales manager in Chicago office. **Gerry Pas**, with HRP in Detroit, succeeds Shadid. **Denise Copp**, from HRP's Atlanta office, moves to Detroit office.

Ronald Jordan, account executive, WBBM(AM) Chicago, joins CBS Radio Spot Sales, Chicago, as account executive.

Bob Protter, manager of Detroit office of Field Spot Sales, joins WDRB-TV Louisville, Ky., as general sales manager.

John Pierce, account executive, WLAK(FM) Chicago, named general sales manager. **Diana Uchida**, from media department of D'Arcy-MacManus & Masius, Chicago, and **Jack Johnson**, account executive, WLUP(FM) Chicago, join WLAK as account executives.

Anthony Renaud, national sales manager, WRQX(FM) Washington, named general sales manager, succeeding John Hare (see page 91).

Jim Zdanek, account executive, WTAE(AM) Pittsburgh, joins WSHH(FM) there as general sales manager, succeeding David Gerard (see page 91).

Michael Horne, local sales manager, WHBQ(AM) Memphis, named general sales manager. **Bob Bolinger**, advertising consultant, WHBQ, succeeds Horne.

Donna Munde, general sales manager, WCMB(AM)-WSFM(FM) Harrisburg, Pa., joins WBUD(AM)-WTRT(FM) Trenton, N.J., in same capacity.

Jon Holiday, former marketing director, O'Connor Creative Services, Los Angeles, joins KUTY(AM) Palmdale, Calif., as general sales manager.

Mitch Turner, from sales management position with WKYC-TV Cleveland, joins WDMV-TV Washington as national sales manager.

Richard Aune, account executive, WMT-TV Cedar Rapids, Iowa, named national sales manager.

Helen Barry, secretary of sales, KDRC-TV El Paso, Tex., named national sales manager.

John McInerney, account executive with KJAZ(FM) San Francisco, named account executive with KGUN-TV Phoenix, Ariz.

Dean Mutter, from WOHO(AM) Toledo, Ohio, and **Edward Reams**, from WCQB(AM)-WWCK(FM) Flint, Mich., join WIND(AM) Chicago as account executives.

Kevin Jaibur, former senior account executive, WCAS(AM) Cambridge, Mass., joins WITS(AM) Boston as account executive.

Ron Blue, account executive, KBEZ(FM) Tulsa, Okla., joins KEBC(FM) Oklahoma City in same capacity.

Gregory Bone, account executive, WORC(FM) Barnstable, Mass., named director of department of marketing and agency sales.

G. Bernard Beasley and **Shelia Spurlock**,

account executives, WEZS(FM) Richmond, Va., and **Frank Hernandez**, from WWS(AM)-WYLR(FM) Glens Falls, N.Y., join WTVR-AM-FM Richmond, Va., as account executives.

Bob Woody, formerly with WPTR(AM) Albany, N.Y., and WILK(AM) Wilkes-Barre, Pa., joins WSCR(AM) Scranton, Pa., as account executive.

Programing



Figenshu

William Figenshu, program and operations manager, KIKK-AM-FM Houston, named national program director for Viacom Radio, which includes KIKK-AM-FM and six other stations. **Alastair Banks**, VP-sales, William F. Cooke Television Toronto, and former director of sales for Warner Bros

Television, named VP-general manager of Viacom Enterprises Canada Ltd., Toronto. **Pamela Koopman**, administrative assistant for business affairs, Viacom Enterprises, New York, named manager, business affairs, administration, East Coast. **Charles Ochs**, research director and air personality, KIKK, named program director.

Tony Bauer, account executive, CBS-TV and CBS Television Stations Division, Chicago, named sales manager, Southeastern division, 20th Century-Fox Television, domestic syndication. He will open office in Atlanta at 2200 Century Parkway, 30345, (404) 321-1178.

Steven Hewitt, executive producer of West Coast specials, CBS Entertainment, Los Angeles, named director, special programs.

Jeff Ryder, director of casting, NBC Entertainment, Los Angeles, named director, miniseries and novels for television.

Paul Stager, VP-studio legal affairs, Columbia Pictures Television, Los Angeles, named senior VP-business affairs.

Julie Chaseman, director of development, Rollins-Joffe Productions, Los Angeles, joins MGM-TV there as manager of comedy development.

Thomas E. Freston, president of Hindu Kush Inc., New York, manufacturer-importer of young women's apparel, named Eastern regional marketing manager for Warner Amex Satellite Entertainment Corp., New York.

Ed O'Brien, national sales executive, Petry Television, Los Angeles, joins Worldvision Enterprises there as account executive-Western division.

Robert McGuire, in domestic syndication sales for D.L. Taffner/Limited, Los Angeles, named Western division sales representative.

Gordon Hunt, former casting director for Mark Taper Forum, Los Angeles, and director of musicals and plays in New York, named director of voice recordings for Hanna-Barbera Productions, Los Angeles.

Bob Shannon, former music director and air personality, KZEW(FM) Dallas, joins TM Special Projects there as sales consultant.

Mary Vidas, assistant in programing depart-

ment of Radio Arts, Los Angeles, named operations manager.

Larry Singer, former East Coast and mid-Atlantic states sales representative for Film Craft Laboratories of Detroit, joins A&G Productions, San Diego-based film and videotape production company, as East Coast account executive.

Appointments to Teletrack, pre- and post-production television facility in New Haven, Conn.: **Michael Klatt**, formerly with ABC Sports and NBC Sports, New York, named executive producer; **Howard Miller**, formerly with CBS Sports, and **Che Che Mata**, former supervisor of broadcast operations and engineering, NBC-TV, named producers; **William Denahy**, from Showtime, named production manager; **Frank McArdle**, from Microband Corp., New York, and **Arthur Anderson**, former director of television production, University of Connecticut Health Center, named technical directors; **Roger Roy**, engineer, WTNH(TV) New Haven, Conn., named chief engineer, and **Lynn Russo**, from Syracuse (N.Y.) University, and **Paul Ignizio**, from Herbert Lehman College, New York, named production associates.

Carol Myers, film buyer, WFAA-TV Dallas, joins WJLA-TV Washington as program manager.

Cindy Whitehorne, program administrator, WTVZ(TV) Norfolk, Va., named program director.

Bruce L. Christensen, general manager of KUED(TV) Salt Lake City, elected chairman of Public Broadcasting Service's PTV-2, national program service that will administer public affairs coverage.

John W. Ryan, president of Indiana University, elected chairman of PTV-3, PBS service responsible for educational programming. **James Klutetz**, general manager of U.S. Postal Service's accounting division, joins PBS in Washington as chief financial executive.

Wolfgang Klamp, director and instructor at Ron Bailie School of Broadcast, San Francisco, and announcer for KKHI-AM-FM San Francisco, joins KWUN(AM) Concord, Calif., as operations manager and program director.

Jay Michael McKay, formerly with WKRQ(FM) Cincinnati, joins WKAQ(AM) Boynton Beach, Fla., as program manager and air personality.

Drew Wathey, 10 p.m. anchor and reporter, KOAI(TV) Flagstaff, Ariz., named sports director.

Kathryn Sachs, producer-director, WJZ-TV Baltimore, joins WTTG(TV) Washington in same capacity.

Judith Martin Matthews, production camera operator and part-time director and announcer, WPRI-TV Providence, R.I., named director.

Don Fortune, sports director, KMBC-TV Kansas City, Mo., joins sports team of KCMO(AM) there.

Colleen Reilly, former anchor of *Good Morning, Iowa* on WOI-TV Ames, Iowa, joins WMT-AM-FM-TV Cedar Rapids, Iowa, as farm editor.

Tracy Gaffney, producer of weekly community affairs program, noncommercial WUFT(TV) Gainesville, Fla., named education editor.

Donald Henley, formerly with noncommercial Woub-TV Athens, Ohio, and graduate of Ohio University, Athens, and **Preston O.R. Tolver II**, media director, Camden (N.J.) Board of

Education, named executive producers for Network Video, production company in Camden.

Jeffrey Scheiman, production supervisor, Nebraska Television Network, Kearney, named creative producer-director.

Ken Hinson, program director and air personality, KJLA(AM) Kansas City, Mo., joins KUDL(FM) there as air personality.

Marcia Ritter, production assistant, noncommercial WPBT(TV) Miami, named associate producer.

Richard Hoffman, executive producer, Maryland Center for Public Broadcasting, Owings Mills, Md., joins noncommercial WMUL-TV Huntington, W.Va., as senior producer. **Stephen Chapman**, production assistant, WMUL-TV, named studio supervisor.

Brian Clark, from operations-production department of WUTV(TV) Buffalo, N.Y., joins remote production department of noncommercial WSWP-TV Grandview, W.Va.

Rick Romano, staff artist, WTVZ(TV) Norfolk, Va., named art director.

News and Public Affairs

Howard Doyle, producer of 6 p.m. news, WABC-TV New York, named executive producer.

Alan Weiss, producer of 11 p.m. news, succeeds Doyle. **Bill Diederich**, associate producer-writer for 6 and 11 p.m. news, succeeds Weiss.

Sonny Asselin, news director, WTOP(AM) Washington, joins WTTG(TV) there in same capacity.

Rick Adams, formerly of KTTT-AM-FM Columbus, Neb., joins KODY-AM-FM North Platte, Neb., as news director.

Jane Jayroe, co-anchor, KOCO-TV Oklahoma City, joins KXAS-TV Fort Worth as 6 and 10 p.m. co-anchor.

Connie Thompson, business and consumer affairs reporter, KOMO-TV Seattle, named co-anchor of 11 p.m. news.

Betty Anderson, reporter, KODE-TV Joplin, Mo., and **Tim Wilson**, former noon anchor and general assignment reporter, KOAM-TV Pittsburgh, Kan., named co-anchors of 10 p.m. news on KODE-TV. Wilson will also be general assignment reporter.

James Farley Jr., manager of news opera-

tions, NBC News, New York, named director, radio news operations. **Karolyn Kennedy Lord**, field producer, Northeast bureau, New York, named assistant bureau chief of Northeast bureau.

Toni Savage, former director of systems, Children's Television Workshop, New York, joins CBS News there as deputy archivist.

Pat Collins, reporter, WDVM-TV Washington, and **Chuck Goudie**, reporter, WSOC-TV Charlotte, N.C., join WLS-TV Chicago as general assignment reporters.

Denise Duncan Lacy, former reporter and newscaster for WROW-AM-FM and WOKO(AM) Albany, N.Y., joins WTEN(TV) Albany as reporter.

Brian Sussman, executive producer and 6 p.m. anchor, KCBJ-TV Columbia, Mo., joins KOLO-TV Reno as reporter.

Steve Alvarez, from WTOG(TV) St. Petersburg, Fla., joins WAFF(TV) Huntsville, Ala., as general assignment reporter.

Mark Walton, senior correspondent, Independent Television News Association, joins Cable News Network as White House anchor and correspondent. **Kathy Pepino**, former news director and co-anchor, WTVM(TV) Columbus, Ga., joins Cable News Network, Atlanta, as associate producer in news and features department. **Rudy Maxa**, gossip columnist and reporter for *The Washington Post*, joins CNN as daily reporter on personalities and behind-the-scenes stories about newsmakers. **Michael Ozer**, assistant professor, department of pediatrics, University of Texas Health Science Center, San Antonio, who has worked for KENS-TV San Antonio as medical and health news reporter, joins CNN as producer and on-camera medical and health news reporter. **Jean Carper**, health reporter, WDVM-TV Washington, joins CNN in same capacity. **Ronald Posluns**, president of Financially Me Inc., joins CNN as consumer financial reporter.

Ken Graue, news director, KOGO(AM) San Diego, joins KCBQ(AM) there as anchor.

Promotion and PR

Geraldine Sharpe Newton, former director of public relations for Simon & Schuster, New York, joins CBS News as director of information services.

H. William Falk, president of The Project Group, New York marketing-public relations



CLIFF GILL says:

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plus REEL-TO-REEL QUALITY

at the price of an out-dated stereo cart recorder.

If you saw the FL 1000 at the convention you're sold. Call
in your order toll free. If you missed it send for brochure.

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firm and one-time member of press information department of CBS, appointed director, press information, CBS Radio Network. Falk replaces **Robert A. Fuller**, who takes early retirement at end of May after 31 years of service with CBS.

Dianne De Armond, promotion director, KIKK-AM-FM Houston, named promotion director for Viacom Radio, based in New York. She will be responsible for division's eight stations. **Betty Rose Hargraves**, owner of Houston public relations firm, and formerly with Winius-Brandon of Texas, Houston, succeeds DeArmond.

Fifi Booth, from Consolidated Film Industries where she was responsible for advertising and publicity, joins *The Mike Douglas Show*.

Edward J. Dudley, manager of news and information for RCA government and commercial systems, Cherry Hill, N.J., retires May 1 after 20 years with company.

Technology

George Schupp, VP-general manager of black-and-white TV and videocassette recorders, Zenith Radio Corp., Glenview, Ill., named VP-general manager of video operations.

Will Wedel, corporate director of industrial relations, Ampex Corp., Redwood City, Calif., elected VP of industrial relations.

Michael Campbell, VP-law, American Satellite Corp., Germantown, Md., named VP-operations. **J. Ben Ryan**, assistant VP for general services marketing, American Satellite, elected VP-specialized network sales. **Jack Waterman**, sales manager for San Francisco area, American Satellite, succeeds Ryan as assistant VP-general services sales. **Thomas Gabriszeski**, VP-director of corporate development and finance, Time Sharing Resources, New York, and former assistant VP for market and strategic planning, Western Union Telegraph Co., joins American Satellite as assistant VP-market planning and service

development. **William Hider**, former president and chief operating officer of Cirqtel, Washington-based electronics manufacturing firm, joins American Satellite as director, plans and proposals.

Ronald Pearl, with Scientific-Atlanta, Atlanta, named commercial telecommunications marketing manager for Scientific-Atlanta's satellite communications division.

Frederick Towler, chief executive of Multronics, manufacturer of radio frequency inductors and antenna tuning units, Fort Lauderdale, Fla., assumes additional duties as president of company. **Stephen Fried**, former sales manager for Multronics subsidiary, John Biggie Co., Fort Lauderdale, named sales manager for parent, Multronics.

Edward Knapp, chief engineer, WXLO(FM) New York, joins WNBC-TV there as manager of technical operations.

Ralph Mifflin, director of engineering, Fisher Broadcasting, licensee of KOMO-AM-TV Seattle and KATU(TV) Portland, Ore., retires April 30 after 26 years with company.

Kermit Slobb, master control supervisor, WLS-TV Chicago, named manager of radio frequency facilities.

Allied Fields

Katharine Graham, chairman of The Washington Post Co. (Post-Newsweek Stations), elected chairman and president of American Newspaper Publishers Association at annual convention last week in Honolulu. She succeeds **Allen H. Neuharth**, chairman and president of Gannett Co., Rochester, N.Y., who will continue as chairman of executive committee for two years. Other officers **William Marcil** of *The Forum*, Fargo, N.D. (WDAY-AM-FM-TV), vice chairman, **Donald Soldwedel** of *Yuma* (Ariz.) *Daily Sun*, secretary, and **Richard J.V. Johnson** of *Houston Chronicle*, treasurer



Adams

Charles F. Adams, retired president and chief operating officer of D'Arcy-MacManus & Masius Worldwide, has been named executive VP and head of Washington office of American Association of Advertising Agencies. He will handle association's government relations activities and contacts with legislative

and regulatory officials. He succeeds William Hesse, who last fall announced intention to join Fahlgren & Ferriss, Cincinnati-based advertising agency, as chairman (BROADCASTING, Oct. 29, 1979). He was executive VP of AAAA five years.

Hal David, lyric writer for many popular songs during 1960's and 1970's, elected president of American Society of Composers, Authors and Publishers, succeeding Stanley Adams who is stepping down after 24 years as head of organization.

Bill Sims, president of Wycom Corp., radio group owner based in Laramie, Wyo., has become affiliated with Cincinnati-based media broker, R.C. Crisler Co. Sims will handle brokering in Rockies, Plains and Southwest U.S., specializing in small and medium market radio stations.

Deaths

Paul E. Wagner, 70, president of Wagner Broadcasting Corp., licensee of WJEH(AM)-WYPC(FM) Gallipolis, Ohio, died of heart attack April 10. He had owned and operated stations since 1967. He began his broadcasting career in 1936 at WPAY(AM) Portsmouth, Ohio, and was named general manager in 1942. He also worked for WCSI-FM Columbus, Ind., and WALL(AM) Middletown, N.Y., and WKRC-TV Cincinnati and broadcast brokerage in Cincinnati, R.C. Crisler Co. Survivors include his wife, Ruth, and one daughter.

Max Abrams, 82, former president of Emerson Radio and Phonograph Corp., died April 22 after short illness at his home in Manhattan. He and his two brothers founded company, which manufactured television sets, radios and tape recorders, in 1922. They sold most of stock to National Union Electric Corp. in 1966.

Raymond Bailey, 75, who played part of banker Milburn Drysdale on *The Beverly Hillbillies* television comedy series, died April 15 at his home in Irvine, Calif. Cause of death was not disclosed. Series ran on CBS from 1962 to 1971.

Angelo Iadarola, 46, partner in Washington communications law firm of Wilkinson, Cragun & Barker, died of leukemia April 7 at Johns Hopkins University hospital in Baltimore. He had been with firm 20 years and had been partner 14 years. Survivors include his wife, Sally, two daughters and one son.

Bobbie C. Ferguson, 38, executive assistant for Rounsaville Enterprises, WLOF(AM)-WBW-FM Orlando, Fla., died April 11 following cerebral hemorrhage. Ferguson joined Rounsaville Enterprises in 1979. Prior to that, she was administrative manager at Roswell Answering Service, Roswell, Ga. During her career, she worked at WXXI-AM-FM and WPLO(AM), both in Atlanta. Survivors include her mother, one son and daughter.



Changing of the guard. The Association of Maximum Service Telecasters elected new officers at its annual meeting April 13 in Las Vegas. Wallace Jorgenson (l), president of Jefferson-Pilot Broadcasting, Charlotte, N.C., was elected chairman of the board. He succeeds Franklin Snyder (r), VP of The Hearst Corp., Pittsburgh, who is retiring as chairman of AMST. Tom Paro (center) is president of AMST. Other officers are Fred Paxton, president of WPSD-TV Paducah, Ky., and William Pu'nam, chairman of Springfield Television Corp., Springfield, Mass., vice chairman, and George Koehler, president of Gateway Communications, Cherry Hill, N.J., secretary-treasurer. Newly elected board member is Crawford P. Rice, Gaylord Broadcasting Co., Tampa, Fla.

Stock Index

Exchange and Company	Closing Wed. April 23	Closing Wed. April 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	28 3/8	26 1/8	+ 2 1/4	+ 8.61	6	790
N Capital Cities	46 1/4	44 1/4	+ 2	+ 4.51	12	633
N CBS	45 1/2	44 3/4	+ 3/4	+ 1.67	6	1,318
N Cox	64 1/2	62 3/4	+ 1 3/4	+ 2.78	13	434
A Gross Telecasting	20 7/8	21 3/8	- 1/2	- 2.33	7	16
O LIN	41 3/4	40	+ 1 3/4	+ 4.37	10	114
N Metromedia	60 1/8	59 3/4	+ 3/8	+ .62	9	277
O Mooney	7	7			9	2
O Scripps-Howard	52 1/2	51 1/2	+ 1	+ 1.94	9	135
N Storer	24 1/4	24	+ 1/4	+ 1.04	13	281
N Taft	26 3/4	27	- 1/4	- .92	9	233

Exchange and Company	Closing Wed. April 23	Closing Wed. April 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	17 3/4	15	+ 2 3/4	+18.33	14	32
A Affiliated Pubs.	18 1/4	17 5/8	+ 5/8	+ 3.54	6	93
N American Family	8 3/4	8 1/2	+ 1/4	+ 2.94	4	92
N John Blair	15 3/4	16 1/8	- 3/8	- 2.32	4	58
N Charter Co.	23 1/2	21 1/2	+ 2	+ 9.30	20	466
N Chris-Craft	18 1/8	16 1/2	+ 1 5/8	+ 9.84	10	49
N Coca-Cola New York	4 3/4	4 7/8	- 1/8	- 2.56	6	83
N Cowles	19 3/4	20 1/2	- 3/4	- 3.65	16	78
N Dun & Bradstreet	40	39 3/4	+ 1/4	+ .62	16	1,113
N Fairchild Ind.	48 1/2	47 7/8	+ 5/8	+ 1.30	10	276
N Fuqua	14 3/8	13 1/4	+ 1 1/8	+ 8.49	4	182
N Gannett Co.	41 1/4	40 1/2	+ 3/4	+ 1.85	13	1,109
N General Tire	13	13			3	307
O Gray Commun.	33	33			10	15
N Harte-Hanks	22 3/8	23 1/2	- 1 1/8	- 4.78	13	209
O Heritage Commun.	9 7/8	9 3/8	+ 1/2	+ 5.33		29
N Insilco Corp.	10 5/8	11	- 3/8	- 3.40	5	114
N Jefferson-Pilot	24 1/4	23	+ 1 1/4	+ 5.43	6	546
O Marvin Josephson	9 3/4	9 1/2	+ 1/4	+ 2.63	5	25
O Kansas State Net.	26 1/2	27 1/4	- 3/4	- 2.75	22	50
N Knight-Ridder	21 1/4	21 5/8	- 3/8	- 1.73	9	698
N Lee Enterprises	19 5/8	19 5/8			10	141
N Liberty	14	13 3/4	+ 1/4	+ 1.81	6	189
N McGraw-Hill	28 1/2	28 3/4	- 1/4	- .86	11	702
A Media General	23	22 3/4	+ 1/4	+ 1.09	10	170
N Meredith	34 1/2	36	- 1 1/2	- 4.16	7	106
O Multimedia	18	17 1/4	+ 3/4	+ 4.34	8	180
A New York Times Co.	19 5/8	18 3/8	+ 1 1/4	+ 6.80	15	231
N Outlet Co.	14	13 1/2	+ 1/2	+ 3.70	4	35
A Post Corp.	13 7/8	14	- 1/8	- .89	6	25
N Rollins	23 1/2	19 7/8	+ 3 5/8	+18.23	11	315
N San Juan Racing	15	13 3/4	+ 1 1/4	+ 9.09	19	37
N Schering-Plough	35	33 3/4	+ 1 1/4	+ 3.70	10	1,867
O Stauffer Commun.	38	38			9	38
A Tech Operations	8 1/4	8	+ 1/4	+ 3.12	21	11
N Times Mirror Co.	29 1/8	29 1/8			8	989
O Turner Broadcasting*	11 1/4	11 1/4			11	111
A Washington Post	16 1/4	16	+ 1/4	+ 1.56	5	226
N Wometco	15 1/4	16	- 3/4	- 4.68	7	142

Exchange and Company	Closing Wed. April 23	Closing Wed. April 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLECASTING						
A Acton Corp.	10 3/8	10	+ 3/8	+ 3.75	7	30
O Ameco+						
N American Express	32 1/2	30	+ 2 1/2	+ 8.33	7	2,316
O Athena Comm.	5 1/8	5	+ 1/8	+ 2.50		10
O Burnup & Sims	7 7/8	7 7/8			41	68
O Comcast	21 1/2	21 1/2			21	54
O Entron*	5	5			5	4
N General Instrument	43 1/2	40 3/4	+ 2 3/4	+ 6.74	12	365
O Geneve Corp.	28 1/4	27	+ 1 1/4	+ 4.62	12	31
O Tele-Communications	18 5/8	18 7/8	- 1/4	- 1.32	23	198
N Teleprompter	18 7/8	18 3/8	+ 1/2	+ 2.72	25	320
N Time Inc.	39 5/8	40 3/4	- 1 1/8	- 2.76	7	1,107
O TOCOM	9 3/4	9 3/4			21	29
O UA-Columbia Cable	37 1/2	35 1/2	+ 2	+ 5.63	17	125
O United Cable TV	26 3/4	26	+ 3/4	+ 2.88	19	109
N Viacom	33 1/2	36 3/4	- 3 1/4	- 8.84	17	127

Exchange and Company	Closing Wed. April 23	Closing Wed. April 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
A Amer. Intl. Pics	8 3/4	8 3/4				21
O Chuck Barris Prods.	4 1/4	3 3/4	+ 1/2	+13.33	2	13
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	30	29 3/8	+ 5/8	+ 2.12	5	288
N Disney	45	43 1/8	+ 1 7/8	+ 4.34	14	1,461
O Filmways	9	9			5	50
N Four Star*	3/4	3/4				8
N Gulf + Western	17 3/4	16 3/4	+ 1	+ 5.97	4	794
N MCA	49 7/8	48 7/8	+ 1	+ 2.04	9	1,164
O Medcom	3 1/2	3 1/2				14
N MGM	20 1/4	18 1/4	+ 2	+10.95	9	656
O Reeves Commun.	17 1/4	16 1/4	+ 1	+ 6.15	16	41
N Transamerica	15 3/8	15 1/2	- 1/8	- .80	5	1,007
N 20th Century-Fox	43 5/8	42 1/4	+ 1 3/8	+ 3.25	6	341
O Video Corp. of Amer.	4 3/4	5	- 1/4	- 5.00	16	4
N Warner	39	39 1/8	- 1/8	- .31	8	1,079
A Wrather	15 1/4	16	- 3/4	- 4.68	41	35

Exchange and Company	Closing Wed. April 23	Closing Wed. April 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	31 1/2	29 3/4	+ 1 3/4	+ 5.88	7	79
O Compact Video	11 5/8	11 3/4	+ 1/8	- 1.06		21
N Comsat	36 1/8	34 3/4	+ 1 3/8	+ 3.95	8	289
O Doyle Dane Bernbach	23 1/2	22 3/4	+ 3/4	+ 3.29	8	61
N Foote Cone & Belding	22 5/8	22 7/8	- 1/4	- 1.09	7	59
O Grey Advertising	43	42	+ 1	+ 2.38	5	26
N Interpublic Group	27 1/2	27 1/2			6	121
O MCI Communications	5 1/2	5 3/4	- 1/4	- 4.34	69	152
A Movielab	4 1/2	3 7/8	+ 5/8	+16.12	8	7
A MPO Videotronics	3 3/4	3 7/8	- 1/8	- 3.22	4	1
O A. C. Nielsen	20 7/8	21 3/8	- 1/2	- 2.33	10	229
O Ogilvy & Mather	22 1/2	22 1/4	+ 1/4	+ 1.12	7	81
O Telemation	1 1/4	1 1/4			2	1
O TPC Communications	6 3/8	6	+ 3/8	+ 6.25	12	5
N J. Walter Thompson	28 5/8	28 1/2	+ 1/8	+ .43	6	86
N Western Union	18 7/8	18 1/2	+ 3/8	+ 2.02	8	286

Exchange and Company	Closing Wed. April 23	Closing Wed. April 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	6 1/4	6 1/2	- 1/4	- 3.84	5	10
N Ampex	17 1/4	19 3/8	- 2 1/8	-10.96	12	197
N Arvin Industries	10 3/4	11 1/4	- 1/2	- 4.44	3	83
O CCA Electronics*	1/8	1/8				1
A Cetec	5	5 1/8	- 1/8	- 2.43	11	2
A Cohu	6 1/8	5 3/4	+ 3/8	+ 6.52	20	10
N Conrac	17	16 7/8	+ 1/8	+ .74	27	34
N Eastman Kodak	48 3/4	48 1/4	+ 1/2	+ 1.03	9	7,867
B Elec Missile & Comm.	2 1/2	2 5/8	- 1/8	- 4.76	23	6
N General Electric	46 1/4	46 3/8	- 1/8	- .26	9	8,536
N Harris Corp.	30 7/8	30 3/8	+ 1/2	+ 1.64	14	809
O Harvel Ind.	6 1/2	6 1/2			17	3
O Intl. Video*	7/8	7/8				2
O Microdyne	18 3/4	18	+ 3/4	+ 4.16	20	2
N M/A Com, Inc.	23 3/4	24 3/4	- 1	- 4.04	31	201
N 3M	50 5/8	49 3/4	+ 7/8	+ 1.75	10	5,896
N Motorola	45	45 3/4	- 3/4	- 1.63	11	1,284
O Nippon Electric	40 7/8	40 1/8	+ 3/4	+ 1.86	37	1,342
N N. American Philips	25 7/8	25	+ 7/8	+ 3.50	5	311
N Oak Industries	27 5/8	30 1/4	- 2 5/8	- 8.67	19	110
A Orrox Corp.	6 1/8	6 3/8	- 1/4	- 3.92	9	10
N Rca	20 1/2	20 5/8	- 1/8	- .60	6	1,536
N Rockwell Intl.	47 5/8	48 1/4	- 5/8	- 1.29	7	1,676
A RSC Industries	3 5/8	3 5/8			20	8
N Scientific-Atlanta	39 1/2	39 3/4	- 1/4	- .62	22	185
N Sony Corp.	8 1/4	7 3/4	+ 1/2	+ 6.45	14	1,778
O Tektronix	44 7/8	46 3/4	- 1 7/8	- 4.01	11	807
N Tecxscan	6 1/4	5 3/4	+ 1/2	+ 8.69	37	4
O Valtec	16 3/8	16 1/4	+ 1/8	+ .76	35	65
N Varian Associates	22	23 7/8	- 1 7/8	- 7.85	122	150
N Westinghouse	21 5/8	21 1/4	+ 3/8	+ 1.76	6	1,859
N Zenith	9 5/8	8 5/8	+ 1	+11.59	9	180










Standard & Poor's 400 Industrial Average 116.43 113.69 +2.74

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poors' or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day; price shown is last traded price ** No P/E ratio computed, company registered net loss. *** M/A Com stock split three for two. + Stock traded at less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- May 5  Not in alphabetical but in chronological order:
- May 12  **The three affiliate meetings of CBS, ABC and NBC,**
- May 19  respectively, in Los Angeles's Century-Plaza hotel—each greeted by a BROADCASTING "At Large" interview tracking the present fortunes and future prospects of the companies that continue to lead the way, and set the pace, of the over-the-air broadcast media.
- May 19  **NCTA.** Advance report on what's being billed as the hottest convention in the history of the National Cable Television Association. Including a "**Fifth Estate**" report on **Ted Turner**, television and cable's most exciting—and perhaps most controversial—media entrepreneur.
- Jun 9  **The Washington Lawyers.** Who's who among the influential legal elite populating the communications corridors of the nation's capital, who occupy so pivotal a role in affecting both the country's telecommunications policy and protecting their clients' interests.
- Jul 7  A long hard look at the prospects for **satellite-to-home TV**—whether, when, how and why.
- Jul 14  The annual **Awards Issue**, pulling together in one place all the major winners of the principal national awards competitions during the preceding 12 months.
- Jul 28  A special report on **local TV journalism**—a national canvass of extraordinary news coverage and public affairs efforts on the local firing line.
- Oct 13  The beginning of BROADCASTING magazine's celebration of its own **first 50 years**—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in **BROADCASTING's 50th Anniversary Issue** on Oct. 12, 1981.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

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** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Arno Mueller: Storer's steady hand at helm of frantic franchising

Storer Broadcasting's cable division has a reputation of being extremely aggressive in the rush to acquire cable franchises. And that's a little odd, considering the man who heads the division. Arno Mueller is hardly the single-minded executive, driven to succeed at all costs.

On the contrary, Mueller is soft-spoken and pleasant; his voice and his temperament are calm and steady. It is difficult to find the toughness one expects. There is, however, an underlying wariness of questions, as he instinctively remains guarded during an interview and casually evades questions he doesn't wish to answer.

Since taking over the cable division of Storer in 1977, the division has grown from 198,000 subscribers with no unbuilt franchises to a position today where it can project 600,000 subscribers on line by the end of this year. And while much of that growth has come through acquisition, much has come the hard way—through the procurement, city by city and town by town, of cable franchises.

Mueller said that although Storer had owned cable properties since 1963 and increased its cable holdings at "a steady but not accelerated pace," it was not until 1977 that Storer was ready to make the big commitment to the business and "learn how to franchise."

According to Mueller, the learning process was somewhat painful. "We lost quite a few applications that we filed in 1978. We lost them pretty regularly." But, he adds, "You learn something out of each one of them, and by 1979 we were starting to win a few."

Nineteen seventy-nine was indeed a good year for Storer and Mueller in the franchise hunt. Among many others the company picked up the rights to wire Minneapolis; Houston; Jefferson county, Ky.; Anaheim, Calif.; Little Rock, Ark., and Hollywood, Fla. In all, 1,065,400 dwelling units were added to the Storer universe.

When it comes to franchising, Mueller says his company has "no grand design," but he says "our pattern is to establish a presence and then try to build on that presence." He says in this way Storer has built a single system it bought in Monmouth county, N.J., into "a pretty interesting little complex."

Mueller, with little trouble, gives the exact dates his career took new directions.

The trick is easy, for, as he points out, he's only had "two primary employers"—the Texas State Network and Storer Broadcasting. On June 16, 1947, he joined TSN as chief accountant, upon being graduated



Arno William Mueller—president, Cable Communications Division, Storer Broadcasting Co., Miami; b. May 4, 1927, Fort Worth; BS, Texas Christian University, 1947; various capacities, Texas State Network, 1947-1961; director of budgets and financial planning, Storer Broadcasting Co., 1961-1964; vice president and treasurer of Northeast Airlines, subsidiary of Storer, 1965-67; vice president of finance and treasurer, Storer, 1967-77; vice president of finance and cable television, Storer, 1977-79; present position since November 1979; m. Betty Merlick, June 20, 1948; children—Mrs. Phyllis Cahoon, 30; Bonna Nicholson, 28; Paula Hilsendeck, 27, and David Mueller, 25.

from Texas Christian University. But as many have discovered, an employe of a broadcast operation is expected to perform above and beyond. Mueller says that he "did a little bit of everything," including some on-the-air work.

When TSN built KFJZ-TV (now KTVT) Fort Worth, Mueller joined it as its business manager. But when the program manager was fired—"barely after it was started,"—Mueller slid over to fill the void. As Mueller explains it, the transition from business to programming chief wasn't all that remarkable. He says in those days a large part of programming was film buying and administration, jobs he was as capable of doing as anyone. And besides, he adds, "There weren't any experts around."

Regardless, Mueller slipped back into the business side in local sales and finally as operations manager. His return to business became permanent when he decided to leave KFJZ-TV and TSN and take a job as director of budgets and financial planning with the only other employer he has ever had, Storer, on, to be exact, Dec. 10, 1961.

Instrumental in Mueller's move from TSN to Storer and from his native Fort Worth to Miami was Bill Michaels, a former TSN co-worker, who had joined Storer in 1953. Michaels, now chairman of Storer, said that it was coincidental and fortuitous that an opening for a financial

executive came up just as TSN was selling KFJZ-TV.

Michaels says that since 1961 Mueller has been "tremendously productive" and he credits Mueller and Storer President Terry Lee as being "the most responsible for Storer's entry into cable and its continuing expansion."

When asked whether Storer has other designs outside communications, Mueller doesn't hesitate: "No, we're just glad to be out of the airline business. We have plenty to keep us busy and plenty of places to spend our money."

One of Storer's more surprising moves was its decision to sell off its radio properties to help finance expansion of its cable operations. Mueller says that the spin-offs were not vital to its cable plans. "We would have had the capital available. We just felt that radio, for our company, wasn't the business we should be in any more." He says the decision was a solid business one made after the company compared "the return we made from our radio stations ... with what they would bring on the open market (\$30 million)."

Although the sale of the radio stations etched in stone Storer's commitment to cable, Mueller doesn't expect to see Storer's seven television stations serve the same cause. According to Mueller, conventional television remains a good business that "seems to be getting stronger." And Mueller doesn't see broadcasting suffering from the increasing competition. "If nobody gets greedy, there is a place for everyone in communications. Everybody can co-exist."

Cable franchising by its nature can be painful both for the company and the officers charged with carrying it out. As Mueller says: "There are a lot of frustrations that go along with it if you lose. You put so much personal effort" into it. But characteristically, Mueller accepts the frustrations as part of the game and is satisfied with a high batting average instead of a home run every time up.

"What you have to do is look at the over-all and hope that you're successful enough of the time that your total effort is justified."

Despite the demands of his business, currently magnified by the cable franchising fever, Mueller cannot be lumped in with the workaholics. His outside work with his church and civic and professional organizations as well as his affinity for golf and his collection of tropical fish attest to it. But whatever he does, he seems to do it well and that's no accident either. By way of explaining why he gave up the saxophone, which he played professionally in college, he says he won't do anything if he can't "maintain a certain degree of proficiency ... I don't like to do anything badly."

Photo finish

CBS-TV, as forecast two weeks ago and confirmed last week, has achieved an upset of considerable dimension by nudging ABC-TV out of its supposedly solid seat at the top of this season's prime-time ratings by a tenth of a rating point. CBS is to be congratulated, of course, but ABC is in no need of condolences.

Statistically, mathematicians tell us, there is no sure winner or loser when the ratings difference is a tenth of a point: The margin for error could easily let the balance swing the other way. Psychologically, of course, it is a stunning victory for CBS, because at the start of the season that network had been given no chance whatsoever of doing what it did. Financially, the experts say, it gives little or no advantage to either network except in the broad, almost indefinable sense that advertisers—who buy specific programs on specific dates, not networks as such—may now be a little more inclined than formerly to go along with untried CBS programs about which they may harbor minor reservations. The victory, in short, speaks well for the winner without speaking at all badly for the one in a very close second place.

It has been a costly contest. All three networks, ABC, CBS and NBC, have spent freely on program development in their struggle to attract audiences. The spending has been reflected in declining profit margins for all three, and for NBC, which made gains but not as big as management surely wanted, the price was especially high. The true winner, far beyond any margin for statistical error, was, as it almost always is, the American television audience.

Second chance

In agreeing last week to review the constitutionality of television coverage of criminal trials, the Supreme Court gave itself a reason to clear up one of its more ambiguous decisions, in the Billie Sol Estes case of 1965. It is chancy to predict how the court in its present composition will dispose of any conflict between the principles of free press and fair trial, but the guess here is that this is one case in which broadcast journalism may come out ahead.

The convicted burglars who have instigated the current appeal present the court with the classic argument invoked by the dwindling band of lawyers who oppose the advent of modern journalism. They assert that their Sixth Amendment right to a fair trial and 14th Amendment right to due process were abridged by the presence of cameras and microphones. The Estes case is cited. It may be their undoing.

It was a splintered Supreme Court that held that Estes, convicted of a huge swindle, had been denied due process of the law. The vote was 5 to 4, but the court was so divided that six justices felt compelled to write opinions. One, the late Chief Justice Earl Warren, who was joined by two others, excoriated television as a "desecration of the courtroom." Warren appended photographs of an immense television van parked outside the Tyler, Tex., courthouse and thickets of cameras inside to document his judgment. Texas broadcasters later complained that Warren had relied excessively on a disarray of people and equipment at a preliminary hearing and had given inadequate attention to the vastly less distracting arrangements for television coverage of the subsequent trial. No matter; it was obvious that the photographic record exerted a strong influence in the court's deliberations.

Techniques and technology have so dramatically progressed since 1965 that the Estes photographic record is grossly obsolete. Any number of photographs can be submitted to the court to

prove that modern television has entered many chambers without attracting notice.

The Supreme Court has changed too. Of the nine members who sat in the Estes case, only three remain—Justices William J. Brennan Jr., Potter Stewart and Byron R. White—and all three dissented in *Estes*.

In BROADCASTING's issue of June 14, 1965, it was noted on this page that the controlling vote in the Estes case was cast by Justice John M. Harlan with the stipulation that his was not to be counted as a vote for permanent exclusion of television. "The court should proceed only step by step in this unplowed field," he wrote. It was suggested here that "under proper circumstances television will have a chance to add another—and perhaps more welcome—furrow to the field." The circumstance is here.

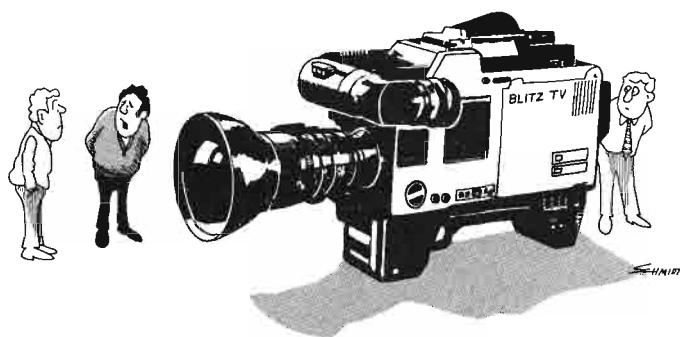
Treasures of technology

Whatever other reasons there may be for its existence, the annual convention of the National Association of Broadcasters has become the scene of a hardware display of enormous size and dazzling complexity. This year's display, reviewed at considerable length elsewhere in this issue, was the biggest yet. The spirited research and intensifying competition of manufacturers serving the radio and television market bespeak the vitality of growing media. If radio and television are doomed by other communications forms, the equipment suppliers are yet to hear of it.

No miracles were introduced this year on the exhibit floor. By the testimony of experts who were interviewed for this week's report, however, evolutionary improvement in components and systems in both radio and television is on every hand. Yesterday's revelation may already be obsolete. Both radio and television are rushing toward conversion to digital techniques that will enormously improve sound and signal clarity.

In and outside the exhibit hall were the new instruments of broadcasting mobility, helicopters to move facilities and crews to sites of action, earth stations to receive satellite feeds that may originate anywhere in the world, mobile land units with minicameras and their own transmitting stations. The range of tools available to modern broadcasters extends programing possibilities to limits undreamed of 10 years ago.

In the NAB exhibit hall and grounds, it was hard not to believe that broadcasting's future has just begun.



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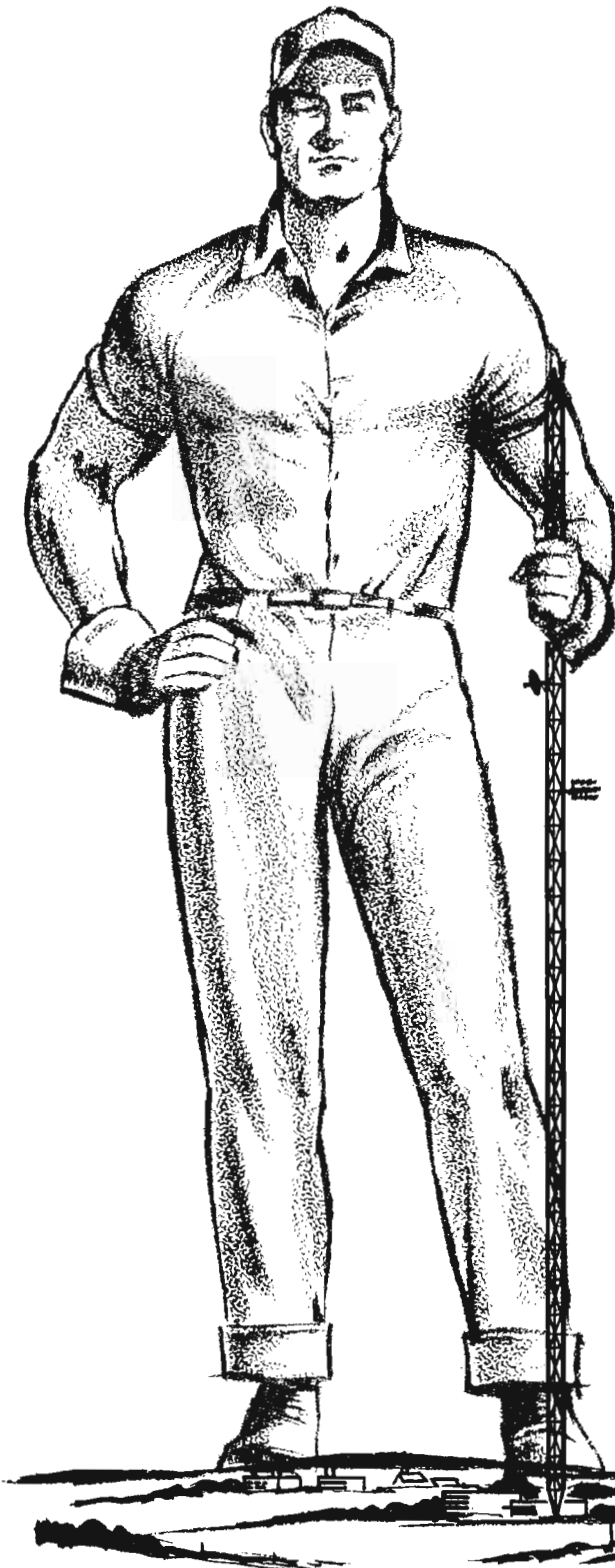
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