

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

Broadcasting May 12

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

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Minneapolis, St. Paul

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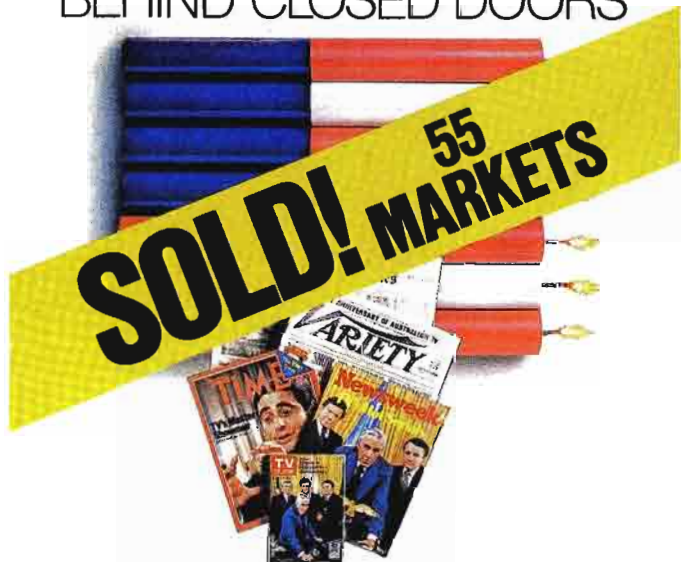
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The Week in Brief

TOP OF THE WEEK

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

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

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

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

AT LARGE

PIERCE'S PERSPECTIVES □ On the eve of the ABC-TV affiliates meeting, Fred Pierce looks fore and aft. He sees no reason to be panicky about the prime-time ratings loss, discusses competition from other networks and new technologies, and comments on future programing and costs. **PAGE 32.** A rundown of the affiliates' agenda this week in Los Angeles. **PAGE 39.**

PROGRAMING

IN THE WINNER'S CIRCLE □ CBS-TV executives and affiliates bask in the glow of their ratings resurgence during the L.A. meeting. For openers, there was a preview of the nearly intact programing line-up that will bid for a repeat win in the fall. **PAGE 40.** Rosenfield expects a tough ratings fight next season and cites escalating program costs. **PAGE 44.** Jankowski expresses confidence that the networks will withstand the challenge of the new media. **PAGE 48.** CBS-TV prime-time strategy last season is reviewed. **PAGE 48.** Ogiens reports on daytime gains. **PAGE 49.**

JOURNALISM

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

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

BUSINESS

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

MEDIA

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

LAW & REGULATION

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

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

TECHNOLOGY

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

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

PROFILE

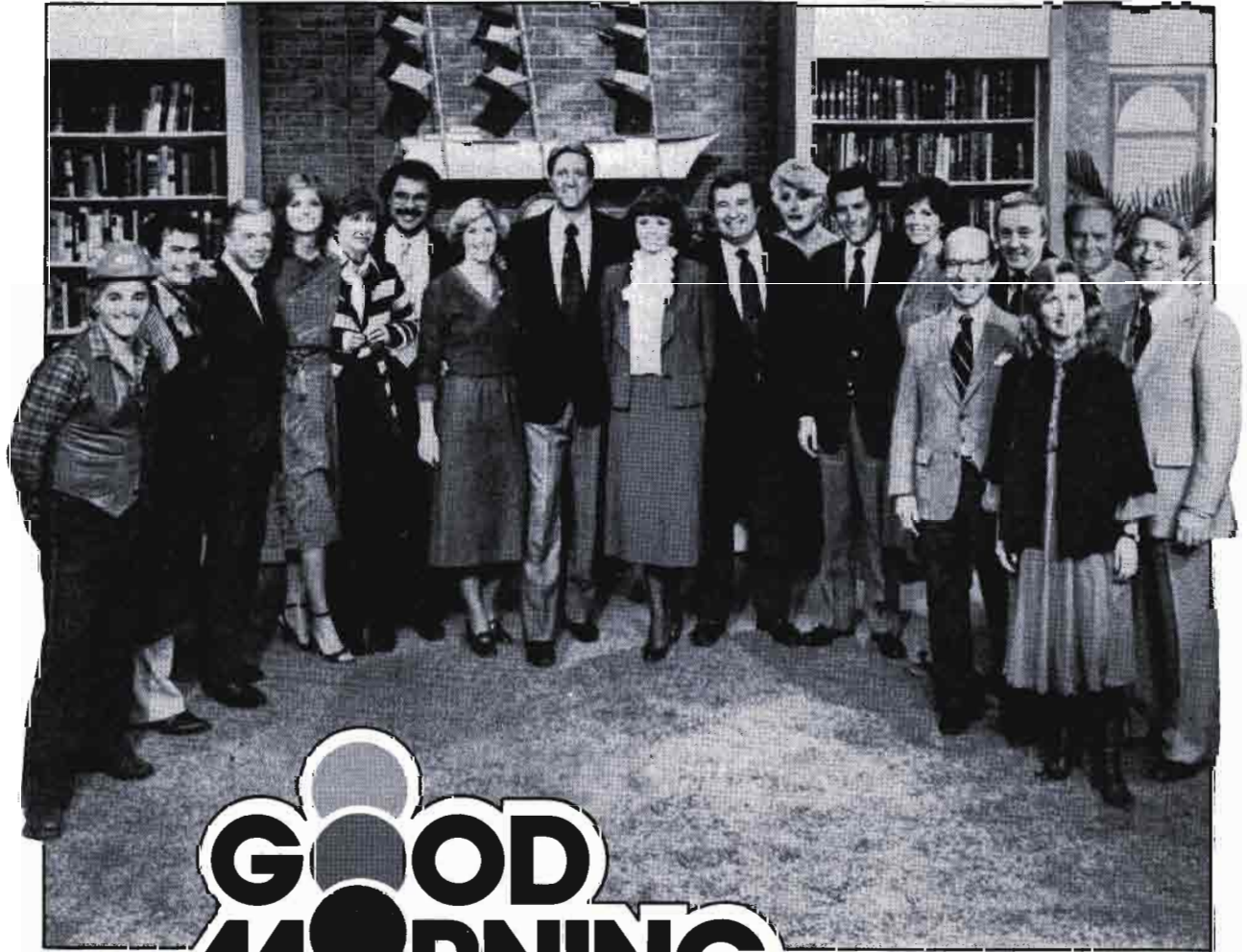
FAVORABLE VERDICT □ Lenore Ehrig's high school yearbook said she aspired to succeed as a lawyer. She has done that and, en route to becoming the chief administrative law judge of the FCC, she has also succeeded in winning the esteem of her peers inside and outside government. **PAGE 89.**

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news and information
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MORNING
AMERICA**

ABC TELEVISION NETWORK 

Longer-news countdown

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

Ethnic alternative

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

Partly sunshine

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

Last September, after complaints, chairman's office memoed all bureau and office chiefs on future procedure for distribution of agenda items to commissioners' offices. No item for either regular or special meetings may be listed on seven-day advance public sunshine notice if it "has not been distributed the previous day to all commissioners' offices." Instruction is to eliminate from sunshine notice any items not so distributed. But waiver of rule in emergencies is possible if concurrence "on a pink slip of all commissioners" is obtained to list item

with subsequent circulation to commissioners. Test will come when FCC majority returns at month's end from pilgrimage to mainland China.

Convention conundrum

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

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

Will NCTA close the door?

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

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

Not giving in

Motorola and Harris, two of four losing AM stereo proponents, are trying to rally broadcaster support to reverse FCC's selection of Magnavox system as AM stereo standard (also see pages 64-66). Both have sent letters to broadcasters

informing them that FCC decision isn't final and suggesting that if they are unhappy with Magnavox they should write FCC and express displeasure. Believing that majority of broadcasters oppose Magnavox system, Harris has also hired professional research firm to conduct poll of broadcaster's feelings on subject. Results may be available this week.

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

Among the unforgotten

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

ACT in abeyance

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

Springtime in capital

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

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HUTCH:**

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OF THE MOST
SUCCESSFUL
HALF-HOURS IN
SYNDICATION.**



3:30-4:30	Minneapolis, KSTP	#1 in Women and Men 18-49
4:00-5:00	Cincinnati, WLWT	#1 in rating, share and adults 18-49
5:00-6:00	Greensboro-Winston Salem, WFMY	#1 against top sitcoms
6:00-7:00	Los Angeles, KTLA	#1 in Women and Men 18-49
7:00-8:00	Indianapolis, WITV	#2 in adults 18-49
8:00-9:00	Washington, D.C., WPTG	#1 independent in the time period
10:30-11:30	Birmingham, WBRC	#1, with a 54 share
11:00-12	New Orleans, WVUE	#1, beating Johnny Carson

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

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

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Columbia Pictures Television

Source: Arbitron Feb. 1980

Business Briefly

RADIO ONLY

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

Nevele Country Club □ Four-to eight week campaign for resort begins May 19 in Philadelphia, Boston, New York, Albany-Schenectady-Troy, Binghamton and Syracuse, N.Y. Spots are in morning and evening drive times, plus weekend programming. Agency: Robert Towers Advertising, New York. Target: adults, 25-54.

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

Kraft □ Six-week campaign for marshmallows begins May 19 in six markets including Omaha. Agency: Foote,

Cone & Belding, Chicago. Target: women, 18-49.

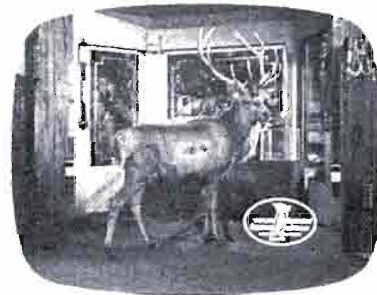
Kroy Industries □ Five-week campaign for business machines begins this week in 25 markets including New York; Philadelphia; Boston; Providence, R.I.; Toledo, Ohio; Tucson, Ariz., and Sacramento, Calif. Agency: Grey Advertising, Minneapolis. Target: adults, 18-54.

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

Morton Frozen Foods □ Four-week campaign for "Great Little Desserts" begins May 19 in 10 markets including Boston, Philadelphia, Harrisburg, Pa., Dallas-Fort Worth, and Tampa-St. Petersburg, Fla. Agency: Grey Advertising, New York. Target: women, 25-54.

Carlton Sales □ Four-week campaign for St. Pauli Girl beer begins May 26 in

Branching out. "Let us protect your world" is the heading for the Hartford Insurance Group's national \$4.8 million advertising and public relations campaign breaking this month on network TV and local radio. Emphasizing Hartford's position as an all-lines insurance company is an eight week radio campaign featuring actor Jose Ferrer presenting crime protection tips for home



owners and car owners. Nearly 1,200 radio stations in 38 states are participating in the program which also offers free consumer booklet, "Take a bite out of crime." TV commercial, also narrated by Ferrer, debuts May 15 on NBC special, *F.D.R.* Extensive TV activity is planned for fall schedule. Ad agency for Hartford Insurance group is McCaffrey & McCall, New York.

Boston, Philadelphia, Chicago, Dallas-Fort Worth, Miami-Fort Lauderdale, Tampa-St. Petersburg, Fla. and Los Angeles. Agency: SFM, New York. Target: men, 18-34.

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

Rochas Perfum □ Four-week campaign for Macassar cologne begins this week in New York and Los Angeles. Spots will run in morning drive, day times and afternoon drive. Agency: Geer DuBois, New York. Target: adults, 25-54.

TV ONLY

Procter & Gamble □ Fifty-two week campaign for Folger's flaked coffee begins June 30 in about 140 markets including Washington, Philadelphia, Dallas-Fort Worth, Houston, New Orleans and Albany-Schenectady-Troy, N.Y. Spots are placed in fringe and prime access times. Agency: Cunningham & Walsh, New York. Target: women, 25-49.

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

Free AMERICAN ENTERPRISE

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

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

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In the eighties,
we face unprecedented problems.
The survival of society, even mankind,
depends on our willingness to seek
new solutions.

Only by trying
can we hope to solve
the perplexing problems of our time.
In a complicated world, complex issues
can't be answered with
trite and tired solutions.

The conflicts between
collective security and individual freedom,
progress and tradition,
the governed and those who govern;
these and other issues demand
innovative thinking.

The need to try applies to broadcasting, too.

As the shape, form and variety of
entertainment and news media change,
the challenges to television and radio
are obvious.

Only by trying
can broadcasters make
the future of the electronic media
greater than the past.

Old solutions won't work in new times.

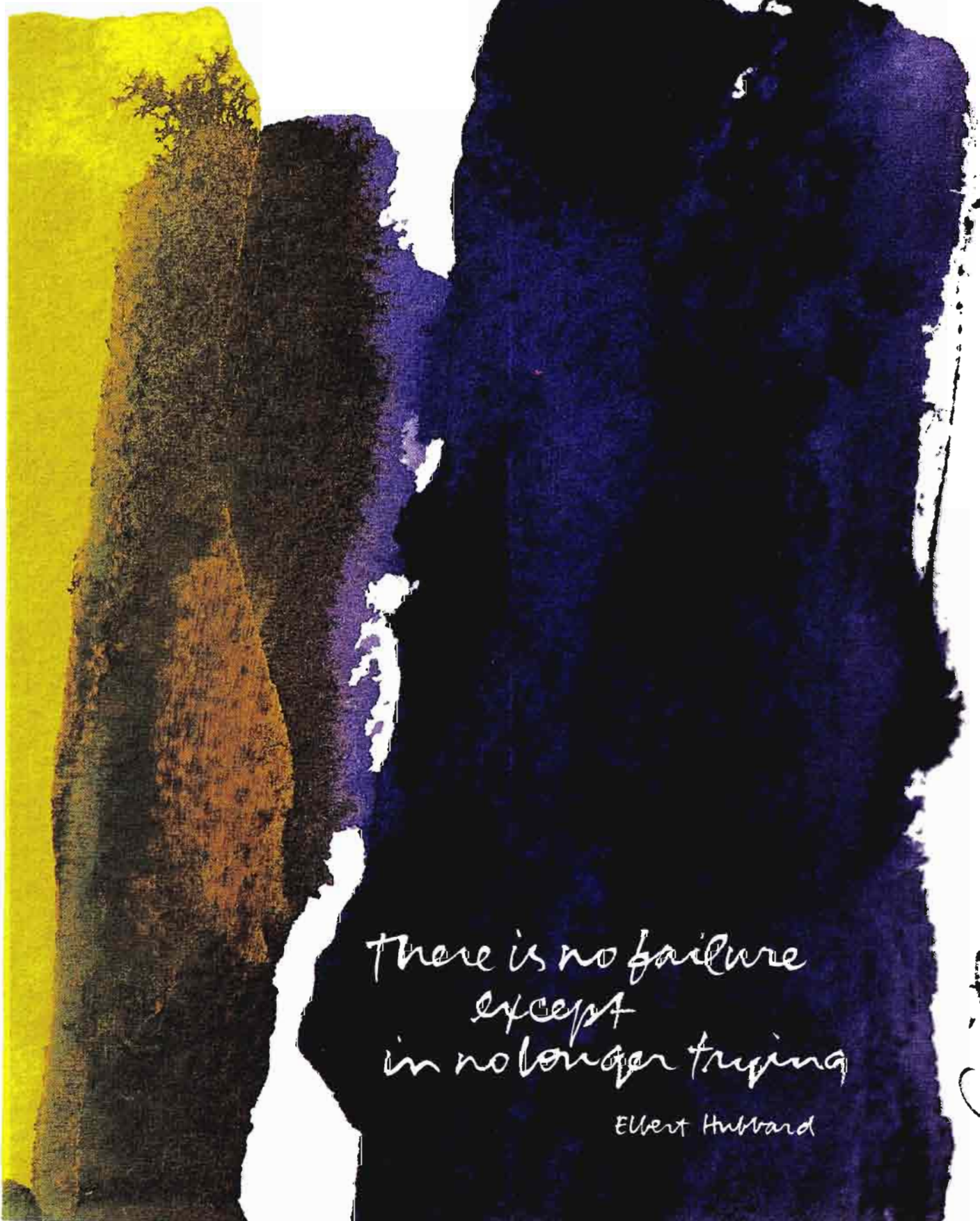
Dare we try, then, new ideas?

Indeed, dare we *not* try?



WESTINGHOUSE BROADCASTING COMPANY

BOSTON WBZ • WBZ-TV • NEW YORK WINS • PHILADELPHIA KYW • KYW-TV • BALTIMORE WJZ-TV • PITTSBURGH KDKA • KDKA-TV • WPNT
FORT WAYNE WOWO • CHICAGO WIND • DALLAS-FORT WORTH KOAX-FM • HOUSTON KODA-FM • SAN FRANCISCO KPIX • LOS ANGELES KFWB



There is no failure
except
in no longer trying

Elbert Hubbard

Conita

including Richmond and Roanoke, Va.; Nashville; Washington; Hartford-New Haven, Conn., and Syracuse, N.Y. Agency: Young & Rubicam, New York. Target: men, 25-54.

American Home Products □ Six-week campaign for Snarol snail insecticide begins this week in Los Angeles. Spots are placed during fringe times. Agency: Cunningham & Walsh, New York. Target: women, 25-54.

Mennen □ Four-week campaign for Speed Stick anti-perspirant begins this week in west coast markets including Los Angeles and San Francisco. Agency: SSC&B, New York. Target: total adults.

MCI Communications Corp. □ Four-week campaign for telecommunications services begins in mid-May in Washington and Phoenix. Spots will run during day, prime and news times. Agency: Ally & Gargano, New York. Target: women, 25-54.

Nabisco □ Four-week campaign for Tuna Twist begins this week in Philadelphia. Spots will run in fringe times. Agency: William Esty Company, New York. Target: total women.

Hanover Brands □ Four-week campaign for three-bean salad begins May 26 in 10 markets including Washington and Philadelphia. Spots are placed in day and early fringe times. Agency: Manoff Geers

Gross, New York. Target: women, 25-54.

Speidel □ Four-week campaign for I.D. bracelets begins May 19 in 14 markets including San Francisco, Minneapolis-St. Paul, Washington, Pittsburgh and Charlotte, N.C. Spots will run during teenage programming. Agency: Creamer, New York. Target: teen-agers, 12-17; adults, 18-24.

Pennwalt Corp. □ Two-week campaign for swimming pool chemicals begins this week in 14 markets including Albany-Schenectady-Troy, N.Y. Spots are placed during fringe and news times. Agency: Aitkin-Kynett, Philadelphia. Target: adults, 25-54.

Gold Seal □ Two-week campaign for Snowy dry bleach begins May 26 in 19 markets including Seattle-Tacoma, Wash.; Dayton and Cincinnati, Ohio.; Pittsburgh; Philadelphia and Buffalo, N.Y. Spots will run during fringe and day times. Agency: Ammirati & Puris, New York. Target: women, 25-49.

RADIO AND TV

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

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Carl Youngs



Mike Walker

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AdVantage

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

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

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

RepReport

WPXI(FM) New York: To Selcom (no previous rep).

WEEP(AM)-WDSY(FM) Pittsburgh: To Major Market Radio from RKO Radio.

WSNI(FM)-WRCP(AM) Philadelphia: To RKO Radio Sales from Selcom.

WYJZ(AM)-WAMO(FM) Pittsburgh: To H-R Stone from Bernard Howard.

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

WPLP(AM) Tampa, Fla.: To RKO Radio Sales from Major Market Radio.

Brand new. David G. Brydson has incorporated Brydson Spot Sales, station rep firm. Company represents Canada's Global Television Network, Toronto, CKND-TV Winnipeg, PJF-TV St. Maarten, West Indies, and is U.S. rep for Canada News From Home, half-hour cable TV news show. Brydson is former general sales manager at Adam Young Inc. New firm is located at 330 West 56th Street, New York 10019; (212) 586-7773.

DID NEW YORK

WELCOME BACK KOTTER?

IT SURE DID

..JUST LIKE CHICAGO

In its triumphant return to the airwaves March 31 on WNEW-TV, New York, WELCOME BACK, KOTTER ranked No. 1 in its time period (M-F, 6:30 to 7pm) with an average 11 rating and 22% share over the first four weeks

NEW YORK—FOUR-WEEK AVERAGES—MONDAY-THRU-FRIDAY, 6:30 TO 7PM RATING/SHARE

WNEW-TV WELCOME BACK, KOTTER 11 rating/22% share		
Station A	Local News	10/21%
Station B	Local News	9/18%
Station C	Local News	8/15%
Station D	Tic Tac Dough	8/15%
Station E	Odd Couple	5/10%

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

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This week

May 12—NAACP testimonial dinner honoring former FCC Commissioner Ben Hooks. Representative Lionel Van Deerlin (D-Calif.) is honorary chairman for \$100-a-plate affair. Proceeds go to NAACP youth program. Sheraton Washington hotel, Washington.

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

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

Major Meetings

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. 9-14—Society of Motion Picture and Televi-

sion Engineers 122d technical conference and equipment exhibit. Hilton hotel, New York.

Nov. 10-12—Television Bureau of Advertising annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 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.

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

Jan. 18-21, 1981—Association of Independent Television Stations (INTV) convention: Century Plaza, Los Angeles. Future conventions: 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 11-18, 1981—National Association of Television Program Executives conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton.

April 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.

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

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

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

May 16—Massachusetts AP Broadcasters annual awards banquet. Speaker: Marshall Loeb, CBS Radio commentator, and Money magazine managing editor. Dunfey's Hyannis hotel, Hyannis.

Also in May

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. Dunfey'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.

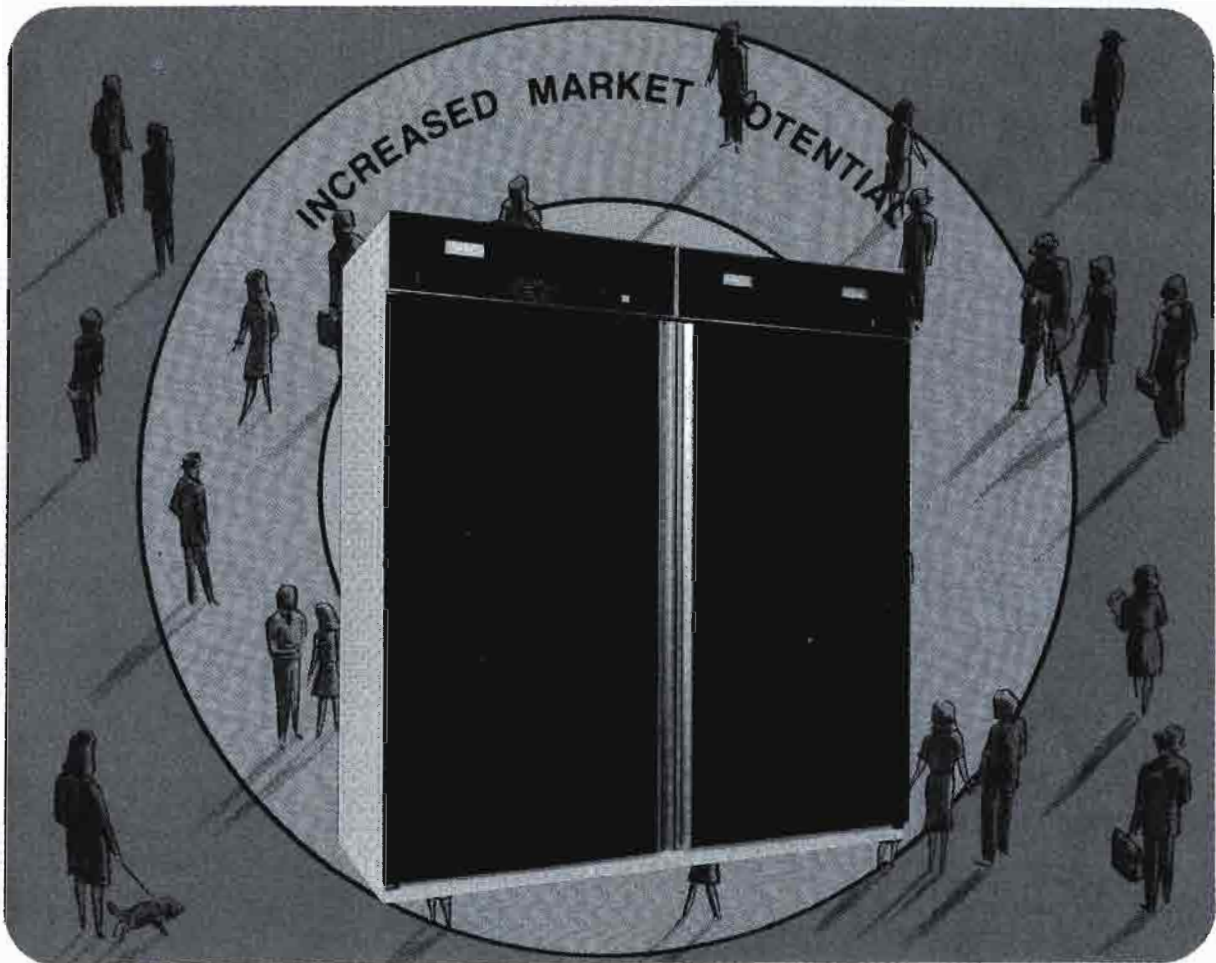
June 1-4—National Federation of Community Broadcasters "Working Conference For Minority Producers in Public Radio." Hilton Harvest House, Boulder, Colo. Information: NFCB, Minority Producers Conference, 1000 11th Street, N.W., Washington, D.C. 20001

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

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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: Com-

munications 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 Wayfarer, Bedford, N.H.

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

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

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**—*UPI Broadcast Awards* banquet Gideon-Putnam hotel, Saratoga Springs, N.Y.

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

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

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

June 20-27—*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. Speakers include Charles Ferris, chairman, FCC; Kathleen Nolan, Corporation for Public Broadcasting board, Nicholas Johnson, president, National Citizens Committee for Broadcasting. 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 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 Programmers* 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 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 21-22**—Radio Workshop I on creative radio advertising. Snowmass Resort, Aspen, Colo. Information: Radio Workshop I, Suite 402, 102 West Whiting Street, Tampa, Fla. 33602; (813) 223-5684

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

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

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

Sept. 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 an-

nual meeting. San Diego.

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

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

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

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

Oct. 8-10—*Public Service Satellite Consortium*, 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. 12-13**—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Grand Forks.

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

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

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

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

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

November

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

Open Mike®

Another target for AIM

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

Even more surprising was the explanation given by [CBS Chairman William S. Paley] at the meeting. Mr. Paley explained

to the shareholders that at some previous meeting when the TV cameras were admitted, "It did something very strange to the audience itself." He added: "It was very disruptive that particular time, and the people who attended the meeting, many of our stockholders, complained very clearly about that and hoped we wouldn't do it again." That, of course, flies in the face of the CBS claim reported in BROADCASTING that the stockholder meetings had "traditionally" been open to bona fide broadcast news organizations.

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

BROADCASTING PUBLICATIONS INC.

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Lawrence B. Taishoff, *publisher*.

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J. Daniel Rudy, *assistant managing editor*.
Frederick M. Fitzgerald, *senior editor*.
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David Berlyn, *Eastern sales manager* (New York).
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Kevin M. Thomson, *subscription manager*.
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Christopher J. McGirr, Patricia Waldron.

PRODUCTION

Harry Stevens, *production manager*.
Don Gallo, *production assistant*.

ADMINISTRATION

Irving C. Miller, *business manager*.
Philippe E. Boucher.
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BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Rufus Crater, *chief correspondent (bureau chief)*.
Rocco Famighetti, *senior editor*.
Jay Rubin, *assistant editor*.
Anthony C. Herrling, *staff writer*.
Karen Parhas, *editorial assistant*.
Winfield R. Levi, *general sales manager*.
David Berlyn, *Eastern sales manager*.
Charles Mohr, *account manager*.
Marie Leonard, *advertising assistant*.
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
James David Crook, *assistant editor*.
Tim Thometz, *western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.
London: 50 Coniston Court, Kendal Street, W2.
Phone: 01-402-0142.
William J. Sposato, *correspondent*.



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

PALEY, HAM



William S. Paley
Chairman
CBS, Inc.



Dr. Armand Hammer
Chairman, CEO
Occidental Petroleum, Inc.



Richard C. Wald
Sr. Vice-President for News
ABC News

Three distinguished reasons to come to the Associated Press Broadcasters Convention.

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

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

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

Dr. Armand Hammer, Chairman and Chief Executive Officer

MER, WALD.

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

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

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

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

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

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

If you only go to one convention this year, this is the one.

Roy Steinfort, Vice-President, Director
Associated Press Broadcast Services
50 Rockefeller Plaza, New York, NY 10020
(212) 262-4011

I plan to attend the AP Broadcasters Convention in Denver, June 5-7th. Please make reservations for the following people:

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Fee is \$55.00 per person.

Enclosed is my check for \$ _____

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Monday Memo®

A broadcast advertising commentary from Ken Bowes, president, Bowes/Hanlon Advertising, Atlanta

An old dog learns new tricks with TV

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

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

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

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

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

In formulating our creative strategy, Bowes/Hanlon decided that total believability was the key. For this reason, an actual key officer of Robinson-Humphrey, rather than professional talent, was chosen to be the company



For the seven years prior to forming Bowes/Hanlon Advertising Inc. in November 1972, Ken Bowes was vice president and account supervisor with Liller, Neal, Battle & Lindsey, Atlanta based agency billing approximately \$8 million. He began his advertising career in Atlanta as a copy writer with Atlanta Gas Light Co. and was assistant advertising manager there prior to joining Liller, Neal, Battle & Lindsey.

spokesman in each of 31 30-second TV spots. All were produced as a series, each designed to answer just one of the many questions that people have about the process of making investments through a broker. Although all the spots were created to make a single, nonrepetitive series, each was fully capable of standing on its own. The unifying element, which presented the company's main outreach message, was this tagline: "For answers to questions about making money, call someone who knows . . . Robinson-Humphrey."

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

mation: "You will feel comfortable in talking with Robinson-Humphrey."

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

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

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

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

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

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

Don't ever try to tell Robinson-Humphrey that the proper use of TV can't make major changes both in company image and in volume of company business. Advertising on television with the right message can definitely do it.

THE WAY THEY WORK BURNS OUT MOST MEN BY 30.
THE WAY THEY PLAY BURNS OUT MOST WOMEN BY MIDNIGHT.



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Old Testament

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

Bonneville International Corporation continues to be strongly committed and involved in such groups as World Press

Freedom Committee, Miami, Florida; Inter-American Association of Broadcasters, Montevideo, Uruguay; International Advertising Association, New York; International Press Institute, Zurich/London; International Committee, National Association of Broadcasters, Washington, D.C.; Asia-Pacific Broadcasting Union, Kuala Lumpur, Malaysia; and U.S.-Japan Conference and Educational Interchange, New York/Tokyo.

Communication is the first step towards understanding.

*Bonneville
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Our Strength is Our Service

TOP OF THE WEEK

History repeats at CBS; Backe out as president

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

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

Intensifying the mystery, CBS announced the resignation at 9:30 at night—some six hours after Backe had returned to New York from a seemingly successful visit with CBS-TV affiliates at their annual meeting in Los Angeles (page 40).

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

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

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

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

(Both Paley and Backe apparently were



Key figures in CBS's latest executive suite drama. Deposed President John D. Backe and his wife, Kate, were pictured with a smiling Bill Paley at the private party CBS threw at New York's Four Seasons restaurant on April 24 to celebrate the television network's return to the top of the prime time ratings—two weeks to the day before Paley fired Backe as the company's chief executive officer. At right above, Backe and CBS/Broadcast Group President Gene Jankowski during an interview with BROADCASTING last Wednesday afternoon in Los Angeles's Century Plaza hotel—presumably, Backe's last interview before his return to New York. Below: This four-man operating committee company will run CBS during the interregnum (l to r)—Paley; CBS Inc. Executive Vice President John R. Purcell, Jankowski, and CBS/Records Group President Walter R. Yetnikoff.



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

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

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

In the absence of official word, specula-

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

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

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

One line of speculation led to the "cable

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

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

At day's end Friday, the most solid outline of the Backe downfall seemed to be (a) that his and Paley's disagreements had been escalating (and, indeed, that there had been a major disagreement between the two on Friday, May 2); (b) that the outside directors shared the chairman's growing disenchantment with Backe and Paley's feeling that the president "had not grown in the job." One report held that a successor was in sight, from outside the company, but that there had not been enough time to nail down that candidacy

before Backe was to be notified.

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

□

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

The suddenness of his departure paralleled that of Taylor before him (BROADCASTING, Oct. 18, 1976). But in that case the board was ready with a successor—Backe, president of the CBS/Publishing Group and a fellow board member. And CBS officials were willing then to at least hint at reasons—"bad chemistry" between Paley and Taylor was the most frequently offered explanation.

In a memo notifying CBS officers of Backe's resignation, Paley said that "Mr. Backe has brought dedication and hard work to his post at CBS. As chief executive officer he made an important contribution to the company's progress and earned our

appreciation and respect. We understand his decision to pursue another course in looking toward his future, and we wish him every success and satisfaction."

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

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

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

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

InBrief

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

□

General Electric officials and their counsel met separately in Washington last week with three of four parties that have petitioned to deny GE-Cox merger. Meetings—with Friends of the Earth, National Citizens Committee for Broadcasting and Virginia Beach Telecommunications Corp.—were **part of GE effort to keep alive \$500 million-plus merger that Cox has pronounced dead** (BROADCASTING, May 5). How-

ever, talks, apparently, were inconclusive; some parties, at least, did not put forward solid proposals for discussions. But further talks are likely. Petitioner yet to meet with GE in new round is Marcus Garvey Wilcher, San Francisco Bay area media activist. Big question, however, is whether GE and Cox will resume negotiations for new agreement.

□

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

□

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

□

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

CBS: taking the plunge into cable?

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

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

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

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

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

terests in cable, videodisks, cassettes and other new technologies.

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

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

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

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

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

"We have a raft of publications which, in fact, have been positioned so that we

can have this software base in the corporation. The kinds of programming we're talking about are quite different from what we're talking about for the mass medium of the network," he said.

Both Backe and Jankowski stressed the independence of the new media from the broadcast group, which will remain with its primary radio and television businesses. "Cable is not going to be part of my operations," said Jankowski. "Anything other than putting the very best television programming on the air really detracts from our efforts."

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

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

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

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

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

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

In **first live interview for TV network since he resigned presidency in 1974, Richard Nixon told Barbara Walters** on ABC's *20/20* last Thursday that Jimmy Carter, although "very intelligent and decent," was ineffective President—which is "both a tragedy to Carter and to the American people." Nixon made television issue when Walters asked him to compare Senator Ted Kennedy with his brother, John F. Kennedy. Of Ted, he said that while Senator is effective in personal ap-

pearances, he "comes through very hot and rasping on television," unlike John F., who was "very cool." (Nixon's not-very-cool appearance in 1960 televised candidate debate with late President is often credited with contributing to his loss in that election.) *20/20's* host, Hugh Downs, said before show that there were no ground rules, and questions centered on foreign affairs as well as Watergate. This is contrary to unacceptable conditions CBS says were placed on *60 Minutes* when it was offered interview.

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

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

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

And NBC makes it three for the fall

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

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

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

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

Boomer and *Facts of Life*.

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

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

Harper Valley PTA returns Barbara Eden (*I Dream of Jeannie*) to series television, recreating her movie role as the "recently widowed mother battling hypocrisy and double standards in a small town." The comedy film, "Harper Valley

PTA," last February, was top-rated in its week and the fourth-highest theatrical movie of the season.

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

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

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

Monday

	ABC	CBS	NBC
8:00			
8:30	That's Incredible (Alan Landsburg)	**Flo (Warner Bros.) *Ladies' Man (Leonard/Fox)	Little House on the Prairie (NBC/Friendly)
9:00		M*A*S*H (20th Century-Fox)	
9:30		House Calls (Universal)	
10:00	NFL Monday Night Football		Monday Night at the Movies (various)
10:30		Lou Grant (MTM)	
11:00			

Tuesday

	ABC	CBS	NBC
8:00			
8:30	Happy Days (Paramount)	The White Shadow (MTM)	Lobo (Universal)
9:00	Laverne & Shirley (Paramount)		
9:30	Three's Company (NRW)		*Harper Valley PTA (Universal)
10:00	*Too Close For Comfort (D.L. Taffner)	Tuesday Night Movies (various)	
10:30	Hart to Hart (Spelling/Goldberg)		*Flamingo Road (Lorimar)
11:00			

Wednesday

	ABC	CBS	NBC
8:00			
8:30	Eight is Enough (Lorimar)	*Enos (Waldron/Warner Bros.)	Real People (George Schlatter)
9:00	**Taxi (Paramount)		Diff'rent Strokes (Tandem)
9:30	**Soap (Witt-Thomas-Harris)	Wednesday Night Movies (various)	**Sanford (Tandem)
10:00			
10:30	VegaS (Aaron Spelling)		Quincy (Larson/Universal)
11:00			

Thursday

	ABC	CBS	NBC
8:00	Mork and Mindy (Paramount)		
8:30	*Bosom Buddies (Paramount/Miller-Milks-Boyett)	The Waltons (Lorimar)	*The Thursday Games (NBC Sports)
9:00	Barney Miller (Four D)	*Magnum, P.I. (Belisarius/Larson/Universal)	
9:30	*It's a Living (Witt/Thomas)		**Thursday Night at the Movies (Various)
10:00			
10:30	20/20 (ABC News)	Knots Landing (Lorimar)	
11:00			

Friday

	ABC	CBS	NBC
8:00	**Benson (Witt-Thomas-Harris)		Here's Boomer (Paramount)
8:30	*But I'm a Big Girl Now (Witt-Thomas-Harris)	The Incredible Hulk (Universal)	Facts of Life (TAT)
9:00			
9:30		The Dukes of Hazzard (Warner Bros.)	*Speak Up America (George Schlatter)
10:00	Friday Night Movie (various)		
10:30		Dallas (Lorimar)	**Prime Time Friday (NBC News)
11:00			

Saturday

	ABC	CBS	NBC
8:00		**WKRP in Cincinnati (MTM)	
8:30	*Breaking Away (20th Century-Fox)	The Tim Conway Show (Joe Hamilton)	**Buck Rogers (Universal)
9:00			
9:30	Love Boat (Aaron Spelling)	*Freebie and the Bean (Averback/Folb)	**B.J. and the Bear (Larson/Universal)
10:00			
10:30	Fantasy Island (Spelling/Goldberg/Columbia)	*Secrets of Midland Heights (Roundelay/Lorimar)	*Hill Street Blues (MTM Enterprises)
11:00			

against CBS leaders *Duzes of Hazzard* and *Dallas* and ABC movies.

Of NBC's returning shows, *Buck Rogers* was a surprise since it has been averaging considerably below the 30-share mark. The network explained that not only will it be in a new time period but that a new producer, John Mantley, has been taken on to guide the show into more adult drama and less emphasis on the science fiction. Comparison was made with *Six Million Dollar Man*, said to have matured in its second season.

Other NBC programs shifting time slots are *Sanford*; a movie night (moving to Thursday), *Prime Time* and *B.J. and the Bear*. Returning in place are *Lobo* (retitled for a locale and job change in Atlanta), *Real People*, *Diff'rent Strokes*, *Quincy*, *Here's Boomer* and *Facts of Life*.

Monday (*Little House on the Prairie* and *Monday Night at the Movies*) and Sunday (*Disney's Wonderful World*, *CHiPs* and *The Big Event*) remain intact from the current schedules.

Shows that won't be back are *Hello Larry*, *The Big Show*, *The Best of Saturday Night Live*, *United States* and *Rockford Files*. They now join others including *Shirley* and *Pink Lady* canceled earlier.

Despite the fairly consistent third-place showing of NBC this past season, the network was taking pride in that 16 shows were coming back, as opposed to 12 from the 1978-79 season and 8 from two seasons back.

Theatrical movies on the NBC schedule this season include "All the President's Men," "The Boys from Brazil," "The Eyes of Laura Mars," "The Gauntlet," "Julie," "Magic" and "Paradise Alley." Among made-for-TV's are *Act of Love*, *The Diary Of Anne Frank*, *Enola Gay*, *Sophia* and *Of Mice and Men*. Of the

miniseries list including *World War III* and *Beulah Land*, the 12-hour *Shogun* was called the "crowning jewel."

At centerstage for the NBC presentation were Brandon Tartikoff, NBC Entertainment president; Bob Blackmore, sales vice president, and Bob Mulholland, NBC-TV Network president. NBC President Fred Silverman did not attend and later was said to have been at a monthly RCA board meeting.

CBS settles with Justice

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

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

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

An irony of last week's developments is that while ABC is said to feel the department is demanding too much, the community the suits were aimed at assisting contends it is not enough. Jack Valenti, president of the Motion Picture Association of America, said, when word of the CBS settlement reached him, that, "If it's like the NBC agreement, we're not pleased." The NBC decree "doesn't clear any ills."

The department, in filing its suits, charged that ABC, CBS and NBC used their control over access to their networks to restrain and monopolize prime time television entertainment programming. (News, public affairs and sports programs are not involved in the suits.) And antitrust chief Sanford M. Litvack said last week the suits are designed to eliminate restrictive and anticompetitive network practices.

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

needed to assure independent producers a market for their product.

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

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

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

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

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

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

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

Sunday

	ABC	CBS	NBC
7:00			
7:30	*Those Amazing Animals (Alan Landsburg)	60 Minutes (CBS News)	Disney's Wonderful World (Walt Disney Productions)
8:00		Arche Bunker's Place (Tandem)	
8:30	**Charlie's Angels (Spelling/Goldberg)	One Day At A Time (TAT)	CHiPs (MGM)
9:00		Alice (Warner Bros.)	
9:30		The Jeffersons (TAT)	
10:00	Sunday Night Movie (various)		The Big Event (Various)
10:30		Trapper John, M.D. (20th Century-Fox)	
11:00			

State, Hill and Mobil put heat on PBS over 'Death of a Princess'

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

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

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

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

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

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

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

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

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

"We hope that the management of the

East meets West. U.S. officials who were in the first of two waves of Americans to visit the People's Republic of China on telecommunications matters returned last week reporting considerable interest from their hosts in gaining help for their television industry from the U.S. The principal work of the 12-member delegation, which was headed by Henry Geller of the National Telecommunications and Information Administration, was to assist the Chinese in developing their telephone service. And agreements were reached on exchanging technical teams on telephone and telecommunications matters generally.

But, Steve Simmons of the White House domestic policy staff and Phil Rubin, chief engineer of the Corporation for Public Broadcasting, spent two of their 12 days in China talking to officials of the Central Broadcast Bureau, which runs the country's one television network and some 30 regional stations, whose reach extends only to about one third of the population of the mainland. The bureau also runs the country's two radio networks.

Simmons said officials showed "a keen interest" in American programming. The Chinese are broadcasting old episodes of *The Man from Atlantis*, and they are said to be popular. But they want more. And Simmons said he will discuss the matter this week with the International Communication Agency and the State Department. "The next step," he said, "would be to talk to private industry."

Rubin offered the Chinese the services of "several" CPB managers to aid Chinese officials in management techniques. (The visits would be financed in part by CPB and in part by the Chinese.) The talks also may lead to visits of Chinese broadcast officials to the U.S. to visit NTIA's research facilities in Boulder, Colo., as well as to spend time in American stations. Simmons said he would discuss those proposals at ICA and State as well.

The second wave of Americans to discuss telecommunications matters with the Chinese is in the People's Republic now. It is the 11-member delegation of FCC officials headed by Chairman Charles D. Ferris.

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

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

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

Gerbner study shows violence down slightly on network programs

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

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

According to the findings, there was a slight decline in the over-all amount of violence on network TV, with the biggest increases in the 1979 sample found in the 8-to-9 p.m. time slot. Declining was the level of violence in weekend-daytime programming, although the prevalence of

violence in children's programming was still significantly higher than in prime time.

Over-all, only ABC considerably reduced violence during the year, according to the report. The CBS index was up slightly, while NBC's level remained steady.

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

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

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

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

In addition, results show that TV heightens apprehension in adolescents.

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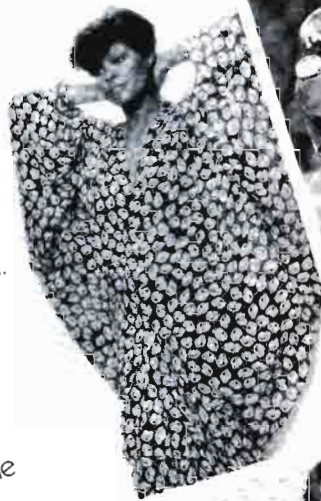
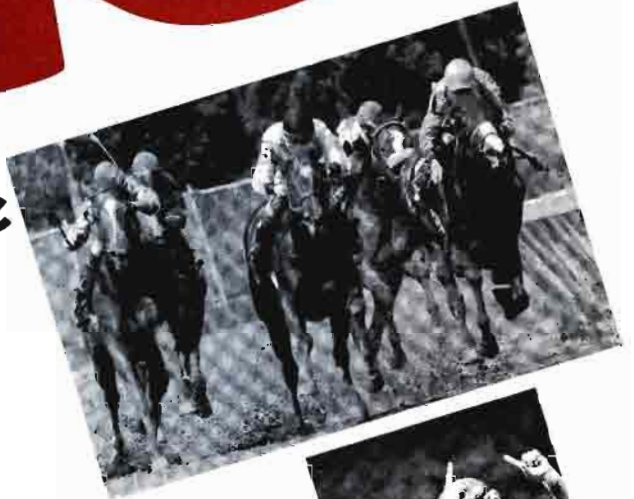
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Pierce

For ABC, it's been a joyous four years atop television's ratings mountain. It looked for awhile as if that supremacy would last forever. Then, CBS—the network ABC had evicted so unceremoniously from first place—came roaring back to challenge ABC's lead and, by its figures, to end the official prime time season 1/10th of a rating point in front. Fred Pierce, the president of ABC Television who engineered ABC's charge to the top and remains responsible for keeping it there, welcomes the challenge. That's what he'll tell his network's affiliates at the Century Plaza hotel in Los Angeles this week, and that, among other things, is what he told BROADCASTING editors in this exclusive "At Large" interview on convention eve.

Determined to be still the one

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

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

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

One of the things that may have happened is that we may have lost some audience to independent stations. Our loss was not picked up totally by CBS and it didn't go to NBC, so it

looks like one or two share points have gone either to independents or cable or what have you. The three network shares in prime time added up to something like 91% a year ago, and this year it's about 90%.

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

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

I don't think you'll ever see a period where any one network will really pull away

significantly. I think you're generally going to have a more competitive environment.

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

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

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

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theatrical features that we normally have.

I think CBS had a terrific season, as we've had a terrific season. I think it's all relative. If we hadn't come out with any hits this season, I'd be really concerned. But we've had very good success with four new series that were introduced this year—*Benson*, *Hart to Hart*, *20/20* and *That's Incredible*. CBS's success has been basically with returning series, particularly on Sunday night.

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

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

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

Prime time performance is extremely healthy. It depends on where you're coming from, your point of view—whether you're down and you make a 10% gain or you're up and you lose 8%. The important thing is where you're at and not where you're coming from.

The other day parts are really part of a long-range building program, really unrelated to prime time. We started with *Good Morning America*. We're in our fourth year now, and we've built it to the point that we're the clear-cut leader in morning programming.

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

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

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

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

We really didn't go into it with a number in

mind. But the fact that we are getting higher ratings than the competition, the entertainment competition, obviously is a valid indication of the audience appetite.

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

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

Are you thinking about expanding the evening news?

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

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

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

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

You don't think that ABC might make a move even before CBS—or NBC?

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

Are you disappointed about 1979-80?

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

But I think all this is very healthy, because it gets the competitive juices flowing again. You know, we have a tremendous development program from which we selected some of the better shows, and we have a lot of good shows in the wings this year—several dramatic hours as well as comedies that can be utilized during the season. We have two hours of fill-in football, if we have any potential fallout.

I feel very confident this time around—because of the nature of the show we've come up with, which appeals to both young people and adults [*Those Amazing Animals*],—that we might be able to make some inroads this year against *60 Minutes* on Sunday nights. We really had a problem with the 7 to 8 p.m. hour this past year, particularly with the NFL overruns.

You know, we'd like to see the NFL games

ending when they're supposed to. Suddenly the NFL games are either running longer than three hours or are scheduled to start after 4 o'clock. It's some kind of miracle that's beginning to happen—they all end about 7:08 or 7:10, in the Eastern time zone, which creates somewhat of a competitive problem.

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

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

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

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

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

How expensive has this extra news coverage been?

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

Are you encouraged by the results, then?

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

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

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

You mean all three networks?

Yes. I mean collectively. There's an appetite for television. The late night viewing is up. I think doing news in late night has brought people into

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the medium that haven't watched it late at night. So I see a very healthy collective environment.

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

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

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

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

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

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

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

CBS seems to be emphasizing their commitment to regular series programming. You

seem to be emphasizing feature films and specials more heavily for this coming season.

I think that's misleading. Actually, we have had fewer features than CBS, and more series. We have two movie franchises, Friday and Sunday, which is a mix of theatricals and movies made for television. We have as many series as CBS. Basically, as a matter of fact, they use movies on three nights when they have to. They use it Tuesday, Wednesday and Saturday night as an escape hatch if they have a program failure.

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

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

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

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

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

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

But yet you are making some major investments for some—well, what comes to

mind first is the Masada.

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

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

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

What are you paying for it?

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

Let me go back to what's the matter with NBC and what has happened to that network. Is it possible that we're either returning to a two-and-a-half network economy or that we never left it? That just for awhile, when you came out of being the half network and came up to full parity with the other two, that it just looked as though we had a three-network economy? Is it going back the other way?

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

Although, to project a bit, if you were to get increased competition from other technologies—for example, cable—and cable became an increasingly competitive advertising situation, and if the independents become increasingly competitive, might that not put increasing pressures on the third network and make it very difficult for that entity?

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

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

What are the new technologies going to do for that?

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

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

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

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

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

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

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

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

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



"I don't think you maintain a vitality by playing it safe."

commuting three or four hours a day from inner city to suburbs, and deciding to go against the grain, to take his family, because of the economics, and move back to an inner city, multi-racial neighborhood, so he can devote more time to his kids and reestablish family values. That show is one that can set a watermark when it goes on the air. It's not on the fall schedule, but it will be on in the '80-'81 season.

Basically, what we wanted to do was come up with a diverse, balanced program schedule. Now, I know those sound like terrific buzz words, but basically that's what development really is. I think you'll find that the shows that are going on and will be going on will have a certain distinctiveness to them.

On top of the diversity and a balanced schedule, do you say such things to Tony Thomopoulos [president of ABC Entertainment], or the others on the team, as "this is how much we want to win by next year?"

No. No. Never even entered our minds. Basically you start out by putting good programs on the air that you think will succeed, and you overlay that onto your ongoing schedule and you intermix on top of your series your features, your movies made for television, your novels and your specials, and you hope over-all to improve your audience level.

But you attack the competition, do you not? Don't you put up a board and say, "OK, this is how we're going to go against Dallas," and "This is how we're going to go against 60 Minutes? And if we do this, we ought to be able to take that next season by so much."

Well, let me put it another way. We haven't done that. What we've done is attack our own weak spots and try to upgrade our own weak spots, and we really didn't pay much attention to the competition, at this stage of the game, because we didn't know what the competition would be. We set our schedule first, based on our own needs, and basically directed our schedule improvements to Friday, Saturday and Sunday night in the early part of the evening, where our weaknesses were.

Was that a mistake last year in terms of setting your own schedule, looking at it

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

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

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

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

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

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

Like *The Associates*?

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

schedule because we didn't want to tarnish it. We felt we'd bring it back at a time period where it was in an adult situation, and we did. We brought it back behind *Barney Miller*. Unfortunately, it might have been too sophisticated for the viewing public, because the same thing happened behind *Barney Miller*.

So I guess we were wrong. But we weren't wrong for trying.

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

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

Are you satisfied with your team?

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

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

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

terms of being a very fine creative group. I think that provides a lot of satisfaction.

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

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

Well, I think what we've done in the late night news area is very gratifying, and what we've accomplished with *20/20*, you know, by hanging in there, was very gratifying. I think some of the novels that we're doing could be very fulfilling.

But the fun part of the business is all the things that you think are traditional that have got to work don't always work, and the things that you don't think stand a heck of a chance come up and hit you in the face and surprise you, and become roaring successes. I think that's what makes this business so exciting—it's not always predictable. That's fun for me.

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

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

You know, I think the news and information area is going to become a more and more important area in network, and to go into the '80s, I see that increasing in percentages. And I see some of the entertainment decreasing, relatively speaking, in percentages of the over-all broadcast schedule. And you're seeing the initial indication of that right now with the magazine shows. *60 Minutes*, *20/20*, and new types of information shows coming on the air.

like *Amazing Animals*. I assume NBC is going to stay with *Prime Time Saturday* in one form or another, in prime time.


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

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

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

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

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

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

Next in line at the Century Plaza

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

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

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

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

ABC-TV President James E. Duffy will help get the Tuesday morning session under way, followed by presentations on

early-morning, children's, daytime and sports programming. Presenters will include Squire Rushnell, ABC Entertainment vice president for children's and early-morning programming; David Hartman, host of *Good Morning America*; Vice President Seymour Amlen and Jackie Smith, daytime programs vice president; Roone Arledge, president of ABC News and Sports; James Spence, senior vice president of ABC Sports, and sportscasters Howard Cosell, Jim McKay, Keith Jackson, Frank Gifford and Al Michaels.

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

Mord will be back Wednesday morning with a prime-time research report after Pierce's speech. Then, following one of

several new pilot screenings scattered through the two days, the main presentation on the new fall schedule will get under way, led by Anthony D. Thomopoulos, president of ABC Entertainment; Brandon Stoddard, president of ABC Motion Pictures and senior vice president of ABC Entertainment, and Marcia Carsey, senior vice president for prime-time series.

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

Golden-son and Rule will wind up the morning, and after lunch the affiliates will meet with the ABC leaders in closed session.

A studio lot party is scheduled to wrap it all up Wednesday evening.

CBS-TV was looking good in L.A.

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

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

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

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

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

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

Mike Ogiens, vice president, daytime and children's programs, and Faith Heckman, vice president, children's programs,

made separate presentations (see story page 49).

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

Wednesday will see the introduction of a new CBS show, *Enos*, in a time period that has proved difficult for the network. The night has been generally poor for CBS, but Grant suggested that ABC may be making a move that will help CBS: "It is my feeling that ABC's moves of *Taxi* and *Soap*



Reasons to smile: Bob Daly and Bud Grant of CBS Entertainment.

opposite what I assume will be comedies on NBC-TV will be favorable to our movie." (Grant made his presentation before the NBC schedule—see "Top of the Week"—was announced.)

Grant also said that "ABC has weakened their Thursday night by taking both *Benson* and *Soap* out" of the night's line-up. Of his new show, *Magnum, P.I.*, Grant said it has "a real opportunity to do very well"—if NBC permanently moves *Quincy, M.E.* to Wednesday.

CBS's Friday schedule returns just as it was last season. "Friday has been a winning night for us this past season," he said, "and next year will be even better."

The network will be introducing two new programs on Saturday. It will also move *WKRP in Cincinnati* into the 8 p.m. NYT lead-off spot and follow it by a new half-hour version of *The Tim Conway Show*. Of his new show, *Freebie and the Bean*, Grant said, "It is my feeling that ABC's Saturday night lynchpin, *Love Boat*, can be taken and that *Freebie* is the show to do it."

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

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

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

editor, Louise Sorel, with whom he must contend. The cast includes a bevy of office types and a slightly wacky neighbor.

Enos (Wednesday, 8-9)—Occupying a time period in which CBS has consistently failed to mount any serious competition for ABC's *Eight is Enough* or NBC's *Real People*, this spin-off of the highly rated *Dukes of Hazzard* moves Sonny Shroyer to Los Angeles where he teams with a street-wise black policeman, played by Samuel E. Wright, on a special metro squad. The cast also includes a tough, frustrated superior officer (John Dehner). The youth-oriented show is long on corn and comedy and high-speed auto chases. Grant de-

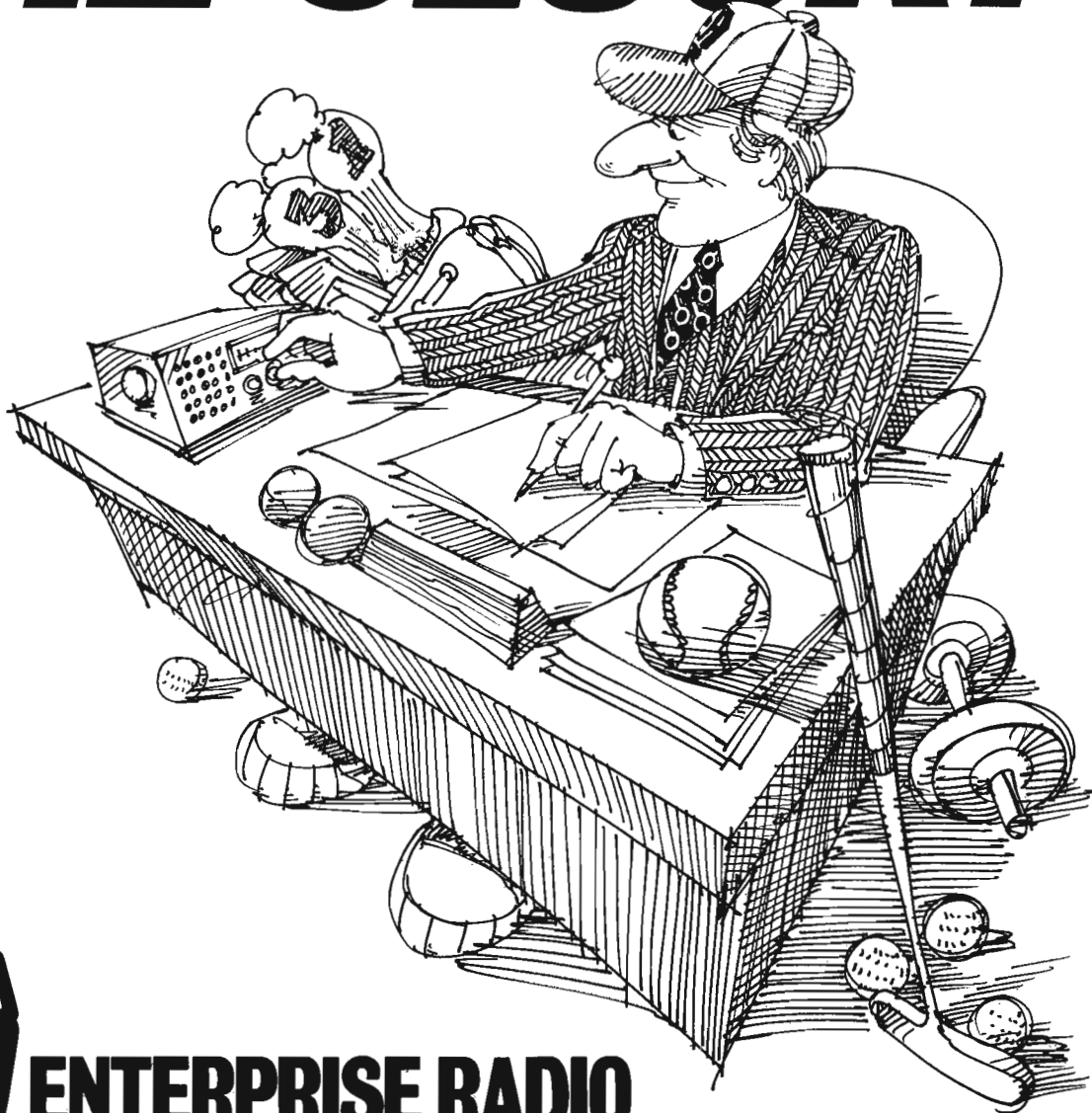
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scribed Shroyer's character as "very likeable" and "largely reminiscent of Gomer Pyle." Gy Waldron, executive producer of *Dukes*, holds the same position with this new Warner Bros. Television entry.

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

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

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

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

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

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

Knots Landing (Thursday, 10-11)—The successful *Dallas* spin-off will see the introduction of a new character, 32-year-



Team huddle. The CBS players are (l-r): Broadcast Group President Gene Jankowski, Television Network President James Rosenfield and affiliates Chairman Bob Schmidt, KAYS-TV Hays, Kan.

old widow Abby Culver. No actress has been named for the part of this new antagonist, said Grant, but the character will function in much the same way that J.R. Ewing (Larry Hagman) "drives the story forward and makes things happen" on the parent show.

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

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

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

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

Sofronski announced that Diana Ross has been signed to do an entertainment special, joining a list of stars that includes Carol Burnett, Johnny Cash, Shirley MacLaine, David Copperfield, Kenny Rogers, Crystal Gayle, Linda Lavin, Bob Newhart, John Schneider and Lily Tomlin.

Self said that the network has a goal of

45-50 made-for-television movies and 20 hours of miniseries for the new season.

Dramatic specials and made-for-television films for 1980-81 include: "Berlin Tunnel 21," "Bill," "Blinded by the Light," "The Bunker," "The Children of An Lac," "Coming out of the Ice," "Crisis at Central High," "Cross Creek," "Defend to the Death," "Hellinger's Law," "High Noon," "Ivanhoe," "Little Lord Fauntleroy," "Jayne Mansfield," "The Mating Season," "Night Games," "A Perfect Match," "A Private Battle," "Professional Date," "Reunion," "Rodeo Girl," "Scared Straight," "A Tale of Two Cities," "The Testing of Jesse Hallam," "The Thornwell Case," "To Find My Son," "The Wall," and "More Wild, Wild West."

Awards and special events include: "AFI Salutes," "Country Music Awards," "Grammy Awards," "Kennedy Center Honors," "Miss Universe," "Miss U.S.A.," "People's Choice Awards," "Tony Awards" and a package of holiday parade broadcasts.

Animation specials include: The 15th year of Charlie Brown specials, a package of Bugs Bunny specials, "Faeries," "Gnomes," a Fat Albert series, "Puff the Magic Dragon," "Snow White's Christmas," "Frosty the Snowman," "How the Grinch Stole Christmas," "Thanksgiving in the Land of Oz" and "Twas the Night before Christmas."

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

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

Theatrical films on CBS will include: "Foul Play," "Hooper," "Love at First Bite," "Rocky," "Same Time Next Year," "The Trial of Billy Jack," "The Wiz," and "Gone with the Wind."

■ Keld announced a new September

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Staying put. Not the least of the achievements that CBS officials claimed in their presentations to affiliates last week was the arrest of affiliate defections that occurred during the first two years of ABC's prime-time leadership.

In the past two years, Gene F. Jankowski, president of the CBS/Broadcast Group, told the affiliates, "22 stations evaluated their CBS relationship in light of competitive proposals and decided to stay with your network." Only one, he said without identifying it, "made the mistake of leaving" (It was WTOG-TV Meridian, Miss., on channel 11.)

James H. Rosenfield, CBS Television Network president, said for two years he had felt "like a sitting duck, with the very best affiliates in the country making awfully tempting targets for competing networks." The sitting duck, however, "just took flight." He welcomed three affiliates that joined the network during the 1979-80 season, including the Meridian, Miss., replacement, WHTV(TV), on channel 24. The others were KTAB-TV Abilene, Tex., and WTRF-TV Wheeling, W. Va. Two others will join the network this summer when they go on the air: KCWY-TV Casper, Wyo., and WXVT(TV) Greenville, Miss.

ment of our team work is clear," said. "This season was decidedly tenth of a rating point. I think I can assume that the season ahead will be as tough. That means it will be a season in which every time period on every night will be examined individually and then positioned, promoted and programmed for maximum effectiveness. I hope you will bear in mind that there is no time period and no place in which we can afford not to compete."

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

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

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

If that sounds as if the executives of

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

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

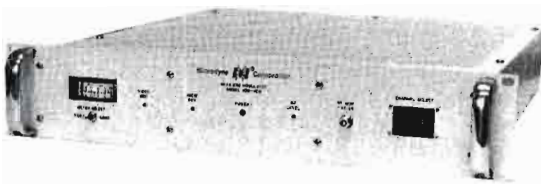
Opening remarks

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

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

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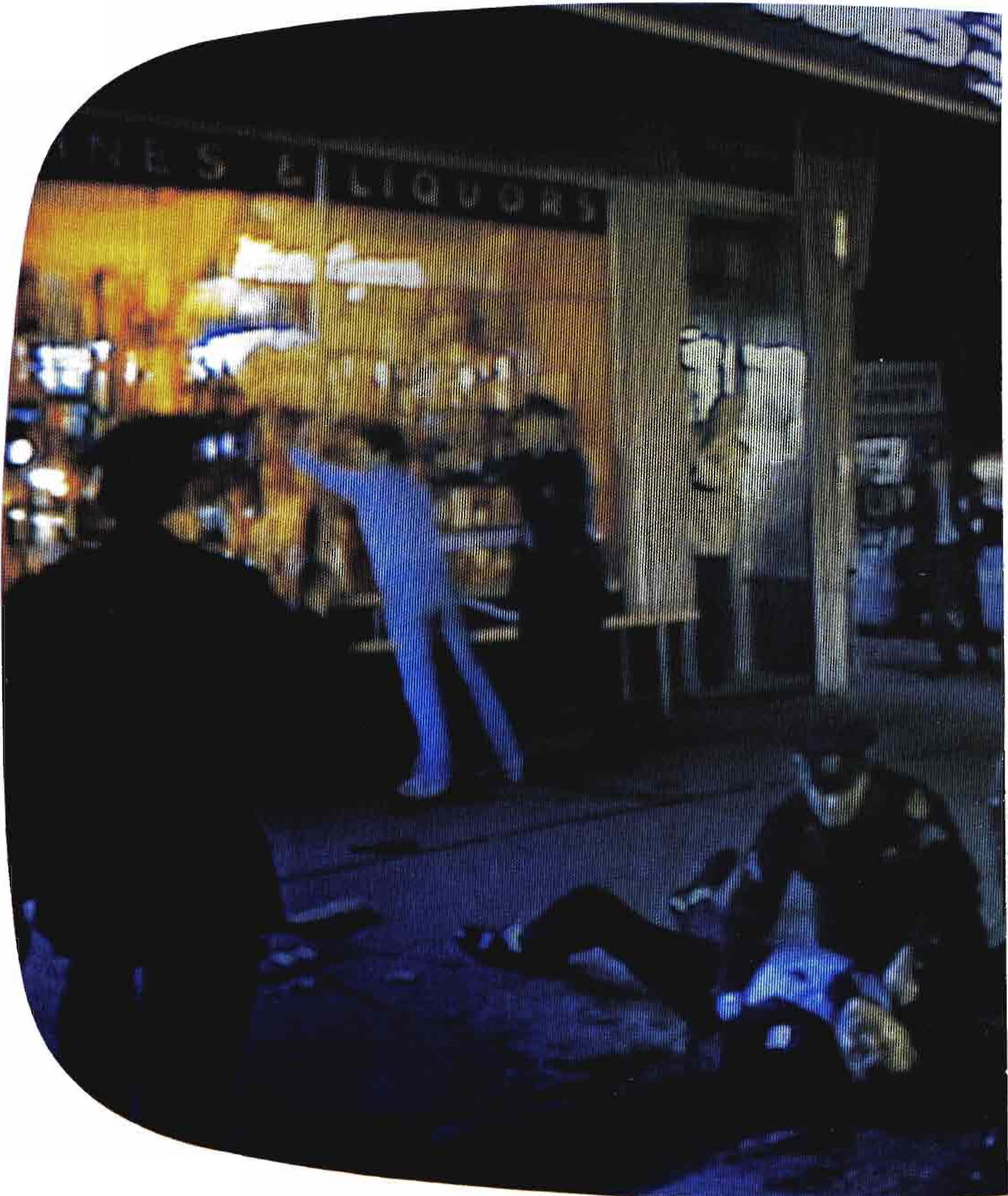
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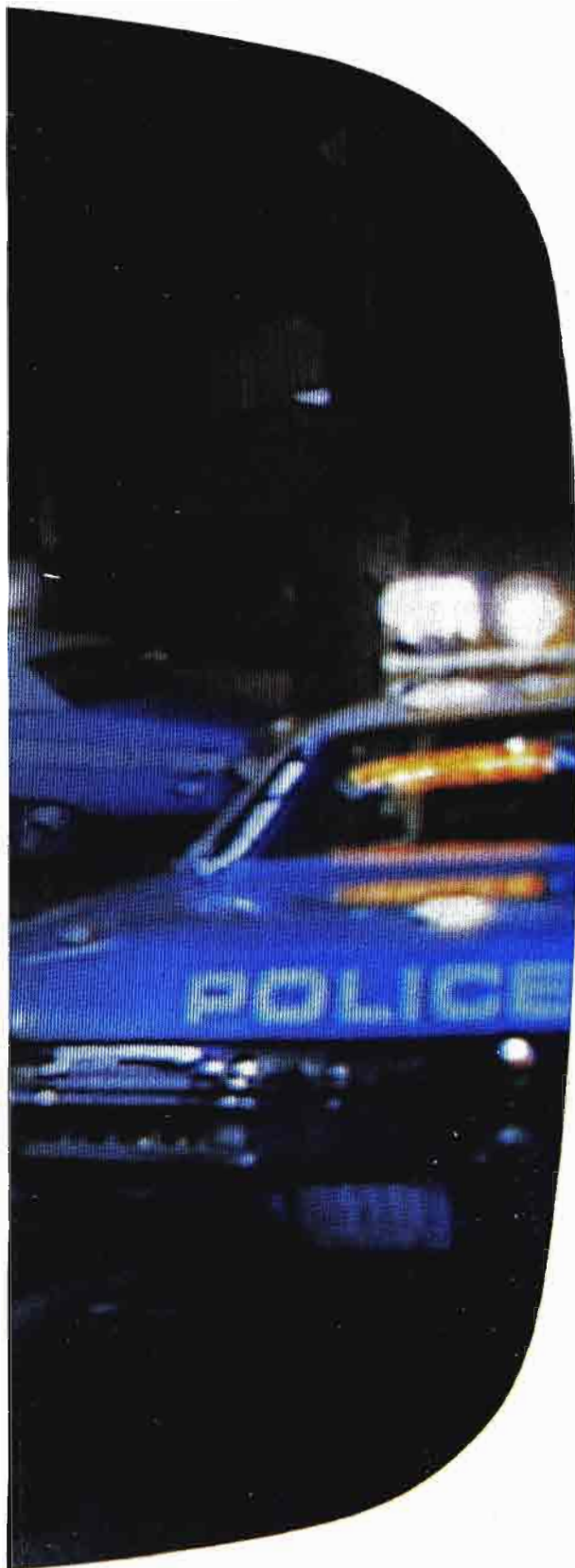
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WCCO-TV, MINNEAPOLIS



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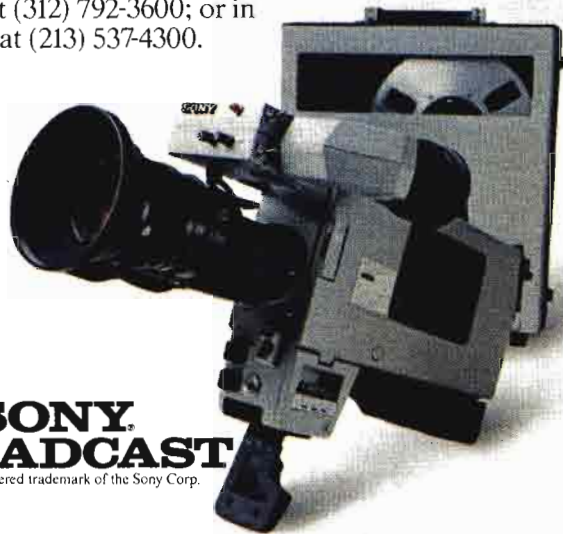
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Heard from. Also filling in the affiliates on 1980-81 details were Herman Keld, a program planning VP, and Bill Self, VP for made-for-TV movies.

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

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

Rosenfield, knocking on wood, said he felt the problem of affiliate switches is largely nonexistent now. "We've gone

from a defensive to an offensive posture," he said. He said affiliates were "euphoric" last week. "They just love being number one."

Not to worry

Jankowski predicts networks will remain dominant delivery form in spite of new media

The message that Gene F. Jankowski took to the CBS-TV affiliates annual conference in Los Angeles last week was that televi-

sion network broadcasting is here to stay.

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

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

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

In the eighties, he said, "all the new technologies combined will probably reduce our audience only by about 10%." That decline in audience share, however, will be offset by at least a 10% increase in total television homes, he said. "Therefore, the network-affiliate partnership should be at least as strong and as viable as it is today."

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

Reasons for victory

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

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

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

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

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

Conversely, said Becker, about a third of CBS-TV's schedule next season will contain successful series that are "new or relatively new": *Dallas*, *Dukes of Hazzard*, *The Incredible Hulk*, *WKRP in Cincinnati*, *House Calls*, *Archie Bunker's Place*,

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Animated line-up. CBS-TV is coming out of the 1979-80 television season with a claimed rating lead of 29% ahead of ABC and 50% ahead of NBC in Saturday children's programming.

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

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

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

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

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

Getting stronger

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

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

Ogiens told CBS-TV affiliates that the full CBS daytime schedule was 18% behind ABC's in the first eight weeks of

the 1979-80 season. The gap has been reduced to 12%. CBS-TV claims a 20% daytime lead ahead of NBC-TV throughout the season, according to Ogiens. Five of the top 10 daytime programs are CBS-TV's, *The Young and the Restless*, *Guiding Light*, *As the World Turns*, *Search for Tomorrow* and *The Price is Right*.

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

CBS concentrates on 25-54 age group

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

"During the seventies," Isacson said, "marketing emphasized youth, and advertisers used the 18-49, 18-34 and even the low-income 18-24 demographics to evalu-



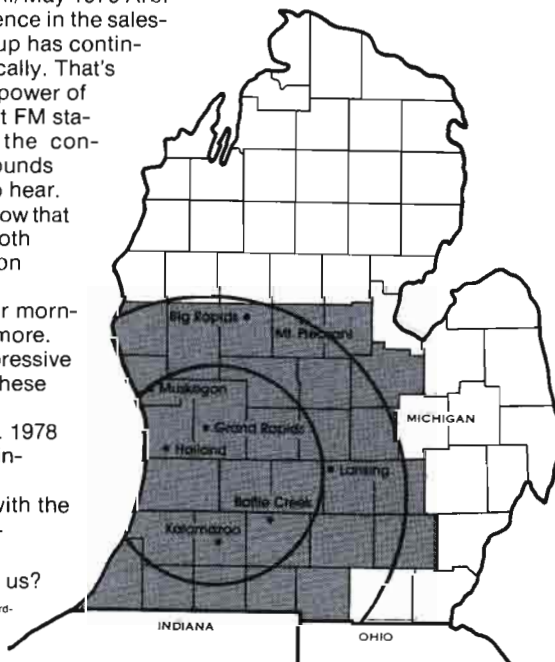
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ate media. Because CBS has traditionally gotten a more mature adult audience, we were at a disadvantage against ABC, which dominated the young adult category."

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

Three more years: NBC keeps Carson

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

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

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

ing as host of the *Tonight* show this September but in a new 60-minute format, 11:30 p.m.-12:30 a.m. (NYT). He'll be working Tuesday through Friday, leaving Monday for guest hosts or best-of reruns.

Carson's salary and vacation time and other details were not revealed. The network also was waiting for this week's affiliates meeting to give word regarding the 12:30-1 a.m. half hour being snipped off *Tonight*.

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

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

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

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



Carson's still in the seat

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

While a shortened *Tonight* is better for NBC than none at all, the network probably is expecting revenues from the program to drop from current levels. With the 90-minute vehicle, 30-second commercial spots average about \$25,000 each. There will be fewer availabilities come September. Whether the newly created scarcity will drive up the price and help NBC make up some of the revenue difference remains to be seen.

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

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

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

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

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

But safe bets were that the ante for Carson was up considerably. His previous contract, also never revealed publicly, was generally believed to have given him \$3 million a year; recent speculation, however, is that it might have gone as high as \$5 million.

Neither NBC President Fred Silverman nor Carson was said to have had in-person involvement in the contract negotiating sessions. NBC's counsel was Mickey Rudin; Carson was represented by Henry Bruskin.

NBC was paying the price, however, not

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	TC0548	48"	620	\$234.50
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	TC0736	36"	372	\$199.50
	TC0748	48"	496	\$234.50
[For 10-1/2" Tapes	TC1124	24"	155	\$154.50
	TC1136	36"	232	\$189.50
	TC1148	48"	310	\$224.50

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

NBC says 'nyet' to Moscow games

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

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

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

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

"We will not be doing so because the U.S. team is not scheduled to participate and because the president of the U.S. has

so desired this to be the stance that we take."

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

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

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

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

Griffiths also noted that NBC is in the process of developing alternative programming and soliciting advertisers. "We are very hopeful that we will sell this time at a very good price because the other net-

works are sold out and it is a [political] convention year and there is advertising money to be spent that had been earmarked for the Olympics."

NBC had sold more than \$150 million in Olympics billings by its own public estimate, and some observers estimated the total was closer to \$170 million. The network had scheduled 152½ hours of Olympics coverage spread over the 19 days from July 18 through Aug. 5, an average of eight hours a day, with 113 of the hours in prime time.

ABC takes another

Network wins second week of post-season ratings

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

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

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



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Music Awards (21.6/36); ABC's *Three's Company* (21.6/34); CBS's *Dallas* (21.3/39), and ABC's *Vega\$* and NBC's *Real People* (tied at 19.8/33).

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

Among the week's specials, NBC found the most success with the *Country Music Awards* (21.6/36) while CBS bombed out with *Jimmy McNichol* (10.3/17).

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

Elsewhere, CBS's *Hallmark Hall of Fame: Gideon's Trumpet* brought an 18.5/30. On ABC, *Ann Margret Hollywood Girls* earned a 17.4/33 and its *Battle of the Network Stars* a 17.7/30 and *John Ritter: Being of Sound, Mind and Body* a 16.1/27.

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

The week also was the opening of the Arbitron and Nielsen May sweeps. For the first five days of local Arbitron measurement, beginning April 30, the scores were ABC: 16.4; CBS: 16.2, and NBC: 14.4; Nielsen, starting a day later gave CBS: 16.3; ABC: 15.7 and NBC: 13.8.

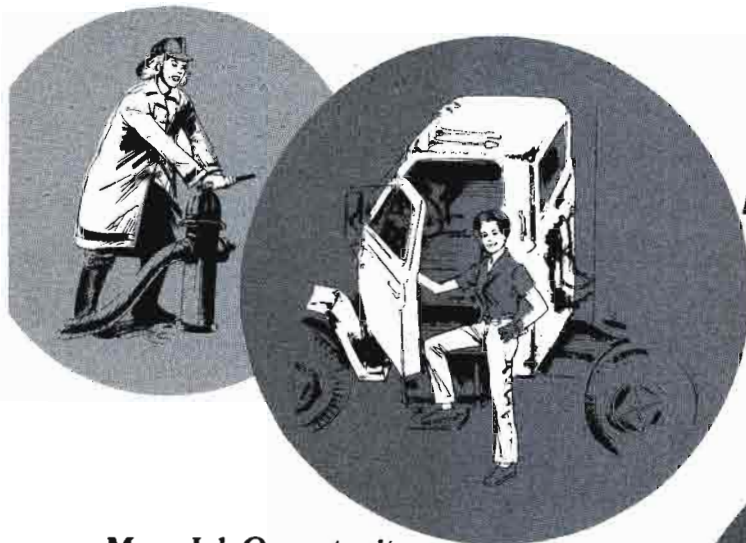
PlayBack

New in news. SRM, new radio consulting firm, plans to specialize in nonmusic aspects of music radio including news, public affairs and community involvement. Parent company is San Francisco-based Newsprint Media Services, nonwired network dispatching information and entertainment news to over 450 radio stations daily. Information: (415) 362-3045

Jazz imports. Broadcasting Foundation of America is offering 13 concerts recorded live at 20th annual Ljubljana International Jazz Festival. Produced by Yugoslav Radio, programs vary in length from 32 to 75 minutes and feature performances by Gary Burton, European Jazz Consensus, Joe Henderson and English group, Nucleus. To obtain, call: (212) 986-6448. B.F.A. is nonprofit distributor of overseas concert and public affairs programming.

New growth. Society of Radio Personalities and Programers has added \$5,000 Accidental Death Insurance Policy to membership benefits, effective May 1. Society has attracted 60 paid members since its formation earlier this year (BROADCASTING, March 3), and has answered over 1,800 requests for information about membership. Board of directors plans to meet on June 21 in Kansas City, Mo. to discuss first national "Mike Awards" ceremony, planned for June, 1981. Newest board members, Jeffrey Jay Weber, WAZY(AM) Lafayette, Ind., and Donna Halper, formerly of WHDH(AM) Boston, bring total number of board members to 11.

First fives. The top five records in **contemporary radio** airplay, as reported by BROADCASTING's *Playlist*: (1) *Call Me* by Blondie on Chrysalis; (2) *Lost In Love* by Air Supply on Arista; (3) *Ride Like the Wind* by Christopher Cross on Warner Bros.; (4) *Don't Fall In Love* by Kenny Rogers and Kim Carnes on United Artists; (5) *Sexy Eyes* by Dr. Hook on Capitol. The top five in **country radio** airplay: (1) *Don't Fall In Love* by Kenny Rogers and Kim Carnes on United Artists; (2) *Good Old Boys Like Me* by Don Williams on MCA; (3) *The Way I Am* by Merle Haggard on MCA; (4) *Cheatin' Songs* by John Anderson on Warner Bros.; (5) *Lucky Me* by Anne Murray on Capitol.



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80 2

Conference explores transition of books for children into television programs

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

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

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

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

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

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

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

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

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

Monitor

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

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

More basketball. TVS Television Network, New York, has obtained exclusive two-year rights to produce prime-time Southeastern Conference basketball games for 1980-81 and 1981-82, including 13 regular-season and nine post-season championship contests. TVS said independent network covering 10-state area will be set up, and national cable distribution is anticipated. TVS, division of Corinthian Broadcasting Corp., part of Dun & Bradstreet Corp., holds TV rights for weekend basketball coverage for seven major athletic conferences, and produces more than 90 games per season for telecast over NBC-TV.

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

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

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

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

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

More NRB emphasis on cable. National Religious Broadcasters has formed cable television ministry committee. Chairman is Ray Wilson, cable TV consultant and producer-host of *Black Buffalo's Pow-Wow*, syndicated religious show for children. Committee also includes Sam Wagner, Grace Presbyterian church, Peoria, Ill.; Larry Teffeteller of CATV Channel 6, Decatur, Ill.; John Hendershot of Gospel Graphics, Lexington, Ky., and Theodore Baehr of Good News Communications, New York. Wilson estimated there are 200 groups involved in cable TV ministries and indicated that cable committee would make substantial contribution to NRB's Washington convention agenda in January 1981.

Longer news for CBS-TV goes back into dormancy

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

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

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

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

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

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

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

As if the affiliates were to miss the message of the network's abiding interest in expanded news, Gene F. Jankowski, president of the CBS/Broadcast Group,



Heir designate. Rather with Leonard and Cronkite at the Century Plaza.

dwelt at some length in his speech (see page 48) on the public's increasing dependence on television journalism. "The foundation of the CBS image has always been the service it provides through its news broadcasts," said Jankowski. "While there is a cost involved, leadership brings with it a burden that at times requires

sacrifice if that leadership is to be maintained."

Next day, at an affiliate meeting closed to network officials and all other outsiders, the longer news was debated at length, as it had been four years ago. By all accounts, the weight of opinion opposed expansion. Westinghouse had already made its op-



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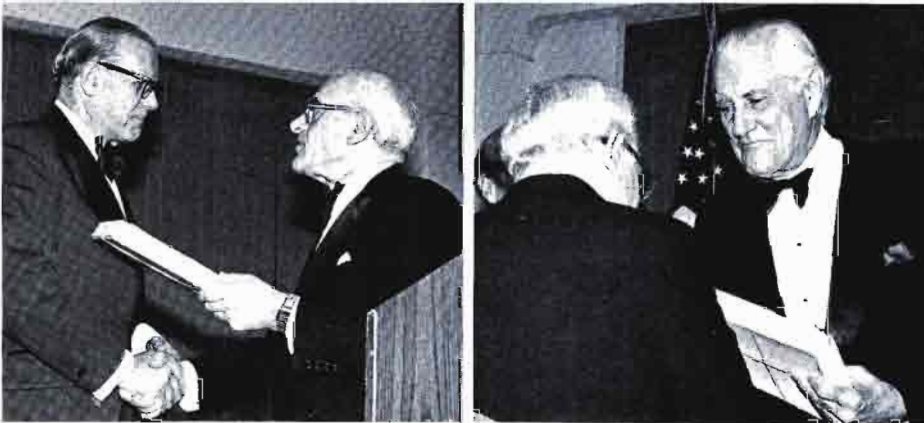
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WHCA's might. CBS News's Bob Pierpoint, who has covered the White House for 22 years, is the first broadcast journalist to become president of the White House Correspondents Association in its 66 years. Pierpoint is shown in the top photo seated between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

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

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

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

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

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

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

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

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

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

The appeals court upheld the district court's decision. And in discussing the request for outtakes, it said *Herbert vs. Lando* decision did not mean that all federal and state courts must afford plaintiffs in libel suits who seek to establish a defendant's "state of mind" an absolute discovery privilege.

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

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

The last concern is shared even by affiliates that favor longer network news. They

are reluctant to let the network intrude on their time without appropriate adjustments in network compensation.

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

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

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

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

NewsBeat

Settled. After New York state supreme court had dismissed part of \$30 million libel suit against CBS's *60 Minutes* (BROADCASTING, April 28), plaintiff, Dr. Joseph Greenberg, and CBS reached settlement on part of suit alleging that Greenberg had suffered humiliation and emotional harm because of segment dealing with diet-pill abuse. Parties agreed to statement read in court in which CBS regretted any embarrassment Greenberg may have suffered; Greenberg withdrew allegations against CBS and there was agreement that Greenberg would not receive any financial payment from CBS.

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

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

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

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

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

Another medium gets in. Cable television company in Naples, Fla., has joined ranks of print and broadcast news organizations that have fought for and won access to court proceedings. Palmer Cablevision, owned by Palmer Communications, won ruling from circuit court permitting coverage of pretrial proceeding in which Miami-based ambulance service is attempting to block county from executing service contract with local ambulance firm. Miami-based company says its lower bid should have been accepted. Court's ruling, which rejected motion by county attorney to close deposition-taking of two county commissioners and permitted videotaping of session, was based on rules issued by state supreme court permitting such coverage. *Miami Herald* joined Palmer in its action opposing closing of proceeding.

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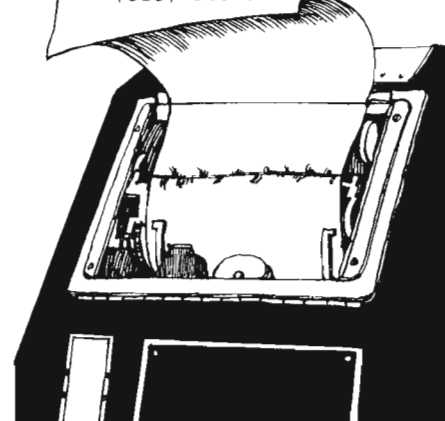
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RCA looks on the bright side

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

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

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

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

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

at the first-place slot this year.

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

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

Griffiths also provided the shareholders his analysis of the top and bottom shows for both seasons, calling it "another very powerful set of statistics." NBC had no programs in the top 10 either season, he noted, though its list of top 20 shows had grown from one to three. But the most important part of the analysis, according to Griffiths, was a look from the other end. NBC had gone from having nine of the bottom 10 series in '78-'79 to only two in the just completed season; from having 14 of the poorest rated shows, to having only six. "We have moved out of the basement," was his conclusion.

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



Griffiths

Griffiths called it.

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

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

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

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

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

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

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

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

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

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

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

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

Metromedia buys TSN

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

western markets.

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

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

Bottom Line

Into gear. Columbia Pictures Industries, one of four motion-picture-oriented firms aligned with Getty Oil in proposed pay-television service (BROADCASTING, April 28), met with security analysts last week in New York, and President Francis Vincent told them that partners in venture are moving forward with plans for early 1981 start— "underline the word early," he said—and hiring process has already started. Vincent also discounted antitrust objections raised against project, said it had been researched thoroughly for legal implications. Company's third fiscal quarter, ended March 29, reported Vincent: profits up 10.1% to \$13.1 million, revenues up 11.6% to \$188 million.

Did his bit. Having carved his mark in 18-49 demographics, Phil Donahue should make quick work of winning hearts and minds of Multimedia shareholders. *Donahue* program, company says in 1979 annual report, was "primarily" responsible for \$6.1 million plus growth in Multimedia program syndication revenues, which was 52% of company's incremental broadcasting revenues. Broadcasting total for year was \$70.4 million; 1978 broadcast revenues were \$58.2 million. (For over-all Multimedia performance for 1979, see "Week's Worth," Feb. 11.)

Cost of conversion. Cost of restructuring operations and image of KOKH-TV Oklahoma City from educational to commercial image continues to have impact on John Blair & Co. earnings, as company expected. Blair bought station last October. Revenues for first quarter were up 22.2%, from \$42.8 million to \$52.3 million, but earnings dropped 16.1%, to \$1.98 million from \$2.36 million. Earnings per share slid from 64 cents to 53 cents. Commissions of Blair's rep operations posted 18.9% gain, to \$7.3 million; owned-stations time sales soared 92.9% to \$3.9 million.

Fox adds and splits. Twentieth Century-Fox Film Corp. stockholders have approved increases in company's authorized common stock from 15 million to 30 million shares and authorized preferred stock from two million to four million shares. Fox currently has 7,883,921 common shares and 636,529 preferred shares outstanding. Following annual meeting, company board of directors declared four-for-three split of common stock and quarterly dividend of 37.5 cents per common share on post-split basis. Additional shares and quarterly dividend are payable May 30 to shareholders of record May 9.

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

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Noncommercial infighting

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

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

The school district went to court after the FCC rejected a petition for reconsideration of the commission's grant, in July 1977, of a construction permit to Front Range Educational Media Corp. for the Broomfield station. The school district, which had not opposed Front Range's application originally, based its petition principally on a newspaper report

that the president of the proposed station, John Schwartz, had violated the conditions of a Corporation for Public Broadcasting financial grant to a noncommercial FM where he had worked between 1972 and 1975.

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

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

At the same time, though, the station remains on the air. It began broadcasting in February, in accordance with a new

commission rule permitting construction-permit holders to begin operating without first obtaining commission approval.

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

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

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

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

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New Address

5/12/80



The money man. The National Association of Broadcasters has appointed a president and chief executive officer of its Minority Investment Fund. Samuel D. Ewing (r), director of the Federal Home Loan Bank Board's Federal Savings and Loan Insurance Corp. will take office June 1. The fund, formed to aid the entry of minorities into broadcasting, presently has \$11 million in commitments. Once the NAB gets approval from the Internal Revenue Service for the formation of a minority investment corporation, it hopes to boost that figure to \$30 million. Above, Federated Media's John F. Dille Jr., chairman of the fund's board of directors, congratulates Ewing on his appointment.

and financial qualifications, and added, "The court of appeals decision confirms that we were correct in questioning the manner in which the FCC proceeded."

KBDI's operations manager, Jeremy Lansman, on the other hand, said of the court's latest action, "It was what we wanted to happen."

Lansman and others associated with the

station have had experience in running a number of community radio stations that relied on the unorthodox in programming, and on unpaid volunteers. KBDI is attempting to operate in the same tradition. Mixed in with old episodes of *Twilight Zone* and, a couple of weeks ago, a Hitchcock festival, are interviews taped with citizens around town in a portable

studio.

Lansman described the station as the "first independent public television station."

But it is not all that different from public television stations generally. It plans soon to do its first "pledge week." Said Lansman, "We'll be as offensive as any other public station."

Changing Hands

PROPOSED

■ **WIVY-FM** Jacksonville, Fla., and **KOME(FM)** San Jose, Calif.: Sold by Infinity Broadcasting Corp. to Affiliated Publications Inc. for \$11 million. Seller is owned by Richard Ullman (30%), Gerald Carrus and Michael Weiner (23.3% each) and others. They also own **WBCN(FM)** Boston. Buyer is publicly traded newspaper publisher and group owner of four AM's and four FM's based in Boston. Last month FCC approved their purchase of **WHYN-AM-FM** Springfield, Mass. (BROADCASTING, May 5). William D. Taylor is chairman and approximately 1.5% owner. Jay Berkson is president of broadcast division. **WIVY-FM** is on 102.9 mhz with 60 kw and antenna 570 feet above average terrain. **KOME(FM)** is on 98.5 mhz with 12.5 kw and antenna 880 feet above average terrain.

■ **WTAN(AM)** Clearwater, Fla.: Sold by BENI of Florida to Shore Broadcasting for \$575,000. Seller is subsidiary of minority-controlled Broadcast Enterprises National Inc., group owner of five AM's, three FM's and one TV, owned principally by Ragan Henry. It has purchased **WITH(AM)** Baltimore (BROADCASTING, April 14) and **WSB-FM** Atlanta (BROADCASTING, April 28). It has sold, subject to FCC approval, **WOKF(FM)** Clearwater for \$4 million (BROADCASTING, March 24). It purchased Clearwater AM-FM combination less than four years ago for total of \$850,000 (BROADCASTING, Sept. 20, 1976). Buyer is owned by Lykes Brothers Inc., Tampa, Fla.-based diversified corporation with interests in insurance, meat packing, shipping, canning, citrus fruits, building and banking. It is privately held corporation with total of 175 stockholders. Chester H. Ferguson is chairman and chief executive officer and 0.1% owner. Charles P. Lykes is president and 0.3% owner. They have no other broadcast interests. **WTAN** is on 1340 khz with 1 kw day and 250 w night.

■ **KGUY(AM)** Palm Desert, Calif.: Sold by Bear Broadcasting Corp. to Media Women Inc. for \$320,000. Seller is owned principally by Jerry Jolstead. He has no other broadcast interests. Buyer is owned by Mary Neiswender (75%) and Marilyn Baker (25%). Neiswender is reporter for Long Beach, Calif., newspaper. Baker is former news reporter-producer for **KOVR-TV** Stockton, Calif. They have no other broadcast interests. **KGUY** is one kw

daytimer on 1270 khz.

■ **WKKX(AM)** Deland, Fla.: Sold by Mid-Florida Broadcasting to Donald Stork and Wayne Wagner (35% each) and Jack Clancy (30%) for \$285,000. Seller is owned principally by Randolph Marsh and brother Robert. They also own **WPUL(AM)** Bartow, Fla. Stork owns insurance company and Wagner, flour mill, both in Penn Yan, N.Y. Clancy is president, general manager and 49% owner of **WFLR-AM-FM** Dundee, N.Y., of which Stork is 51% owner. They also own **WWJB(AM)** Brookville, Fla., and are applicants for new AM in Cobleskill, N.Y. (BROADCASTING, Aug. 27, 1979). Wagner has no other broadcast interests. **WKKX** is on 1310 khz with 5 kw day. Broker: Reggie Martin & Associates.

■ **WKYE(AM)** Bristol, Tenn.: Sold by William J. Tilley to Sunshine Broadcasters for approximately \$200,000. Tilley has no

other broadcast interests. Buyer is owned by John Wren, W.R. Carrigan and Clyde Darnell (one-third each). Wren is president of Maryville, Tenn., evangelistic association. Carrigan is president, general manager and 45% owner of **WFX(AM)** Middlesboro, Ky. Darnell owns Wartburg, Tenn., grocery, 35% of **WECO(AM)** Wartburg and 15% of **WFX**. Wren has no other broadcast interests. **WKYE** is one kw daytimer on 1550 khz.

APPROVED

■ **KSIH(FM)** Pocatello, Idaho: Sold by Southern Idaho Stereo FM Corp. to Zukin-Fox for \$650,000. Seller is owned by Wesley L. Clark (40.58%), Eugene A. Piquet (46.20%) and Steven R. Porter (13.22%). None has other broadcast interests. Buyer is partnership of James Fox (60%) and Cleaveland Outdoor Advertis-

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ing (40%), Fresno, Calif. Fox also owns KWIK(AM) Pocatello. Cleaveland, owned by Joseph Zukin and family, also owns 49% of KLBS-FM Los Banos, and have purchased, subject to FCC approval, KAGO-AM-FM Klamath Falls, Ore. (BROADCASTING, Mar. 31) and KGAM(AM)-KGFM(FM) Bakersfield, Calif. (BROADCASTING, Apr. 21). KSIH is on 94.9 mhz with 100 kw and antenna 990 feet above

average terrain.

■ WLS-D-AM-FM Big Stone Gap, Va.: Sold by Big Stone Broadcasting Corp. to Valley Broadcasting for \$359,000. Seller is owned by Gary Rakes (25%) and J.D. Nicewonder (75%) who have no other broadcast interests. Buyer is owned by Don Wax who owns 75% of mobile and modular home sales company and 75% of

real estate firm, both in Big Stone Gap. He has no other broadcast interests. WLS-D(AM) is 1 kw daytimer on 1220 khz. WLS-D(FM) is on 93.5 mhz with 3 kw and antenna 1,210 feet above average terrain.

■ Other approved station sale is KMTX(AM) Helena, Mont. (see "For the Record," page 68).

Law & Regulation

HBO weighs in against RCA's plans for lottery

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

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

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

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

When the replacement for Satcom III

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

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

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

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

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

Hollywood refuses to give up on family viewing case

Producers and writers appeal to the Supreme Court

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

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

Indeed, they say the appeals court's decision "permits a powerful federal regulatory agency to turn entities under its control into pawns to make and enforce its policies, to deny that it has acted, and then to review its own alleged misdeeds and policies on the terms and timetable it chooses." The plaintiffs filed their petition in response to the appeals court's denial of their petition for rehearing.

The suit involves the adoption by the television networks in 1975 of the policy of restricting the first two hours of prime time to material suitable for the entire family, and NAB's inclusion of the concept in its television code.

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

The appeals court did not fault Ferguson on his conclusions. But it expressed the view that the "ultimate judicial resolu-

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tion" of the issues would be aided by the commission's "thorough consideration of them."

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

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

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

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

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

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

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

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

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

The attitude, said Lilley, is "shared on the Hill." He called Lionel Van Deerlin (D-Calif.), chairman of the House Com-

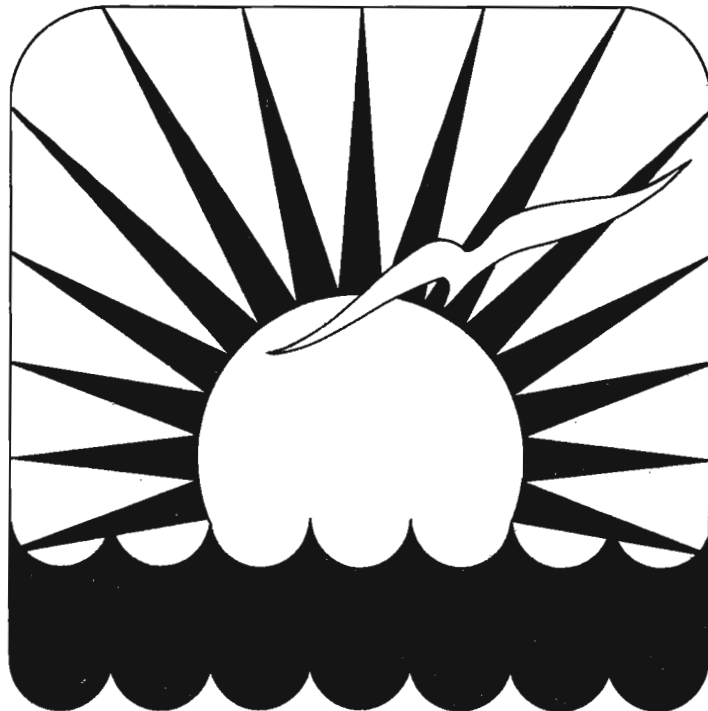


Lilley

munications Subcommittee, "chief spokesman" of economic deregulation. Van Deerlin, said Lilley, "has given a number of extremely harsh speeches attacking broadcasters who do not agree with this."

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

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Washington Watch

Kennedy blocked again. FCC has upheld decision by Broadcast Bureau denying request by Kennedy for President Committee for equal time to respond to statements made by President Carter at Feb. 13 news conference. Networks maintained that press conference was bona fide news event and therefore exempt from equal time law. FCC, in its decision, reiterated its interpretation of its policy that "if appearance of a candidate falls within an exempt category of news broadcast and no lack of good faith on the part of the broadcaster is shown, no equal opportunities are warranted."

Fairness failure. FCC's Broadcast Bureau has notified Southwest Texas Public Broadcasting Council, licensee of stations KLRN-TV San Antonio and KLRU-TV Austin, both Texas, that it failed to meet its Fairness Doctrine obligations in connection with issues broadcast on question and answer program. Program's topic was management of stations, matter being explored by FCC investigation to determine if there has been unauthorized transfer of control of two stations from licensee to University of Texas. Local viewer said subject matter of program was controversial issue of public importance in stations' communities of license and that discussion was "one-sided, biased and extremely misrepresentative." Broadcast Bureau found that station exercised control over questions asked by public—and these were answered by station representatives. Bureau noted that there was not reasonable, good-faith attempt by licensee to afford opportunity for contrasting viewpoint.

Minority ideas. National Black Media Coalition has proposed that FCC take inventory of minority demand for new stations and encourage minorities to file statements of intent to seek new frequency assignments in given cities if 9 kHz plan is adopted in Region 2. Proposal came in petition for reconsideration of FCC's March 12 decision on NBMC's 35-point proposal on furthering entrance of minorities into broadcasting. NBMC's proposal called for reregulation of eight areas, including radio, television programing, affirmative action and license renewals and revocations. FCC incorporated many parts of proposals into ongoing rulemaking and referred others to its staff—earmarking distress-sale policy, revocation procedures and minority employment for review.

scientists, believe that deregulation will provide the kind of technological innovation that will increase productivity, will bring on new kinds of products and will be good for the public."

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

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

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

Technology

Magnavox goes on the offensive for its system

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

The Magnavox Consumer Electronics Co. last week went to Washington to launch its counterattack against the horde of critics that found faults with its AM stereo system, selected by the FCC last month as the industry standard (BROADCASTING, April 14). And while it defended its system, it also announced its plans for licensing the stereo equipment patents.

At a press conference last Wednesday, Magnavox President Kenneth Meinken assured reporters that the FCC's decision in favor of the Magnavox system "was not an idle one." Pointing to Magnavox's voluminous green-jacketed FCC filing, Meinken said the FCC decision was based on "the most comprehensive and definitive" filing of any of the five proponents. When asked why the Magnavox system

has met with such opposition, Meinken said it's because the critics "are unaware and uninformed of facts connected with the Magnavox system."

Despite the specter of appeals to both the FCC and the courts, Meinken said that the company is going to go ahead with its plans to license manufacturers to make stereo transmitting and receiving equipment as if the decision was final. "Technologically, the Magnavox system is the best, and that's what's going to prevail in America," Meinken asserted.

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

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

In keeping with Meinken's promise to

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

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

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

Although Magnavox plans to manufacture home stereo receivers, Meinken said that Magnavox would not produce any broadcast equipment. He could not extend his comment to either of Magnavox's parent companies, North American Philips and NV Philips. Both companies

are currently discussing the possibilities, he said.

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

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

Since the FCC decision, the Magnavox system has drawn fire on a number of counts. Critics have been most concerned with the need to restrain the negative modulation peaks below 95% to prevent

mono was good, stereo was good. The chuckholes are still there, but they're no bigger. . . . We saw nothing to let us believe that 95% is not a decent limit."

And Streeter said that at 95% broadcasters need not worry about loss of signal or coverage area. He said that with 95% modulation, there is an almost imperceptible decrease in signal strength—less than 0.1 of a decibel.

Streeter also said that the integrated circuit chip currently being developed by National Semiconductor will contain circuitry that will effectively control popping, up to 100% negative modulation.

The Magnavox system has also been attacked for having a limited frequency response in the stereo mode. Some critics have stated that the stereo effect might have to be limited to as little as 5 khz to comply with the FCC's interference parameters. Bob Streeter thinks that such criticism is exaggerated: "Under normal programing and sensible audio processing,

casters can not exist in their own little world and ignore receivers and that's what they've been doing."

That marketplace idea again

Leonard Kahn insists the best way to choose an AM stereo system is to let broadcasters decide after testing all five

When the FCC chose the Magnavox AM stereo system as the industry standard—a decision that has come under intense criticism and is not yet final—it rejected the concept that it should step aside and allow the marketplace to decide which of the five proposed systems was best through a process of natural selection.

While the Magnavox system has drawn much opposition since the April 9 meeting, the decision not to go the marketplace route has met with general approval and the idea was thought dead.

In a letter to BROADCASTING last week, however, Leonard Kahn, the designer and promoter of the Kahn/Hazeltine AM stereo system, resurrected the idea. As he did before the FCC made its decisions, Kahn feels that the marketplace would best serve broadcasters and the public whose needs, he said, "are identical."

Kahn said the "broadcast industry has little to fear from a marketplace decision as it will be in control of such a decision." Kahn argued if broadcasters do not support a system by continuously operating with it, "no receiver manufacturer would take a gamble of introducing the special stereo receiver. . . . Surely, GM is not going to build receivers if there are not a significant number of broadcasters operating with the specific system. And, assuredly, GM is not going to make a selection based upon theoretical analysis."

Kahn also contended the marketplace approach would put an AM stereo system in the field in far less time. He said, "the differences between the systems are so dramatic that literally within hours after installing [a given system the station would say] "yes or no."

On the other hand, Kahn said the selection of a single system could delay the implementation of AM stereo indefinitely and perhaps terminally. "Even if the record before the commission was a good one," he said, "some of the proponents being denied entrance into the marketplace can be expected to fully exercise their right of appeal . . . in an attempt to reverse the decision. Thus the marketplace decision would be quicker and surer."

Appeals to the federal courts would have another disadvantage, Kahn said. Since a court would have "little contact with broadcast engineers (since it will scrupulously avoid ex parte contacts) such a decision might well spell doom to AM stereo and, indeed, AM broadcasting."

Kahn said as an engineer he is "quite



Meinken



Ingram



Bob Streeter



Bill Streeter

"pops" from being heard in the receivers. Some broadcasters feel that if negative modulation has to be restricted to 95% in theory, in practice it might have to be kept to 90% or 85%. At those numbers, they would be seriously reducing their coverage area. There is also concern that not every transmitter can be modified to clip the negative peaks.

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

Bob Streeter also said in the field tests he did he experienced no special problem with popping in nulls and weak signal areas. During tests conducted at KRMG(AM) Tulsa, Okla., Streeter said he put a receiver in a car and drove around to find out what would happen in various signal areas. His conclusion: "Wherever

you don't have to do any filtering to remain within the spectral limitations." Streeter warned, however, that like the Magnavox prototype receiver, high fidelity AM stereo receivers will have to be equipped with a switch to limit frequency response that the receiver can be operated at night without picking up interference.

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

And one of the reasons the Magnavox system is so attractive to the receiver people is that it is the cheapest to make. And Bill Streeter felt that the broadcasters should not overlook the fact. "Broad-

Kahn: still swimming up the AM stereo stream



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

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

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

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

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

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

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

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

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

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

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

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

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

The deadline is for filing in time to be included in the additions to the "basic inventory" of AM stations the U.S. will submit by May 31 to the International Telecommunication Union's International Frequency Radio Board. The basic inven-

ories of Region 2 countries—which are to include all stations on the air or expected to be by Dec. 31, 1982—will provide the basis for a hemispheric plan to be developed at the concluding session of the conference, in November 1981.

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

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

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

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

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

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

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

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

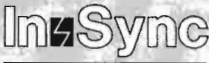
Adding a sense of urgency to the man-

ner in which U.S. officials regard the clear channel matter is Canada's intention to abrogate NARBA—under which Canada protects U.S. clears to within 650 miles of the border—following the second session. NARBA would become a dead letter one year later. And when it is gone, Canada would have easy access to those frequencies unless the U.S. acts promptly.

However, the commission appears ready to make the effort. Reports from inside and outside the commission say it will take up the long-pending issue of whether to break down the clears at a meeting this summer.

Nor are questions about timeliness the only ones likely to cause headaches. Power increases for U.S. stations are also certain to become a major issue as broadcasters and their engineers focus on results of the Buenos Aires meeting. It provides for power of up to 1 kw for local stations and 50 kw for regionals. At present, U.S. class IV's operate with 250 w (although the commission is considering increasing that level to 1 kw) and regionals, with 5 kw. Johnson, in a report he submitted as chairman of a technical subcommittee, said, "It is assumed that powers equal to those permitted other countries will be authorized for the U.S." Otherwise, he said, "inequities will develop" and service to the public will be lost because of interference from high-powered stations off U.S. shores.

There is yet another matter troubling



Star wars. RCA Americom has filed petition at FCC in effort to stop implementation of Western Union's new audio-data satellite service. Western Union had proposed to use two Westar transponders to provide variety of single channel per carrier audio and data services. Channels would be of varying power and bandwidth. RCA's complaint is that most powerful of channels—22 dbw—would interfere with other satellites and its request is that FCC quash service. RCA contends Western Union hasn't adequately predicted how much interference would result from the higher powers. James Ragan, vice president at Western Union, said problem of interference was answered in Western Union's original filing, but that satellite carrier will file specific response to RCA's petition "promptly." Loss of Western Union service would disrupt plans of UPI, AP and Muzak that were all counting on high-powered channels for satellite networks. High-powered channels permit use of earth stations of just four or six feet in diameter.

□

Expanding. Malarkey Taylor and Associates, Washington-based consulting firm serving cable industry, has moved into new business: the designing of cable television systems. It formed Cable Systems Design Group Inc. and hired Robert E. Sturm from Cablecom to head it as president. Archer Taylor is chairman of new company. Where to find CSDG: Suite 100, 1225 Connecticut Ave. N.W., Washington 20036. Phone: (202) 463-7999.

□

New shop. RCA Americom has moved its executive, administrative and engineering offices to new building in Princeton (N.J.) Forrestal Center Building, which took less than year to build, contains 73,000 square feet and cost \$4.7 million. New address: 400 College Road East, Princeton.

commission officials, one that goes beyond the concerns of would-be applicants. It involves the question of how the commission can develop the five-year a priori plan that is to be submitted in little more than a year. It cannot be based

simply on applications; few will have been submitted by May 31, 1981 that would envisage broadcast operations very far into the 1980s. "We'll have to go from a demand system to a table of allocations." He said, "I don't know how we'll do it."

For the Record

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

Abbreviations: AFC—Antenna For Communications. 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—presurise 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

- **Albertville, Ala.**—Bobby King seeks 1090 khz, 1 kw-D. Address: Box 501 Arab, Ala. 35016. Estimated construction costs: \$78,910; first quarter operating cost: \$9,225; revenue: \$80,000. Format: C/W. Principal: King owns realty co. in Arab, Ala. He is former general manager of WRAB(AM) Arab. He is also 20% of applicant to purchase WVOV(AM) Huntsville, Ala. (BROADCASTING, Jan. 7). Filed Feb. 14.
- **Birch Tree, Mo.**—Jack G. Hunt seeks 1310 khz, 500 w-D. Address: 204 Washington, Doniphan, Mo. Estimated construction costs: \$60,500; first year operating cost: \$36,000; revenue: \$48,000. Format: CW/gospel.

Principal: Hunt is Doniphan, Mo. optometrist. He owns KDFN(AM)-KOEK(FM) Doniphan as well as cable franchise there. Filed Feb. 15.

- **Cazenovia, N.Y.**—AGK Communications seeks 850 khz, 2.5 kw-D. 500 w-N. Address: Townline Rd. Box 155 Canandaigua, N.Y. 14424. Estimated construction costs: \$272,900; first quarter operating cost: \$35,000; revenue: none. Format: MOR. Principals: Alan Gerry (32.6%); George W. Kimble, Russell S. Kimble, Craig Fox (16.3% each), and Theodore Utz (18.5%). Gerry is principal owner of Cablevision Industries, Liberty, N.Y.-based cable operator which holds 11 cable franchises for communities in Liberty area. George Kimble is president and 43.33% owner of WCGR(AM)-WFCL(FM) Canandaigua, N.Y. Brother, Russell is vice president and also owns 43.33% of WCGR(AM)-WFCL(FM). Fox and Utz are vice presidents of applicant which is licensee of WAQX(FM) Manius, N.Y. Filed Mar. 14.

FM applications

- **St. Augustine, Fla.**—Rose Ella Feagin seeks 105.5 mhz, 3 kw, HAAT: 296 ft. Address: 10113 Leisure Lane S. Jacksonville, Fla. 32216. Estimated construction cost \$65,250; first quarter operating cost: \$11,000; revenue: \$96,000. Format: Pop. Principal: Feagin is 50% owner of Jacksonville, Fla. advertising and trade show production co. She has no other broadcast interests. Filed Mar. 17.
- **Baxley, Ga.**—WHAB Radio Inc. seeks 94.5 mhz, 100 kw, HAAT: 406 ft. Address: Box 389 Baxley, Ga. 31513. Estimated construction cost: \$86,100; first year operating cost: \$13,400; revenue: \$20,000. Format: CW and Gospel. Principal: Farnell O'Quinn (80%) and wife Evona (19.6%). They also own WUFF-AM-FM Eastman, WULF(AM) Alma and WUFE(AM) Baxley, all Georgia. Farnell also has 50% interest in cable system for Jessup, Ga. and one third interest in cable system for Baxley. Evona is vice president of

WLUF(AM). Filed Apr. 18.

- **Covington, Ind.**—Doxa Inc. seeks 103.1 mhz, 3 kw, HAAT: 500 ft. Address: 5th and Harrison St. Box 37 Covington 47932. Estimated construction cost: \$100,000; first quarter operating cost: \$41,600; revenue: \$207,200. Format: Religious. Principal: Applicant is non-profit religious organization based in Covington. Gregg Curtis is president. Filed Mar. 18.
- **Flint, Mich.**—Regents of Univ. of Mich seek 91.1 mhz, 15 kw, HAAT: 490 ft. Address: Regents Univ. of Mich., Admin. Bldg., Ann Arbor, Mich. 48109. Estimated construction cost: \$104,500; first year operating cost: \$10,000; revenue: \$1.6 million. Format: Educational. Principal: Public educational institution. Harold Shapiro is president. Filed Mar. 14.
- **Hart, Mich.**—West Michigan Broadcasting Co. seeks 105.3 mhz, 100 kw, HAAT: 600 ft. Address: Box 202 Hart 49420. Estimated construction cost: \$296,000; first quarter operating cost: \$53,800; revenue: \$368,400. Format: Contemporary. Principals: John M. Hawley and John H. Shrauger (38% each) and Virginia L. McClennan (24%). Hawley owns Hart, Mich. nursery and farm property. Shrauger owns building supply co. and one third of land development corp. both Hart. McClennan is salesperson for Hart realty co. They have no other broadcast interests. Filed Mar. 18.
- **Twin Lakes, Mich.**—Blue Lake Fine Arts Camp seeks 90.3 mhz, 100 kw, HAAT: 495 ft. Address: R No. 2 Twin Lake 49457. Estimated construction cost: \$191,000; first year operating cost: \$120,000; revenue: \$129,000. Format: Education. Principal: A non-profit summer school of fine arts. William Stansell is president. Filed Mar. 19.
- **Enid, Okla.**—Public Broadcasting Service seeks 103.1 mhz, 3 kw, HAAT: 298 ft. Address: 300 N. Van Buren P.O. 960 Enid 73701. Estimated construction cost: \$80,600; first quarter operating cost: \$26,400; revenue: \$150,000. Format: Contemporary. Principals:

Allan Page (71.25%), Zolli Page (16.25%) and Bert E. Chambers (12.5%). Allan is president, general manager and 71.25% owner of KGWA(AM) and applicant for new FM in Anadarko (BROADCASTING, Apr. 28). Wife, Zolli is vice president, director of research and 16.25% owner of KGWA. Chambers is station manager and 12.5% owner of KGWA. Filed Mar. 10.

■ **Pittston, Pa.**—Charles and Genevieve Morgan seek 102.3 mhz, 3 kw, HAAT: —29 ft. Address: 107 Maple Lane Pittston 18640. Estimated construction cost: \$6,000; first quarter operating cost: \$20,478; revenue: \$96,000. Format: Easy listening/religious/talk. Principals: Charles is director of engineering, Susquehanna Broadcasting Co., York, Pa.-based group owner of 7 AM's and 7 FM's. Wife Genevieve is Pittston teacher's aide. They have no other broadcast interests. Filed Mar. 12.

■ **Gaffney, S.C.**—Limestone College seeks 91.1 mhz, 98 kw, HAAT: 577 ft. Address: 1115 College Dr. Gaffney 29340. Estimated construction cost: \$140,933; first year operating cost: \$48,000; revenue: \$375,000. Format: Educational. Principal: State chartered educational institution. William J. Briggs is president. Filed Feb. 14.

■ **Orangeburg, S.C.**—South Carolina State College seeks 90.3 mhz, 100 kw, HAAT: 214 ft. Address: College Ave., Orangeburg 29117. Estimated construction cost: \$103,708; first year operating cost: \$93,600; revenue: \$197,308. Format: Educational. Principal: Public educational institution. M. Maceo Nance, Jr. is president. Filed Jan. 30.

■ **Mercedes-Weslaco, Tex.**—Bixby Great Electric Radio Co. seeks 106.3 mhz, 3 kw, HAAT: 281 ft. Address: Peppertree Park Box 12 Seminole, Tex. 79360. Estimated construction cost: \$45,113; first year operating cost: \$96,324; revenue: \$145,000. Format: Contemporary. Principal: Jesse Johncox, Ken Marsh and John A. Parry (one-third each). Johncox owns 50% of mobile home sales co. in Hobbs, N.M. Marsh owns 66% of oil field tool rental co. in Lovington, N.M. Parry owns apartments in Hobbs. He also owns 15% of KFIM(FM) El Paso, Tex. Others have no other broadcast interests. Filed Mar. 7.

■ **East Wenatchee, Wash.**—Thomas W. Read seeks 97.7 mhz, 3 kw, HAAT: —150 ft. Address: Box 683 Spokane, Wash. 99210. Estimated construction cost: \$9,500; first quarter operating cost: \$10,500; revenue \$60,000. Format: Mature. Principal: Read owns TWR Enterprises which is advertising, radio program production and syndication and broadcast equipment sales firm. He also owns KQIN(AM) Burien, Wash. Filed Feb. 26.

■ **Washburn, Wis.**—Washburn Public Schools seeks 90.5 mhz, 1 kw, HAAT: 251 ft. Address: 310 W. 5th St. Washburn 54891. Estimated construction cost: \$7,700; first year operating cost: \$500; revenue: \$23,500. Format: Educational. Principal: Public educational institution. Eunice Schwenzler is president of Washburn school district. Filed Feb. 16.

TV application

■ **Nacogdoches, Tex.**—Dogwood Broadcasting Corp.

seeks ch. 19; ERP 2500 kw vis., 250 kw aur., HAAT: 1501 ft.; ant. height above ground 1342 ft. Address: Suite 308, Nacogdoches S&L Bldg. Nacogdoches 75961. Estimated construction cost: \$2,734,200 first-quarter operating cost: \$243,400; revenue: \$500,000. Legal counsel Stephen Sharp, Wash. Consulting engineer: Fred Zellner, Pasadena, Tex. Principals: Application is being resubmitted along with petition for reconsideration of Jan. 29 action by FCC returning original application as unacceptable for filing. Raymond Schindler is principal owner. He is principal owner of Hurricane Steel Industries, Houston fence manufacturer. He also has various banking and real estate interests in Houston area. He is 49% owner of KDOG-TV Houston and 52% owner applicant to purchase KVLG(AM)-KMUZ(FM) La Grange, Tex. He has interests in applicants for new UHF's in Galveston and San Antonio and new VHF in San Angelo, all Texas. Filed Feb. 28.

FM action

■ **Tillamook, Ore.**—Beaver Broadcasting System Inc. granted 104.1 mhz, 100 kw, HAAT 2,214 ft. Address: 180 Third St., Tillamook 97141. Estimated construction cost \$105,920; first-year operating cost \$22,000; revenue \$75,000. Format: MOR. Principal: Philip Tonken, who owns KTIL(AM) Tillamook, and New York audio visual firm. Action Mar. 28.

Ownership Changes

Applications

■ **KGUY(AM) Palm Desert, Calif.** (AM: 1270 mhz, 1 kw-D, DA)—Seeks assignment of license from Bear Broadcasting Corp. to Media Women Inc. for \$320,000. Seller: Jerry Jolstead is principal owner. He has no other broadcast interests. Buyer: Mary Neiswender (75%) and Marilyn Baker (25%). Neiswender is reporter for Long Beach, Calif., newspaper. Baker is former reporter-producer for KOVR-TV Stockton, Calif. They have no other broadcast interests.

■ **WTAN(AM) Clearwater, Fla.** (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from BENI of Florida to Shore Broadcasting for \$575,000. Seller: Ragan Henry is principal owner. He is president and principal owner of Broadcast Enterprises National Inc., group owner of five AM's, three FM's and one TV (see "Changing Hands," page 61). Buyer: Lykes Brothers Inc. (100%). Tampa, Fla.-based diversified corporation with interests in insurance, meat packing, shipping, canning, citrus fruits, building and banking. There are a total of 175 stockholders. Chester H. Ferguson is chairman, chief executive officer and general counsel, and 1% owner. Charles P. Lykes is president and .3% owner. They have no other broadcast interests.

■ **WKYE(AM) Bristol, Tenn.** (AM: 1550 khz, 1 kw-D)—Seeks assignment of license from William J. Tilley to Sunshine Broadcasters for approximately \$200,000. Seller: Tilley has no other broadcast interests. Buyer: John Wren, W. R. Carrigan and Clyde

Darnell (one-third each). Wren is president of Maryville, Tenn., evangelistic association. Carrigan is president and general manager and 45% owner of WFXV(AM) Middlesboro, Ky. Darnell owns Wartburg, Tenn., grocery, 35% of WECO(AM) Wartburg, and 15% of WFXV. Wren has no other broadcast interests.

Actions

■ **KSIH(FM) Pocatello, Idaho** (94.9 mhz, 100 kw)—Seeks assignment of license from Southern Idaho Stereo FM Corp. to Zukin-Fox for \$650,000. Seller is owned by Wesley L. Clark (40.58%), Eugene A. Piquet (46.20%) and Steven R. Porter (13.09%). They have no other broadcast interests. Buyer is partnership of James Fox (60%) and Cleaveland Outdoor Advertising (40%). Fox also owns KWIK(AM) Pocatello, Cleaveland, owned by Joseph Zukin and family, also owns 49% of KLBS-FM Los Banos, and has purchased, subject to FCC approval, KAGO-AM-FM Klamath Falls, Ore. (BROADCASTING, Mar. 31) and KGAM(AM)-KGFM(FM) Bakersfield, Calif. (BROADCASTING, Apr. 21). Actions Apr. 23.

■ **KMTX(AM) Helena, Mont.** (AM: 950 khz, 5 kw-U DA-N)—Seeks transfer of control of Capital Investments from Brinton Markle, (14.4%) Russell Ritter, (10.5%), Dale Fuehrer (14.4%) and Edward McHugh (11.1%), (50.5% before; none after) to Capri Inc. (17% before; 67.5% after). Consideration: \$116,900. Principals: James O'Connell (37%) Ronald Richards (12.5%) and four named above. They have no other broadcast interests. Richards will retain 12.5% interest. Buyer is owned by James O'Connell and family. O'Connell is president of Capri Inc., Helena, Mont., management, rentals and investment co. He is president of licensee in instant application and has and will continue to own 37% of stock in his own name. He has no other broadcast interests. Action Apr. 23.

■ **WTFM(FM) Lake Success, N.Y.** FM: 103.5 mhz, 7.1 kw)—terminated agreement for transfer of control of Friendly Frost Inc. from Stephen Smith and Frank Perloff (100% before; 25% after) to Abbey Butler and Neil S. Leisi (none before; 75% after). Consideration: app. \$2.5 million. Principals: By direction of Commission, instant application was designated for hearing due to finding that character qualifications of transferees were questionable. Applicants decided not to prosecute application through hearing process and stock purchase agreement was terminated. Sellers have no other broadcast interests. Butler is Beverly Hills, Calif. investment consultant. Leisi is commodities broker. They have no other broadcast interests. Action Apr. 24.

■ ***WLS-D-AM-FM Big Stone Gap, Va.** (AM: 1220 khz, 1 kw-D; FM: 93.5 mhz, 3 kw)—Seeks assignment of license from Big Stone Broadcasting Corp. to Valley Broadcasting Inc. for \$359,000. Sellers: Gary Rakes (25%) and J.D. Nicewonder (75%) who have no other broadcast interests. Buyer: Don Wax (100%) who owns 75% of mobile and modular home sales company and 75% of real estate firm both Big Stone Gap, Va. He has no other broadcast interests. Action Apr. 23.

Facilities Changes

Applications

■ **WQAQ(FM) Hamden, Conn.**—Seeks CP to change frequency to 98.1 mhz; increase ERP: 0.01626 kw; HAAT:—81 ft. Ann. Apr. 28.

■ **WIVQ(FM) Peru, Ill.**—Seeks CP to change TL to 2 miles S. of Peru E. of County Rd. 16, near Peru; change ERP to 0.998 kw; increase HAAT to 464 ft. Ann. Apr. 28.

■ ***WPSR(FM) Evansville, Ind.**—Seeks CP to change TL to Central High School 5400 First Ave., Evansville; change ERP to 13.88 kw; HAAT: 164 and make changes in ant. sys. Ann. Apr. 28.

■ ***WICN(FM) Worcester, Mass.**—Seeks CP to increase ERP to 8.082 kw (H) and 7.189 kw (V); decrease HAAT to 366 ft. and make changes in ant. sys. Ann. Apr. 28.

■ ***WOCR(FM) Olivet, Mich.**—Seeks CP to increase ERP to 124 w.; change HAAT to 75 ft. Ann. Apr. 28.

■ ***WUAG(FM)—Greensboro, N.C.**—Seeks CP to change frequency from 89.9 mhz to 106.1 mhz. Ann. Apr. 28.

■ ***KDSU(FM) Fargo, N.D.**—Seeks CP to change frequency from 91.9 mhz to 89.9 mhz; change TL to 1.4

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

miles N.E. of Amenia, N.D.; increase ERP to 100 kw; change HAAT to 992 ft., and make changes in ant. sys. Ann. Apr. 28.

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

Actions

■ **KABC(AM)** Los Angeles, Calif.—Granted CP to change TL and add MEOV's to N-DA pattern; conditions (BP-21,238). Action Apr. 14.

■ **KSTR(AM)** Grand Junction, Colo.—Granted CP to change TL to 2236 H. Road, Grand Junction; decrease height of tower (BP-790720AR). Action Apr. 10.

■ **KWBJ(FM)** Payette, Idaho—Granted request for dual-city identification as Payette, Idaho-Ontario, Ore. (BMLH-800128DZ). Action Mar. 28.

■ **WBYU(FM)** New Orleans, La.—Granted CP to increase ant. height to 580 kw (BPH-800116AG). Action Apr. 10.

■ **WJOX-FM** Jackson, Mich.—Granted CP to change TL to SW corners of Prime and Brown Rds., Springport, Mich. change SL and remote control location to 1700 Glenshire Dr., Jackson; install new ant.; make changes in ant. sys. (increase height); increase ERP 50 kw (H&V), ant. height 500 ft. (BPH-790516AB). Action Mar. 28.

■ **WEEG(TV)** Cleveland, Ohio—Granted mod. of CP to change ERP 1450 kw; maxerp 2000 kw; ant. height 1160 ft.; change TL and SL to Parmdale Children's Village, State Rd., Parma, Ohio; change type trans.; and granted waiver of sections 73.610 (d) and 73.698 of FCC rules; condition (BMPCT-790907KF). Action Apr. 23.

■ **WGOJ(FM)** Conneaut, Ohio—Granted CP to change SL to State Line Rd., S of Ohio 84, Pa Rd., 226, near Conneaut; TL remote location 924 Center St., Conneaut; make changes in ant. sys.; ERP 3 kw (H&V); ant. height 295 ft. (BPH-790717AD). Action Mar. 28.

■ **WQRO(AM)** Huntingdon, Pa.—Granted CP to increase power during critical hours of operation to 1 kw; conditions (BMP-791205AD). Action Mar. 31.

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

■ **WAXO(AM)** Lewisburg, Tenn.—granted mod. of CP to change TL to 0.6 miles S.E. of bypass, Springplace Rd., Lewisburg (BMP-800123AF). Action Apr. 10.

■ **WSEV-FM**, Sevierville, Tenn.—Granted mod. of CP to change TL to Shields Mountain, 3.5 miles E.N.E., near Pigeon Forge, Tenn.; ant. height 1000 ft. (BMPH-800227AA). Action Apr. 14.

■ **KWIC(FM)** Beaumont, Tex.—Granted request for dual-city identification as Beaumont-Port Arthur, Tex. (BMLH-800121DZ). Action Mar. 28.

■ ***KUSU-FM** Logan, Utah—Granted mod. of CP to make changes in ant. sys.; change type trans. and transmission line and increase ERP; conditions (BMPED-800121AK). Action Apr. 9.

■ **WRLO-FM** Antigo, Wis.—Granted CP to change TL to 12.8 nautical miles N. of Langlade County Airport, Antigo (BPH-800121AV). Action Apr. 9.

■ **WEAU-TV** Eau Claire, Wis.—Granted CP to change ERP to 269 kw, maxerp 316 kw, ant. height 1990 ft. (BPCT-790412KE). Action Feb. 25.

In Contest

FCC decisions

■ FCC has dismissed request by KBMR Radio, Inc., licensee of KBMR(AM) at Bismarck, N.D., for reconsideration of order designating for hearing its application for authority to mod. station's facilities. KBMR had applied for CP to increase daytime power from 10 kw to 50 kw, add N operation and change its community of license to Lincoln, N.D. On Oct. 18, 1979, FCC designated its application for hearing to determine whether proposed facilities would provide local service to Lincoln or to larger community of Bismarck. Under FCC rules, KBMR is prohibited from seeking

fulltime operation as Bismarck station. In dismissing KBMR's request, FCC pointed out that its rules made it clear that, with certain exceptions inapplicable here, it did not entertain petitions for reconsideration of designation orders (FCC 80-267). Action Apr. 24.

■ FCC has granted petition by Johnson Newspaper Corporation, licensee of WWNV-TV Carthage, N.Y., and publisher of *Watertown (N.Y.) Daily Times Newspaper* for further stay until Jan. 1, 1981, of June 1, 1980 newspaper-broadcast cross-ownership divestiture deadline. (BROADCASTING, May 5; FCC 80-272). Action Apr. 25.

■ FCC has denied request of Booth American Co. licensee of stations WJLB(AM) and WMZK-FM, for consolidation of renewal applications for those stations into pending revocation proceeding involving same stations. Booth said consolidation would remove uncertainty as to whether meritorious programing issue could be added and would permit FCC to consider sanctions other than revocation, such as short-term renewal. Renewal applications filed by Booth in June 1979 are in deferred status. FCC said that revocation is only sanction contemplated by designation order. Designated issues involve questions of delegation of license responsibility, payola/plugola, conflict of interest and misrepresentation and/or lack of candor. FCC noted that Booth's argument about meritorious programing appears to rest on misapprehension about how that issue may be raised. Upon proper showing before presiding judge, issue may be added in either revocation or renewal proceeding when certain character qualifications are in question. According to Commission, Booth is free to request meritorious programing issue whether or not its consolidation request is granted (FCC 80-266). Action Apr. 24.

Designated for hearing

■ **Great Falls, Mont. FM proceeding:** (BC Docs. 80-173-75)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Meyer Great Falls Inc., Northern Sun Corp. and D.M. Gray Co. for new FM on 92.9 mhz at Great Falls, to determine whether Meyer is financially qualified, if Meyer's ascertainment effort was adequate, if Gray is financially qualified, which of proposals, on comparative basis, would best serve public interest, and which of applications should be granted. Action Apr. 17.

Allocations

Petitions

■ **Fort Walton Beach, Fla.**—Fort Walton Beach Broadcasting Corp. requests amendment TV Table of Assignments to substitute ch. 50 for ch. 35 at Fort Walton Beach (RM3642). Ann. Apr. 25.

■ **Norton, Kan.**—Norton Broadcasting Inc. requests amendment FM Table of Assignments to assign 106.7 mhz to Norton (RM3643). Ann. Apr. 25.

■ **Campbellsville and Danville, both Kentucky**—Billy Spear requests amendment TV Table of Assignments to assign ch. 34 to Campbellsville, and assign ch. 56 to Danville, Kentucky (RM3644). This petition for RM will be treated as counterproposal in BC Doc. 80-70. Responsive statements to this counterproposal should be submitted as reply comments in this Doc. not later than date on which reply comments are due (rather than within 30 days after date of this public notice). Ann. Apr. 25.

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

■ **Ainsworth, Neb.**—K.B.R. Broadcasting Co. requests amendment FM Table of Assignments to assign 92.7 mhz to Ainsworth (RM 3639). Ann. Apr. 25.

■ **Mansfield and Marion, both Ohio**—Ashland College requests amendment TV Table of Assignments to assign and reserve ch. 68 instead of ch. 47 for noncommercial educational use at Mansfield and delete ch. 68 from Marion, Ohio (RM3645). This petition for RM will be treated as a counterproposal in BC Doc. 80-69. Responsive statements to this counterproposal should be submitted as reply comments in this Doc. not later than date on which reply comments are due (rather than within 30 days after date of this public notice). Ann. Apr. 25.

■ **Rio Grande City, Tex.**—Antonio L. Garza requests

amendment TV Table of Assignments to reassign ch. 44 from Harlingen, Tex. to Rio Grande City, as commercial ch. or assign new ch. to Rio Grande City (RM3639). Ann. Apr. 25.

Actions

■ **Mountain Home, Ark.**—In response to petition by Tri-Rivers Broadcasting Company Inc. and counterproposal by Mountain Valley Broadcasters Inc. assigned 105.5 mhz to Mountain Home, as its second FM assignment effective June 9 (BC Doc. 79-155; RM-3261, 3469). Action Apr. 23.

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

■ **Paxton, Ill.**—In response to petition by Roger C. Elliott, assigned 104.9 mhz to Paxton, Ill. as its first FM assignment effective June 6 (BC Doc. 80-3; RM-3517). Action Apr. 18.

■ **Bloomfield, Iowa**—In response to petition by Robert L. McDavid assigned 106.3 mhz to Bloomfield, Iowa effective June 9 (BC Doc. 80-2; RM-3515). Action Apr. 23.

■ **Boyce, La.**—In response to petition by Robert Allen, assigned 98.3 mhz to Boyce, as its first FM assignment effective June 6 (BC Doc. 80-24; RM-3527). Action Apr. 18.

■ **Grand Rapids and Hibbing, Minn.**—In response to three separate petitions by Iasca Broadcasting Co., Jerry J. Collins and Grand Rapids Radio Inc., substituted 96.9 mhz for 96.7 mhz at Grand Rapids and assigned 93.9 mhz to Hibbing, effective June 6, Canadian concurrence has been obtained (BC Doc. 78-364; RM-2936, 2968, 2988). Action Apr. 21.

■ **Springdale, Ark. and Washburn, Mo.**—In response to separate petitions by Robert R. Estes and William Carney proposed assigning 95.3 mhz to either Springdale, Ark., or Washburn, Mo. respectively, comments due June 23, replies July 14 (BC Doc. 80-177; RM-3373, 3495). Action Apr. 18.

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

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Broadcasters Inc. proposed assigning 102.1 mhz to Missoula, as its fourth FM assignment, comments due June 23, replies July 14 (BC Doc. 80-180; RM-3405). Action Apr. 23.

■ Albuquerque, N.M.—Broadcast Bureau dismissed petition of Southwestern Television, Ltd., requesting assignment of ch. 41 at Albuquerque (RM-3394). Action Apr. 22.

■ Commerce, Tex.—In response to petition by Firstation Radio assigned 92.1 mhz to Commerce, as its first commercial FM assignment effective June 6 (BC Doc. 80-21; RM-3478). Action Apr. 18.

■ West Salem, Wis.—In response to petition by Good News Radio, Inc. proposed assigning 101.7 mhz to West Salem, Wis. as its second FM assignment, comments due June 23, replies July 14 (BC Doc. 80-179; RM-3417). Action Apr. 18.

Translators

VHF application

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

UHF applications

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

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

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

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

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

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

■ Winnemucca, Nev.—Humboldt County seeks CP for new UHF translator on ch. 55 (TPO: 100 w, HAAT: 16 ft.) to rebroadcast indirectly KCRL-TV Reno, Nev. Ann. Apr. 21.

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

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

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

■ Logan, Utah—Cache County Municipal Corp. seeks CP for new UHF translator on ch. 53 (TPO: 100 w, HAAT: 10 ft.) to rebroadcast directly KSTU(TV) Salt Lake City, Utah. Ann. Apr. 15.

Satellites

■ As of April 15 there were a total of 3,330 licensed earth stations. Of these, approximately 330 are transmit-receive earth stations with remaining 3,000 being receive-only earth stations. As of Oct. 18, 1979, when FCC handed down deregulation order (BROADCASTING, Oct. 22, 1979), receive-only earth station

operators are not required to be licensed with FCC. FCC estimates that ratio of unlicensed to licensed receive-only earth stations is approximately 3 to 1.

Earth station applications

■ Full Gospel Business Men's Fellowship—Eugene, Ore. (6.1 m; U.S. Tower; E2082).

■ American Cablevision of Carolina Inc.—Whiteville, N.C. (5m; E2083).

■ American Cablevision of Carolina Inc.—Asheboro, N.C. (5m; S-A; E2084).

■ Hi-Net Communications Inc.—Las Vegas, Nev. (5m; Microdyne; E2085).

■ Hi-Net Communications Inc.—Hagerstown, Md. (5m; Microdyne; E2086).

■ West Coast Cable TV Ltd.—Lincoln City, Ore. (4.6m; S-A; E2087).

■ West Coast Cable TV Inc.—Deboe Bay, Ore. (4.6m; S-A; E2088).

■ American Satellite Corp.—Seal Beach, Calif. (5m; S-A; E2089).

■ Eastern Shore CATV Inc.—Ocean City, Md. (6.1m; Harris; E2090).

■ Telecab of Lexington Inc.—Lexington, Ky. (5m; E2091).

■ Northside TV Corp.—Iron Mountain, Mich. (4.6m; S-A; E2092).

■ McKee Television Enterprises Inc.—McKee, Ky. (4.6m; S-A; E2093).

■ Lynch Television Inc.—Lynch, Ky. (5m; AFC; E2094).

Earth station grants

■ Rockdale Cable TV Co.—Rockdale, Ill. (E2002).

■ World Cablevision Inc.—Mt. Vernon, Ill. (E2003).

■ Princeton Cable TV Inc.—Chillicothe, Ill. (E2004).

■ General Cable Vision Inc.—Braystown, Ky. (E2005).

■ Somerset County Cable Co.—Somerset, Pa. (E2006).

■ Somerset County Cable Assn.—Berlin, Pa. (E2007).

■ Hi-Net Communications Inc.—Orlando, Fla. (E2008).

■ Union CATV Inc.—Sturgis, Ky. (E2009).

■ Liberty TV Cable Inc.—South Haven, Mich. (E2010).

■ Berkeley Cable TV Inc.—Moncks Corner, S.C. (E2011).

■ Blue Devil Cable Television Inc.—Burgettstown, Pa. (E2012).

■ Cable News Network Inc.—Atlanta, Ga. (E2013).

■ Montgomery County Cablevision Inc.—Gaithersburg, Md. (E2015).

■ Liberty TV Cable Inc.—Winchester, Ind. (E2020).

■ Le Mars Cablevision—Le Mars, Iowa (KZ83).

■ Tillamook Television Inc.—Tillamook, Ore. (KZ84).

■ Ponderosa Television Inc.—Bend, Ore. (KZ85).

■ Liberty Communications Inc.—Sweet Home, Ore. (KZ86).

■ Viacom International Inc.—Nashville, Tenn. (WZ91).

■ Home Video Inc.—Marietta, Ga. (WZ95).

Call Letters

Applications

Call	Sought by
	New AM
KRPX	Dart Inc., Price, Utah
	New FM
KGUC-FM	Gunnison Broadcasting, Gunnison, Colo.

WWLG	New TV's Russell-Rowe Communications Inc., Macon, Ga.
KSMH-TV	Smoky Hills Public Television Corp., Hays, Kan.
	Existing AM's
WCKQ	WTCO Campbellsville, Ky.
KKNW	KAAR Mountlake Terrace, Wash.
	Existing FM's
WESZ	WSB-FM Atlanta, Ga.
WCNF	WTRW Whitehall, Mich.
KTXU	KACW Paris, Tex.

Grants

Call	Assigned to
	New FM's
WTJJ	W.T.I.J. Broadcasting Inc., Bellows Falls, Vt.
WHSM-FM	Inland Communications Corp., Hayward, Wis.
	Existing FM's
KRKY	KMJD Castle Rock, Colo.
WEFT	WERU Champaign, Ill.
KRSI-FM	KFMX St. Louis Park, Minn.
KJIC	KTH Pasadena, Tex.

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HELP WANTED SALES

We're looking for a goal-oriented, experienced Sales Manager for a fast-growing country station in Lexington, Kentucky. You must be able to develop people and actively sell yourself. Send resumes to: Triplett Broadcasting, 614 West Main Street, Lexington, KY 40508.

California—\$1,000 per month vs. 20% on collections. Outstanding MOR in beautiful growth market with excellent climate. EOE/MF. Greentree Group, Box 68, Moraga, CA 94556.

Leading Broadcast Group needs news and experienced salespeople for their expanding stations on Florida's Gold Coast. E.O.E. Box E-10.

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.

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.

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

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.

Jazz Announcer/Producer for 100 Kw public radio station. Must be knowledgeable in "mainstream" jazz. Host nightly jazz show. Send tape and resume to David Horning, General Manager, KHCC, 1300 N. Plum, Hutchinson, KS 67501 or call 316-662-6646.

WCFR, Springfield, Vermont looking for A/C pro PM drive jock. Good salary, bennies, great staff. Strong commercial production important. Major market sound in a small market. Rush tape and history: John Frawley, PD, or call 802-885-4555. EOE.

WCVS, Springfield, IL needs contemporary air talent/production personality. Applicants from all formats welcome. Tapes and resumes to: Greg Thomas, PO Box 2989, 62708. EOE/MF.

Country opportunity for Program Director and/or announcer in northeast Ohio. New country station looking for talented people who want the challenge of building this new format. Strong production, promotion, music necessary. Excellent location, pay, benefits. EOE. Box E-32.

Shenandoah Valley contemporary station has opening for strong experienced morning personality. Music and production know-how essential. Tape and resume to Dean Finney, General Manager, WHBG, PO Box 392, Harrisonburg, VA 22801. Equal opportunity employer.

Exceptional morning DJ for exceptional radio station needed. WHYN-AM, Springfield. Number one in western Mass. One to one communicator, quick wit, and experienced with morning drive. Tape and resume only, no calls, to: Doug Hawkes, Program Director, WHYN AM/FM, 1300 Liberty Street, Springfield, MA 01101.

Beautiful voice. We have an opening for on-air and production for beautiful music format. Need a mature communicator with experience. Send tape and resume to: WLVE-FM, Box 3336, Madison, WI 53704.

Top rated Northern Indiana station looking for an afternoon jock with easy relaxed personality who can entertain audience with more than introduction of records. You will be working with other professionals in an MOR format. An excellent opportunity to hone your skills before the big time! Send air-check and resume to Allen Strike, PO Box 699, Elkhart, IN 46515. E.O.E.

Major southeastern station looking for talent. Several dayparts open. Applicants must be talented, natural, mature and mentally together. All inquiries confidential. Excellent compensation for right people. 4/28/80. E.O.E. Box E-58.

HELP WANTED TECHNICAL

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

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

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

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

HELP WANTED NEWS

News Director for midwest AM/FM. Midwest experience or native only. 30,000 market. Box D-145.

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.

Kentucky—looking for young Play by Play announcer for sports minded station in small market. Call 606-248-5842.

News Director needed for 50,000 watt FM contemporary-AM adult country combo in South Central Michigan. Must have strong delivery and good writing to continue our tradition of news leadership. Will also handle public affairs. T&R to Bart Hawley, Operations Mgr. WIBM, Box 1450, Jackson, MI 49204. EOE.

Professional Newsperson to organize and staff topnotch news department. Employed and happy in his or her job, but willing to move to new market and greater responsibility. Station tops in programming and sales. Class C FM stereo 24 hours 100,000 watts. 300 miles from Chicago. Resume, tapes, salary requirements to owner. Burt Schell, PO. Box 355, Lake Zurich, IL 60047.

Morning Anchor for dominant midwest radio news operation. Experience, benefits, growth. David Ahrendts, KLMS Radio, PO Box 81804, Lincoln, NE 68501, 402-489-3855. EEO.

Regional identity seeks individual for farm broadcasting. Minimum two years experience. Good production capabilities essential. Potential for personal growth excellent. Send resume and salary history. Box E-24.

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, WDFW Radio, PO Box 10,000, Marion, OH 43302. EOE.

New NPR affiliate to sign on in mid-August needs News & Public Affairs Director. Must work with many students. Air work a necessity. Salary starts at \$10,000. Top fringes include free college tuition for family members. Send complete resume and tape to Manager, WVIK, Augustana College, Rock Island, IL 61201.

Number One rated A/C Station in Northeast looking for mature sounding AM News Anchor. Station is stable with heavy news commitment. Send tape and resume to: Lon Landis, WELI Box 85, New Haven, CT 06501.

Morning News Anchor. Minimum 3 years anchoring experience. Street reporting, news writing, news production experience required. Send tape and resume, including salary requirements to Shelley Welsch, News Director, WHBQ-AM, 483 S. Highland, Memphis, TN 38111. No phone calls please. Equal Opportunity Employer. M/F/Ha/Vet.

News Director: Immediate opening for experienced Newsperson. Good salary with opportunity to advance with one of Oklahoma's great radio stations. Call Bob Brewer, KOKL AM-FM, Okmulgee, OK 918-756-3646. EOE.

Experienced, mature-sounding and aggressive newsperson needed for major market MOR afternoon drive. Self-starter who can communicate with adults. Reply Box E-53.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Associate Producer (Jazz): 100 KW public radio station; select, produce and present jazz programming, live and prerecorded. Requires: Bachelor's degree, one year similar experience, knowledge of jazz music, 3rd class license, good on-air skills. \$8,694.40 plus, depending upon experience. Send tape, resume and three references to Administrative Office, Louisville Free Public Library, 4th & York Streets, Louisville, KY 40203. Deadline: May 30, 1980.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Ready to go for it? Program Director for adult-formatted small-market FM. Very competitive 15-station market. If you're organized, aggressive and can make a smooth operation even smoother, here's your chance. Start at \$11,000+ with all fringes. Replies in strict confidence. EOE, M/F. Box E-9.

New NPR affiliate to sign on in mid-August needs a Fine Arts Programming Director. Air work a must. Excellent opportunity to develop management skills. Salary starts at \$10,000. Top fringes include free college tuition for family members. Send complete resume and tape to Manager, WVJK, Augustana College, Rock Island, IL 61201

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

Top rated Southern 5kw AM seeks experienced Program Director and announcer for C & W format. Excellent opportunity and working conditions. EOE/MF. Send resume to Box E-89.

SITUATIONS WANTED MANAGEMENT

General Manager—answer this ad if you need a complete general manager. I'm a motivator, winner, leader. Excellent track record as general manager. 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.

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

Station Manager. 13 years experience, 3 years management, B.S., M.A. Prefer MOR and Fine Arts. East of Mississippi. Box E-6.

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

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

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

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

General Manager. Best in operations, programming, administration. Experienced: sales, training, Jennings, automation. Have been major market station/operations manager; small market GM. Dedicated, creative leader. Box E-60.

Se habla espanol If you now program Spanish or believe your future may lie in a conversion, write to me. You will receive a full presentation including details of a 1300% sales increase in five years at current position. Box E-75.

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

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

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

Wanted: an opportunity and challenge with a progressive and expanding organization. Your reward. An experienced general manager with 19 years as a successful professional broadcaster. Skills include heavy sales & sales promotions. Strong leadership & motivator. Managed both AM & FM in medium and major markets. Track record can be checked. Box E-104.

Put a Boone in your business! 15 years 1st class MD, PD, OP, MOR country/adult cont. Dave Boone, 703-476-8767.

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

SITUATIONS WANTED ANNOUNCERS

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

Excellent employee Good pbp, sportscasts, sales contact Dan Magnotta, 314 W. 1st, Pratt, KS 67124, 316-672-2468 anytime.

Black female dedicated, talented, reliable, mature, 3rd. Will relocate immediately. Call for tape and resume. Sharon Givens 312-276-7647 or 312-787-3188.

Ted Kennedy wants me as V.P. But I'd rather stay in radio. Experienced DJ, newscaster, and production man. Currently working and available. Audience pleaser. Let's talk. Jan Oberman. 505-445-5307

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

16-year morning pro wants a New England home. Vast music knowledge and production expert. Box E-12.

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

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

Witty, warm and wide format experience, including part time forty miles from N.Y.C. Smooth at 18 months all AM & PM drive. Joe King 201-288-6358.

Nearly two decades of experience qualifies me for your opening. Excellent PBP Warm, relaxed style of jock. You name it, I've done it. No rockers. Box E-73.

Dedicated broadcaster with 4 years experience looking. Call 513-631-4657 nights. Will relocate.

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

Mature-responsible family man, married 12 years. 1st Phone. Prefer MOR MD slot. Experienced in news, sales, sales manager, programming, production. I wake up happy. 35 years old, 4 children. I can be helpful in all areas of your station. Looking for permanent position in Rockies or Southwest. I'm not looking for a fortune—just to live comfortably Reply Box E-79.

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

Announcer/D.J. 1½ years experienced, also news and tight board. Have worked beautiful music, MOR, adult contemporary and top 40. Would like to stay in nearby New England area. Mark C. Ambrose, 27 Pembroke Avenue, Pawtucket, RI 02860. 401-724-2956 or 401-725-8193.

Present employed. But want to move South/Southwest. First phone, personality jock, 6 years exp. excellent production, college football P.B.P. versatile and team player. To find out more contact Steve Snyder, Box 764, Republic, PA 15475 or call after 5:30 412-246-2822.

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

Young black jock air personality 3rd will relocate immediately. Knowledgeable, creative, versatile. For tape, resume call 219-845-5978 Clarence Collins, 2912 178th Dr. Apt. 1, Hammond, IN

Black Communicator with college degree 3rd phone seeks east coast station with adult contemporary, rock, jazz or disco format in small-medium market. All shifts, tight board, good production, smooth voice, ready to go. Call after 5 p.m. 212-527-6346 Reggie. Only serious need call!!!

"Won't work cheap" Married, college graduate with first phone and 5 years experience. Currently working in ARB market 63 and ready to move up or into programming. Would prefer P/A or T-40 format in West, Midwest or Southwest. Box E-99.

SITUATIONS WANTED TECHNICAL

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

SITUATIONS WANTED NEWS

Helicopter Pilot/Reporter/Photographer! Aviation employed wishes return to flying media position. Good presentation, personality. Science business background, degreed. Duane Moore 602-947-8712.

News/Sports Reporter determined young reporter with experience in commentary, sports talk, play-by-play and general reporting. Ohio University grad, available immediately. Contact: Steve French, 2059 Willowdale, Stow, OH 44224 216-688-8461

Experience, talent and energy in young female reporter/anchor. Seeking dedicated news operation. Will relocate. Box E-61

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

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

Just 23, six years radio. Worked two 100,000 watt stations. Experienced college, high school PBP, most sports, features, interviews. Also news director, board shift, some sales. Looking for job with heavy college sports, and fill in elsewhere if needed. Looking for medium market. Can relocate. Resumes, references, airchecks available. Box E-70.

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

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

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Radio talk show host. Award winner, top rating communicator in N.E. area. Interantional experience, extremely versatile. Relocation desired to sunnier south. Network or top ten markets preferred, but all offers considered. Box E-38.

Program Director. Station sales makes available PD./O.M. Solid experience includes motivation, budgeting, promotions, community service, sales, Arbitron Nr. 1, engineering, A.A., dedication. Box E-19.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Operations Manager: If your AM is losing money, or your not where you should be in the billing department, let me show you my money making solutions on how your station can increase in revenue. Presently with successful combo, FM has ratings AM uses money making programming techniques which sound good and bring the station past its financial expectations. Knowledge of FCC rules and regulations, excellent references, reputable track record, working on M.B.A. and willing to re-locate for right company and situation. Let's talk 216-493-4755.

Program Director: No hype . . . just a good solid radio man confident of what I can do. Colorado now, would like to stay in the West. Wayne 303-633-9229.

TELEVISION

HELP WANTED MANAGEMENT

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

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

Operations Manager: Sunbelt area. Aggressive station wants an individual with heavy promotion background for southwestern market. Call, will discuss on phone—Station Manager 713-833-7512.

Promotion Manager: Seeking qualified, aggressive individual with knowledge of print, graphics, art and layout, television production, ability to compose, and capability to create and control budgets; press relations experience helpful; salary DOE. Equal Opportunity Employer/Male/Female. Box E-54.

Production Manager: Seeking qualified aggressive individual as full-charge Production Manager for growing station/production facility; technical knowledge and studio skills a must; computerized post production knowledge beneficial; salary DOE; submit resume to Linda Imboden, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer/Male/Female.

Qualified Chief Accountant for TV station in dynamic Top-40 sunbelt market. Must have broadcast accounting experience. Promotion to Business Manager in sight. Box E-63.

HELP WANTED SALES

Account Executive: Two years of TV sales experience required to takeover strong established list with a network affiliate in a single station Midwestern market. EOE. Send resume and income requirements to Box E-41.

Local Sales Manager with know-how and drive for VHF in beautiful Texas Gulf Coast city. EOE. Box E-98.

HELP WANTED ANNOUNCERS

TV Staff Announcer. . . . WTAE-TV is looking for a creative announcer for on and off camera duties. Need mature professional with experience in booth and studio programs. An Equal Opportunity Employer M/F. Send resume and tapes to: Ray Coleman, WTAE-TV, 400 Ardmore Blvd., Pittsburgh, PA 15230.

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.

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.

TV Engineer: Operating and maintenance VHF Transmitter facility. Send resume to: Don Smith, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30903 EOE.

We need help fast in the ENG portion of our station. If you can repair and maintain 3/4 inch Sony and ECS editors call the news director at 512-476-7777. Top pay for the right person. EOE.

KOLO Television, Reno, Nevada has immediate opening qualified ENG maintenance engineer. Must have FCC first class license and experience in three quarter inch videotape and three tube cameras. Contact Director/Engineering, Donrey Media Group, POB 550, Las Vegas, NE 89101 or phone 702-385-4241 extension 395. EOE employer.

Chief Engineer for medium market Radio-TV combination in New York State. Excellent opportunity for responsible person with expanding group. EOE. Call Mr Steele, 607-739-3636.

Maintenance Technician. Minimum 2 years of maintenance experience. First phone and state of the art technical background required. Send resume and salary requirements to Ken High, KAMR-TV, Box 751, Amarillo, TX 79189. 806-383-3321. An EOE.

Maintenance Engineer: First Class FCC License and two years' experience in maintenance of TV broadcast equipment, microwave & transmitting equipment. Apply Personnel Coordinator, WEDU-TV (PBS), 1300 North Boulevard, Tampa, FL 33607. Equal Opportunity Employer.

Assistant Chief Engineer with proven ability for South Texas or Gulf Coast VHF EOE. Box E-91

Florida UHF network affiliate seeks experienced maintenance engineer WJKS-TV, Box 17000, Jacksonville, FL 32216. E.O.E.

Needed immediately. Two good TV supervisors, heavy on maintenance. One studio and one transmitter with studio responsibilities. Salaries low 20's. Opportunity Assistant Chief Engineer Contact Bob Hardie 918-583-3344, 507 So. Main, Tulsa, OK 74103. EOE.

Engineer: Fantastic opportunity with top independent. If you have your 1st phone, experience in maintenance, repair and operations, you should be working for us. Non-union environment and top earnings. Send confidential resume to Personnel, WXIX-TV, Taconic Terrace, Cincinnati, OH 45215. Equal Opportunity Employer M/F

T.V. Engineer: Los Angeles production company looking for a very competent, self starting engineer. Responsible for operation and maintenance of EFP studio and post-production facilities. 2 years experience with 3/4 and 1 inch formats. Prefer 1st Class license. Salary in the high teens with benefits. Send resume to: Group Visionary Productions, 10850 Riverside Dr., Suite 203, North Hollywood, CA 91602.

Director of Engineering for stereo FM and color/quad teleproduction facility. Operate, maintain system, consult with faculty, staff. FCC 1st phone required, bachelor's degree preferred. Salary competitive. Start not later July 1. Send resume to Robert Snyder, UW Oshkosh, Oshkosh, WI 54901 by June 12. UWO is EO/AA employer.

Video Operator, experienced on TK-44 cameras, able to set-up, operate and assist with maintenance. Experience in TV Broadcast; or Video Production Studio preferred. Contact Chief Engineer, WYAH-TV, CBN in Portsmouth, VA, an Equal Opportunity Employer. 804-393-2501

Operating Engineer. 1st Phone required. Experienced in video tape editing, Master Control Operations, Production, and studio support. Aggressive TV operation in South Florida, a great place to be. EOE, M-F. Send resume and salary requirement to Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407.

Immediate opening for 1st class engineer. Must be experienced in set-up, operation and maintenance of color cameras, ENG and other equipment in both radio and TV labs at a major university. Will assist in maintenance of two radio stations on campus. Solid experience required. Salary commensurate with ability and experience. Must relate well with students and faculty. Apply by July 1 to Ed Paulin, Chairman RTVF, Oklahoma State University, Stillwater, OK 74078. An Equal Opportunity Affirmative Action Employer.

Operating Engineer: First Class FCC License and experience in MCR switching, operation of VTR's, FCC logging requirements, etc. Contact Personnel Coordinator, WEDU-TV (PBS), 1300 North Boulevard, Tampa, FL 33607. Equal Opportunity Employer.

Chief Engineer with best technical qualifications for South Texas VHF. Box E-105

Maintenance Engineer—Excellent opportunity at network affiliate (TCR100, TR600, Ampex type C1). Vital switching, color radar, full E.N.G Sony BVU, TK76). Must be very good maintenance engineer with good work habits. Send resume, including salary requirements, to Box E-28.

HELP WANTED NEWS

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. 303-832-2222.

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.

News Director: Management seeks aggressive News Director to organize and supervise an eleven member News Department. Editorial judgement and interest in Public Affairs a must; should have strong background in reporting and writing techniques. Knowledge of ENG production essential. E.O.E. Send resume to Kent Steele, Operations Manager, KQTV, PO Box 247, St. Joseph, MO 64506.

WIS TV is still looking for a sports director. We cover major college sports, USC Gamecocks & Clemson Tigers, as well as top pro events such as the Masters & Darlington 500. If you are currently a sports director or a number two man with maturity and solid experience, send a resume, recent tape and salary requirements to Gary Anderson, N.D., WIS TV, PO Box 367, Columbia, SC 29202. An EOE.

Northwest group owner is updating files in all areas of news. Current opening exists in reporter-anchor position. This position requires minimum of two years experience but interested in all qualified applicants in news field. An equal opportunity employer. Minorities and women are encouraged to apply. Reporters, anchors, producers, photographers send resumes to Box E-34

Midwestern station looking for talented, motivated news and sports reporter . . . weekend anchor work, good pay, strong benefits, growing company that appreciates initiative . . . immediate opening. EEO, M/F. Box E-66.

Managing Editor—Energetic leadership, thorough organizational planning and strong assignment editor skills: These are the qualities of the managing editor who will supervise the day-to-day operations of mid-Michigan's award-winning hour newscast. Send letter and resume to: Henry G. Urlick, Director of Operations, WJRT-TV, 2302 Lapeer Road, Flint, MI 48503. EOE/MF

Producer—Bright, aggressive, organized individual needed to handle our Noon newscast. If you're a strong writer ready to take charge, send a resume to Joe Kirik, News Director, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. No calls please. An Equal Opportunity Employer.

Resumes are now being accepted for experienced TV broadcast reporters, news photographers and production assistants. EOE/MF. Send information to Box E-107

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

Production/Promotion Director: Group-owned northwest station has immediate opening for person with the required leadership and creative skills to jointly manage production and promotion departments. Ability to train personnel in all phases of studio, field production, and editing is essential. Equal opportunity employer. Send your resume to: Box E-21.

Magazine Program for Catholic Church seeking someone with solid production skills and field experience for national production. Travel a must. M. Doblmeier, 75 Chestnut Hill Ave., Brighton, MA 02135.

Position open for writer, co-producer of film, video productions depicting research, instruction and clinical efforts of faculty. University of Florida Health Center. Must be skilled in writing, cinematography, and film editing. Masters degree required. Starting date 6/20/80. Title, Assistant-In. Send resume by 6/2/80 to J. Chance, College of Journalism, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer

TV Creative Director. ... need person with TV background for developing and communicating visual ideas through illustration and graphics. Some set designing and prop building. Writing skills a plus. Degree in design preferred. Send resume to Personnel Department, KITV, 1290 Ala Moana, Honolulu, HI 96814. An equal opportunity employer

Creative Services Director and Promotion Manager positions open. Experience required. Resume and tape to Herb Gold, WJKS-TV, Box 17000, Jacksonville, FL 32216. EOE.

Producer/Director—3 to 5 years commercial experience. Northeast large market, independent. Good salary and benefits. An Equal Opportunity Employer. Send resume and salary requirements to Box E-56.

TV Producer/Director—for July 1st opening. Minimum 3 years experience. BA desired. Respond with resume by May 17 to: Mercer County Community College, Personnel Services, Dept. RZ, PO Box B, Trenton, NJ 08690. Equal Opportunity/Affirmative Action Employer.

PM Magazine Co-Host. San Diego needs co-host to work with male on staff. Strong production skills a must. PM Magazine experience desired but not required. Send tape and resume to Producer, PM Magazine, KFMB-TV, Box 80888, San Diego, CA 92138. E.O.E. M/F.

SITUATIONS WANTED TECHNICAL

Television Maintenance Professional. BA Communications, First, 12 years UHF-TV/FM design, construction, maintenance of studio, ENG, remote, transmitter, translators, microwave and CATV. Seeking engineering management. Prefer telecommunications orientated PBS stations. Resume, references. Box E-64.

One-man band with 6 years production/editing experience, modest maintenance background, 1st phone. B.A., seeks production or operations position with opportunity to broaden maintenance ability. Call Doug Landman 607-739-3636 or 734-0690.

First Ticket Radio engineer, two years experience. desires switch to TV B.A., C.I.E. and more. Box E-83.

TV-FM-AM-Field Engineering Service. Established 1976 Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2969.

SITUATIONS WANTED NEWS

Award-winning investigative producer looking for similar job in top 35 markets. Also interested in investigative

Black Female Reporter. Enthusiastic personality shows on the screen. More than two years TV reporting experience. Presently in top 25 market. Looking for medium or major move. Box E-36.

Looking for No. 2 spot in competitive medium or large market news department. I have years of experience in all phases of television news. Box E-46.

One of Texas' best talents is seeking a return to fulltime sports or weather after a year away in management at a small station. Heavy background includes 8 years at KMOL, San Antonio, and 3 years at KXAS, Dallas. Jerry Desmond, 1710 North A No. 35, Midland, TX 79701. 915-683-9101

Willing to pay overtime? Young aggressive male out of the midwest with five years of broadcasting experience. Two in TV news. Able to work news and/or sports with authority. Leave name and number for Lee at 913-798-3389. I will contact you.

I am what you have been looking for. Anchor-reporter with small and medium market experience, looking for career move. Call mornings and evenings 609-561-8532

The magazine show which I host, write and field produce was just nominated for an Emmy in Los Angeles. I am looking for new challenges in news and public affairs. 714-673-7086.

Will work hard for first break in news. Television production and radio stringer experience. BA in Broadcast Journalism. Will relocate. For video tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210 704-552-2473.

B.S. in Meteorology (May 1980) with TV experience. Seeks entry level position. College experience with update news production. Resume and tape available on request. Tom Wallace, 739 Willow Wood Drive, Palatine, IL 60067, 312-358-1256.

Young hardworking Editor/Photographer seeks entry level position in E.N.G. news production. Strong background in independent post-production editing, with some E.N.G. work. Tape and resume available. Call David Villegas, 714-270-5590 or 714-291-2998.

Top-10 Weather Anchor Group W seeks new home. Box 171, Bellwood, PA 16617

Sportscaster with three years experience seeking medium or large market. Statewide play-by-play exposure, solid newspaper background. Hard worker who has helped raise station ratings 25 per cent. Box E-87

I'm well qualified to be your street/scientific-environmental reporter. Thorough knowledge of film and tape. Call 919-889-3885 after 6 pm.

Meteorologist—Seal of Approval. Does weather graphics and film animation. If your weather office uses only meteorologists, I'm interested. Box E-90.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

College grad, with two years commercial television experience, desires creative, challenging, responsible and rewarding production/writing position. Box E-77.

Writer, Cinematographer, Editor: Versatile, imaginative and hardworking, seeks position in Southwestern U.S. Familiar with film and all tape formats. Box E-80.

Director: Medium market experience. Seeks position directing live news or commercial production. Box E-95.

Experience traffic/operations director seeks news position. Programming/traffic BIAS/BCS systems. Great administrative and organizational skills. Only interested in co. that wants things done right. Box E-50.

Production/operations manager position being sought by professional with twenty years production experience. Looking for station that realizes creative people are its biggest asset. Box D-121

CABLE

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Freelance Producer available for NCTA convention in Dallas May 18-21. Complete ENG/EFP package. Call: Jim Martin 214-688-3692 or 258-3365.

ALLIED FIELDS

HELP WANTED MANAGEMENT

California Public Broadcasting Commission Chief Administrative Office. Requirements: extensive experience in public telecommunications and broadcasting, knowledge of legislative process and public administration. Current salary range \$29,856-31,296. Resumes must be received by May 30. Edward L. McClarty, Modesto Junior College, Modesto, CA 95350. Minorities and women are urged to apply.

HELP WANTED TECHNICAL

Position Available: Technical Support Specialist, Communication Studies Program, Niagara University, New York. Facility maintenance and organizational responsibilities supporting the operation of a university film production sequence. Electrical and mechanical skills pertaining to 35mm SLR and 16mm camera and sound equipment essential. Training and supervision of student assistants. Technical Support Staff appointment. Occasional equipment coaching duties secondary to technical duties. Salary negotiable, depending on qualifications. Apply immediately to Professor Bruce R. Powers, Dir., Communication Studies Program, Niagara Univ., Lewiston, NY 14109. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED INSTRUCTION

University level teaching position. Teaching experience and doctorate desired; professional experience in commercial audio recording and television audio production. Applicant should also be prepared to supervise Master's theses and to teach at the graduate level. Responsibility/teaching load: teaching courses at all levels of broadcast and recording-production audio, radio production, announcing, and at least one of the following: Analysis of the Popular Arts, Media Aesthetics, Media Writing, Introduction to Graduate Study or Introduction to Broadcast Research. Appointment of a qualified person is for a full academic year, starting August 26, 1980. Deadline for receiving applications is May 31, 1980. Address resumes to: Mr. C. R. Anderson, Acting Chair, Broadcast Communication Arts Dept., San Francisco State University, 1600 Holloway, San Francisco, CA 94132. San Francisco State University is an Affirmative Action/Equal Opportunity Employer.

Assistant Professor to teach Broadcast Journalism, Production, and in other areas of interest. Terminal degree, professional broadcast journalism and teaching experience. Start Fall 1980. Salary competitive. Apply by May 30 to Chairman, Broadcasting Search Committee, Department of Communications, PO Box 248127, University of Miami, Coral Gables, FL 33124. Equal opportunity/affirmative action employer

Instructor, Broadcast Production. 9-month position; salary \$15,048. Master's Degree preferred; 5 years appropriate media and/or teaching experience required; to teach production of electronic news gathering (ENG) techniques. no studio instruction. Application deadline May 30, 1980. Contact: James Couch, Communications Program, Bay Vista Campus, Florida International University, North Miami Beach, FL 33181 An Affirmative Action/Equal Opportunity Employer. A member of the State University System of Florida.

HELP WANTED INSTRUCTION CONTINUED

Communication instructor: full-time position in electronic and print media, teaching intro. to radio, journalism, radio production, mass media, announcing. Master's plus experience preferred. Apply to Lou Emond, Dean Junior College, 99 Main Street, Franklin, MA 02038. An equal opportunity, affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted: Six Bay Circular Polarized FM antenna. Jampro/Cetec preferred. 1236 49th Ave., Sacramento, CA 916-428-5194.

700 to 1000 ft tower capable of 12 FM Bays either standing or on ground. Clarence Jones. 803-492-7613.

Wanted 5 Kw FM Transmitter. Box E-39.

Public TV station needs a new or used 30 KW Klystron Varian 4KM100LA for GE TT57 transmitter Channel 34. Call collect to K. Kuespert, 219-674-5961 or mail Channel 34, PO Box 34, South Bend, IN 46624.

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.

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.

For sale: FM antenna. Circular polarized 10 bay Harris FM S 10 presently tuned to 92.5 MHz. \$7,500 FOB Greenville, SC. Contact John Davenport, WESC Radio, 803-242-4660.

Four Series 750 ITC Reel-to-reel reproducers. Best offer over \$2500. Call 301-228-4800.

10KW FM RCA 10-D extra clean unit. Solid-state Exciter, stereo generator. Comes with 10kw air-cooled dummy antenna. Some spares. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Delivery from inventory. Other AM and FM units in stock.

Lapp Base Insulators—new—never out of crates. 4-9004; 3-9006. Pacific Tower Company, 6100 N.E. Columbia Blvd., Portland, OR 97218, 503-287-7303.

Remote truck, step-van, air-conditioned, with VIX-1 switcher, 3 CEI 280A cameras, Ampex AVR-2 recorder with TBC, Robins Fairchild audio console, Datatron SMPTE time code generator and reader, monitors, vector scope, microphones, tripods, dollies, cables and more. \$125,000. Write or call Dennis Doyle, Chief Engineer, WEDU Television, 1300 North Boulevard, Tampa, FL 33607; 813-253-2736.

Mixer/Console for sale. Harris Stereo 5 Console. Also Harris Mono Phono Preamp. Both under one year old. Original carton. Original cost \$2100. Both for \$1400. Mint condition. Call 214-729-6857.

Towers: Sell and erection, AM and FM, new and used. Check our prices first! Angle Steel Erectors, PO Box 55, Greenville, NC 27834. Bill Angle, Jr. 919-752-7323.

Collins 831G1 transmitter \$22,500. Call Paul Schafer, 714-454-1154.

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 Tima 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 1800 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-8 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 860C 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.

5KW Bauer 5000J, 18K hours, spare tubes. Dave Re-mund, 408-280-7061.

3 KW FM CSI FM 3000E, 3 yrs. old w/exciter and stereo. Excellent condition. M. Cooper 215-379-6585.

FM Equipment, used—Collins 310Z1 exciter, with factory warranty, Spectrosonic 610 comp limiter, Microtack 6401 stereo preamp, Wilkinson SR-20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

QRK Omega 10 channel audio console \$2,900. One set Gates GTM-88 FM monitors \$450, 350' Andrew 3" on reel \$2,500, 350' Andrew 1 5/8" \$1,300, all ready to ship—Contact: Andy Booth, WQRK, 804-497-1067

For Sale or Lease: Microwave MA-12G transmitter, MA-12G receiver, PAC-4 Audio MOD, PAC-5 Audio DEMOD, four 4' dishes and 2 radomes with waveguide and all accessories. 617-655-5115.

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 Twining, Dallas, TX 75227

MISCELLANEOUS

Radio News Directors! Let Washington's largest independent radio service cover your delegations at NY, Detroit political conventions. Discounts for early sign ups. The Berns Bureau, Box 23067, Washington, DC 20024. 202-234-4676.

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.

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.

Jock Shots! Fantastic, low-cost audio effects for sharp jocks. Free demo disc: LA Air Force, Box 944-B, Long Beach, CA 90801.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test" Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 17 and September 2. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

RADIO

Help Wanted Management

OPERATIONS MANAGER, WSYR AM/FM

Expansion, right-hand position. Solid opportunity for qualified broadcaster with hands-on experience and strong administrative skills. Sales exp. desirable. AM is full service market leader; FM superstars AOR. Send detailed resume, production/air tape if applicable. Hugh Barr, Manager, WSYR, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

GENERAL MANAGER

Major FM facility, WTPA, Harrisburg. Newhouse Broadcasting. Newly formed position result of sale of TV Station. Solid sales background, program awareness, strong community sense. Send full resume, salary requirements to Hugh Barr, WSYR, 1030 James Street, Syracuse, NY 13203. Newhouse Broadcasting is an Equal Opportunity Employer.

GENERAL SALES MANAGER

Upstate New York, highly rated AM/FM facility is looking for a self assured, aggressive and able to motivate four member sales staff, general sales manager. Thorough knowledge of retail sales a must. Candidate must be up and comer with strong organizational qualities. Annual salary \$27K plus override and car. Relocation costs paid. Send resume to Box E-65. Equal opportunity employer.

Help Wanted Management Continued

OWN PART OF THE ACTION

and become sales manager of a mid-western FM about to make it big. Buy in and make it happen. Unlimited opportunity for a self-starter and motivator. Send track record and salary goals to Box E-5.

Help Wanted Announcers

EXPANSION

of our Texas Radio group requires new air & sales talent. Good weather, salary, hospitalization, retirement. Reply in confidence to Box E-3.

Help Wanted Programing, Production, Others

PROGRAM DIRECTOR Top 10 Market FM/AM

We are adult contemporary stations with great staff and facilities. We need an organized, disciplined motivator who can take charge and continue to build our stations to greater heights in the 18-34 demo. We offer an excellent compensation package and a great future with an outstanding communications company. Reply in confidence to Box E-13.

An Equal Opportunity Employer

WANTED

Top talk show host who is committed to: Total community involvement; enterprising-entertaining shows; vibrant one-on-one communicator. Must have successful track record. Approximately 5 years major market experience. Send resume and tape to: Joe Holstead, WFAA Radio, Communications Center, Dallas, Texas 75202. An Equal Opportunity Employer.

Situations Wanted Management

ATTENTION OWNERS- MANAGERS

Need assistance in certain station operations? I'll upgrade your programming & promotion, motivate your staff and handle daily station operation. In return I seek a growth opportunity and long-term relationship. Prefer small or medium New England market but glad to hear from all areas. Reply Box E-69.

Situations Wanted Management Continued

Se Habla Espanol

Experienced radio manager, fully bilingual, seeks new challenge. If your station currently programs in Spanish or you believe your future lies in converting, let me send full details. Box E-71.

Situations Wanted Announcers

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.

EXPERIENCED PLAY-BY- PLAY MAN

seeks college or professional play-by-play job for the fall in a medium to major market. Box E-11.

FUN RADIO!

Your morning man give you the Blahs? Veteran major market dee-jay who can Entertain!
Communicate!
for stable Adult Contemporary MOR. Intelligent, dependable, references.
Box E-103

Situations Wanted News

Don't Settle For Second Best!

Heavyweight award-winning talk-show host/news caster seeks radio and/or TV slot in top-5 market!

Offers 10 years solid news/talk experience, plus background as creator of syndicated cable TV program, writer-editor-lecturer, and contributor to 2 best-selling books!

If you seek excellence and a proven ratings record, call:

Gene Steinberg, (212) 631-9290

Situations Wanted Programing, Production, Others

PROGRAM/OPERATIONS MANAGER

Medium market success ... seeks top 35 market ... first phone ... will work anywhere in United States ... call John Smith at 502/459-8957, Monday through Friday, 2pm-4pm.

Situations Wanted Programing, Production, Others Continued

MULTI-TALENTED

I am a multi-talented, ambitious professional, who has worked at a top ten NBC affiliate. My experience there included Co-Producing the flagship broadcasts for two professional sports teams, promotional copywriting, news writing, production work, interviewing entertainers, and securing their appearance on other programs I produced. Also ran one hell of a tight board. I'm looking to serve in one or more of the above capacities at your station, and would like to learn sales, if possible. Market size NOT important, but my only requirement is at least a 40 hour work week. Excellent references. Immediate availability. Don't hesitate, call now. (516) 884-3238, ask for John.

"The profitable radio station covers its cost of sales first; we do it better for less."

-- Dick Burns

MARKETING ASSOCIATES

6 Pacific Avenue
Piedmont, CA 94611 (415) 547-4234

TELEVISION Help Wanted News

WANTED

A Troubleshooter Reporter and a Health Reporter. Top 25 market station with strong commitment to News. Heavy into microwave, including live helicopter. Please send resume to Box E-57. An Equal Opportunity Affirmative Action Employer, M/F.

Major Group Broadcaster

seeks an experienced reporter and an experienced photographer for Washington, D.C. News Bureau. Send resume and salary requirements to Box E-59.

HIRING A COMPLETE STAFF

(For new powerful UHF East Coast network affiliate)

- Station Manager
- Station Sales Manager
- Chief Engineer (Preferably with some construction experience)
- Program Director
- Production Supervisor
- Account Executives
- Copywriter
- Technicians
- EEO/Affirmative Action Employer
- BOX E-110

**COORDINATOR OF DEVELOPMENT ACTIVITIES
BROADCASTING SERVICES**

Opportunity exists within The Pennsylvania State University for someone responsible to the Director of Broadcasting for grant seeking and other fund raising activities for WPSX-TV and Broadcasting Services in Continuing Education. Requires bachelor's degree or equivalent and four to five years of effective experience in preparation and presentation of major grant proposals at the national level and a successful record of obtaining funds from governmental, foundation and corporate sources. Must have an understanding of and commitment to the goals of public television broadcasting, use of media in continuing education and compatibility with a university environment. Send letter of application and salary requirements to Employment Division, 117 Willard Building, Box BM-1, University Park, Pennsylvania 16802. Application deadline: May 28, 1980

AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

GENERAL MANAGER

West Coast Network Affiliate. Fast-growing station in excellent market needs dynamic, productive leader. Excellent compensation and benefits. Send resume to Box E-111

Equal Opportunity Employer

**Help Wanted Programing,
Production, Others**

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

**evening
MAGAZINE**

A Co-host position will be available late this summer for the number one rated, prime-time access magazine strip at WBZ-TV, Boston. Candidate must have both talent and field producing responsibility in similar program format.

Send a resume and cassette (no phone calls please!) to: Richard Kurlander, Program Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134.

An equal opportunity employer



TALENT/PHOTOGRAPHER-EDITORS

Talent and Photographer/Editor positions now available for our brand new PM Magazine team.

If you are one of the best and brightest in our industry, rush resume and tape to Ron Loewen, KAKE, Box 10, Wichita, KS 67201. KAKE-TV is a division of Chronicle Broadcasting Co. and an equal opportunity employer.

**COMMERCIAL
PRODUCER/DIRECTOR**

Major market television station seeking individual with a minimum three years experience in producing, directing, and writing commercials. Background in video tape recording, lighting, editing, and sound recording techniques. Must understand "state-of-the-art" equipment with thorough knowledge of studio and on location shooting. College graduate—television production major preferred. Please send tape of work.

Send resumes to: Nancy Fields, WMAR-TV, 6400 York Road, Baltimore, Md. 21212. E.O.E. M/F

Help Wanted Programing,
Production, Others
Continued

ASSISTANT PROGRAM MANAGER

WCVB-TV, Channel 5 in Boston, seeks an experienced, talented individual to supervise the staff and production of regularly scheduled programs and to assist Vice-Presidents of programming in the administration of the program department.

This position requires extensive experienced in local program production and minimum of 2 years experience in program administration.

If interested, please send resume to (no telephone calls please) Boston Broadcasters, Inc., Personnel Department T251280, 5 TV Place, Needham, MA 02190.

An Equal Opportunity Employer M/F

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Help Wanted Programing,
Production, Others

TM

TM Productions, Inc. PRODUCTION DIRECTOR

Must be well-versed in all facets of creative production and supervisory/management skills.

Experience needed in radio, multi-track equipment to include: 4, 8, 16 and 24-track, and all phases of recording studio operation, mixing, etc.

Strong copywriting and creative skills with musical background a must.

Only thoroughly experienced professionals need apply.

Send resume in confidence to:

Pat Shaughnessy
President of the TM Companies
1349 Regal Row
Dallas, Texas 75247

TM is an Equal Opportunity Employer.

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

ECONOMICS REPORTER

Ph.D. in economics, anchor, reporter, & ENG experience. VT available. Good voice, good appearance. Mel at (303) 476-3275.

TV SPORTS BUILDER

Will build strong TV sports department as non-air sports director.
20 years experience and dedication in all phases of local TV station sports.
Success built on hustle, organization and discipline. Currently on-air. Box E-4.

"The profitable radio station covers its cost of sales first: we do it better for less."

—Dick Burns

MARKETING ASSOCIATES

6 Pacific Avenue
Piedmont, CA 94611 (415) 547-4234

ALLIED FIELDS

Help Wanted Sales

BMI/E

Broadcast Management/Engineering

295 Madison Ave.
New York, New York 10017

ADVERTISING SPACE SALES

NORTHEAST REGION

Position now open for salesperson familiar with the broadcast marketplace to sell advertising space in the industry's most prestigious monthly publication. The ideal candidate should have 2-5 years of sales experience in broadcast equipment or services sales. You will be located in the N.Y. headquarters. Excellent compensation package including generous base, high commissions, company car, profit sharing and comprehensive health benefits.

Contact:

Charles C. Lenz, Jr.
(212) 685-5320

Home Box Office

Program Audience Research Analyst

Experience in network/station rep audience response techniques. Background in primary research helpful with strong analytic and writing skills. Will be required to do extensive demographic, quantitative, and qualitative analysis of audience data and communicate findings to management. Send resume including salary history to: Santos Murillo, Personnel Dept., Time Inc., Time & Life Bldg., 1271 Ave. of Americas, New York, NY 10020.

Help Wanted Technical

ENGINEER FOR RANK CINTEL SERVICE East Coast & Midwest

Electronic Engineer for Installation and Field Service of Rank Cintel Flying Spot Telecine equipment. Must be fully conversant with state of the art analogue and digital circuitry and servo systems. Understanding of optics and precision mechanics desirable. At least 3 years experience in the maintenance of complex electronic equipment. Preferably, but not necessarily presently employed in the Television or Motion Picture industry. Experience and track record are more important than qualifications. Product training will be provided. Willing and able to travel within the USA and occasionally overseas. Company car provided. Salary negotiable. Based in New Jersey. Please contact Mr. William Liento at (201) 791-7000.

SENIOR BROADCAST TECHNOLOGY INSTRUCTOR

Harris Broadcast Products Division, a leader in the broadcast industry and a Division of Harris Corporation, has an immediate opening for a Senior Broadcast Technology Instructor.

This opening is a multifaceted position consisting of state-of-the-art electronic technology for broadcast equipment oriented training objectives which include short and long term training program development, generation of input for operation, maintenance, and training (O.M.T) contact proposals, coordination of local or on-site training programs, and personal instruction involvement including instructional delivery for an Associate Degree in Broadcast Electronics Technology.

Candidates with a Bachelor's Degree in an electronic oriented discipline with a Television RF/Digital background are preferred. A minimum of three years of broadcast engineering responsibilities and development or instruction in a post high school broadcast electronics program, with professional education coursework background plus previous exposure to a job oriented international setting are all desirable.

Qualified candidates should send a current resume in confidence to: Gary L. Schell, Professional Recruiter, Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301.



HARRIS
COMMUNICATION AND
INFORMATION PROCESSING

An Equal Opportunity Employer—Male and Female

Help Wanted Management

CALIFORNIA PUBLIC BROADCASTING COMMISSION

Chief Administrative Officer. Requirements: extensive experience in public telecommunications and broadcasting, knowledge of legislative process and public administration. Current salary range \$29,856-31,296. Resumes must be received by May 30. Edward L. McClarty, Modesto Junior College, Modesto, CA 95350. Minorities and women are urged to apply.

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
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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 800-241-7089 for complete information or write TV Tempo, Inc., 387 Old Commerce Road, Athens Georgia 30607

FLORIDA PURCHASE

Successful broadcaster looking to replace lost investors to complete the acquisition of a powerful fulltime Florida AM with unlimited potential. Complete market analysis and financial projections available to serious parties. Box E-108.

Radio Surveys

S-A-M-S . . . Customized radio surveys

400 calls \$775.00 total price \$275.00 down and \$42.00 per month also 100, 200, 300, & 500 call surveys. . . raw data free . . . Call collect . . . (404) 733-0642
Box 2585, Augusta, Ga.

Public Notice

May 13-14, 1980 Public Broadcasting Service, Program Use Policy Committee, Washington, D.C. Dinner meeting begins at 7:30 p.m. May 13, Loew's L'Enfant Plaza Hotel. And reconvenes at 9:00 a.m. on May 14, Loew's L'Enfant Plaza Hotel. Consideration of program use policies relating to public television program exclusivity and producer-station income-sharing.

Public Notice

The Villages of East Hills, Flower Hill, North Hills, Munsey Park, Plandome, Plandome Heights and Plandome Manor, all located in Nassau County New York, invite applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 3 p.m. on July 15, 1980, and all applications received will be available after that time and date for public inspection during normal business hours at the Village Hall, Village of Flower Hill, One Bonnie Heights Road, Flower Hill, New York.

North Shore Villages Cable
Television Advisory Committee
c/o Village of Flower Hill
One Bonnie Heights Road
Flower Hill, Manhasset, New York 11030
(516) 627-2254

Wanted To Buy Stations

Midwest

AM and/or FM
Up to \$400,000
Box E-86

FINANCIALLY QUALIFIED BROADCASTERS . . .

. . . looking to buy Medium Market radio. Southeast preferred, but will consider all. Principals only.

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5000 Watt

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For Sale Stations Continued

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- Chattanooga area daytimer \$80,000. D.P.
- 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.
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Let us list your station. Confidential!

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**FOR SALE BY OWNER
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Priced at 3X Gross—20% Down.
Owner willing to consider financing.

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**OWNERS WILL
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full time AM in sunbelt. Includes 40 acres of land. Cash or terms. \$90 million market. Reply with phone number to Box E-68.

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KS	Non-Commercial FM	350K	Metro
GA	Daytime AM	400K	Medium
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	340K	Medium
SC	Daytime AM	440K	Medium
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
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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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**FOR SALE
TOP 25 MARKET
AM/FM COMBO**

Class "C" FM... Fulltime AM
Principals only: Box E-97

Major market midwest

full time ethnic profitable station.
\$1,500,000. Cash. Box E-40.

For Sale Stations Continued



STATION					CONTACT	
S	Small	AM	\$160K	\$46K	J. T. Malone	(404) 458-9226
NW	Small	AM	\$215K	Terms	Larry St. John	(206) 881-1917
S	Small	AM	\$300K	\$87K	Bill Chapman	(404) 458-9226
MW	Small	AM/FM	\$625K	\$89K	Jim Mackin	(312) 323-1545
W	Medium	Fulltime	\$300K	29%	Bill Whitley	(214) 387-2303
SW	Medium	Fulltime	\$2300K	\$500K	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

H.B. La Rue, Media Broker

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West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

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EAST TENNESSEE AM

Powerful daytimer in fast growing area ... great potential ... Box E-76. Qualified buyers only.

MIDWEST

5,000 Watt Daytimer. 1979 gross — \$220,000. Metro Population — 600,000. Price: \$425,000 on terms. Box E-88.

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AM Daytimer

Northeastern PA area (real estate lease to suit your needs).
Box E-81

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Profitable full timer. Priced 2X gross plus real estate. Single station market. \$725,000 CASH. Principals only. Box E-93.

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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.

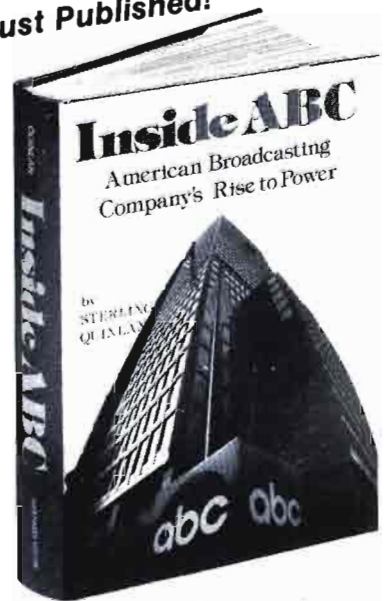
Rates: Classified listings (non-display) Help Wanted: 70c per word; \$10.00 weekly minimum. Situations Wanted (personal ads): 40c per word; \$5.00 weekly minimum. All other classifications: 80c per word; \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

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.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

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**American Broadcasting Company's
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by Sterling "Red" Quinlan

Here's the complete story of the American Broadcasting Company's spectacular climb to leadership after more than 25 years of continual third place network position. Sterling "Red" Quinlan, former Vice President and General Manager of ABC's Chicago station, candidly tells of the people and events that have shaped the highly individualistic style of the network and made it the innovative force it is today. Based on extensive research including interviews with numerous past and present ABC employees, previously unpublished information from company files and the author's own experiences, *INSIDE ABC* offers a unique look into the executive suites of the broadcast industry. **320 pages, 39 photographs, bibliography, index. \$12.95**

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INSIDE ABC @ \$12.95 each.
Payment must accompany your order.

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Fates & Fortunes

Media

W.W. Warren, president and chief executive officer of Fisher Broadcasting, owner of KOMO-AM-TV Seattle and KATU(TV) Portland, Ore., elected chairman of board and chief executive officer of



Warren



Behnke

Fisher. **John Behnke**, executive VP-general manager of three stations, named president-general manager and chief operating officer of Fisher. **Sherwood (Skip) Hinman**, station manager, KATU, elected VP. **Howard Wilkinson**, controller for Fisher, elected assistant treasurer.

Charles F. Kennedy, senior VP-television for Outlet Co.'s broadcast division, based in Providence, R.I., named executive VP-chief operating officer of KOVR(TV) Stockton, Calif., which was recently purchased by Outlet.



Kennedy



Birdwell

Jerry Birdwell, director of advertising and promotion, Golden West Broadcasters, Los Angeles, named VP-general manager of GWB's new UHF station in Oklahoma City, channel 43, scheduled to go on air Aug. 1. **William Schickler**, director of planning for GWB's KTLA(TV) Los Angeles, named VP-finance.

Robert C. (Jake) Embry, VP-general manager of WMAR-FM Baltimore, retired May 1. He had been general manager of station since it went on air in 1968. **John Cross**, who was sales manager, succeeds Embry.

John Fox, general manager of Donrey Media Group's KBRS(AM) Springdale, Ark., named general manager of co-owned KORK-AM-FM Las Vegas. **Curtis Hornor**, sales manager, KBRS, named general manager.

Robert Vanderwiel, VP-sales, WTAC(AM) Flint, Mich., named VP-general manager. He succeeds **Peter Cavanaugh**, who joins WLQG(AM)-WWCK(AM) Flint as VP-general manager.

Alvin D. Schrott, president, secretary and treasurer of WJAC Inc., licensee of WJAC-AM-FM-TV Johnstown, Pa., and secretary and treasurer of parent firm, The Johnstown Tribune Publishing Co., has retired. He joined WJAC-TV as general manager in 1949, year it went on air, and was elected president in 1974. Schrott's son, Richard, is general sales manager of WJAC-TV. **Richard Mayer**, publisher of co-owned *Tribune-Democrat* in Johnstown, assumes additional duties as president of WJAC Inc. **James Edwards Sr.**, station manager WJAC-TV, elected VP of WJAC Inc.

Brian Stone, who handles corporate special projects for Affiliated Broadcasting Inc., Boston, assumes additional duties as general manager of company's WHYN-AM-FM Springfield, Mass.

James Dages, general manager, WLIO(TV) Lima, Ohio, elected VP of licensee, Lima Communications Corp.

Wally Tucker, VP-general manager, KPLX(FM) Fort Worth, joins KRIG(AM) Odessa, Tex., as general manager.

Mary Dettra, corporate secretary of Goldcup Broadcasting, licensee of WQRA(FM) Warrenton, Va., named president.

Don Harrison, program director, WMSQ(FM) Havelock-Cherry Point, N.C., named operations manager for WMSQ and co-owned WCPQ(AM) there.

Craig Chambers, formerly in sales and marketing position with King Broadcasting, Seattle, joins Teleprompter of Seattle, cable operator, as marketing and sales manager.

Harrison Flora, former director of operations for Warner Cable in Houston, named general manager of Chattahoochee Cable Communications, which serves portions of Cobb and Cherokee counties in Georgia.

Seven regional managers and seven regional supervisors in ABC-TV network station relations get new titles to reflect expanded functions. Named district managers: **Barbara Bree**, south-central district; **Thomas Day**, Northeast; **Warren Denker**, Southeast;

Robert Hingel, Southwest; **Timothy Kearney**, east-central; **William (Buzz) Mathesius**, north-central, and **Peter Zobel**, mountain-Pacific. Named district supervisors: **Joseph DeGennaro**, south-central; **Dana Isaacson**, northeast; **Nancy Manno**, east-central; **Barbara Mortimer**, mountain-Pacific; **Richard Muller**, southwest; **Stephen Parker**, southeast, and **Elizabeth Schiff**, north-central.

Sam Antar, director, legal and business affairs, ABC News, New York, named VP-general attorney and director of business affairs. **Stuart Motelson**, assistant general attorney, real estate, ABC, named general attorney, real estate. **Ronald Pratz**, manager, internal audit, ABC, Los Angeles, named director, internal audit, West Coast.

Barbara Eaton Goldfarb, regional counsel for Montgomery Ward department stores, joins Shamrock Broadcasting Co., Los Angeles, as legal counsel.

Advertising



Kostyra

Richard Kostyra, executive director of media operations and general manager of JWT Syndication for agency's Canadian company, Toronto, named senior VP-media director for New York office of J. Walter Thompson U.S.A., succeeding Robert (Buck) Buchanan who was recently named executive

VP and U.S. media director for JWT U.S.A. Inc. (BROADCASTING, April 21). **John Gray III** and **John Sisk Jr.**, VP's and group media supervisors, named senior VP and director of media planning and senior VP of network broadcast, respectively.

Daniel Cohen, senior VP-management supervisor, Needham, Harper & Steers, New York,

DID YOU SEE THE SENSATION OF THE NAB CONVENTION?

To: **Cliff Gill Enterprises, Inc.**
9537 Telstar-Suite 121
El Monte, Calif. 91731 (1-800-521-4992 -X85)

Please send me more information regarding the exciting EUMIG FL-1000, the world's first cassette record-playback unit with digital interface and reel-to-reel quality.

NAME	STATION
ADDRESS	ZIP

Our use would be automated live (circle one)

"At last, an end to the endless tape"

joins The Marschalk Co. there as senior VP-management service director.

Charles Sabatino, art director-producer, Compton Advertising, New York, elected senior VP.

Ben Benya, media supervisor, Foote, Cone & Belding/Honig, Los Angeles, named associate media director. **Scott McCoy**, senior planner on Mazda account, named media supervisor for ARCO petroleum products.

Sharron Cannarsa, VP-director of travel, resort and hotel account management, Meltzer, Aron & Lemen, San Francisco, joins Hoefer, Dieterich & Brown there as account supervisor.

F. Nicholas Zuck, from account and media management position with Wolff Associates, Rochester, N.Y., joins Northrup & Teel, Rochester, as account supervisor. **Donn Selkowitz**, copywriter, Wolff, and former news director for WRSC(AM) State College, Pa., joins Northrup & Teel as copywriter.

Kay Kennedy Fitzpatrick, media buyer, Keller-Crescent Co., Evansville, Ind., named account executive.

Marvin Astrin, former president of WGN Continental Sales, and former VP-general manager of WGN(AM) Chicago, joins Bernard Howard & Co. as manager of Chicago office.

Harriet Mulder, account executive, Harrington, Righter & Parsons, Chicago, named sales manager of blue team. **Carol Biedzycki**, buying supervisor, Ad Com, joins HRP in Chicago as account executive on green team.

Ronald Nahoum, former associate media director for Ross Roy N.Y./Compton Inc., joins Blair Radio as account executive in New York.

John L. Moss, account executive in Detroit for Blair Represented Network, joins CBS Radio as account executive, West Coast.

John Sandwell, local sales manager, KBMT(TV) Beaumont, Tex., joins WFIE-TV Evansville, Ind., as general sales manager.

Leon Hardaway, local sales manager, WOL(AM) Washington, named general sales manager.

Edward Doherty, sales executive, Mutual Broadcasting System, Washington, named VP-Eastern sales manager, based in New York.

Janice Powers, account executive, WKBD-TV Detroit, named local sales coordinator. **Ellen Bramson**, traffic manager, named account executive. **Maureen Paschke**, office manager, Petry Television, joins WKBD-TV as traffic manager.

Jerry Raffel, national sales representative, WKZO-TV Kalamazoo, Mich., named sales manager.

Mark Whelan, local sales manager, WTVG(TV) Toledo, Ohio, joins WTSP-TV St. Petersburg, Fla., in same capacity. **Donald Edwin Kirk**, from WXII(TV) Winston-Salem, N.C., joins WTSP-TV as account executive.

Jean Hites, local sales account executive, KLAS-TV Las Vegas, joins WRAL-TV Raleigh, N.C., as local sales manager.

E.R. Dolly Bucci, account executive, WWSW(AM) Pittsburgh, named local sales manager.

Henry Poth, account executive, WIL-AM-FM St. Louis, named local sales manager. **Cheryl Col-**

lins, from KSD(AM)-KCFM(FM) St. Louis, joins WIL as account executive.

Glenn Brillhart, account executive, WDVM-TV Washington, retires May 31. He has been with station since 1968.

Brian Moore-Jones, from Talena Buckle Co., Austin, Tex., and **Myrna Kinard**, media planner for The Richards Group, Dallas, join KXAS-TV Fort Worth as account executives.

Dennis Whitcomb, account executive, KBAI(AM) Morro Bay, Calif., and **Sandra Bane**, sales manager, KSly(AM)-KUNA(FM) San Luis Obispo, Calif., join KSBY-TV San Luis Obispo as account executives.

Jane Bardwell, former client services representative with Arbitron, joins KFJZ-AM-FM Dallas as account executive and research assistant.

Dick Wodrich, from KBBC(FM) Phoenix, joins KNIX-AM-FM there as account executive.

Pat Skipper, account executive for Taft Broadcasting's WDCA-TV Washington, transferred to Taft's WBRC-TV Birmingham, Ala., in same capacity.

Richard Brehm, station manager, WATS(AM)-WAVR(FM) Sayre, Pa., joins WGAL-TV Lancaster, Pa., as account executive.

Carol Hunt, assistant traffic director, WDHN(TV) Dothan, Ala., named head of copy and client relations.

Programing

Daniel Mulholland, regional sales manager, Gold Key Entertainment, New York, joins American Television Syndication there as executive VP of syndication.

Jerry Rettig, director of sales planning, Worldvision Enterprises, New York, named senior VP-creative services, and will supervise advertising, promotion, public relations and sales planning.

Ronald W. Taylor, VP-current programs, ABC Entertainment, Los Angeles, named executive producer, motion pictures for television.

Fred Jacobs, director of research for ABC-owned WRIF(FM) Detroit, named director of research and programing development for ABC Owned FM Stations, New York.

Steve Zabriskie, who has been on various freelance assignments for ABC Sports, has been signed as full-time commentator, reporting for ABC's *Wide World of Sports* and *NCAA Football* and other series.

Rick Ludwin, independent producer, joins NBC Entertainment, Los Angeles, as director of variety programs, West Coast.

Appointments, Home Box Office: **David Meister**, VP-sports, named VP-sports and co-productions; **Seth Abraham**, director of sports operations, named director of sports; **Les Reed**, Northeast regional director, named director of affiliate relations for Eastern region; **Marilyn Russell**, regional director for Ohio and western Pennsylvania, named Northeast regional director; **Dick McCaffery**, regional director for Philadelphia, eastern Pennsylvania, Baltimore and Washington, named regional director for consolidated mid-East region; **Steve Davidson**, regional manager in Philadelphia for mid-East metro region, named

regional director; **Mike Jeffrey**, regional manager for north Central region, named regional director for Northwest, and **Jim Sharkey**, regional manager for Southwest, named regional manager for Michigan and Indiana.

Pamela Arnest, sales representative, Columbia Pictures Videocassette Services, New York, named manager, industrial sales. **Jack Weinberg**, with company, named sales representative. **Kenneth King**, formerly with Video Unlimited, joins Columbia Pictures Videocassette Services as sales representative.

Maury Lanken, Eastern division manager, Avco Embassy Television, and **Ken Doyle**, in sales department of Columbia Pictures Television Distribution, named account executives for Eastern U.S., CPT Distribution, based in New York.

John Shaker, marketing-sales coordinator, Warner Amex Satellite Entertainment Corp., New York, named account executive for Eastern region. **Richard Vanderbilt**, president of Big Tree Recording, named director of affiliate relations for Warner Amex.

Bruce Heller, attorney in records section of law department, CBS Inc., New York, joins Viacom Enterprises there as director of business affairs, East Coast.

Thomas Igner Jr., director of finance-program development, Viacom International, named director, financial services, Time-Life Productions, Los Angeles.

Barry Mines, production manager, Viacom Cablevision of Suffolk County, Central Islip, N.Y., named programing manager for TV-6, company's local origination channel.

Ken Fournier, operations manager and stereo rock consultant, TM Companies, Dallas, named advertising and promotion manager. **Cal Casey**, former national programing consultant with Drake-Chenault, named associate director of stereo rock for TM Programing.

Bill Carpenter, former VP-general manager of WTTG(TV) Washington, has formed program syndication company with offices in New York and Los Angeles, Carpenter Television Programs Inc.

Jack Wartlieb, VP-production, Westinghouse Broadcasting Co., joins Golden West Broad-



Wartlieb

Nathanson

casters, Los Angeles, as VP-production and operations. **Greg Nathanson**, program director of GWB's KTLA(TV) Los Angeles, named VP-programing. **David Mumford**, assistant director of research and sales promotion, KTLA(TV), named assistant program director.

John Wicklein, president and general manager of noncommercial WLIV(TV) Garden City, N.Y., named associate director for news and public affairs programs of Corporation for Public Broadcasting's Program Fund. He will be responsible for developing and implementing

news and public affairs programs policy of Program Fund. **Donald Marbury**, coordinator of local programming for noncommercial WQED(TV) Pittsburgh, named associate director for cultural programs for CPB's Program Fund.

Janet Davies, co-host of *PM Magazine* on WKRC-TV Cincinnati, assumes additional duties as executive producer of program

Jerilyn Goodman, production coordinator and producer-writer, WMTV(TV) Madison, Wis., named producer of *PM Magazine*, scheduled to begin on WMTV in fall. **Norm Peters**, sports anchor and reporter, WMTV(TV), named sports director.

Kev Reilly, noon anchor, arts and entertainment editor, and feature reporter, KVOA-TV Tucson, Ariz., joins KATU(TV) Portland, Ore., as reporter and rotating host of nightly magazine, *PM Northwest*, which begins in September. **Leland Petrik**, director, KATU, named production manager.

Jim Connors, formerly with WROC(AM) Rochester, N.Y., and WYSL(AM) Buffalo, N.Y., joins WCIB(FM) Falmouth, Mass., as VP in charge of product and facilities.

News and Public Affairs

Bill Gillen, special news producer, WDIV(TV) Detroit, and former CBS News bureau chief in New York and Atlanta, joins WLS-TV Chicago as director of news operations. **Marsha Jordan**, news writer-producer, WLS-TV, named assignment editor. **Vicki Giammona**, news researcher, WLS-TV; **Teri Tausk**, from WLS-TV library; **Mike Klein**, researcher and producer, WBBM-TV Chicago, and **Kevin Wendle**, news producer, WPIX(TV) New York, named newswriters for WLS-TV. **Mary Mulligan** and **Yvonne Small**, both from WBBM-TV, join WLS-TV's consumer action unit.

Ed Croft, Atlanta bureau chief, NBC News, named assistant bureau chief, West Coast, based in Los Angeles.

June Massell, reporter, WMAQ-TV Chicago, named ABC News correspondent. **Phillip Greer**, anchor of *Phillip Greer on Business*, business and economy news series on ABC Radio, New York, assumes additional duties as correspondent for ABC Radio's four networks.

Jim Kemp, executive producer, WVUE(TV) New Orleans, named news director.

Don Shultz, news director, KTHV(TV) Little Rock, Ark., joins WCMH-TV Columbus, Ohio, in same capacity.

Jane Penzell, news coordinator, KIQQ(FM) Los Angeles, named news director.

Warren Ashmore, editorial writer-researcher, WLOS-FM-TV Asheville, N.C., joins WRNB(AM)-WAZZ(FM) New Bern, N.C., as director of news and public affairs.

Sandra Mann, weekday anchor, KOAA-TV Pueblo, Colo., named assistant news director.

Mark Young, assignment editor, WSB-TV Atlanta, joins KXAS-TV Fort Worth in same capacity. **Mike Snyder**, reporter and weekend anchor, KHOU-TV Houston, joins KXAS-TV as consumer reporter.

Cameron Harper, weekend co-anchor and reporter, WTHR(TV) Indianapolis, named 5 and 10 p.m. weekday co-anchor. **Mark Harmon**, formerly with WMBD-TV Peoria, Ill., and WTVO(TV)



Home-town girl. Barbara Walters "brings honor to journalism" by being the public's surrogate and "asking the questions that need to be answered," said her former *Today* colleague Gene Shalit as he presented her with the Hall of Fame award of the Boston/New England chapter of the National Academy of Television Arts and Sciences. Shalit, recalling their NBC television mornings together before Walters moved to ABC, praised her "generosity of spirit" in helping everyone on the *Today* show "out of trouble before the audience even realized they were in trouble." The Cambridge, Mass., dinner program praised Walters's intense preparation for an interview—calling Arab embassy sources to elicit tough questions for Prime Minister Begin and contacting Israeli experts for zingers to fire at Egypt's President Sadat. That attention to homework was illustrated in Walters's brief acceptance remarks—before she was besieged by autograph seekers. She said she had been less than enthusiastic about coming up to receive the award, because her interview with former President Nixon was six days away, and she still had a lot of research to do. Walters, a Brookline, Mass., native, is the fourth winner of the Hall of Fame award, presented annually for a New England native's contribution on national television. Former winners are Mike Wallace, Norman Lear and Julia Child. Pictured are Shalit, Walters and Chuck Dutcher, president of the Boston-New England Chapter of NATAS.

Rockford, Ill., joins WTHR as sports reporter. **Bill Ditton**, from WLFI-TV Lafayette, Ind., joins WTHR as news photographer. **Nancy Rogers**, from WCLO(AM)-WJVL(FM) Janesville, Wis., joins WTHR as a weekend weather reporter.

Connie Thompson, business and consumer affairs reporter, KOMO-TV Seattle, named 11 p.m. co-anchor.

Dave Crawley, news director, anchor and reporter, WNE-TEV Hanover, N.H., joins WMTV(TV) Madison, Wis., as 10 p.m. anchor-producer.

James Baker, former anchor, WOI-TV Ames, Iowa, and **Barbara Sloan**, former consumer reporter, WRTV(TV) West Palm Beach, Fla., join WFBC-TV Greenville, S.C., as co-anchors. **Christopher James**, former news director WATU-TV Augusta, Ga., joins WFBC-TV as reporter and weekend anchor. **Howard Ballou**, reporter, WFBC-TV, named noon anchor. **Cathy Murphy**, from part-time position with WNAC-TV Boston, joins WFBC-TV as reporter. **David Graves**, assignment editor, WFIE-TV Evansville, Ind., joins WFBC-TV as news producer.

Rob Daugherty, weekend anchor, WISC-TV Madison, Wis., joins WREX-TV Rockford, Ill., as producer and anchor of 5:30 and 10 p.m. newscasts.

Susan Silvernail, reporter, WDHN(TV) Dothan, Ala., named co-anchor.

A.J. Thompson, reporter and photographer,

KAIT-TV Jonesboro, Ark., joins WTVC(TV) Chattanooga as reporter.

Miriam Bjerre, reporter in Los Angeles bureau of CBS News, and formerly with KNX(AM) Los Angeles as anchor and field reporter, rejoins KNX as director of community services.

Bruce MacCallum, reporter, WFMY-TV Greensboro, N.C., named executive news producer. **Tim Carr**, reporter, WGHP-TV High Point, N.C., joins WFMY-TV in same capacity. **Laura Blumenthal**, reporter, WRAL-TV Raleigh, N.C., joins WFMY-TV as 6 and 11 p.m. news producer.

David Iverson, producer-reporter at noncommercial WHA-TV Madison, Wis., named senior producer of WHA-TV's public affairs unit. **Mark Weller**, producer of documentary series, *The Alaskan Review*, in Anchorage, and **Art Hackett**, reporter-photographer, WMT-TV Cedar Rapids, Iowa, join WHA-TV as producers and reporters for public affairs unit.

Joseph Klimovitz, from KRON-TV San Francisco, joins WNBC-TV New York as videotape news photographer.

Larry Perret, executive news producer, WFMY-TV Greensboro, N.C., joins KPIX(TV) San Francisco as video producer.

New officers, Carolinas UPI Broadcasters Association: **Jack Jones**, South Carolina Network, Columbia, S.C., president; **Brian Thompson**, WBTV(TV) Charlotte, N.C., VP, and **William**

Adler, UPI. Charlotte. secretary-treasurer.

Tom Brokaw, correspondent on *Today* program. NBC News. New York. has received honorary doctor of humane letters degree from his alma mater. University of South Dakota. Vermillion. He was graduated in 1964.

Promotion and PR

Steve Lewis, research coordinator. ABC public relations. New York. named publicist. ABC News *Nightline*.

Ellen Rodman, who has written articles about children. education and entertainment and has been involved in children's theater as performer. teacher and reviewer. joins NBC. New York. as director. children's informational services. She will be responsible for coordinating public relations efforts relating to children's programming and supplementary projects.

D. Suzette Grimm, formerly with Showtime Entertainment. New York. joins GalaVision there. national Spanish-language pay television service. as director of public relations.

Jason Kappanadze, promotion director. KTHV(TV) Little Rock. Ark.. joins WXIA-TV Atlanta as director of promotion and marketing.

Allied Fields

Blaine Decker, Northwestern manager. Arbitron Television Station Sales. San Francisco. named VP.

Barry D. Umansky, attorney with National Association of Broadcasters. Washington. named

assistant general counsel. Before joining NAB. Umansky worked in Cable Bureau and later. Broadcast Bureau of FCC.

James L. Winston, former legal assistant to FCC Commissioner Robert E. Lee. joins Washington law firm of Wolf. Block. Schorr and Solis-Cohen as associate. He and two other former FCC attorneys. **Booker T. Wade**, former legal assistant to Commissioner Tyrone Brown. and **Samuel Cooper**, former FCC legislative liaison in General Counsel's office. have formed communications company. Community Television Network Inc. (BROADCASTING. April 14). Wade now works full-time as president of CTN. and Cooper now heads legislative division for CTN's counsel's office.

Michael Botein, associate professor. Communications Media Center. New York Law School. named full professor. **David Rice**, assistant professor. named associate professor.

Ralph H. Baer, holder of many basic patents for electronic video games. and who is credited with pioneering TV games in late 1960's. selected as 1980 Inventor of the Year by New York Patent Law Association.

Bruce Williams, co-founder of Snelling & Snelling media services division. Hartford. Conn.. named national director of media services. He has been active in broadcast personnel recruitment serving television stations and cable companies.

Steve Wyman, general sales manager. WRNG(AM) Atlanta. has resigned to open Steve Wyman and Associates. executive search. broadcast brokerage and consulting firm in Atlanta.

Technology

Andy Setos, chief engineer for design and quality control. noncommercial WNET(TV) New York. joins Warner Amex Satellite Entertainment Corp.. New York. as VP-engineering.

Melvin Moore, executive director. color TV manufacturing. Zenith Radio Corp.. named VP-color TV manufacturing. **Kenneth Jaeggi**, controller. elected VP.

Jim Hansen, district manager in Florida for Sony Video Products Co.. named manager. Western region. Compton. Calif.

Trent Davis, marketing manager of electronic products division of Scientific-Atlanta. named marketing director of telecommunications group. **John W. Wells**, marketing manager of Western region for electro-products division. San Jose. Calif.. succeeds Davis. **Mickey Hudspeth**, marketing manager of satellite communications division. named national accounts manager for telecommunications group.

Tony Ciesniewski, engineering manager. videotape division of Golden West Broadcasters. Los Angeles. named director of engineering.

Earl Bullock, former VP-engineering. Schafer/Cetec. Carpinteria. Calif.. joins Broadcast Automation Sales & Service Corp.. Dallas. in similar capacity.

Robert Plummer, chief engineer of Fisher Broadcasting's KOMO-AM-TV Seattle. named director of engineering. **Bill Vandermay**, engineer with Fisher's KATU(TV) Portland. Ore.. named manager of engineering. **Don Wilkin-son**, also engineer. with KATU. named chief engineer.

Deaths

Ralf Brent, 63. former general manager and part owner of WIP(AM) Philadelphia and president of Metromedia's Worldwide Broadcasting Division (international short-wave radio). died May 4 of Lou Gehrig's disease at Mount Sinai hospital in New York. He began his career as announcer for WTTM(AM) Trenton. N.J.. in 1939 and later served as program director and sales manager of WBBM(AM) Chicago until 1951. Since mid-1960's. he had his own media consulting firm and also served as managing editor of Media Industry Newsletter (MIN) until last year. Survivors include his wife. Mary. one daughter and two sons.

Val Robert Benedict, 57. general manager of Miami County Broadcasting's WCBY-AM-FM Cheboygan and WSOO(AM)-WSUE(FM) Sault Ste. Marie. both Michigan. died of heart attack April 27 while traveling from Florida to Michigan. He had been general manager of WCBY for 14 years. and general manager of WSOO-WSUE for five years. Earlier. he was general manager of KATE(AM) Albert Lea. Minn. Survivors include his wife. Marie. one son and daughter.

B.V. Hammond Jr., 63. former co-owner of KDSX-AM-FM Denison-Sherman. Tex.. died at his home April 24 in Denison. He was with KDSX from 1948 until retiring in 1977 when stations were sold. He was president and co-owner with Lofton Hendrick. Survivors include his wife. Mary. one daughter and two sons.

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THE BRIGHT ONE

Lenore Ehrig: the lady is the FCC's top ALJ

Back in 1951, Lenore Goodman was one of three women in her class at George Washington University Law School. The law was not a profession that encouraged women in those days. And Miss Goodman (as she would have been referred to then) did not seem the kind who would set out to help pioneer new professional territory for women. She was quiet, even genteel, very feminine. But she was also, she left no doubt, determined to be a lawyer. The ingredients were enough to have transformed her over the years into a role model for the 50% of today's law school classes, including George Washington's, who are women.

Today, she is Chief Administrative Law Judge Lenore Ehrig of the FCC. And, as the only woman among the commission's 13 judges, she seems not to have changed very much. Her male colleagues use terms like "mild in manner" and "a very gracious lady" in describing her. But she is also "a highly competent lawyer... a good legal writer," in the view of Administrative Law Judge James Tierney. And Leonidas P. B. Emerson, chief of the commission's review board, pays her the ultimate compliment: "She's near a 10." (Not a Bo Derek-type 10, that is; Emerson's scale applied to judicial ability.)

Ehrig is well regarded among members of the communications bar, as well. She won praise for what has been described as her "forceful" and "fair" handling of the WLBT-TV Jackson, Miss., comparative hearing, in which five applicants sought the prize—and for her persistence in urging a settlement upon the parties.

That persistence finally paid off last December, in a settlement she could approve. It was almost 10 years after the case had been handed to Ehrig as her first assignment as what was then designated a hearing examiner. It was also the third effort at settlement. "It was obvious, as the years went by," she said the other day, "that it was a case crying out to be settled."

Of course, no judge pleases every lawyer in every case. And Ehrig is no exception. There was, in particular, her 1977 decision denying Western Connecticut Broadcasting Co.'s application for renewal of WSTC(AM) Stamford, Conn., and granting the application of a competing applicant, Radio Stamford Inc. Not only Western Connecticut but the National Association of Broadcasters, in a brief supporting Western Connecticut's current appeal to the commission, said Ehrig had blown it. They argued that, despite commission policy and Supreme Court holdings to the contrary, she had treated the incumbent as a new applicant, without any expectation



Lenore Gloria (Goodman) Ehrig—chief administrative law judge, FCC; b. New York, Feb. 26, 1924; JD, George Washington University Law School, 1951; staff, Salary Stabilization Board, 1951-53; Haley, Doty & Schellenberg (now Haley, Bader & Potts) and Pike & Fischer, 1953; Daley & Ehrig, 1953-63; attorney, FCC's Office of Opinions and Review, 1963-65; assistant chief, litigation division, FCC's Office of General Counsel, 1965-1970; FCC administrative law judge, 1970, assistant chief ALJ, 1975, acting chief, August 1978; present position since March 1979; m. Leo Ehrig, Oct. 16, 1948; children—Charles, 20, and James, 15.

of renewal, and had gone on to favor Radio Stamford on the basis of criteria they say are applicable in contests between new applicants. "I'm not saying the law was absolutely clear," said one of the lawyers familiar with the case. "But it was clear enough."

For Ehrig, such complaints and challenges are simply part of a job she likes very much. ALJ's generally do like their work. They are an elite breed of civil servant, in the sense they win appointment only after meeting stiff standards, in terms of experience, and passing rigorous written and oral tests. And, they enjoy as much independence as judges anywhere. They can be and are reversed by the review board and commission, but, Ehrig insists, the judges do not feel even any "psychological" pressures from the commissioners as to how to try a case.

As chief ALJ—a job she was given on

an acting basis in August 1978 and permanently in March 1979—Ehrig has largely administrative duties. She assigns cases to the judges, for instance, and is authorized to transfer hearings from Washington to the field. She also urges her colleagues to participate in continuing education courses available to commission officials. And in discharging those responsibilities, she exercises the kind of discretion her male colleagues appreciate. "She's an ideal chief," says the assistant chief, Thomas Fitzpatrick. "She doesn't try to come on heavy. She is one among equals."

Ehrig never had any doubt, as she was growing up, she would be a lawyer. Her father was a lawyer; her older sister became one. And, for that matter, she herself is married to one—Leo Ehrig, in private practice. "I never thought of being anything else," she says. "My high school year book says, 'Wants to be a lawyer.' I guess it was the dinner table conversation, all the time I was growing up, about the law. It sounded interesting."

Ehrig's aim was not communications law. That was chance. In 1953, she took a job as a law clerk in the communications law firm of the late Andy Haley as a substitute for her husband, who had left to study for the bar exam. Ehrig's first job after law school, as a lawyer with the Salary Stabilization Board, was being wiped out, along with the agency by the then-new Eisenhower administration. She stayed with the Haley firm only a few months before moving on to Pike & Fischer Inc., publisher of the Price & Fischer Radio Regulations. She was not there long either, before she hooked up with the late Harry Daley in what soon became Daley & Ehrig.

For 10 years, Ehrig served a variety of broadcast clients.

In 1963, she had decided that private practice was not compatible with bearing children and raising a family. She suspects the pressures of her practice were responsible for a miscarriage, so she applied for a job at the FCC, where officials had made clear she would be welcome and where, she hoped, the hours would be "more predictable." Things seem to have worked out. She had a second child two years after joining the staff.

Ehrig is not the first woman to serve as a hearing examiner at the FCC. One reason she is the only one serving there today may be because the preference given veterans under civil service law works against women competing for places as ALJ's. (Until 1964, the law permitted agencies simply to appoint their examiners.) But given the reputation Ehrig is acquiring for quality, as a judge and chief judge, it's likely more women will be tempted to try for that particular brass ring.

One-way street?

It isn't our style to deal in partisan politics. Our interest in this election year is precisely what it was when the publication was founded nearly a half-century ago: the freedom and well-being of broadcasters on the premise that the American public is served best through interplay in the marketplace.

Barring upsets, the contenders for the Presidency will be Jimmy Carter and Ronald Reagan. Until last week, neither had made any new definitive statement about his views on the communications media. Now Governor Reagan is on the record. On page 36 of the May 5 issue of BROADCASTING, we reported excerpts from a letter to this magazine in which he called for "reliance on the marketplace forces and less on the heavy hand of government regulation and control." And he called for deregulation and stability in the renewal process as proposed by Senator Barry Goldwater (R-Ariz.).

Moreover, said Governor Reagan in his letter, "it is my position that over-regulation and regulation by 'raised eyebrow' stifles creativity, ingenuity and diversity of programing, and allows the government to intrude into sensitive First Amendment areas to the detriment of the public and broadcasters alike. Deregulation reduces such intrusion and produces more diverse programing. . . . I am confident that deregulation would neither foster abuses by broadcasters nor create a lack of sensitivity to the need to address the interests and concerns of all segments of their communities. . . . For too long, broadcasters have been burdened by a regulatory scheme which inhibits free and full treatment of political, social and economic issues and casts doubt over renewals even where there is a proven record of superior performance."

Those are observations that broadcasters—whatever their party—must savor and applaud. Governor Reagan was a former Midwest sportscaster and, until he formally declared his GOP candidacy, relied in part upon his syndicated radio commentary for his livelihood.

If there is a Carter mandate, it came in his State of the Union message to Congress last January, prior to his announced second-term candidacy. It provided no solace for broadcasters because he endorsed not only what was going on at the FCC under the chairmanship of his appointee, Charles D. Ferris, but also the business-baiting projects of Chairman Michael Pertschuk of the Federal Trade Commission, who has since had his comeuppance from Congress. Specifically, President Carter wanted diversification of media, 1,000 new radio stations and full-speed ahead on "other technologies."

Since there have been no new pronouncements from the Carter administration, the President also must be judged by those perceived to reflect his regulatory views. Newswise, his press secretary, Jody Powell, takes pot shots at broadcasters at every opportunity. But Carter advisers play the broadcast media like an accordion, scheduling news conferences in prime time whenever the opportunities arise. This has little if anything to do with regulatory philosophy or the essence of the broadcaster's quest for First Amendment rights.

Lip service to the mirage of deregulation aside, licensees must look to performance of the FCC. Since President Carter named politician Ferris in October 1977, he has done little, if anything, that hasn't raised broadcasters' hackles. He has restructured the agency with hand-picked bureau heads who do his bidding. And so far, he has contrived to muster an FCC majority for his projects to sock the "ins."

At this juncture, most broadcasters and their associated entities are on a one-way street. Governor Reagan stands behind princi-

ples that thoughtful broadcasters can support. The Carter administration, through the Ferris FCC, has given broadcasters the back of its hand.

The question is whether the Carter strategists will recognize their oversights. Certainly Rafshoon & Company cannot ignore a situation that seems to cry out for counter-programing.

DSA's day

A few weeks have elapsed since adjournment of the annual convention in Las Vegas of the National Association of Broadcasters—biggest in its 58 years and adjudged its most successful. As a technological trade exposition, it was superb. There was something for everyone at the concurrent radio and TV sessions, along with special meetings of related group—in all, a few days to be remembered until the 59th next year, same place and under the same auspices.

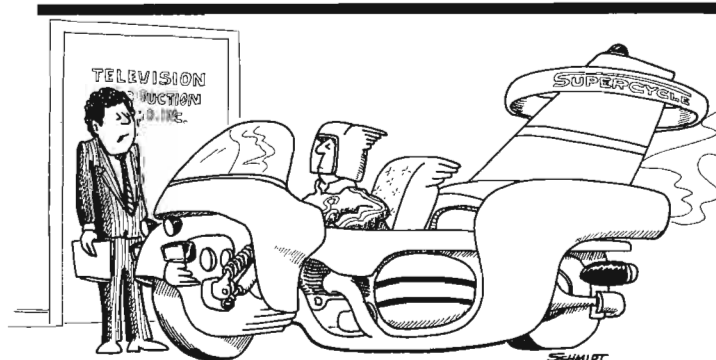
But there was one discomfoting note, and that in a sensitive area. It is the selection of the recipient of the broadcasters' highest citation, its Distinguished Service Award. The 1980 honoree—Donald Thurston, an outstanding and articulate small-station owner in North Adams, Mass.—epitomizes the best among inspired broadcasters. He served two terms as chairman of the joint board of directors. He came up through the board ranks. And he was instrumental in establishing the NAB's minority investment fund.

It isn't overstatement to say that Don Thurston contributed greatly to the advancement of the NAB during his 11 years of service as a member, four years of which he served as chairman of the radio board and finally of the joint board. This was exemplary service to the NAB. And, because of his demonstrated leadership, he certainly would be eligible for the DSA.

The concern is creation of precedent, whereby the outgoing chairman of the joint board would expect the DSA citation—or, if passed over, might be subject to embarrassment. Should a waiting period of, say, five years after such service be required as a condition for DSA qualification?

Certainly the honor of having served as joint board chairman is sufficient reward unto itself. Perhaps there should be a separate joint board chairman's award as one who had contributed to the advancement of the trade association.

The Distinguished Service Award since its authorization in 1953 (as the Keynote Award) has not always gone to broadcasting's "man of the year." As originally conceived, it was to be awarded to those individuals who over the years had distinguished themselves in the arts, sciences or professions identified with broadcasting.



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Since being named Vice-President and General Manager eight years ago, it has been Pat Norman's goal to make KFRC the sound of the city by the bay, and he has succeeded. Every song played, every personality hired and every promotion staged is a direct reflection of the attitudes displayed

by that unique and interesting group of people known as Northern Californians. In testimony of this relationship between the station and the city, KFRC has been named Billboard Magazine's station of the year for four straight years.

Pat also realizes that service is an important element in taking the pulse of the community, and to that end he is active in The San Francisco Chamber of Commerce, The San Francisco Bay Area Club, The San Francisco Downtown Association and The Northern California Broadcasters Association. He is a member of the Board of Directors of the Bay Area March of Dimes and the annual KFRC "Superwalk" for the March, an eagerly awaited event, raises more money per capita than any other city in America to help eradicate birth defects in children.

When not at KFRC or on the road, Pat is usually on the court where he enjoys the reputation of being one of broadcasting's best tennis players. Pat Norman is the number one seed at RKO and we're delighted to have given you a chance to meet him.



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