

Stage set for the Democrats  Justice goes after  
 Premiere  CTAM wows 'em in San Francisco

# Broadcasting Aug 11

The newswEEKly of broadcasting and allied arts

Our 49th Year 1980

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

**ARBITRON TELEVISION Top 25 PROGRAMS**

Market: Minneapolis-St. Paul  
 Survey: April 30-May 27, 1980

Rank	Program	Metro Rating
1	Eyewitness News (Mon. 10 PM)	27
2	Eyewitness News (Wed. 10 PM)	27
3	Eyewitness News (Thurs. 10 PM)	25
4	Eyewitness News (Sun. 10 PM)	24
	Eyewitness News (Tues. 10 PM)	24
	60 Minutes	24

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



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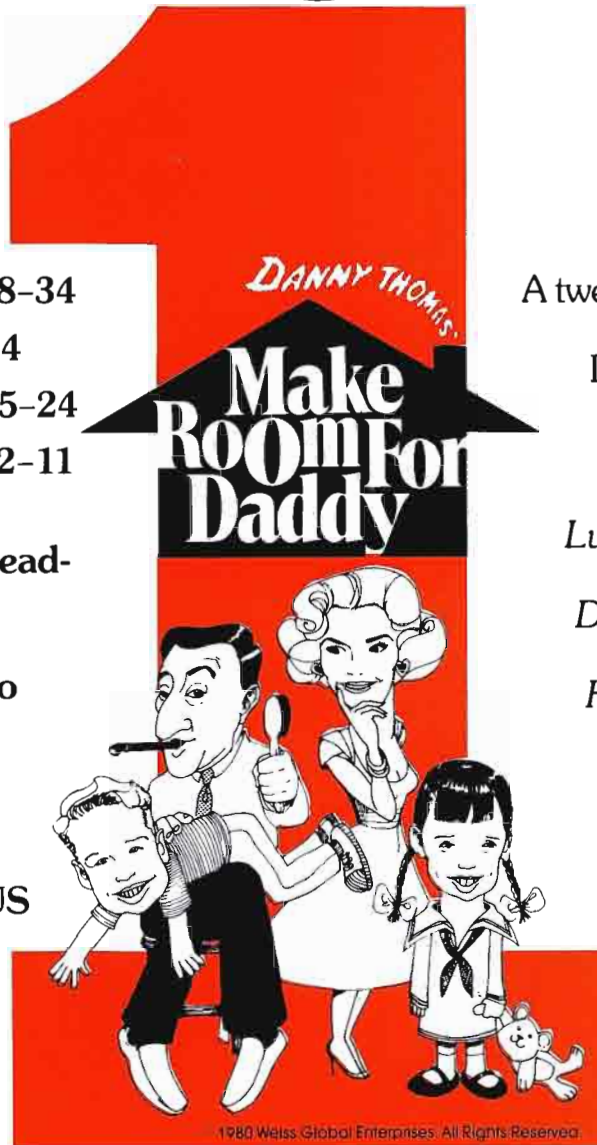
# MAKE ROOM FOR NUMBER

Number 1 **Women 18-34**  
Number 1 **Men 18-34**  
Number 1 **Women 15-24**  
Number 1 **Children 2-11**

**Increases the ADI lead-in by 25%**

**Increases the Metro lead-in by 25%**

**Increases the total deliverable lead-in homes by 40% PLUS**



A twelve year success story on all three networks, Danny Thomas' **Make Room For Daddy** featured such guests as *Bob Hope, Lucille Ball, Jack Benny, Tony Bennett, Jimmy Durante, Art Linkletter, Dinah Shore, Buddy Hackett, Andy Griffith, Zsa Zsa Gabor* and *Milton Berle.*

On KTVT Dallas-Ft. Worth Saturday 6:30 PM-7:00 PM, **Make Room For Daddy** proves it has key viewer appeal by delivering young family audiences and by beating all the competition in the above categories including: "Hee Haw", "Big Valley", and "News". **Achieve maximum impact in your market. Make room for a winner!**



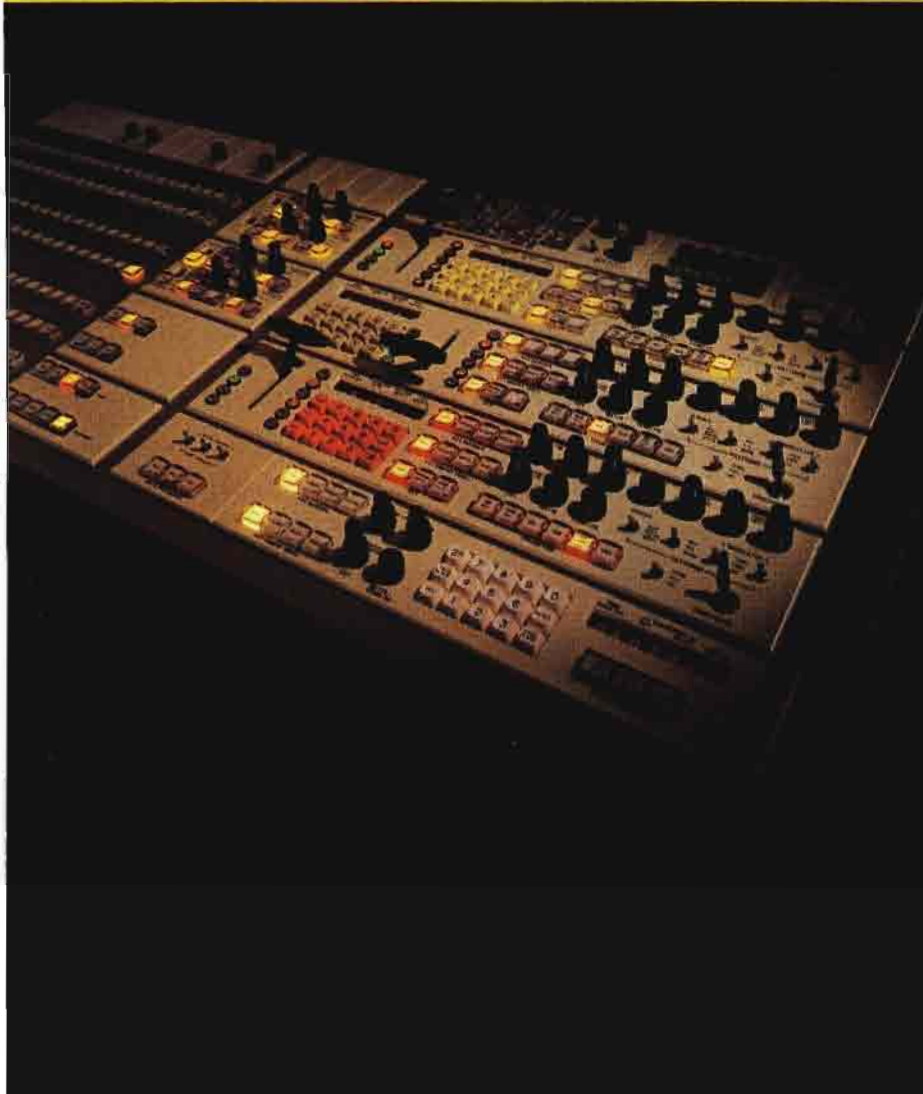
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We call it human engineering. You'll call it terrific. The 4000 Series Switcher from Ampex is powerful enough to get almost any effect, yet so simple to use that your production is right the first time everytime.

### **We Started Logically.**

Most good ideas are basically simple. In essence that was our approach to the design of the 4000 Series Switcher.

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# At RKO Radio we believe.

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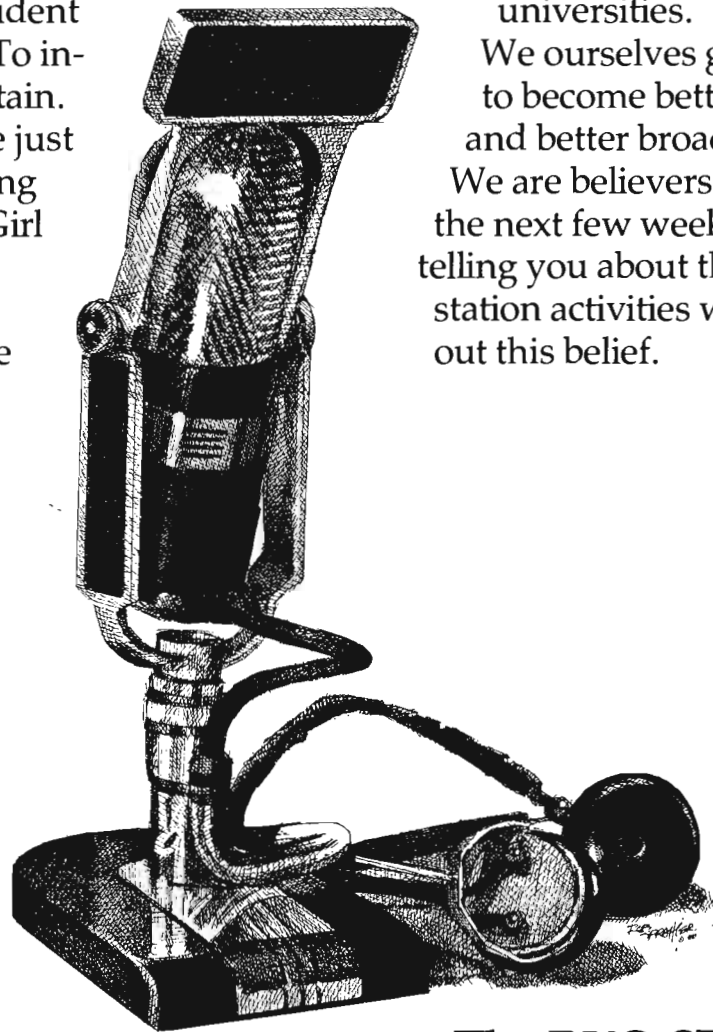
In order to help form a more perfect union, radio stations must participate in communities as a conscience... a leader... a student... a parent... a friend... To inform... help... and entertain.

RKO Radio stations are just good neighbors: We belong to the Boy Scouts... the Girl Scouts... the Hospital Board... the March of Dimes... the P.T. A. ... the Symphony Guild... the Chamber of Commerce.

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WGMS AM-FM Washington, D.C.

# The Week in Brief

TOP OF THE WEEK

**DEMOCRATS' TURN** □ Broadcasters have moved massive amounts of manpower and equipment to Madison Square Garden for the main bout at the political convention already marked by preliminary party in-fighting. **PAGE 19.**

**ROAD BLOCK FOR PREMIERE** □ Justice files that expected antitrust suit against the pay cable venture of Getty Oil and its partners. An injunction to stop the start of the service is sought. **PAGE 20.**

**MORE COURTHOUSE ENCOUNTERS** □ Latest incidents involve an outraged district attorney in Atlanta, a contempt fine for refusal to release a videotape in Columbus, Ohio, and another episode in the Boise, Idaho, dust-up. **PAGE 24.**

**NEW SEASON WORRIES** □ With no immediate resolution of the performers' strike in sight, contingency planning becomes a growing concern for networks, advertisers and agencies. **PAGE 25.**

**TEMPEST OVER TELETEXT** □ How far apart the engineers were on agreement over system choice is disclosed after vote of 23-person committee leaks from EIA. Consensus may come easier at the FCC. **PAGE 26.**

SPECIAL REPORT

**THE GREENBACKING OF CABLE** □ Madison Avenue moves closer to cable at CTAM sessions in San Francisco. With the formation of the Cable Television Advertising Bureau, top agency executives spell out their needs. **PAGE 28.** Warner's Schneider says cable advertising should follow the examples of radio and magazines. **PAGE 30.** Former NCTA President Schmidt accuses many cable operators of not exercising leadership. **PAGE 30.** Current NCTA President Wheeler warns CTAM delegates against complacency. **PAGE 32.** A CTAM management session analyzes the growing problem of recruiting cable manpower. **PAGE 32.** There is tiering in the eyes at CTAM's finale. **PAGE 34.**

LAW & REGULATION

**AFTER THE SHOCKS** □ The NAB executive committee assesses its next moves following broadcasting's setback at the hands of the Copyright Royalty Tribunal and the FCC's decision to lift cable restrictions. NAB's radio task force also gets busy. **PAGE 38.**

**NEWSROOM SEARCH RELIEF** □ The Senate approves legislation that would limit *Stanford Daily*-type invasions. The House has an even stronger version in the works. **PAGE 40.**

**FCC MONEY MATTERS** □ Nearly \$2 million is being spent by the commission for outside consultants and contractors in the current year. **PAGE 40.** Goldwater gets a breakdown of FCC travel expenses. **PAGE 44.** Commissioner Lee questions items in the increased budget that's being sought. **PAGE 44.**

BUSINESS

**AHEAD OF THE GAME** □ Despite the softening economy, stocks of publicly owned broadcasters held up reasonably well in the second quarter. **PAGE 45.**

JOURNALISM

**BRINKLEY WAVED IN** □ NBC-TV calls on its veteran anchorman to add more hard-news emphasis to the network's reconstituted prime-time magazine series next fall. **PAGE 47.**

PROGRAMMING

**'TODAY' RESTRUCTURED** □ The long-running NBC morning show undergoes changes in an endeavor to recapture the top spot in the a.m. ratings. **PAGE 48.**

TECHNOLOGY

**FCC TRIMS EXPECTATIONS** □ Under the current plan for reduced channel spacing, the commission envisions the addition of only 300 AM outlets and not many of them in major markets. **PAGE 51.**

**STAND PAT** □ U.S. leaders to WARC tell a Hill subcommittee that policy operations in the international area functioned well last fall in Geneva. **PAGE 52.**

MEDIA

**CANADIAN CABLE GIANT** □ The dominion approves Canadian Cablesystems Inc.'s 85% purchase of Premiere Cablevision Inc., clearing the way for the creation of the world's largest MSO. The price is \$88 million. **PAGE 53.**

PROFILE

**GROUP W THERAPY** □ Ed Vane is happy about the challenges he has met in the past year as president and chief executive officer of Group W Productions. But these successes have only served to stimulate his desire to get the company involved in more areas of TV programming. **PAGE 81.**

Bottom Line.....	46	Datebook.....	10	In Sync.....	52	Open Mike.....	15
Business Briefly.....	8	Editorials.....	82	Monday Memo.....	16	Playback.....	50
Changing Hands.....	54	Fates & Fortunes.....	75	Monitor.....	50	Stock Index.....	79
Closed Circuit.....	7	For the Record.....	56	News Beat.....	47	Washington Watch.....	40

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**Index to advertisers** ■ Ampex 3 □ Associated Press 11 □ Blackburn & Co. 54 □ Glen Lau Productions 39 □ Group W Productions 12-13 □ Heller-Oak 55 □ KSTP-TV Front Cover □ Las Vegas Entertainment 33 □ MCA-TV 6 □ Master Broadcast Services 45 □ McDonnell Douglas 37 □ Multimedia Program Productions Back Cover □ National Association of Spanish Broadcasters 80 □ Panasonic 31 □ RKO Radio 4 □ RKO Television 18 □ Radio Index 35 □ Sony 42-43 □ Storer 22-23 □ Joe Sullivan & Associates 75 □ TM Productions 17 □ William B. Tanner 8 □ Vital Industries 27 □ Vitt Media 41 □ WSOC-TV Inside Back Cover □ Weiss-Global Enterprises Inside Front Cover □ Youngs, Walker & Co. 9 □

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Back at NATPE, when we started selling THE TONI TENNILLE SHOW, we promised it would be different from the pack. And it sure is!

Whether Toni's talking to

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- Jane Fonda** on the sexual harassment of working women
- Cathy Lee Crosby** on the fears of women travelling alone...

Whether Toni's leading her audience in

- a heated discussion on women and alimony
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Whether Toni's singing

- center stage or at the piano
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- highlighting **Stephanie Mills**, **Shields & Yarnell** or **Peaches & Herb**...

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A great daily hour  
premiering September 15th  
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**MCA TV**

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# Closed Circuit®

Insider report behind the scene, before the fact

## Two go, all go

It hasn't said so publicly, but ABC-TV has decided to postpone premiere of fall schedule from Sept. 8 to Sept. 15 because of performers' strike that has halted new production (see page 25). Some new ABC-TV shows may be introduced in week starting Sept. 8 (if they become available), but network will join others in official recognition of Sept. 15 as beginning of season.

(Last year, ABC-TV started week ahead of others and lost prime-time season by 10th of rating point, in part because comparisons were based on week-later start of three-network race.)

## Timetable

With time in this session of Congress running out, staff of House Communications Subcommittee was working hard last week to draft report language for telecommunications amendments to Communications Act reported from full Commerce Committee. Members of committee have been promised three legislative days to file dissents; after that, bill, report and dissents go to House Speaker Thomas O'Neill (D-Mass.), who will decide whether legislation should be referred to Judiciary Committee, as requested by Chairman Peter Rodino (D-N.J.).

Judiciary can't amend bill, but O'Neill can give committee as much time as he decides is necessary to review measure. If bill does go to that committee, then, with Rules Committee subsequently having to decide on when to send bill to House floor, O'Neill's decision on length of time Rodino may take could be key factor as to whether legislation will have chance of passage this term.

## Strategy on Arbitron

Arbitron Radio Advisory Council will meet first week in September and, leaders say, as first order of business will vote on how to proceed in its bid to free stations from what it considers unfair domination by Arbitron. Council's attorney, Jason Shrinky of Washington, has recommended either antitrust suit against Arbitron or approach to Justice Department about formation of industrywide negotiating committee (BROADCASTING, Aug. 4), on theory that without court action or Justice Department backing, committee would be ignored by Arbitron.

Shrinky says he's had expression of support from many broadcasters, thinks they—and others—will back action with necessary funding. "We're committed to going forward," he said. Arbitron

Advisory Council member Don Nelson, formerly of WIRE(AM)-WXTZ(FM) Indianapolis, now consultant in San Diego, may head council project full time.

## Bilingual or stereo TV

While the Electronic Industries Association committee on teletext tries to pull itself back together after CBS pulled out (BROADCASTING, Aug. 4; see also page 26), another EIA committee on multichannel sound for television is moving ahead. It will soon begin testing three systems developed by Zenith, Telesonics and NHK. NHK's has been in operation in Japan since October 1978 and is being sponsored by Japanese industry group. First set of tests will be conducted over closed circuit television in Franklin Park, Ill., later over WTTW(TV) Chicago.

Committee is also looking at three signal-processing systems designed to improve signal-to-noise ratios and dynamic range of multichannel television sound. Those systems were proposed by CBS, dbx and Dolby.

## Super import

CFMT(TV ch. 47) Toronto is developing its own version of superstation to serve U.S. cable systems. It is now negotiating for transponder time on U.S. satellite to transmit 60 hours (about 50%) of its weekly programming, in which it would sell time to U.S. advertisers. But CFMT's special twist would probably protect station from legislation Carter administration will seek to deny tax break to American advertising on Canadian stations that is aimed at U.S. audience (BROADCASTING, Aug. 4). Legislation would be retaliation for similar legislation Canada aimed at American stations. CFMT programming involved would not be beamed to satellite from that station but from uplink in Buffalo, N.Y., now used by program networks serving pay cable systems.

## Search near end

Probable successor to George Bartlett who will retire as senior vice president, engineering at National Association of Broadcasters is Lewis Wetzel, veteran broadcast engineer, now manager of communications sales for Flash Technology Corp. of America, Nashua, N.H. Flash manufactures high-intensity warning lights. Wetzel is to say yes or no this week.

Wetzel was engineer with Triangle station group for 11 years before it was sold off to various buyers including Capital Cities Communications decade

ago. Before that he was with Kear & Kennedy, consulting engineers, Washington. Bartlett will become consultant to association.

## Indies lead

New report based on station data indicates national and regional spot TV billings in first quarter of 1980 were up 14% from year ago and in second quarter were up 16%. Local sales rose 15% and 6%, respectively, in same periods.

Independent stations, working from much lower revenue base, showed much larger percentage gains than network affiliates. In second quarter, for instance, independents' spot billings climbed 28% above year-ago level, while affiliates' rose 13%. In local, it was 11% gain for independents, 5% gain for affiliates.

## Missing persons

There is some unhappiness within FCC staff over departure of commissioners on August break, leaving AM stereo matter hanging. At meeting where they adopted further notice of proposed rulemaking (BROADCASTING, Aug. 4), commissioners scolded staff about delay notice would cause. But after ordering changes and additions to notice, commissioners are unavailable to approve revised version. Notice, anxiously awaited by five system competitors, won't come out for another three weeks.

## Comp in cable?

Indications at Cable TV Administration and Marketing Society meeting in San Francisco last week were that cable is about to embark on major move into advertising-supported program services and partial revision of its current economic structure. Programmers want slots on basic-cable channels, offered to subscribers at lowest possible subscription rates. Some operators are resisting, putting services such as ESPN and Cable News Network on pay tiers.

Up to now, cable operators have paid programmers for basic-cable services such as WTBS(TV) Atlanta (through carrier Southern Satellite Systems) or Calliope, usually at rate of few pennies per subscriber. That system worked as long as operators needed programs to fill empty channels. Now cables are filling up, and there is ever more intense competition for, as one operator put it, "our precious channels." Some see natural evolution toward basic-cable system with compensation from programmer to cable system similar to that of commercial network to station in broadcasting.

TV ONLY

**California Iceberg Lettuce**  Begins Sept. 1 for four weeks in 13 markets. Day and early fringe times. Agency: International Communications Group, Los Angeles. Target: women, 25-54.

**PPG Industries**  Paints. Begins Aug. 25 for five weeks in 38 markets. Fringe and news times. Agency: Ketchum MacLeod & Grove, Pittsburgh. Target: adults, 25-54.

**Ford Dealers**  Begins Aug. 20 for 10 days in various markets in North Carolina and South Carolina. News, prime, weekend and sports times. Agency: J. Walter Thompson, Atlanta. Target: adults, 18-49.

**Lawry's Foods**  Seasoned salt. Begins Sept. 1 for four weeks in five West Coast markets. Day and fringe times. Agency: Dailey & Associates, Los Angeles. Target: women, 25-54.

**Associates Financial Services**  Begins Aug. 25 for five weeks in over 10 markets. Late fringe and late news times. Agency: Bozell & Jacobs, Dallas. Target: adults, 18-49; men, 18-49.

**Singapore Airlines**  Travel. Begins Sept. 1 for four weeks in Los Angeles and San Francisco. Prime and sports times. Agency: Della Femina Trivisano, Los Angeles. Target: men, 35 and over.

**John Deere & Co.**  Snowmobiles. Begins Sept. 29 for eight weeks in over 80 markets. News and sports times. Agency: N W Ayer, ABH International, Chicago. Target: men, 25-54.

**Intenor Trade**  Shoes. Begins in September for six weeks in Los Angeles. Prime, late fringe and news times. Agency: Altman, Stoller & Weiss, New York. Target: women, 18-34

**Knomark**  Ty-D-Bol disinfectant.

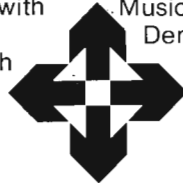
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Station \_\_\_\_\_ Format \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

## Rep Report

**Another for Eastman.** Eastman CableRep, New York, which began operations recently with Gill Cable as its first major client; has landed second large CATV firm—Satellite Program Network, Tulsa, Okla. SPN serves more than three million homes in 49 states (not including Alaska) with 22 hours daily of special-interest programming, including health, medicine, financial, cooking, exercise and entertainment segments, as well as feature films. One program highlight of SPN is half-hour daily slow-scan service directed to women, called the Women's Channel. SPN is owned by Southern Satellite System and will be first full-time service to go on Westar III, according to Eastman CableRep.

Woodruff Pacific Network: To Buckley Radio Sales (no previous rep).

WHIZ-TV Zanesville, Ohio: To Avery-Knodel Television from Spot Time Ltd.

WJYW(FM) Tampa, Fla.: To Selcom from Buckley Radio Sales.

Begins Oct. 6 for two weeks in 30 markets. Day, early fringe and prime access times. Agency: CPM, Chicago. Target: women, 18-49.

**Armour Dial**  Tone soap. Begins Sept. 8 for two weeks in 11 markets. Late fringe times. Agency: Foote, Cone & Belding/Honig, San Francisco. Target: women, 18-49.

**American Can Co.**  Aurora paper towels. Begins Sept. 15 for two weeks in Dallas; Waco-Temple, Tex., Oklahoma City, and Shreveport, La. Day and fringe times. Agency: Scali, McCabe, Sloves, New York. Target: women, 18-49.

RADIO ONLY

**Clinton Nurseries**  Plant products. Begins in September for four weeks in Providence, R.I.; Boston; Hartford, Conn., and Albany-Schenectady-Troy, N.Y. Agency: Slatter/Banks Advertising, Branford, Conn. Target: women, 18 and over.

**Herco Inc.**  Hershey Park. Begins this



week for one week in Baltimore and Philadelphia. Agency: Spiro & Associates, Philadelphia. Target: women, 25-49.

**Puerto Rican Tourism** □ Begins Aug. 25 for five weeks in 11 markets. Agency: Vitt Media International, New York. Target: adults, 25-54.

**Dreyers Grand** □ Ice cream. Begins in September for four weeks in California markets of Los Angeles, San Francisco, Fresno, Sacramento, Santa Barbara and Eureka; Reno, Las Vegas, Phoenix, Denver and Tucson, Ariz. Agency: Ron Wren Advertising, San Francisco. Target: women, 25-49.

**Bank of America** □ Young adult campaign. Begins Aug. 18 for three weeks in 22 California markets. Agency: Grey Advertising, San Francisco. Target: adults, 18-24.

**Scorpion Industries** □ Snowmobiles. Begins Aug. 18 for three weeks in 35 markets concentrating on Northwest and Midwest. Morning drive, midday and afternoon drive times. Agency: Clinton E. Frank, Chicago. Target: men, 25-54.

**John Morrell Meats** □ Rodee meats. Begins this week for six weeks in Tulsa; Oklahoma City; Kansas City, Mo., and Dallas. Morning drive, midday and afternoon drive. Agency: Kenyon & Eckhardt, Chicago. Target: women, 25-54.

**Mrs. Grass Inc.** □ Soups. Begins Sept. 29 for six weeks in nine markets. Morning drive, midday and afternoon drive times. Agency: Stern Walters/Earle Ludgin Inc., Chicago. Target: women, 25-49.

**Casual Male** □ Retail stores. Begins this week for six weeks in six markets. Agency: Pro Media, Boston. Target: adults, 18-49.

**Union Home Loans** □ Begins Aug. 18 for three weeks in San Francisco and San Diego. All day parts. Agency: Asher/Gould Advertising, Beverly Hills, Calif. Target: adults, 35 and over.

#### RADIO AND TV

**Servistar Hardware** □ Stores. Begins Sept. 22 in 39 TV markets and 25 radio markets. Agency: W.B. Doner & Co., Southfield, Mich. Target: adults, 25-54.

**Naturite** □ Vitamins. Begins in mid-September for six weeks in 12 TV markets and for five weeks in nine radio markets. Day, fringe and prime times. Agency: Janik & Associates, Los Angeles. Target: women, 18-49.

## AdVantage

**Songstress sells on spot.** Recording artist Natalie Cole lends her talents to new TV spots for Posner Laboratories' cosmetics and hair care products. "Posner . . . Positively Beautiful" is the theme for commercials which promote



Soft Solution Comb 'n Sheen conditioner and Splitstick lipstick. The former will break Aug. 18 on TV in New York, Detroit and Atlanta, while Splitstick, currently airing in major markets, will run nationally in September. Hicks & Greist is the ad agency for Posner.

**Spot radio trends.** McGavren Guild, New York, reports that analysis of spot radio availability requests in first quarter of 1980 shows that age 25-54 was demographic most sought by advertising agencies. In 20% of requests, 25-54 grouping was targeted, followed by 18-49/18-44, 17%, and 25-49/25-44, 15%. Only "younger" demographic sought was 18-34, asked for in 15% of availabilities. Preferred day parts were morning drive, 32% of requests, followed by evening drive, 23%, and daytime, 21%. Most popular time length was 60-second, representing 75% of all agency requests.

**Per-inquiry advertising source.** Rapp & Collins Inc., New York, direct-marketing subsidiary of Doyle Dane Bernbach, has formed division, Guaranteed Response Services, to handle per-inquiry advertising only. GRS will

specialize in planning, placement and monitoring of broadcast advertising tied directly to number of responses received from each timebuy. GRS says it is prepared to work with almost 100 TV stations and cable systems that accept PI advertising.

**News, not sports.** Bache Halsey Stuart Shields Inc., New York, is abandoning sponsorship of TV sports programs and substituting TV news on NBC-TV's *Today* to reach target audience of upscale males interested in stock and bond investments. Since January 1978 brokerage firm had been sponsoring mass-appeal sports telecasts but with rising costs, started to look for business news franchises on TV. NBC-TV offered *Money Matter* segment on *Today*, business and financial report carried each weekday, and Bache started sponsorship last week. For estimated \$2.5 million Bache will receive about 260 commercials per year instead of 40 on higher-priced broadcasts. It will reach smaller audience but one considered to be more responsive to brokerage advertising. Campaign was conceived and placed by McCann-Erickson, New York.

**Radio instead of TV.** Smith-Corona, division of SCM Corp., has earmarked \$2.5 million for year-round campaign in radio (40%) and print, but not television. Company's rationale is that radio can be more efficient medium for this particular campaign, which aims to reach age 35-54 upscale audience for purchase of portable typewriters. Effort will be concentrated during back-to-school period, starting in mid-August; Christmas season, and graduation time in May and June. Radio commercials will run on three major networks during news programs and on classical and good music stations. Agency is Waring & LaRosa, New York.

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ONE CROSSROADS OF COMMERCE  
ROLLING MEADOWS, ILLINOIS 60008

Carl Youngs



Mike Walker



■ Indicates new or revised listing

## This week

■ **Aug. 10-13**—Annual convention, *Association for Education in Journalism*. Boston university.

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

**Aug. 11**—Beginning of *Democratic national convention*. Madison Square Garden, New York

**Aug. 12**—*Radio Advertising Bureau* Idearamas for radio salespeople. Marriott hotel, Atlanta, Hilton, Indianapolis, Sheraton, Baton Rouge.

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

**Aug. 14**—*Radio Advertising Bureau* Idearamas for radio salespeople. Americana Inn, Columbia, S.C., Travelodge at 6th South, Salt Lake City; Airport Hilton Inn, St. Louis, Hilton Inn, Little Rock, Ark

## Also in August

**Aug. 19**—*Radio Advertising Bureau* Idearamas for radio salespeople. Americana Inn, Cincinnati, Sheraton Inn, Scranton, Pa.; Marriott Inn, Providence, R.I.; Ramada Inn, Billings, Mont.

**Aug. 21**—*Radio Advertising Bureau* Idearamas for radio salespeople. Sheraton Airport Inn, Philadelphia, Arlington Park Hilton, Arlington Heights, Ill., Hyatt, Pittsburgh, Stouffer's Denver Inn, Denver

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

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

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

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

## September

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

**Sept. 1**—Deadline for entries for annual Women at Work broadcast awards sponsored by *National Commission on Working Women* for radio and TV reporting and programing about working women in categories of spot news, news series, editorials, public affairs/

documentaries and entertainment. Entries must be aired between May 1, 1979, and July 31, 1980. Information: Deborah Ziska, NCWW, 1211 Connecticut Ave., N.W., Suite 310, Washington 20036, (202) 466-6770.

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

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

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

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

**Sept. 10**—*Radio Advertising Bureau* Idearama for radio salespeople. Westward Hilton, Anchorage

**Sept. 10-12**—*Minnesota Broadcasters Association* fall convention. Normandy Inn, Duluth.

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

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

**Sept. 13-14**—*Pacifica Foundation* board of directors meeting. Miramar hotel, Santa Monica, Calif

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

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

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

**Sept. 15**—Deadline for submissions to *Atomic Industrial Forum's* Forum Award competition. Award carries \$1,000 prizes in both electronic and print media for excellence in reporting on peaceful uses of nuclear power. Information: Mary Ellen Warren, Atomic Industrial Forum, 7170 Wisconsin Avenue, Washington 20014. (301) 654-9260

**Sept. 16-18**—*National Association of Broadcasters* Executive Forum III. Keynote speaker: Allen H. Neunarth, chairman and president, Gannett Co. Sheraton Inn, Fredericksburg, Va

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

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

**Sept. 20**—Deadline for entries in annual *U.S. Television Commercials Festival*. For first year, competition is open to spots from Australia, Ireland and the United Kingdom in addition to U.S. and Canada. Information: U.S. Television Commercials Festival, 841 North Addison Avenue, Elmhurst, Ill. 60126, (312) 834-7773

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

**Sept. 21-23**—*Nebraska Broadcasters Association* annual convention, Midtown Holiday Inn, Grand Island. Former *FCC* Chairman Richard Wiley, now with Washington law office of Kirkland & Ellis, will receive Nebraska Broadcasting Award

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

## Major Meetings

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

**Sept. 14-17**—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conferences: Sept. 20-23, 1981, Sheraton Washington; Sept. 19-22, 1982, Hyatt Regency, Kansas City, Mo.

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

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

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

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

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

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

**Dec. 3-5**—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 10-12, 1981, Marriott, New Orleans; Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; September 1983, Orlando, Fla.; December 1984, San Antonio, Tex.

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

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

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

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

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

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

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

**May 6-10, 1981**—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington

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

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

**June 10-14, 1981**—*Broadcasters Promotion Association's* 26th annual seminar and *Broadcast Designers Association's* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, 1985, Chicago.





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

**Sept. 24**—*Cable Television Administration and Marketing Society* Southeast regional marketing seminar. Atlanta Hilton

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

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

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

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

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

**Sept. 26-28**—*Massachusetts Association of Broadcasters* meeting. Sheraton Regal, Hyannis

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

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

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

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

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

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

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

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

## October

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

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

**Oct. 1-5**—*Women in Communications Inc.* 48th annual meeting. San Diego.

**Oct. 2-5**—*Federal Communications Bar Association* annual seminar. The Playboy Great Gorge Resort and Country Club, McAfee, N.J.

**Oct. 3-4**—*National Federation of Local Cable Programming* mid-Atlantic region, fall conference Hosted by Berks Community Television, independent community television producer. Reading, Pa.

**Oct. 3-5**—*American Women in Radio and Television* mid-east area conference Pittsburgh Hilton.

**Oct. 3-5**—*American Women in Radio and Television* Northeast area conference Turf Inn, Albany, N.Y.

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

**Oct. 5-7**—*Common Carrier Association for Telecommunications* annual MDS convention Washington Hilton, Washington

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

**Oct. 6-8**—*Electronic Industries Association* 56th annual fall conference Century Plaza hotel, Los Angeles

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

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

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

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

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

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

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

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

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

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

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

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

**Oct. 12-15**—*CBS Radio Network Affiliates* 1980 convention Arizona Biltmore, Phoenix

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

**Oct. 14-16**—*Kentucky Broadcasters Association* fall convention Hyatt Regency, Lexington.

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

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

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

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

**Oct. 16**—*Connecticut Broadcasters Association* annual meeting/fall convention. Hotel Sonesta, Hartford. Information: Bob Meinson (203) 771-7425.

**Oct. 16-18**—*American Women in Radio and Television* east central area conference. Broad Court House, Cleveland, Ohio.

**Oct. 16-19**—*American Women in Radio and Television* Southwest area conference Airport Marina, Albuquerque, N.M.

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

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

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

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

**Oct. 26-28**—*American Association of Advertising Agencies* mid-atlantic council second annual Washington seminar Four Seasons hotel, Washington

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

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

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

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

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

**Oct. 27-30**—World Conference for Evangelical Communicators, sponsored by *Evangelische Omroep* (Evangelical Broadcasting) of Holland RAI Conference Center, Amsterdam.

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

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

**Oct. 31-Nov. 1**—*National Translator Association* annual convention Hotel Utah, Salt Lake City.

**Oct. 31-Nov. 1**—*Broadcasters Promotion Association* board meeting. Hyatt Regency, Chicago

## November

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

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

**Nov. 9-11**—*Television Bureau of Advertising's* annual meeting Hilton hotel, Las Vegas.

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

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

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

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

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

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

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

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



**Nov. 16-17**—*Tennessee Cable Television Association* annual fall convention. The Maxwell House, Nashville.

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

**Nov. 17-21**—*New York World Television Festival*. Screenings of international award-winning programs and seminars. Museum of Modern Art, New York.

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

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

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

## December

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

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

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

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

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

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

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

## January 1981

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

organization. Ilika hotel, Honolulu.

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

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

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

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

## February 1981

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

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

## March 1981

**March 2**—*International Radio and Television Society* anniversary banquet and Gold Medal award. Waldorf-Astoria hotel, New York.

**March 12**—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria hotel, New York.

**March 16-17**—*Society of Cable Television Engineers* annual spring engineering conference. Opryland hotel, Nashville.

## April 1981

**April 8**—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria hotel, New York.

## May 1981

**May 27**—*International Radio and Television Society* annual meeting and Broadcaster of the Year award. Waldorf-Astoria hotel, New York.

# Open Mike®

## Talk back to Washington

EDITOR: Frank Washington, deputy chief of the FCC Broadcast Bureau, is quoted in the July 7 issue of *U.S. News & World Report* as stating: "Our job is not to protect people who already have radio licenses, it's to keep expanding the number of stations until the last one we add can't stay on the air."

In no way can radio be made into the "used car lot on every corner" industry that Washington purports to desire. As an

industry we must speak up.—*Stephen M. Wyman, executive search, media broker, Atlanta.*

## Counter to Cuellar

EDITOR: Re Oscar Cuellar letter [criticizing the National Association of Broadcasters for urging the Region 2 conference to delay a decision to reduce AM spacing from 10 khz to 9, "Open Mike," Jan. 21]:

The NAB is not in any way fighting 9 khz. This is too great an undertaking to rush into without the proper answers.

Will 9 khz be totally beneficial for the general public, minorities, daytimers or public broadcasters? You and I don't know. Neither does Cuellar. One thing I do know is that 9 khz will be very beneficial for consulting engineers.—*Roy A. Mapel, general manager, KIML(AM) Gillette, Wyo.*

**Editor's note.** Cuellar is a consulting engineer in Denver.

## Errata

July 28 "Advantage" item incorrectly reported that **The Berenstein Bears' Easter Surprise** broadcast scheduled for NBC-TV is a re-run. The show is a new half-hour, currently in production.

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

# Monday Memo®

A broadcast advertising commentary by Joel M. Segal, senior VP, Ted Bates & Co., New York

## The staying power of the television networks

Pay television represents a significant challenge to the major networks. It now accounts for 8% of all TV homes in the country, and Nielsen's pay cable report indicates prime-time network ratings are 15% lower in pay TV homes than nationally.

That would represent a 1.2% drop in the national ratings of the three networks, or about seven-tenths of a rating point. Not much, you may think. But what will happen in 1984, when we anticipate about 20% of U.S. homes will be pay-TV equipped? Now we are talking about a decline of 1.7 national network rating points per minute throughout the year as a result of pay television, not to mention the potential loss to other cable services and to distant independents received by ordinary cable systems.

Over-all, this could mean a loss of about 2.5 national rating points in prime-time viewership to the networks, or 2.1 million homes a minute, and the homes would be of the larger, younger, more affluent variety with a heavier incidence of young adults, if experience is an indicator.

Now the question arises: How do we advertisers replace the lost audience?

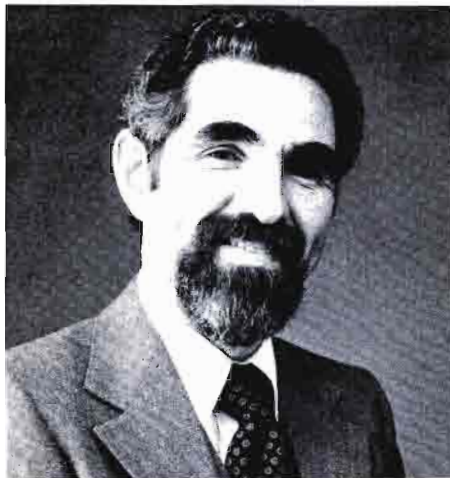
First, since pay is drawing off network viewers, we ought to determine the homes that carry the primary pay services (HBO and Showtime), which are now represented in over 85% of pay cable homes, and determine what services that carry advertising are also delivered to these homes—Cable News Network, WTBS-TV Atlanta or ESPN. We ought to buy into those services. Nielsen is capable at this time of telling us which services are carried by which cable systems.

Second, we should support those pay services that carry advertising. ESPN offers advertising surrounding the Home Theater Network, its tier of pay services from 8 to 10 p.m.

Third, we should attempt to buy advertising on local systems, particularly those that carry the major pay services. In some cases, local systems plan advertising on the pay channel in or around the pay service.

For the intermediate future, we anticipate a typical cable service will offer about 36 channels, with information about stocks, weather, racing results, hog futures. In terms of entertainment viewing, there will be 13 to 16 channels available. In prime time in cable homes, these channels will garner 17% of viewers' share while the networks will capture an estimated 70%.

Therefore, during prime time, despite a significant loss of audience, the three broadcast networks will continue to domi-



Joel Segal, senior vice president and director of the network/TV radio division of the media program department, joined Ted Bates in June 1965 as network television negotiator. In 1966 he became vice president and television account supervisor. He was promoted to vice president of the radio/TV buying services division in 1971, and in 1973 he was appointed to his present position. Prior to joining Bates, Segal served for two years as director of television network sales presentations for NBC. Before that, he was assistant media director on the General Foods account at Benton & Bowles

nate in pay cable homes. Pay will be the second most powerful force, operating on an average of two channels. In other words, we see many pay cable owners subscribing to two or more channels of pay service. In far third place are the independents, which include local market stations, distant stations and superstations brought in by satellite. Then, just behind, we have the free cable networks, ESPN, CNN and so on, with about 5% of the audience.

Let me advise you that within a few years, we expect the mix of free cable networks to change radically from what it is today. The president of one of the major broadcast companies, and I am talking about one that owns a major television network, has indicated to me that he plans to provide four or five satellite feeds to cable systems in the years to come. That kind of competition and the program source it represents in terms of news, sports and even entertainment can easily crush some of the satellite networks available today and some that haven't even started yet. The point is that ABC, CBS and NBC don't plan to be caught flat-footed by potential competition.

As we see it, in the years to come, the hours of viewing by cable households will increase, but that is simply because cable homes are larger and have more viewers than noncable homes. In many homes more than one set will be hooked to cable,

increasing the number of channels viewed, but reducing the number of viewers per channel. This is the pattern along which ordinary broadcast TV developed. Currently half the total television homes in the country have more than one set.

But all the choices will put an incredible demand on programming sources. In order to fragment the television audience on a regular basis, the new technologies will have to offer different programming from ordinary broadcast television on a regular basis. As Gene Jankowski of CBS has said, "The viewer won't care how a signal gets to his set but what the signal brings to his set." In order to provide programming other than movies or sports or repeats of network series, the new services will have to appeal to special audience segments with highly specialized material like that provided by special interest magazines.

Broadcasting will be supplemented by narrowcasting. This will represent interesting opportunities for advertisers desiring to reach specific groups in the market and willing to be satisfied with smaller audiences. For example: Burpee seeds can provide a garden show to people interested in gardening. There is already a black satellite network and one designed to reach older people exclusively.

I haven't discussed disks or videotape recorders or direct satellite-to-home telecasts because I think that is beyond the scope of this analysis. That is not to say that all of them won't have a certain significance. Toward the end of the decade, for example, videodisks providing how-to advice on decorating and carrying five-minute advertisements by retailers like Sears Roebuck may be offered free to owners of disk players. But that is farther in the future than we want to get at this time. Mentioning it does serve two purposes, however. It focuses on the trend toward fragmentation of viewership, particularly in prime time, and the improvements in the state of the art that have already exceeded most of our expectations.

To sum up, cable-originated programming will put a dent in current broadcast audiences, but the biggest pressure will come from pay cable—particularly R-rated movies on pay. There are a number of ways for advertisers to make up for these losses, and most involve finding a way to associate with a pay channel in one form or another. The clear message is that the ancillary programs provided by cable networks are not likely to keep pace with developments in technology, so while we see small but demographically significant losses by the networks to pay cable in particular, we are confident that ABC, CBS and NBC will be the overwhelmingly dominant video force for years to come.





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WATCH US  
BECAUSE  
WE WATCH  
OUT FOR  
THEM

# RKO

There are two sides to every television set. And at RKO Television we never forget it.

Our viewers are real people. With needs and wants and likes and dislikes. Not just rating points or markets or TGIs. That's why we look out for them with special programs and programming tailored to their needs and community problems.

For New York that means the WOR Children's Fund, the Tri-State Town Meeting, 9 on New Jersey, Meet the Mayors, Newark in Reality and Latin New York. Public affairs programs and community events that show our metropolitan audience that we're keeping an eye out for their best interests.

And in Boston, our WNAC station sponsors H.O.T. Car—a crime prevention program that cuts auto thefts by 23%. They even run a program that does more than lend a helping hand—it could save your life—called Life Line.

On the west coast, KHJ Los Angeles lets citizens ask their officials the tough questions themselves in a phone-in show called Government on the Line.

And for the people of Memphis, WHBQ TV provides Press Conference, Dialogue, The Other Side, Straight Talk and Etcetera. Penetrating forums for discussion and information.

When you're watching an RKO Television station it's never a question of what's on TV. But who's on TV.



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PEOPLE TUNE INTO US BECAUSE WE TUNE INTO THEM.

WOR-TV (9) New York KHJ-TV (9)  
Los Angeles WNAC-TV (7) Boston  
WHBQ-TV (13) Memphis

# Broadcasting **4** Aug 11

Vol 99 No. 6

TOP OF THE WEEK

## Live and lively

**Television is set—as well as can be expected—to cover the Democrats in New York**

As commanders of the network troops were moving them into place last week for the start of the Democratic national convention today (Aug. 11), the word from each of the headquarters was "flexibility." It was code for "we don't know what's likely to happen in terms of the convention's schedule, let alone its politics." What was certain was that things would be difficult. Madison Square Garden, where the convention was to be held, would be crowded; there would be more delegates in less space than at the Republican convention in Detroit. And then there was the threat of a telephone-worker strike beginning on Saturday. Other than that, as a harried-sounding Jeff Gralnick, ABC's vice president and executive producer of special events, said, "everything's fine."

For all of the talk of weariness on the part of the public with media coverage of conventions, the number of reporters, editors and technicians who have assembled in New York at least matches the number of those present in Detroit—more than

11,000, according to estimates of convention officials. Actually, the number may be larger; there are substantially more representatives of individual broadcast stations in New York than there were in Detroit—3,000 as compared to 2,300, according to Mike Michaelson, superintendent of the House radio and television gallery. (As in Detroit, the networks will have about 600 people each.)

And the reason for the greater interest on the part of local stations is the same as the reason network news executives see the possibility of the kind of conflict and emotion in New York that make for interesting television. Doomed as Teddy Kennedy's effort to take the presidential nomination away from President Carter seems to be, it is a legitimate issue, one that is causing delegates to take sides. And covering home state delegations is what local stations—a number of which, as in Detroit, will be providing live coverage from the convention—do best.

For all of the journalists in New York, the critical story unfolds this evening, beginning, if the schedule is to be believed, at 6:30, when debate is to get under way on the proposed rule requiring delegates to vote for the candidate in whose name they were elected. If Carter forces win that vote, as expected, the President's renomination is assured. Still,

there is a degree of uncertainty, and the network floor reporters can be expected to be all over the story in the hours leading up to the vote at or after 7:30 p.m.

Will the floor reporters go after the story with the same vigor they went after the story in Detroit of whether Gerald Ford would be the Republican vice presidential nominee? By all accounts, absolutely. Weren't the network news departments chastened by criticism of the allegedly too flat statements made during that hectic Wednesday night regarding Ford? Not at all. Ernest Leiser, CBS's vice president for special events and political coverage, said most of that criticism was directed at CBS and mainly by the printed press. But, he said, "We were quite proud of that [Ford story] coverage."

Another major story from the floor is scheduled to shape up on Tuesday, between 7 and 7:30 p.m., when the convention will begin a two-hour debate on economic planks in the platform. Kennedy is scheduled to participate in the debate. And, who knows? As Leiser said, "he could set the convention afire." The floor reporters will be there to take the delegate's temperature, in any case.

Scheduling of those events was the result of a compromise Kennedy and Carter representatives worked out. However, the two sides were still negotiating







"I hate to leave it; I really do. I'll be envious in four years, watching Dan Rather doing this job." CBS's Walter Cronkite offered the observation last week as he prepared to anchor what is to be his 15th and last convention. Cronkite, who will retire early next year, has been in the booth at

Republican and Democratic conventions since 1952 (he missed only the Democratic gathering in 1964), and it's the kind of journalism he particularly enjoys—"extemporaneous broadcasting: special events, space shots and this . . . I'm sorry it can't go on forever."

the rest of the schedule last Friday. As a result, the networks were remaining "flexible." ABC, for instance, plans to run special editions of *20/20* each night of the convention. But while it is scheduled for 8 p.m. on Monday, Wednesday and Thursday, on Tuesday, it will be aired "when the convention schedule permits." Indeed, Richard Wald, ABC News vice president, said the *20/20*'s could be shifted at any time "or canceled, if necessary."

Although all three networks plan some daytime coverage on Monday (NBC plans two hours), beginning with the opening of the convention at 4 p.m., it wasn't clear as late as last Friday how much of the debate on rules would be covered live. CBS and NBC have scheduled their regular evening news shows at 6:30, but Leiser said CBS may pre-empt the news for convention coverage. ABC was scheduled to begin its convention coverage at 7:30 p.m. "or possibly earlier."

The potentially volatile nature of Mon-

day's events caused CBS to make one change in plans. It had originally planned running the special *60 Minutes* interview that Dan Rather did with President and Mrs. Carter on Monday, and thus follow precedent it set in its scheduling of Mike Wallace's interview with the Ronald Reagans during the Republican convention. But with the likelihood of a major floor fight on Monday, the network decided to run the program in its regular slot, last night.

A firm convention schedule was not all the networks were hoping for at the end of last week. They also were hopeful the Bell System could settle its contract difficulties with the Communications Workers of America by the Saturday night strike deadline. The company had drawn up detailed contingency plans to minimize the impact of a nationwide strike. But a walkout, with the promised picketing of the Garden, was not what the networks needed.

## Justice Dept. fulfills prophecy on Premiere

**Antitrust suit is filed as had been expected; injunction sought to block start-up**

Premiere, the joint venture of four motion picture companies and the Getty Oil Co., which announced its entry into pay cable with expensive fanfare at the National Cable Television Association convention in May, is, as some expected and others hoped, going to have to fight its way into business through the courts. The Department of Justice last week filed a civil antitrust suit in New York to block implementation of the plan.

The action was greeted with outrage by some of the joint venturers and with joy and relief by the companies with which Premiere wants to compete—Home Box Office, Showtime and The Movie Channel. The unusual speed with which the department acted—it began looking into the matter only in May—reflected the view of the Justice Department official in charge of the case that the "problems" the Premiere concept raises "are obvious."

The defendants—Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp., Twentieth Century-Fox Film Corp., and Getty—have announced plans to begin providing programming for pay cable systems in January. But the suit alleges that the proposed service would violate the Sherman Antitrust Act, and it seeks a preliminary injunction to prevent Premiere from beginning operations until the antitrust suit is resolved.

Under the agreement of the five defendants, the motion picture companies would license their new films only to Pre-

## InBrief

**Over-air TV industry**, not yet reconciled to idea that cable systems can lift its signals with impunity, **got further shock** last week when L.A. federal district judge ruled it was OK for merchants to sell, and public to use without payment to stations, decoders that could pick up pay TV signals. Suit had been brought by National Subscription Television and Oak Broadcasting Systems against number of area electronics firms marketing such decoders. Said Judge Lawrence T. Lydick: "**Broadcasting remains broadcasting** even though a segment of those capable of receiving the broadcast signal are equipped to . . . decode it." NST attorney called decision "**temporary and insignificant setback**," and said company would appeal. It won similar suits in Detroit and Phoenix.

□

Report by Public Broadcasting Service says **new techniques of UHF transmission can cut power usage by half** or, conversely, increase coverage area without increasing power input. Part of ongoing effort to achieve UHF comparability with VHF, it said 129 UHF's now affiliated with PBS (and broadcasting at 30 kw and above) could be outfitted with new technology for \$10 million, effecting annual power cost savings of \$5 million. Technology combines BBC tuning system with anode pulser.

**FCC will hold two panel discussions on radio deregulation** on Sept. 15 and 16. Each participant—nine groups have been invited first day, eight on second—will have three minutes to explain basic perspective on and interest in deregulation. They will then be questioned by commissioners; group discussions will follow.

□

CBS-TV's *Lou Grant* and *M\*A\*S\*H* series and NBC-TV's miniseries, *Moviola*, walked out with **most prime-time Emmy award nominations**, 15, 11 and 13, respectively. Network breakdowns were: ABC-TV, 77; CBS, 98; NBC, 68; PBS, 19, and 12 for syndicated shows. Annual awards presented by Hollywood's Academy of Television Arts and Sciences will be presented Sept. 7 on NBC telecast. **Striking actors have approved this year's ceremony**, quashing earlier speculation that telecast might become victim of strike.

□

**UA-Columbia Cablevision's** announcement that Morgan Stanley has been retained to evaluate company with eye to its "future financial alternatives" **sparked speculation company is for sale and led to dramatic price surge** from near \$51 per share to \$64. Looked-for price is said to be \$75 to \$90 per share, although some on Wall Street suggest it should be no more than \$65. Suitors are reported to include "nearly every big newspaper chain."



miere; they would deny them to competing firms until nine months after films were made available to Premiere. And the fee Premiere would pay the four motion picture companies—as well as the price Premiere would charge cable systems for its service—would be set by agreement among the five defendants. Getty's contribution would be in the form of cash, satellite distribution facilities and other services.

The suit—which notes that the agreement would make immediately available to Premiere such hits as "Kramer vs. Kramer," "Coal Miner's Daughter," "All That Jazz," "Electric Horseman" and "Urban Cowboy"—contends that the defendants "have engaged in an unlawful combination and conspiracy in restraint of . . . trade and commerce." It says prices would be fixed and competition among the four motion picture companies restrained, while competing network program services would be denied product and deprived of competition in the licensing of motion pictures.

Given the size and power of the defendants, the concern of the existing program services is easy to understand. Getty reported total revenues of about \$5.1 billion in 1979 and total assets of some \$6 billion. (It is also already in the business of providing programming for cable systems, as 85% owner of the Entertainment and Sports Programming Network.) The four motion picture companies involved produced 190 films for theatrical exhibition in 1979, and they included 43% of those that obtained license fees greater than \$1 million in theatrical exhibition. What's more, HBO last year acquired 34% of its films from the four film company defendants and Showtime 44% of its product. The Movie Channel, a new company, obtained 32% of its films from the four firms between Jan. 1 and May 31.

But the size of the companies and the



Premiere's Harris



Justice's Favretto

type of agreement they reached are essential to any party attempting to enter the business of pay cable programming, in the view of Premiere officials. Burt Harris, chairman and chief executive, said that, without "an edge, there is no way for an outside company to get in." Premiere, he said, "will provide viable competition" in the pay cable programming field.

He noted the existing companies in the field have important resources. HBO, which has over four million subscribers, is owned by Time Inc., which also owns American Television & Communications, the second largest cable multiple-system owner in the country. Indeed, HBO has been accused by its competitors of anti-competitive practices, and the Justice Department's antitrust division is continuing an investigation of the company begun more than a year ago. Showtime is jointly owned by Teleprompter Corp., the largest MSO, and by Viacom, the sixth largest, and has more than one million subscribers. And The Movie Channel is a subsidiary of Warner-Amex Cable Communications Co., which owns the third largest MSO, and has more than 400,000 subscribers. It began operating at the end of 1979.

Harris and other representatives of the defendants expressed surprise at Justice's action, particularly in light of the speed

with which the department moved and the fact it has yet to move against HBO. "If they tackle us, they should tackle all vertical arrangements," said Harris. And Sidney Sheinberg, president of MCA, said Justice's failure to move against Time Inc. and HBO has raised in his mind "the most serious questions of propriety and/or competence imaginable." Justice's suit against Premiere, he added, "significantly increases my earlier fears."

But the main theme Premiere was sounding was that of optimism. Harris said that Premiere and the affiliated companies "are confident that the proposed service does not violate any antitrust laws" and "will vigorously defend that position in the courts." They were "confident" the issues will be resolved "satisfactorily for Premiere," he said, adding, "We will continue to take the necessary steps to assure that our programming commences as scheduled"—that is, on Jan. 1.

Steve Roberts, president of 20th Century-Fox Telecommunications, also struck a confident note. He said the defendant companies "welcome the opportunity to prove [their] point in the courts." And because of what he termed the inherently monopolistic nature of the existing pay television business, with "three companies having a 90% share of the market," Roberts said it was "inconceivable" a court could rule against Premiere without also addressing the vertical integration already a part of the business. In fact, he sees a court defeat for Premiere as a blow at the industry. "I don't think the industry will survive in its present form if Premiere is not allowed to happen," Roberts said.

On the other hand, Andrew Wald, senior vice president of National Subscription Television, turned Roberts's comment inside out. "Premiere will happen—although maybe not in its current form." He said the motion picture companies "have always been in the pay television

**National Radio Broadcasters Association** has appointed **A.D. Ring & Associates** as engineering counsel. A.D. Ring partner **Harold Kassens** has been assigned to handle association technical matters.

□

National Association of Black-Owned Broadcasters has **invited President Carter to conference**, jointly sponsored with National Association of Broadcasters, on Sept. 29 and 30. No word yet from White House.

□

It's official: **George Watson** and **David Newman**, vice president/managering editor and executive producer of **Cable News Network**, respectively, **have resigned**. Reese Schonfeld, president of CNN said Washington bureau chief Pete Vesey will assume Watson's administrative duties permanently and that Watson's replacement will assume on-air and editorial functions only. As for Newman's replacement, Schonfeld said decision has not yet been made and that "the question is whether he will be replaced from within or outside."

□

Shortly to be announced: election of former FCC Commissioner **Margita White to board of ITT**. White, who left commission in 1979, had served on agency for more than two years following service at White House during Nixon-Ford administrations and as deputy director of USIA. Currently, she is on board of Taft Broadcasting and Radio Free

Europe/Radio Liberty. She is first female and 18th member of ITT board.

□

**Bernard Kalb** has followed brother Marvin from CBS News to NBC News. Bernard starts today (Aug. 11) as NBC's State Department correspondent ("Closed Circuit," July 7).

□

**Richard M. Schmidt Jr.**, partner in Cohn & Marks, Washington, reappointed chairman of American Bar Association's Forum Committee on Communications Law.

□

**Wanda Townsend**, coordinator of National Association of Broadcaster's employment clearinghouse, has joined National Cable Television Association as assistant director of government relations. She is second in year to make jump from NCTA to NAB. Brenda Fox, now NCTA's chief counsel, made move earlier this year.

□

Deaf man last week filed class-action suit that would prevent Democrats from holding national convention, scheduled to begin in New York today, unless Democrats and three major television networks **provide interpreters or captions for hearing-impaired**. Suit was filed in U.S. District Court in Washington



# There's nothing like getting involved



## We made Jerry Lewis cry.

Jerry Lewis was visibly moved by the way people all around the country responded to his annual Muscular Dystrophy Telethon.

And Storer is happy to have played a part in helping him reach his goal. In fact, WJBC-TV Storer's station in Detroit, played a big part. It was the number one station for the country in total contributions.

WJBC-TV's record-setting pledge of \$2,000,000 represented seven percent of the National total of \$29,000,000.

But WJBC-TV wasn't the only Storer station involved in the Jerry Lewis Telethon. WJBC-TV in Cleveland, WJBC-TV in Toledo, WJBC-TV in Akron, WJBC-TV in Columbus were all in there doing their part, as well.

The Jerry Lewis Telethon is another way Storer Stations get involved in serving their communities.

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

**STORER**  
STORER BROADCASTING COMPANY

WJBC-TV Detroit, WJBC-TV Cleveland, WJBC-TV Toledo, WJBC-TV Akron, WJBC-TV Columbus, WJBC-TV Dayton, WJBC-TV Cincinnati, WJBC-TV Cleveland, WJBC-TV Toledo, WJBC-TV Akron, WJBC-TV Columbus, WJBC-TV Dayton, WJBC-TV Cincinnati, WJBC-TV Cleveland, WJBC-TV Toledo, WJBC-TV Akron, WJBC-TV Columbus, WJBC-TV Dayton, WJBC-TV Cincinnati.



## The tragedy that had a happy ending.

Last year the Globe Theatre—an old San Diego landmark—was completely destroyed by fire. It burned to the ground.

But in getting through the event, local and national TV stations, like Storer's KCTV-TV, helped to build a new Globe Theatre. Now it's the William Shakespeare Theatre.

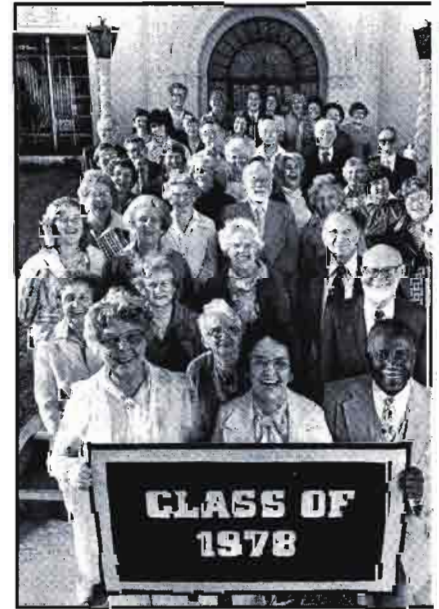
And thanks to San Diego's commitment to the community, it's a new and exciting place. KCTV-TV had a four-hour Telethon and raised over \$500,000 toward rebuilding the old theatre.

The show was hosted by Milton Bragg, former of NBC's "Happy Days," and it's a testament to the community's spirit and generosity.

Storer Stations get involved in serving their communities.

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WJBC-TV Detroit, WJBC-TV Cleveland, WJBC-TV Toledo, WJBC-TV Akron, WJBC-TV Columbus, WJBC-TV Dayton, WJBC-TV Cincinnati, WJBC-TV Cleveland, WJBC-TV Toledo, WJBC-TV Akron, WJBC-TV Columbus, WJBC-TV Dayton, WJBC-TV Cincinnati.



## We turned a cold spell, into a warm spell.

When heavy snows and cold temperatures from Minnesota hit the midwest, Storer's WJBC-TV station in Milwaukee, had seen to it that more than 100 elderly and infirm had been helped. Snowed out of their homes, bundled in blankets, fed, and taken care of in any way they could be.

The station's "Senior Days" program, an extension of WJBC-TV's "Senior Days" program, was a success. Over 1000 calls were received and 1000 meals were prepared.

WJBC-TV's Senior Days heads the Community program with the aid of two assistants. Their energy and spirit have not only turned a cold spell into a warm spell, but solved many other problems as well.

Storer Stations get involved in serving their communities.

**STORER**  
STORER BROADCASTING COMPANY







business because they supply the product. Without the movies, there is no pay TV business."

The companies that had protested the formation of Premiere expressed pleasure that the department had reached a conclusion similar to theirs. The department's action "confirms our confidence from the beginning that the government would act to prevent the participants [in Premiere] from effecting their patently illegal scheme," said HBO. The suit "further strengthens our conviction that this blatantly illegal venture will never materialize and we are certain that the . . . request for an injunction will be granted," said Showtime. Warner-Amex contented itself with the brief observation that Justice apparently agrees with its conclusion that "the Premiere consortium is illegal."

The department's action was also endorsed by the National Cable Television Association, which had questioned the structure and proposed practices of Premiere at the NCTA convention. And last week, NCTA President Thomas Wheeler said the department's suit "reinforces NCTA's concerns." He said NCTA applauds the speed with which the department has moved and urges the court to act with similar expedition "to resolve these allegations of antitrust violations." Wheeler, at the Cable Television Administration and Marketing Society meeting in San Francisco, said he does not oppose the entry of new program services, "as long as they compete just like any others."

As the statements indicate, the antitrust question has loomed large in any discussion of Premiere. The Premiere partners have said from the beginning that their lawyers have assured them the concept is legal. Indeed, some lawyers are said to have argued—as Premiere does—that the new company would introduce much needed competition in the pay cable programming market. HBO and Showtime, Harris noted, have an estimated 85% share of that market.

But the Justice Department official in charge of the case, Richard J. Favretto, a deputy assistant attorney general, last week questioned whether any knowledgeable antitrust lawyers were "surprised." "Any antitrust lawyer off the street will tell you Premiere raises substantial problems," he said. "The problems it presents are obvious." He expects Premiere to rely heavily in court on the argument that the entry of the new company would be pro-competitive.

As for the HBO investigation, that involves "a separate inquiry into the area" and is continuing, Favretto said. "I don't think the action on Premiere is significant one way or the other on that other front. We are pressing forward on it."

Ordinarily, the assistant attorney general in charge of the antitrust division, Sanford Litvak, would be the principal officer on the case. But Favretto said Litvak also had practiced antitrust law in New York and took himself out of the proceeding because of an involvement "with a related matter" when in private practice.

## TV journalists win showdown with judge in Atlanta over political story

**WAGA-TV is ordered to carry unedited response by candidate who was critically examined in news series; state supreme court steps in at last minute with stay**

At 2:30 a.m. last Tuesday, a lawyer for Storer Broadcasting's WAGA-TV Atlanta was awakened by a telephone call directing her and station officials to be present in the DeKalb county superior court in half an hour. There was to be a hearing on the local district attorney's petition for an order directing the station to broadcast a statement of his that the station had taped the previous afternoon. But that was not the most bizarre twist in the saga of Randall Peek, district attorney, vs. WAGA-TV. That came later in the morning, when the judge ordered the station to air the tape, then threatened station officials with jail for refusing to comply with the order. The good guys won, however, when the state supreme court, in the nick of time, stayed the extraordinary order.

WAGA-TV was not the only flashpoint last week in the continuing struggle between the broadcast press and the courts, and those who would use them for purposes that journalists feel would violate their First Amendment rights. In Columbus, Ohio, on Friday, a county judge fined Taft's WTVN-TV \$200 a day for contempt of court for refusing to surrender videotapes sought by two lawyers defending clients on drug charges. But the fine was stayed pending an appeal to a higher court to resolve a question regarding the state's shield law. And in Boise, Idaho, the prosecuting attorney of Ada county has decided to take advantage of the suit KBCI-TV has filed against him for seizing copies of videotapes the station made inside the walls of the state penitentiary during a prisoner riot (BROADCASTING, Aug. 4). Prosecutor Jim Harris will seek the originals—which he has wanted—through the discovery process in preparing his defense.

But it was the Atlanta case that broadcast journalists and lawyers felt set a new standard for outrageousness.

It grew out of a series of investigative pieces on Peek that had run on the station in the evening news on the Wednesday, Thursday and Friday preceding last Tuesday's primary election. The pieces tended to confirm the critical comments of Peek that had sparked the inquiry. And Peek asked for an opportunity to respond. Paul Raymon, vice president and general manager of the station, maintains the series was fair to Peek. "But to bend over backwards," Raymon said last week, the sta-

tion agreed to tape an interview with Peek and run it if it was considered newsworthy. But Peek had his own ideas. He showed up on Monday for the interview with Richard Belcher, principal reporter on the series, and simply read a statement as the cameras rolled—for six minutes—and then refused to answer any questions. He maintained later that the station had promised him time for an unedited reply. That night, a 30-second bite out of the six minutes was shown on WAGA-TV. "We weren't about to show it all," said Raymon.

Peek, however, was determined that the station do just that, and soon. He was running in the primary the next day. So he began a series of legal moves that provided exciting media theater for the Atlanta area for the next 20 hours. First, he tried a U.S. district judge in Atlanta. But after a hearing that began at 9 p.m., Judge G. Ernest Tidwell dismissed Peek's complaint. Tidwell agreed with WAGA-TV's lawyers that Peek's argument—that the station had violated the FCC's personal attack rule—was something for the FCC to consider; it was not within his jurisdiction.

But that didn't end things, as Ruth Gershon, of the firm of Jones, Bird & Howell, discovered at 2:30 the next morning. A Peek representative, acting as an officer of the court, called, notifying her of a hearing in DeKalb county superior court that Judge Clyde Henley intended to hold on Peek's complaint at 3 a.m. Gershon pointed out the obvious: It was impossible to gather the necessary bodies at that hour. So the hearing was postponed—to 7 a.m. And it was at that hearing that Henley stunned the media of Atlanta and surrounding areas.

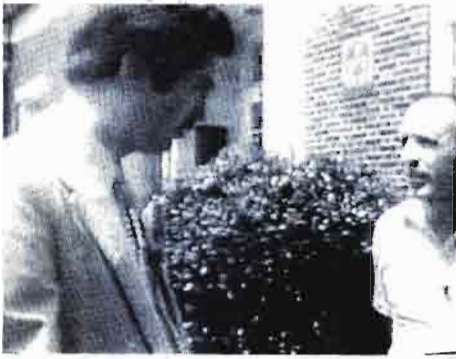
He ruled in Peek's favor; he had seen the three-part series and felt it was, indeed, a personal attack on Peek. The jurisdictional question didn't stop the county judge as it had the federal judge the night before; he ordered the station to run the six-minute tape, unedited, on the noon news and again at 6 p.m. (Unusual as it was, the order wasn't completely without precedent. In May, during the controversy over the Public Broadcasting Service's airing of *Death of a Princess*, a U.S. district court in Houston ordered the local station to carry the program, but the order was promptly reversed by a U.S. Court of Appeals [BROADCASTING, May 19].)

The station's attorneys immediately prepared and filed with the state supreme court a petition to stay the order. But station officials faced a dilemma. If the stay could be obtained at all, it might not be obtained in time to save station officials from jail if they did not air the tape on the 12 o'clock news.

"We talked to Terry Lee [Storer president] in Miami," Raymon said. "He gave me an option. If I decided to disobey the order, he'd back me 100%, but he told me I should realize I was going to jail, not him. He also said there is nothing wrong in obeying an order, and then appealing."

Raymon and other marked officials—Marc Doyle, director of program opera-





Richard Belcher, WAGA-TV reporter (l) and Randall Peek in preparation for the station's report on the district attorney



Paul Paolicelli, news director for the station, in the holding cell at the DeKalb county courthouse



Chris Harris (l), WAGA-TV ENG engineer and Chris Clause, ENG photographer, after their release from jail.



Paul Raymon, Storer Broadcasting vice president and general manager of WAGA-TV Atlanta, is interviewed after the state supreme court acted to block the order to air the Peek response. At left is Marc Doyle, director of program operations for the station.

tions, Paul Paolicelli, news director, and Belcher—discussed the matter, and decided to tough it out. The tape would not be run at noon. "We couldn't let the judge dictate to us what we're going to play in our news programing, or any programing," Raymon said.

At 1:30 p.m., after the 12 o'clock news had aired without the tape, the station personnel were ordered to a contempt hearing in Henley's court by 2:30 p.m. It was there, along with a large number of local and national reporters attracted by the prospect of seeing journalists jailed for refusing to comply with a judge's order to broadcast a program, that they got the word from Henley: The state supreme court had indeed stayed the order. There would be no jail for WAGA-TV people, after all.

Or would there be?

As the spectators were filing out of the courtroom, a bailiff spied WAGA-TV's Christina Clause, an ENG operator, and Chris Harris, a technician, outside the third floor courtroom interviewing—Peek, of all people. That was in violation of Henley's order, before the hearing, clearing the third floor of all camera and recording equipment. "Channel 5 [WAGA-TV] has decided that court orders don't mean anything," said the angry judge. "They're apparently determined to put somebody in jail." His rage was also aimed at Paolicelli, who had seen the pair being hauled before the judge and tried to intercede in their behalf. But he was little help. The judge found all three in contempt of court, sentenced each to 20 days in jail, fined them \$200 apiece and ordered them to the holding cell in the county office building.

But the station's lawyers, Gene Branch and Earl May, earned their fee a second time that day. They persuaded the judge, as he said later, to have "a change of heart." He released the prisoners and rescinded the fines, on condition the station not broadcast the tapes made in violation of his order—a condition Raymon accepted. "I wanted to get our people out of jail," he said.

One postscript to the story was that Peek was soundly trounced in the primary last week.

This episode generated a number of offers of support for WAGA-TV in its expected effort to persuade the state supreme court to reverse Henley's order to play the tape. ("We want to make sure no judge in Georgia can haul in a broadcast journalist and say, 'Play this program.'") To the National Association of Broadcasters' First Amendment adviser, Steve Nevas, the case was "an unfortunate example of how supposedly intelligent and educated people see the First Amendment rights of broadcasters." And in part, at least, he blamed the FCC: "What the FCC does with its rules is create and perpetuate dangerous public misconception about what the First Amendment means" in broadcasting.

But, as Nevas said, the WAGA-TV case was "extreme" as well as "unfortunate."

## Nail-biting time over new season

**As performers' strike begins to look long-range, networks and advertising world begin to make contingent plans**

Networks, advertisers and agencies were grappling last week with the question of what would happen if—as seemed a distinctly growing possibility—the performers' strike dragged on and forced a delay in the scheduled September opening of the new prime-time television season.

Would the networks start on schedule with whatever new material they have on hand, using repeats, movies and specials to fill in for the much that would be missing? Or would they hold out their new shows to make full-scale, September-type premieres later on, whenever a break in the strike—and subsequent catch-up production—would permit? What would be the effect on advertisers? On viewing?

Nobody knew the answers for sure. "The situation can change from week to week and day to day," said a CBS source. "We're making contingency plans for Sept. 15, but we'll be ready to change them up to the last minute." Like officials at ABC and NBC, "for competitive reasons" he wasn't saying what contingent plans were being drafted.

All three networks have several weekly hours of new inventory available—news, game, variety and information programs produced under contracts not affected by the strike. ABC has four movie hours, *20/20*, *Amazing Animals* and *That's Incredible*, plus two hours of *Monday Night Football*. CBS has two movie hours, *60 Minutes* and *Tim Conway Show*. NBC has four movie hours, *NBC Magazine*, *Games People Play*, *Speak Up America*, *Real People* and *Big Event*, plus some prime-time World Series games in October.

Network sources appeared divided on whether these new entries should be started in September or held for whenever the rest of the new material became available. Most seemed to favor September use. "But what if it's a really long strike," asked a skeptic, "and we use up our new movies, say, and then have to go back to repeats?"

One frequently asked question was whether NBC would proceed with its high-priced and highly touted six-part *Shogun* miniseries in September as scheduled or delay it for the November local sweep period. An NBC source said last week he thought, "as of right now," that it would start on the scheduled date, Sept. 14, which was also to be the start of NBC's season. CBS's had been scheduled to start Sept. 15, ABC's Sept. 8.

Network sources said they saw no serious financial problems for them if the opening is delayed. They would be getting less money from advertisers but would be saving money on repeat programing.

One unanswered question was whether,





if the season is delayed, the networks would order the usual complement of new episodes, or only enough to carry them to the customary start of the rerun season in April and May. "It's probably a matter for negotiation," one network executive said, "and probably would depend on how late the full season finally starts. If we didn't get new product until December, the usual number of runs would carry us well into hot weather."

There was no inkling last week of an early break in the strike. Negotiations between representatives of the Screen Actors Guild and the American Federation of Television and Radio Artists and those of the TV and motion picture producers were broken off again last Tuesday, at which time no further sessions were scheduled.

While the prospect of a long strike gave network officials headaches, advertising agencies with millions of clients' dollars at stake were suffering nervous tremors at least.

Network program chiefs at several agencies were concerned that a long strike, in delaying original programming and necessitating repeats, could lower network ratings which, they say, already have suffered some erosion in recent years. They are not overly concerned about their up-front purchases, which are guaranteed to reach certain rating levels, but are apprehensive about scatter buys, many of which have not been completed and carry no similar guarantee.

William H. Lynn, senior vice president and director of media/TV programming of KM&G International, said short-term buyers are in trouble—"they don't know what they're buying." He predicted that those advertisers, some of which may be pushed to buy network TV for marketing reasons, are likely to get hurt.

"If this strike continues, the network that is strong in movies and specials may have an advantage," Lynn said. "Another fact is that networks have been doing so much juggling in recent years as a matter of practice, it's possible that independent stations may pick up more of the audience if the strike continues."

Rick Busciglio, senior vice president and director of network programming for McCann-Erickson, reported that one TV network official told him that next Friday (Aug. 15) is the day "the panic button will be pushed" if the strike is not settled.

Busciglio agreed that scatter-buys are causing advertisers and agencies considerable apprehension and said McCann is now in the process of reassessing those buys. He noted, for example, that certain types of advertisers, such as automobile, must advertise in the early part of the fourth quarter but others may delay until later in the quarter.

"Of course, nobody really knows what's going to happen to viewing," he said. "People watch repeats in May and may watch them in September. There may be only a mild decrease in network viewing and of course there may be some network fluctuations."

Charles Bachrach, senior vice president

and associate broadcast director, Ogilvy & Mather, said his main concern is with the plight of advertisers coming in for special promotions during the early part of the new season coincident with their other marketing efforts. He feels the up-front buys can be easily re-negotiated. But his conversations with networks, he said, lead him to believe there will be no quick end to the strike, causing further complications.

Richard Welsh, vice president and general manager of network programming, N W Ayer ABH International, pointed out the strike has placed increased pressure on agencies to make "good buys" for their scatter-advertising clients.

"Some of us have tended to go slower in making commitments now," he said, "in the hope that circumstances will change. I guess we're all hoping that either this week or next week the whole thing goes away."

## The search for consensus on teletext: now it's up to FCC

**Ceefax-Oracle got more votes in EIA subcommittee than petitioner CBS's favorite, Antiope, but group was still far from settling on any one system; commission may move quickly**

Further evidence of why CBS abandoned an Electronic Industries Association subcommittee on teletext to submit a set of teletext standards to the FCC on its own (BROADCASTING, Aug. 4) came out of the results of a vote of subcommittee members last week.

The vote showed that a plurality of the 23 members of a subcommittee task force, which is charged with selecting one of three competing teletext systems, favored the British Ceefax-Oracle system over the French Antiope system, the heart of the CBS proposal to the FCC. But, perhaps more important, it showed that the task force at least for the present is deadlocked.

EIA rules dictate that 18 votes are needed for the task force to recommend a particular system, but the most any of the systems could muster was nine. That was the British system. Antiope received five votes, the Canadian Telidon system, one; hybrids (various combinations of the three systems), four, and there were four abstentions.

The vote was taken by mail. Ballots were passed out at the same New York meeting in late July that CBS used to break the news of its independent course to the subcommittee.

In explaining two weeks ago why it jumped the gun, CBS said that the subcommittee was a year behind schedule and that it wasn't close to the consensus needed to petition the FCC for a rulemaking. Last week's results support that ra-

tionale.

And it also points up another good reason for CBS to go it alone. Since the most popular system is the British Ceefax-Oracle, it is highly unlikely that CBS would ever have been able to swing a simple majority, let alone 18 votes, to the Antiope system it favored. CBS believes Antiope is superior to the British system in terms of compatibility, expandability and creative flexibility.

Stephen Lukasik, FCC's chief scientist, believes the FCC will move quickly on CBS's proposal. "We are certainly interested in teletext and interested in seeing that it moves." It has simplicity going for it, Lukasik said, adding that CBS proposes "fairly minimal standards and that's considered a plus in the ability of the staff to react to it."

But even with favorable attention from the FCC staff, proponents of the British system, developed by the BBC and the Independent Broadcasting Authority, and Telidon, developed by the Canadian Department of Communications, are sure to file standards at the FCC proposing their systems.

Progress is also expected to be slowed by groups, including ABC, which believe that moving to teletext now would be premature. Warner Wedam, a subcommittee member from RCA who abstained from the vote, said there are a number of questions, including whether the Antiope system is sufficiently "rugged" (able to withstand interference), that still have to be answered. And Wedam felt that there still is not enough known about how teletext will be used, a consideration he feels is not abstract from the choice of system to be picked.

If it's to be used for advertising, graphically sophisticated systems such as Antiope or Telidon are vital, Wedam said, but if it's to be used for simple textual public service announcements or news, a less sophisticated method like the British system may be better because of its ruggedness and lower cost.

CBS's vice president for engineering and development, Joseph A. Flaherty, responding to Wedam's point about ruggedness, said that the network's testing at KMOX-TV St. Louis, and similar tests by the Swiss and Italian TV systems, indicated that both the fixed formats (Ceefax and Oracle) and the variable formats (Antiope and Telidon) come out the same: "When one fails, the other fails," he said. He agreed with Wedam that advertising-capable systems require a variable format—and said CBS felt such sophisticated capability was essential for any U.S. system.

Julius Barnathan, president, broadcast operations and engineering, ABC, said that his network voted for Telidon, but made it clear that it was not so much a vote for Telidon as it was a vote against teletext in general. He doesn't see how teletext can be profitable. He does, however, see it as being detrimental to commercial broadcasting. He's afraid television viewers will use teletext to pre-empt advertising.



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## CTAM: Cable moving from Main St. to Madison Ave.

**Formation of TVB/RAB-type bureau and several workshops indicate that the medium is becoming more attractive to merchandisers, especially to specialized audiences**

Something was apparent at CTAM last week—the cable television industry has discovered Madison Avenue.

"Cable television," said Katherine Connolly, publisher of the *Television Advertising Guide* and a founder of the nascent Cable Television Advertising Bureau (CTVB), "is the advertising medium of the future—and of today."

Last week's meeting saw the christening of CTVB, the appearance of some 45 representatives from New York advertising agencies among the registrants, speakers discussing the validity of various forms of demographic research and ratings, pitches by and for a plethora of research services, complaints from cable operators that the worst thing about some national program services was the lack of foreknowledge on local availabilities, presentations on how to attract more local and regional advertisers as well as co-op buys and a host of other subtle and not-so-subtle suggestions that the basic business of cable may be moving in the direction of commercial radio and television.

J. Leonard Reinsch, co-chairman of Warner-Amex Cable and the retired head of Cox Broadcasting Corp., said of the cable operators at one point: "These guys are where radio was in the thirties and where television was in the fifties."

And, in another way of echoing that sentiment, Bill Ryan of Palmer Cablevision, chairman of the CTAM advertising

committee, said at the Monday afternoon meeting during which CTVB became a formal reality: "We're doing what RAB and TVB did before us. We're not trying to rewrite the book." (The Radio Advertising Bureau and Television Bureau of Advertising are the established arms of commercial broadcasters.)

Cable will maintain its differences from the advertising media of today, said a variety of speakers, but it will come to resemble radio and television in many ways. There will remain subscriber-supported program services and there will be advertiser-supported ones. But the advertising-supported programming will, largely, remain specialized, appealing to smaller audiences and more selective advertisers than does broadcast television. An oft-drawn analogy of last week was to publishing, where specialty magazines and neighborhood or suburban newspapers attract narrowly focused advertising while big-city dailies and large, mass-market magazines are the media of broader advertisers. Generally, the cable operators see themselves as the beneficiaries of the former group and broadcasting remaining the preferred media of the latter.

Significantly, many speakers also drew analogies between cable and radio, where the wide array of outlets has already led to the specialization of program services and the attraction of targeted advertising.

■ Among the most noteworthy events of last week's meeting was the organization of CTVB. At one point last Monday, the delegates cheered as pledges to the new bureau were announced from the floor. Total pledges for the New York-based office exceeded \$400,000—

\$100,000 more than the organizers of the bureau said they needed to get the new organization off square one.

Charter memberships will be accepted until Labor Day, and any company joining before then will be assured of a permanent seat on CTVB's board of governors. Actual administration of the bureau will rest in a six-person executive committee selected from among the governors and a hired staff led by a paid president.

A formula for charter memberships was worked out: Cable networks and multiple system operators with 250,000 subscribers or more will be assessed at \$15,000 a year. Systems with more than 100,000 subscribers but fewer than 250,000 will pay \$10,000. And systems with fewer than 100,000 subscribers will pay at a rate of 10 cents per subscriber. Advertising representatives will pay \$5,000 a year for their memberships.

At the organizing meeting, suggestions were made and rejected that advertising agencies and hardware manufacturers be allowed to join the membership. Another suggestion was made, however, that those groups be allowed to join as associate members, and there seemed to be some feeling that could come to pass. Many of the details of the new bureau have yet to be worked out, and the first priority is to get bylaws and articles of incorporation written. The Washington communications law firm of Dow, Lohnes & Albertson agreed to do that free of charge.

Companies pledging their support for the new bureau last week were: American Television & Communications, Broadband Communications, CBS Cable, Cable Networks Inc., Colony Communications, Cox



**The source.** A panel session at the CTAM meeting in San Francisco last week asked "Can Madison Avenue Find Happiness on a Coaxial Cable?" and, based on the talk at the session and elsewhere during the four-day meeting, the answer is an emphatic "Yes." The panelists were (l-r) Maurine Christopher, deputy executive editor, *Advertising Age*; Beryl J. Wolk, president, T.V.S.M. Inc.; Carl Weinstein, president, Eastman Cablecorp; Bob Johnson, president, Black Entertainment Television; Bob

Hosfeldt, executive vice president and general manager, Gill Cable; Graham Moore, corporate marketing director, Tele-Communications; Kathy Connolly, president, *Television Advertising Guide*; Gabe Samuels, vice president, media research, J. Walter Thompson, and Bill Ryan, vice president and general manager, Palmer Cablevision and chairman of the panel Tom Sassos, managing director, Cable Network Inc., and Trygve Myhren, executive vice president, ATC, are not shown



Cable, Daniels & Associates, ESPN, Eastman Cable, Gill Cable, Heritage Communications, Metrovision/New Channels, Plains TV, Sammons Communications, Storer Cable, Tele-Communications Inc. TVSM Inc., Teleprompter, Times Mirror, Turner Broadcasting, UA-Columbia, USA Network, United Cable, Western Communications, Westinghouse Broadcasting, Viacom, Warner-Amex, Liberty Communications, Horizon Communications, Cablevision, Las Vegas Entertainment Network and Cineamerica.

The principal organizers of the bureau are Connolly, Ryan, Tom Johnson of Daniels, Graham Moore of TCI and Trygve Myhren of ATC.

But the formation of CTVB was only a part of the new emphasis at CTAM on advertising. Monday morning's general session, "Can Madison Avenue Find Happiness on a Coaxial Cable?", included the first CTVB report, a report on audience measurement and a primer on sales approaches for cable.

Later that day, a second session, "The Great Programming Debate ... Separating Fact from Fiction," also dealt with questions of advertising, primarily its influence on the networks and their relationship with the operators.

■ One thing cable needs if it is to become a viable advertising medium is quality audience research, and, in pursuit of that goal, it was announced last week that CTAM's ad hoc measurement committee is soliciting proposals from research firms. Gabe Samuels, vice president for media research of J. Walter Thompson, New York, is chairman of the committee. Proposals are currently being solicited and will be reviewed in September. The committee hopes to get a research contract by November.

Among the various advertising proposals discussed during the Monday morning session was the Gill Cable Bay Area Interconnect. As its name suggests, over a dozen systems in the San Francisco area have interconnected to provide three specialty channels. More important, they have interconnected to provide advertisers with a potential cable audience approaching that of a relatively large broadcast station—some 500,000 subscribers.

The 100,000-subscriber Gill Cable system of San Jose, Calif., is the base and programmer of the interconnect. On basic cable, it provides a classic movie channel, an all-sports channel and Ted Turner's Cable News Network. Local spots are sold on each channel at rates comparable to Bay-area radio rates. Bob Hosfeldt, executive vice president and general manager of the system, likened it to radio and magazines, describing the interconnected channels as "special interest" services.

Under the arrangement with the other cable systems in the area, Gill provides the programming free of charge and derives its revenues from advertising.

Another marketing concept was offered by Tom Sassos, managing director of Cable Network Inc., a division of 3M Co. Taking the lead from its Media Networks Inc., which places advertising in local and

## Into the big time with CTAM

The Cable Television Administration and Marketing Society came into its own last week in San Francisco. Its annual meeting, combining management and marketing for the first time, drew 677 delegates and took its place among the important conferences on the cable side of the television industry.

The flowering of CTAM coincides with the transformation of the cable industry from one dominated by engineers and administrators to one now recognizing marketers, the group that forms the society's core.

If this year's meeting was any indication, those in the years ahead should be placed where cable managers and marketers and representatives of industries revolving about cable can go to prepare for the future and, at the same time, garner practical advice on how to cope with the present.

Few at the meeting were making any definitive predictions about cable's future, but there was growing acceptance of the idea that cable is—like broadcasting before it—a natural advertising medium and that the future of the industry is rooted as much in the provision of nonentertainment services as in entertainment services.

It was an upbeat and optimistic convention. The only sour notes heard were fears (a) that optimism would make the cable operators complacent and ill-prepared to ward off other industries attempting to offer services staked out by cable and (b) of a re-emergence of government regulation.

Primarily it was a how-to meeting. Managers were told how to meet the challenges inherent in the rapid growth of a volatile business, and marketers were told how to package and sell their cable products.

To accommodate the program suppliers who were much in evidence but unable, by CTAM design to display their wares, a programming conference has been added to CTAM's calendar of mini-meetings in early December—just before and in conjunction with the Western Cable Show in Anaheim, Calif.

Only half the delegates were cable operators. The other half, convention Chairman Greg Liptak reported at a Tuesday luncheon, were pay television suppliers (18%), basic cable programming suppliers (17%), advertisers (8%), members of the press (5%) and members of the financial community (2%). And Liptak drew applause by reporting that there were 150 women in attendance. (There were few blacks or other minorities on hand, however.)

Despite the best efforts of the picketers outside the hotel, the strike of hotel workers had minimal effect on the convention. Rooms were cleaned, luncheons and coffee breaks were catered and most hotel services were available.

Tom Wheeler, president of the National Cable Television Association, thought it noteworthy that the fate of Premiere should capture the attention of both the NCTA and CTAM conventions. Word of the Justice Department's suit against the fledgling pay television service (see "Top of the Week") swept through the convention delegates during the Monday morning session.

The future of CTAM and its annual convention looks bright. J. Leonard Reinsch, co-chairman of Warner Amex Cable Communications, said he, for one, would not be surprised to find over a thousand delegates at next year's convention. Wielding the gavel on that occasion: Ernest Olson of Metrovision, CTAM's new president.

demographic editions of leading magazines, 3M is now offering its targeted buying service for cable in the New York market—where there are 500,000 cable subscribers. Dividing the city into market areas according to zip codes, CNJ is delivering small, specialized audiences to advertisers that might not otherwise be drawn to television advertising because of the high cost and the large percentage of broadcast audiences that are not likely to purchase high-ticket specialty products.

■ During the Monday programming session, reports were offered by Thomas Del Priore, head of Ted Bates & Co.'s cable buying unit; Graham Moore, director of corporate marketing services, TCI; Jeanne O'Grady, director of programming, Daniels, and Gary Weik, vice president for marketing, Cox Cable. Consultant David Lewine was the moderator.

The panel was highlighted by the appearance of one representative for most of the national cable programmers in what was called the "hot box."

O'Grady, reviewing the performance of the various sports services offered, said that her biggest complaint with ESPN, the

largest of the group, was it "is very difficult to determine the positions for local spots." She said that although local availabilities are offered during the ESPN feed, there is little advance notice given on them. ESPN provides 100 minutes a week for locally inserted commercials, and, according to O'Grady, local advertisers have shown considerable interest.

Moore reported on the carriage of independent stations and reported that the stations appear to be programming more and more with their cable audience in mind—even the so-called reluctant ones such as WGN(TV) Chicago and WOR-TV New York.

WGN, he noted, now has approximately the same number of cable homes as broadcast homes, and on Sept. 5 is scheduled to begin broadcasting 24 hours a day.

Despite the advertising discussion of the session, the subject was really programming and it had the air of those regular sessions of the National Association of Television Program Executives conventions when the station representatives and the programmers reveal their gripes with one another.

And that's just what Weik did during





**CTVB.** Having surpassed its goal of raising \$300,000 in start-up funding, the Cable Television Bureau held its first meeting during a break at the CTAM meeting in San Francisco last week. Board of directors pictured (clockwise) are Ed Taylor, president of Southern Satellite System (with back to camera); Carl Weinstein, president, Eastman Cablerep; Tom Johnson, executive vice president, operations, Daniels & Associates, Katherine Connolly, president, *Television Advertising Guide*; David Dea, national marketing director, Times Mirror Cable; Graham Moore, corporate marketing director, Tele-Communications Inc., and Bill Ryan, vice president and general manager, Palmer Cablevision.

the closing: "We've sat on our assets," he told his fellow operators. "We're going to have to get into the programming business." He derided what he called much of the "me-too" programming that is making its way onto cable and told the programmers that he wanted to see more "differentiated services."

"Give me quality, not bulk," he said.

## Radio, magazines are examples for cable advertising to follow, says Warner's Schneider

The future of advertising on cable television is already here to be seen—in the myriad of major market radio stations, each serving and satisfying 1% or 2% of its market and making for "happy and satisfied" advertisers, and in the library of special-interest, medium-circulation magazines with readers representing relatively homogeneous economic units that are "attractive to both the publisher and the advertiser."

That was the word to CTAM last Tuesday from John A. Schneider, president and chief executive officer of Warner Amex Satellite Entertainment Corp. and former president of the CBS/Broadcast Group.

Describing himself as a "born-again cable person," Schneider told his luncheon audience that cable television is an advertising medium that the advertiser will find "rewarding to increasingly support your expanding spectrum of basic special-interest channels."

And, he added, "both local and national advertising support will allow us all to increase our investment in these very special service programs."

Schneider said that cable will succeed as

an advertising medium as a result of the tremendous appetite for television that has already been engendered by the commercial broadcasting system and because commercial broadcasting is so very successful that it will be unable to change to face the new competition.

"What we have here in the over-the-air broadcasting system is a big, successful, prosperous juggernaut, and it is not going to be brought to its knees. The networks are not going to be brought to their knees. While this concept might be dramatic or romantic, I don't think it is realistic. Broadcast executives are neither fools nor knaves. They are able executives operating a successful business, and they are not going to change it. It is so successful, in fact, that they cannot change it—and that is exactly where we fit in. We are the future. We are the television of tomorrow."

The advertising pie will expand, he suggested, as advertisers that do not now make use of mass-audience television



Schneider

move into a medium that can offer them "a wondrous spectrum of finely tuned cable services. Services that appeal to minority audiences. Specific audiences. Audiences that may amount to no more than 1% or 2% of your subscribers at any given time."

Schneider said that the radio and publishing worlds provided the ideal models of what television will come to look like. "In most major markets today," he said, "between the AM and the FM bands we have approximately 50 measurable stations. Each of these stations has chosen to do one format, and only one format. . . . They have all identified a special interest among their listeners and filled that program need."

"The general purpose magazine," he continued, "such as *Life*, *Look* and *The Saturday Evening Post* has given way to the special interest magazines that fill our newsstands today. None of these special interest magazines has the boxcar circulation numbers of the old *Life* magazine, but they have small, enthusiastic and loyal subscribers, representing the economic unit that's attractive to both the publisher and the advertiser.

"So, now we have two models. Both models in the communications business. Both models that we have seen evolve in our business life time. Both models that are sensitive to the public's taste, the public's purse and the ratification of the properly demanding advertising community."

## Schmidt: Cable isn't last word in communications

Former NCTA president tells CTAM that the medium must continue to advance; others on panel tell how far it's come

"Cable operators still think they are in the cable business when they should be in the communications business," the former president of the National Cable Television Association said last week in a fiery finale to the opening session of the CTAM meeting in San Francisco, "The Great Distribution and Marketing Debate . . . Or How to Get Your Share of the Pie." He warned cable operators to avoid being "greedy" and resting on their laurels for they, too, face an uncertain future in the new communications age.

Robert Schmidt, president of Communications Technology Management, a Washington consulting firm, accused many cable operators of failing to exercise leadership and of relying on program suppliers to provide the necessary innovation in the cable business. The latter, he said, are "constantly racking their brains to determine where they should be going" while many operators are "sitting back on their haunches" and waiting for their suppliers to provide the new services.

In his speech, he cited Allen Gilliland,





Camera shown with optional 12:1 zoom lens.

## Introducing 4,551 reasons to buy the Panasonic AK-750B three-tube Plumbicon® camera.

The first 4,550 reasons to buy the Panasonic AK-750B are the 4,550 dollars we've shaved off the price of last year's comparably equipped model. The other big reason is 2-line enhancement—a \$2,000 option last year, but included as standard equipment at this year's low \$16,000\* price. Other standard features include genlock, rechargeable battery and charger, microphone, and VTR cable.

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president of the San Jose, Calif.-based Gill Industries and a former broadcaster, and WTBS(TV) Atlanta owner Ted Turner as two of the leading innovators in the industry. Among cable companies, Schmidt said after his speech, Cox Cable, Times Mirror, Sammons Communications and Warner/Amex Cable were on the leading edge of the new services such as two-way interaction, data distribution and entertainment programming.

Schmidt even chided the operators for



Schmidt

their lack of foresight in pay services, the great boon to the industry in the 1970's. "Home Box Office put us in the pay television business," Schmidt said, "the operators didn't. HBO handed it to us."

Schmidt was the last in a seven-person series of speakers during the opening CTAM session last Sunday. From the audience, Bill Donnelly, vice president of Young & Rubicam, echoed Schmidt's comments at the session's conclusion. Insisting that cable operators face increased competition from some of the nation's largest and wealthiest corporations, Donnelly seconded the notion that the operators were ill prepared to compete. Operators, he said, were like early pioneers who "lucked into the best bottom land. Well, I've got news for you—IBM's the King Ranch and they're not going to let that happen." (The advertising executive was one of three "reactors" participating in the session. They were selected to respond to the points raised by the speakers.)

The full panel included: Andrew R. Wald, senior vice president of National Subscription Television; Schmidt; George Billings, business development executive with Comsat Satellite Television Corp.; Carl Valenti, vice president, Dow Jones & Co.; Gilliland, and Paul Magnone, president, American Trans-Video of Los Angeles. Newsletter editor Paul Kagan served as the moderator of the two-hour session.

Kagan opened the panel with a series of statistics. Among them, he said that by the end of this decade cable television would have annual revenues of \$14 billion, in contrast to current revenues of just over \$2 billion. By 1990, he said, the pay cable universe will include 45 million subscribers. And pay services, he added, are likely to go to 100% of the subscribers "in one form or another." Ancillary services,

such as security systems, shopping and advertising are likely to raise gross revenues another \$2 billion, Kagan said.

Gilliland caused some stir among the audience with his prediction that so-called hybrid channels—those supported by subscription fees and advertising—are not long for the cable world. He called the two forms of revenue "incompatible" and said that most hybrid services would either become fully ad-supported or subscriber-supported. In that way, he said, cable is heading "in the direction of looking more like broadcasting."

On more narrow issues, Wald, Valenti, Billings and Magnone addressed their particular areas of expertise within the broader pay television universe. Wald, whose company operates over-the-air subscription television services in Los Angeles and Detroit, said that he did not expect to lose ground as cable expands into his markets. "Whoever gets in the market first and provides the entertainment will have the foothold." In the future when STV and pay cable confront each other, he said "STV will become like strong independent" television stations competing against network affiliates today.

Magnone, whose company delivers the "Z" channel of Los Angeles's Theta Cable system to some 4,000 homes via multipoint distribution, described his competitive situation in the nation's number-one pay market. Valenti addressed the prospects of information services while Billings spoke briefly of Comsat's plans for direct-to-home satellite broadcasting.

## Wheeler warns against cable complacency

Tom Wheeler, president of the National Cable Television Association, said the past few weeks have been a "watershed" in the existence of cable television: The FCC moved to drop its syndicated-exclusivity and distant-signal rules and the Commerce Committee of the U.S. House of Representatives decided that cable television is not a common carrier.

Speaking before a luncheon crowd at the CTAM meeting in San Francisco last Monday, Wheeler said the message from the FCC is "go, do, try" and the message from Congress is "we are not going to put you in a pre-existing regulatory cubbyhole."

Wheeler told the audience of mostly marketing executives that marketers are affected by the government actions "more than anybody else in this room." They are "the key core" that will determine the success or failure of the industry. Wheeler contended that if marketers fail to take the initiative and provide new services, the government is going to reassert itself.

Today, he said, the cable industry is "looking down into the lush green valley" and there is a tendency to sit and be comfortable. Wheeler warned against such complacency. "Will we move into new services or be dragged into them by government mandate?" he asked.

## Talking about the growing problem of growing people for cable management

### Airline, retail personnel experts offer words to the wise on recruiting, training techniques

Cable operators, pressed to fill management voids created by the rapid growth of the industry, were given some expert advice at a CTAM management session on how to find and train managers. Testifying: three personnel heads, each responsible for recruiting and training more employees than now work in the entire cable industry.

The cable operators were told how to develop talent within their own ranks, on the supposition that as the industry grows bigger and bigger raiding the competition will no longer be enough.

Samuel Phifer, executive training director, Allied Stores Corp., said that whether looking inside or outside the company, there are three qualities to look for in a manager: conceptual ability, technical ability and leadership. Conceptual ability, he said, is the ability to think in the abstract and to plan, and it becomes more valuable as one moves up the ladder. Technical ability, on the other hand, is also important but becomes less so as one moves up. "The man who knows how, will always have a job," Phifer said, "but the man that knows why will be his boss."

Leadership is particularly important if the job in question "is performed through other people," he said. Other qualities such as values, motivation and drive can be gauged by looking at track records.

Although he thinks it's better to develop managers from within his company Phifer is prepared to look for experienced managers from the outside. He said his company maintains extensive files on experienced department store executives. In addition, there are directories of key executives in retailing.

He also recruits heavily at colleges and universities and has established intern programs for college juniors and seniors so that they can learn the business through summer or part-time employment.

William N. Yeomans, manager of training and development, J.C. Penney Co., said there are "five giant blocks holding up the management development structure" of the retailing chain:

1. Management development must be made a part of every manager's responsibility.
2. Standards must be set so that management trainees know exactly what to do and exactly what is expected of them.
3. Top management must delegate authority. Every manager is doing things that have become too easy or too routine. Yeomans suggested giving those kinds of jobs to lower level managers. The manager will free himself up for other jobs and will



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4. Managers must get feedback on their performance. He said that at Penney, operating figures are a timely and powerful feedback to the various department heads. They tell exactly how well the manager is doing.

5. Top management must meet regularly to project the career moves of lower level management. When a job opens, it is filled from within the company, based on the projections.

Yeomans said that management development courses are fine but inadequate in and of themselves. "You can't develop managers like snapshots," he said. Carefully selected courses and workshops should supplement on-the-job training.

Bryon R. Boyles, senior director of organizational development, American Airlines, said the first concerted effort American made to develop managers from within its ranks was "a total flop." But the experience taught the company a valuable lesson. "If senior management is not completely involved in whatever form your management development takes, forget it. It won't go." American's chairman and president are now involved in management development and, he predicted, will become more involved in the future.

## Tiering the topic for CTAM's finale

**Delegates advised on how to beef up revenues by adding new services; preview of new media study**

Arbitron and Video Probe Index are expected to release their combined "1980 Electronic Media Study" today (Aug. 11), and Robert Schultz, president of VPI, gave a sample to the CTAM delegates last Wednesday.

The report, prepared for clients that in-

clude the three commercial networks, a number of cable operators and programmers, advertisers and agencies, will reveal that there is still a great demand for prime time and late night movies, that the "amount of sports on television now is close to digestible but the appetite for movies seems insatiable," that most people prefer seeing films at their convenience and not that of program suppliers, that a "menu of new movies, older movies and entertainment specials offers impetus for tiering" of pay cable services, that the "overwhelming majority" of pay television viewers prefer flat monthly charges to pay-per-play options and—perhaps most significantly—that there is a marked decline in "the resistance to commercials" on pay television channels.

Schultz presented the advance look at the report to CTAM's last session of the meeting—"How Tiering Is Expanding Our Opportunities." Gregory Liptak, senior vice president of operations of Times Mirror Cable Television, was moderator. Others on the panel were Gerald Maglio, president of Rainbow Communications; Rod Warner, vice president of marketing, Storer Cable Communications; Schultz; Don Mathison, director of marketing, Colony Communications; Paul M. Hancock, general partner in Housatonic Cable Vision, and Mark Van Loucks, vice president of marketing services and franchising, United Cable Television.

Mimicking a born-again evangelical minister, Warner described his method of selling multiple-tiered pay services: "package a single idea" and "follow it with the 'puppy-dog approach.'" (Warner graphically illustrated his talk with a large gift-wrapped box and less-than-cooperative cocker spaniel).

Histrionics aside, Warner said he had found that the best way to sell tiered services was to offer "as many channels as technically possible" as pay options and then to give them to subscribers free for

one month. It was, he said, a variation of the "negative-option sale" technique.

"Let the subscriber preview the service," Warner said, affectionately patting the dog, "And let him tell you he wants you to turn the channels off."

Equally demonstrative but less effervescent, Mark Van Loucks discussed the marketing of such "hard R" movie services as bravo! His talk included references to "bare buns" (he held up two sourdough rolls) and "melons" (two cantaloupes) and the presentation of a brief promotional film featuring the fare of filmmakers whose product include such memorable cinematic accomplishments as "Pom Pom Girls" and "Sensuous Nurse."

When United introduced the service in Hayward, Calif., it was a success—garnering over 5,000 orders in its first two months on a 32,000-subscriber system with 22,000 pay-cable subscribers. The Hayward system passes 72,000 homes, and marketing of the "R" channel was carried out through a special mailing to 22,000 subscribers of *Playboy* magazine living within the service area.

"Our highest complaint," Loucks said, "is that we don't have X-rated movies."

Hancock offered a report on the introduction of pay services on his independently owned systems in Connecticut, reporting that in one instance, the introduction of the first tier of pay programming had achieved a penetration rate of 95% while a second tier had a 79% acceptance. Churn (subscribers turning off the tiers) was a reasonable 15% on the second tier, he said.

Mathison presented a detailed study of the effect of tiering in a number of his company's franchise areas. He said that the tight packaging of pay services "may help initially but cause subscribers to drop both services" if one or the other is found unagreeable.

"Be as mindful of retention and subscriber life as you are of subscription sales," he cautioned.



**CTAM panel people.** Two from among the many: At left, speakers who addressed the topic, "The Great Programming Debate . . . Or Separating Fact from Fiction" (l-r): Gary Weik, vice president for marketing, Cox Cable; Thomas Del Priore, head of Ted Bates & Co's cable buying unit; Graham Moore, director of corporate marketing services, TeleCommunications Inc.; Jeanne O'Grady, director of programming, Daniels & Associates, and consultant David Lewine, who moderated. At right, man-



agement experts who coached CTAM delegates in "Filling the Cable Television Management Void in the 1980's" (l-r): Bryon R. Boyles, senior director of organizational development, American Airlines; William Yeomans, manager of training and development, J.C. Penney; Samuel Phifer, executive training director, Allied Stores Corp.; and Sheldon Satin, president of Sheldon Satin Associates, who moderated the Tuesday morning session



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## By the bay: ideas by the score

**CTAM delegates exchange their best ways to do business, from getting the customer to buy to helping him pay for it**

The CTAM annual meeting is touted as an "idea exchange" by its organizers, and as if to prove their point they filled the grand ballroom of the St. Francis hotel in San Francisco last Tuesday morning with hundreds of delegates doing nothing but actively sharing ideas.

The delegates were free to participate in any of six workshops, each focusing on a particular concern of cable management or marketing. That afternoon the moderators of the various workshops presented to the assembled delegates their impressions of the workshops and some ideas from them that they felt represented a consensus.

■ **Audience Research**—*Bob Seiber, Turner Broadcasting System, moderator:* If nothing else, the members of his workshop "learned that they have a lot more to learn about audience research." Cable operators, he said, can go to the established syndicated research firms like A.C. Nielsen and Arbitron, but may be better off doing their own research. "For some it is possible to conduct relatively simple research to sell time at the local level." Seiber advised local operators to start simple: "Start with a Volkswagen, not with a Cadillac."

■ **Credit and Collection**—*Trea Smith, Mission Cable, moderator:* Smith said that for the most part his group discussed standard methods of collection. Surprisingly, Smith's workshop concluded that zero bad debt shouldn't be the goal of a cable system. It usually means, he said, that the marketing department is not doing its job and that revenues are not what they should be.

Smith suspects that the old ways of collecting are going to be inadequate when the new services come on line. The industry, he said, is going to have to come up with some new and innovative services.

■ **New Build Marketing**—*Alan MacDonald, American Television and Communications Corp., moderator:* MacDonald had a number of suggestions gleaned from the 32 pages of notes he took at the workshop. He said that programming tiers should be sold from the top down. "Smudge the identity" of the individual programmers and sell the full service package, he said. It is only after the customer refuses the full services that the salesman should start lopping off tiers. To help in selling the full service, MacDonald said that cable operators should advertise in the local media to improve the company's image, not to promote and identify specific types of service. MacDonald said it



Derick

will—each of the profit centers "will be hungry and chasing you like mad!"

Another panelist, Bruce Ellis, vice president and general manager of the Western division of Cox Cable Communications, said cable must brace for a tough battle. He said he was wagering that the telephone companies "will not fold their tents and steal away into the night just because we are competing with them."

was even suggested that if a consumer calls the system, asking for less than full service, the order should be refused and a salesman should be sent out to persuade the consumer to take full service.

The workshop decided, MacDonald said, that it is a good idea to warm up prospective subscribers with "tease pieces" either mailed or delivered to the home by hand. The tease pieces, it was suggested, should have no reply card or rate schedule and, it was felt by some, no phone number.

■ **Recruiting and Training**—*Bob Ball, Nelson, Watson & Ball, an executive search firm, moderator:* In discussing ways of hiring new personnel, Ball said his workshop came to no consensus on whether a job description was a necessity in advertising a job opening. Ball, however, felt that it is a necessity and that not only should it describe the job but also what is expected of the employee. He said job descriptions should be specific and that writing them "is not an easy task."

In advertising jobs, Ball suggested that cable operators not overlook the obvious; he said they should use their own cable channels as well as the local newspapers.

Once a new employee is hired, Ball said, it is important that someone in the company be given the responsibility to provide proper guidance and orientation. It is also important, he said, to provide continuing training to the employees.

■ **Program Guides**—*Barbara Kirbach, Times Mirror Cable Television, moderator:* Kirbach said that within her workshop there was strong sentiment for a program guide to use as a tool for the acquisition of new subscribers and the retention of old ones. Monthly proved to be the most popular frequency of publication among the workshop participants. Kirbach said operators determined to produce a program guide must weigh the pluses and minuses of doing it in-house and out-of-house. Turning it over to a publishing company can result in the operator losing control over the publication and a decrease in reliability and quality.

Doing it in-house, on the other hand,

**Sounding the alarm.** Chris Derick, president of Premiere, told a group of cable managers at a CTAM meeting last Monday to ready for taking on "one of the most powerful organizations in the world"—AT&T. Derick said the telephone company soon will be competing head-to-head with the cable industry to provide a wide range of nonentertainment services. "Are you going to be able to sell local loop distribution services?" he asked. "Do you have a plan? If you don't, you're going to be in trouble."

Larry Greiner, a professor of organizational behavior at the University of California at Los Angeles and like Derick, a member of a management session panel, said that indications are that "big bad Ma Bell" is going to be divided into a bunch of subsidiaries or profit centers. And if that happens—and he thinks it

presents its own set of problems. First, it means hiring a staff. Although the programming networks will provide all the information and art, Kirbach said, "You still have to put it together." Moreover, she said, there are the costs of printing, labeling and mailing.

■ **Selling Security Services**—*Jerry Mather, Tocom, moderator:* Security is definitely a new profit center for the cable operator, Mather said, but it can bring more than dollars to the operator. It can also bring the cable system new status. Once the security system saves a few lives, Mather said, the cable operator is "all of a sudden part of the community, providing a very important service."

Another advantage of security systems is that they eliminate churn. Once a customer is protected, he said, he doesn't want to be without it.

## Concentrating on togetherness in cable organization

**Coordination is key to success, CTAM panelists affirm**

A cable system's marketing effort is only as good as the system's business and operations departments, the speakers at Wednesday morning's CTAM session told those delegates remaining for the final round of panels. The morning session, "Marketing, Business Office and Operations—How It All Must Fit Together," examined the relationship among the various elements of a cable system and how they can be brought "together so that they're all going for the same objective," in the words of M. Christopher Derick, president of Premiere, and formerly of Viacom Communications.

Douglas Dittrock, president of Douglas Communications Corp. and chairman of the National Cable Television Association, served as moderator. On the panel were Derick; Bonnie LeFresne, business office manager for Manhattan Cable; Robert



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Hale, vice president for marketing, Mission Cable, and Edward Bennett, marketing vice president, Viacom.

Bennett's message was simple: Marketing dollars will be wasted unless an operator combines any effort in that area with equal commitments to the business office (customer service) and operations (installation and maintenance). Simply put, as Bennett explained, a sales effort will not succeed without support from the people who actually take, handle and process service orders.

Illustrating his point, Bennett described an "aggressive marketing" effort his company began early this year. Starting with a 40% increase in the marketing budget, Viacom managed to increase its average monthly orders for basic cable 42% between February and July. Orders for pay cable services doubled. And the multiple system's "combo rate" (basic subscribers with pay television) rose from 45% in January to 66% in July.

Viacom increased its circulation and revenues through a concerted campaign of

advertisements, bill inserts, special promotions, a money-back guarantee offer for pay cable, improved training of company personnel and the replacement of "the real bottleneck" in its operations, "a classic switchboard telephone operator," with a sophisticated automatic telephone system. All of that was designed to complement the company's relentless sales effort in the field.

"Hit them again and again and again," Bennett told his audience. "Don't let up."

Hale had a similar success story. Mission Cable, he noted, will be adding its 200,000th San Diego-area subscriber next November or December, and he credited much of the system's growth to the streamlined management structure the company instituted in 1978. Under the current system, the company's management committee comprises three department heads reporting directly to the vice president-general manager. The heads are the vice presidents for operations, programming and marketing.

Speaking for the third of those areas,

Hale described his unit as comprising the advertising, sales, audit, installation, customer service, general sales and collections departments. He said all of those functions were under one umbrella because each must, in one way or another, support the marketing effort. Under previous management structures, he said, there was little coordination of efforts and there was considerable interoffice conflict.

LeFresne described a streamlining effort she instituted in her New York office to link the business office functions more closely with those of both the operations and the marketing departments. She called the business office "the communications link between the system and the customer and marketing and operations."

Derick summed up the panel from top management's point of view. He stressed the need for management to have the over-all picture, the company's objectives and philosophy, in mind at all times. "You've got to manage," Derick said, and to "keep defining and redefining what the business is."

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## Law & Regulation

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### NAB will make its last stand on cable atop Capitol Hill

**'Equitable marketplace' is to be key strategy in attempting reversal of FCC, CRT setbacks; task force takes shape on AM allocation plans**

The National Association of Broadcasters' executive committee met last week to plan how best to combat recent blows dealt the industry by the Copyright Royalty Tribunal and the FCC. One thing is certain: No matter what appeals are taken, and no matter how they are decided, NAB will seek legislation to establish what it regards as equitable marketplace regulation for the entire communications industry.

Within three weeks, broadcasters have had to face a decision by the CRT that allows commercial television stations only 3.25% of nearly \$15 million in copyright royalties collected from the cable industry in 1978 (BROADCASTING, Aug. 4) and an FCC decision to lift the last remaining rules restricting cable signal carriage and to reject retransmission consent (BROADCASTING, July 28).

Erwin Krasnow, NAB's senior vice president and general counsel, said: "Broadcasters have faced outright defeats in the last few weeks, and I think it's 100% clear—that no one will doubt—that broad-

casters are getting a bad shake." And he agreed with Ken Schanzer, senior vice president, government relations, that the FCC decision, especially, places the ball in Congress's lap.

"What is clear is that there ought to be a marketplace solution," Schanzer said. "And it's increasingly looked at as a copyright solution." Schanzer pointed out that even some members of the FCC—two who voted with the majority on the cable decision, Commissioners Anne Jones and Tyrone Brown—specifically said Congress should act in this area.

Schanzer said he doesn't expect Congress to begin any action this year. "But it is evident that there is movement on the Hill to look at the law," he said. Schanzer said Representative Robert Kastenmeier (D-Wis.), who heads the Judiciary subcommittee with copyright jurisdiction, has expressed his intentions to do so, especially when he asked the FCC, but was rebuffed, to hold off cable deregulation until copyright action was taken.

NAB Chairman Tom Bolger, the president of WMTV(TV) Madison, Wis., said a "mechanism" needs to be worked out to put all parties on an equitable competitive basis.

The executive committee has said it will appeal both decisions, but has not yet decided what form the appeals will take. It may ask the FCC to reconsider its decision, should NAB come up with new data it could enter into the record. And as for the CRT, NAB must wait until the entire proceeding is completed, probably in mid-September, before appealing.

On other fronts, the executive committee is arming itself with data for a number

of radio allocations proceedings now before the FCC. The NAB's radio allocations task force asked for and received permission to engage Jules Cohen, a consulting engineer, to gather data and ongoing research in the various aural proceedings now before the commission ("Closed Circuit," July 21).

Cohen will begin by inviting other Washington consulting engineers to compare notes on what each is doing in the aural area; NAB wants to plug any holes it might find. Bolger said that NAB is "prepared to move at any time [to provide money], when it becomes apparent what the needs are, when we need material to supplement what we feel is inadequate."

The radio task force met with two members of the State Department last Monday. Krasnow explained that there are a number of communications policy issues before the State Department that go beyond radio, and "they feel they would like to continue to work closely with the industry in terms of getting material." Bolger said the government officials attending the meeting—William Jahn and Richard Shrum, both foreign affairs officers in the Office of International Communications Policy—"were receptive to our input, were very open and helpful."

This meeting was a follow-up to one NAB attended at State the previous week. There, NAB first expressed its desire to work more closely with the State Department on international communications policy.

Specifically, NAB wants additional data on the U.S. proposal to switch from 10 khz to 9 khz in the AM band. Although it has maintained that NAB's position is that it



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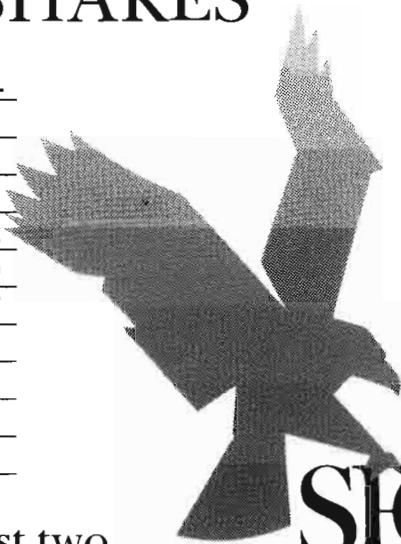
## SPORTS AFIELD TV BRINGS FIRST CLASS RATINGS AND SHARES

Source: A. C. Nielsen, Feb. 1980

	RTG.	SH.
SEATTLE-KOMO	10	25
WAUSAU-WSAU	12	39
ATLANTA-WXIA	6	21
CHARLOTTE-WSOC	8	32
PITTSBURGH-WTAE	10	29
SPRINGFIELD-KOLR	8	27
WACO-KWTX	19	47
PRESQUE ISLE-WAGM	8	38
DULUTH-KDLH	7	46
LAFAYETTE-KATC	8	29

SPORTS AFIELD TV, in just two years, jumped to the Number One position in outdoor programming according to Arbitron and Nielsen, and has, in effect, proven to be a First Class rating grabber.

Syndication information for the top 31 NTI markets can be obtained from Rose Busalacki, Advanswers (314) 444-2219. For the remaining markets contact: Gene Dodge, Karol Media (201) 262-4170. For sales information call: Carl Sallach, Glen Lau Productions. (904) 237-2129



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AFIELD  
TV**  
**AMERICA'S  
NUMBER ONE  
OUTDOOR PROGRAM**

"has no position at this time," NAB is wary of such a plan being adopted without the proper engineering and financial impact studies being performed.

Although the appeals and aural allocations issues took up much of the executive committee's agenda, there was other business. NAB has engaged William Ray, former chief of the FCC's Complaints and Compliance Division, to answer members' questions on political broadcasting and the fairness doctrine. NAB is installing a toll-free line that will be operative from 10 a.m. to 7 p.m. every day from Oct. 1 through Nov. 4 solely for this purpose.

## Senate votes out 'Stanford Daily' counter legislation

**Bill would require subpoenas for news material, prevent searches like one at KBCI-TV; House has its own, stronger version in works**

The Senate last week approved the Privacy Protection Act of 1980, S. 1790, which would require police to obtain subpoenas before searching newsrooms.

The bill is a reaction to the 1978 Supreme Court decision in the *Stanford Daily* case, which in effect ruled that police need only a court-issued warrant to search a newsroom for evidence, even if none of the journalists involved is suspected of a crime (BROADCASTING, June 5, 1978). A bill pending in the House, H.R. 3486, which is broader—it also protects nonsuspect third parties such as lawyers and doctors—has been cleared for floor action and is expected to soon come up for consideration, perhaps this week.

Senate consideration of the bill came on the heels of a search for videotapes by sheriff's deputies and a county investigator, armed with a warrant, at KBCI-TV Boise, Idaho (BROADCASTING, Aug. 4). The search brought cries of outrage from journalists and media groups and pledges of support for the station.

The Senate bill would not only protect the news media, but authors and scholars as well. The legislation is in keeping with the intent of the Carter administration, which has offered strong support for it.

There was no debate over the bill on the Senate floor, but there were some statements on it inserted in the *Congressional Record*. Senator Strom Thurmond (R-S.C.) said he would vote for the legislation, although he had some reservations about it. "The extension of search protection to selected groups has the potential for creating sanctuaries for evidence necessary to the effective investigation and prosecution of crime, particularly in the case of lawyers whose clients will urge that they hold incriminating evidence," Thurmond said.

"Congress is getting on very thin ice, in my opinion, in trying to exempt material and persons across the board where there

may be a legitimate law enforcement purpose involved," he added. "The few opportunities for abuse do not seem to warrant the lengths to which S. 1790 goes in order to protect the press from warranted searches and seizures."

In urging support for the measure, Senator Robert Dole (R-Kan.) said that the *Stanford Daily* decision overextended the permissible scope of an investigation. "This is not fully consistent with American ideals of justice," Dole said. "Effective enforcement of the law requires that citizens respect those responsible for the safety of the community. That respect can only be established when citizens are certain that the law will also respect their rights."

If the full House approves its version of the bill, the specifics of a compromise will have to be worked out in conference committee. What may finally emerge is uncertain, but Senator Birch Bayh (D-Ind.), sponsor of the Senate bill, said last week that he favors the broader House version.

The Senate bill received the support of the National Association of Broadcasters, which joined seven other media organizations, including the Radio-Television News Directors Association and CBS, in urging its passage. They said legislation was needed to prevent a repetition of the KBCI-TV incident.

## Almost \$2 million spent by FCC for outside help

**Consultants and contractors paid for special services ranging from input on network inquiry to assistance in computer operations**

The FCC, like most other agencies of the federal government, is finding that much of the expertise it feels it needs is not on the payroll. And, like those other agencies, its solution is to go outside the govern-

ment, to consultants. During fiscal year 1980, which ends on Sept. 30, the commission committed \$341,850, out of a \$72-million budget, to consultants' services, according to figures available at the commission.

Nor is that all. The commission also spent about \$1.6 million on contract services of more than \$10,000 each. Some of those appear not very different from the work a "consultant" might do.

The largest part of the funds spent on consultants—more than one-third the total, or \$120,977—was spent in connection with the special network inquiry. Two of the larger fees for work—\$9,800 and \$22,275—went to Professor Thomas Schuessler, of the University of Arizona, an expert in communications law. Thomas Krattenfield, co-director of the network inquiry staff, said travel and secretarial expenses contributed to the size of the Schuessler contracts. The largest fee paid for help in the inquiry was \$25,476, to the Rand Corp. for work done by Dr. R.E. Park.

Other major consulting contracts were awarded to Max D. Paglin, a former FCC general counsel and executive director, who is evaluating the commission's discovery procedures in adjudicatory procedures (\$43,200); Dr. Lee L. Selwyn, for assistance to the Common Carrier Bureau's separated trial staff in an examination of the rate structure of AT&T's private bill tariff (\$70,000, for work completed as of May 24; final invoice not received), and Julien J. Studley, for advising on office space availability in the Washington and Gettysburg, Pa., areas and for preparing solicitations for the space (\$42,160).

A substantial amount of the contract funds was spent for computer services. For instance, \$440,000 was paid to Vanguard Technologies Corp. for operating the agency's computer, and \$365,000 was paid to Honeywell for upgrading the computer equipment.

Among the services listed were a Lou Harris poll and an Arbitron study. Both

## Washington Watch

**He remembered.** Carter administration's policy aimed at aiding minorities interested in becoming broadcast owners was cited by President in his news conference last week. As part of laundry list of things administration has done to help minorities, he referred, in disjointed sentence, to "allocation of charters for new radio stations and so forth that have long been withheld from blacks and other minorities be assigned to them."

**A bit longer.** National Association of Broadcasters has asked FCC to extend from Aug. 25 to Oct. 24 deadline for comments in commission proceeding looking toward revising form 395, which details broadcasters' equal employment opportunity efforts. NAB said it is "in process of gathering data on cost of compliance with the various proposals—a process which involves a survey of affected broadcast stations. Additionally we are engaged in a study of the legal and policy issues arising in the proceeding."

**Technical assistance.** FCC Commissioner Robert E. Lee has hired engineering consultant to help him on technical aspects of number of FCC proposals, especially VHF drop-ins. John Taff, who will work with Lee for next two months, retired from commission in May 1979 after 30 years of service. His last position was as assistant chief in Broadcast Bureau's Policy and Rules Division.



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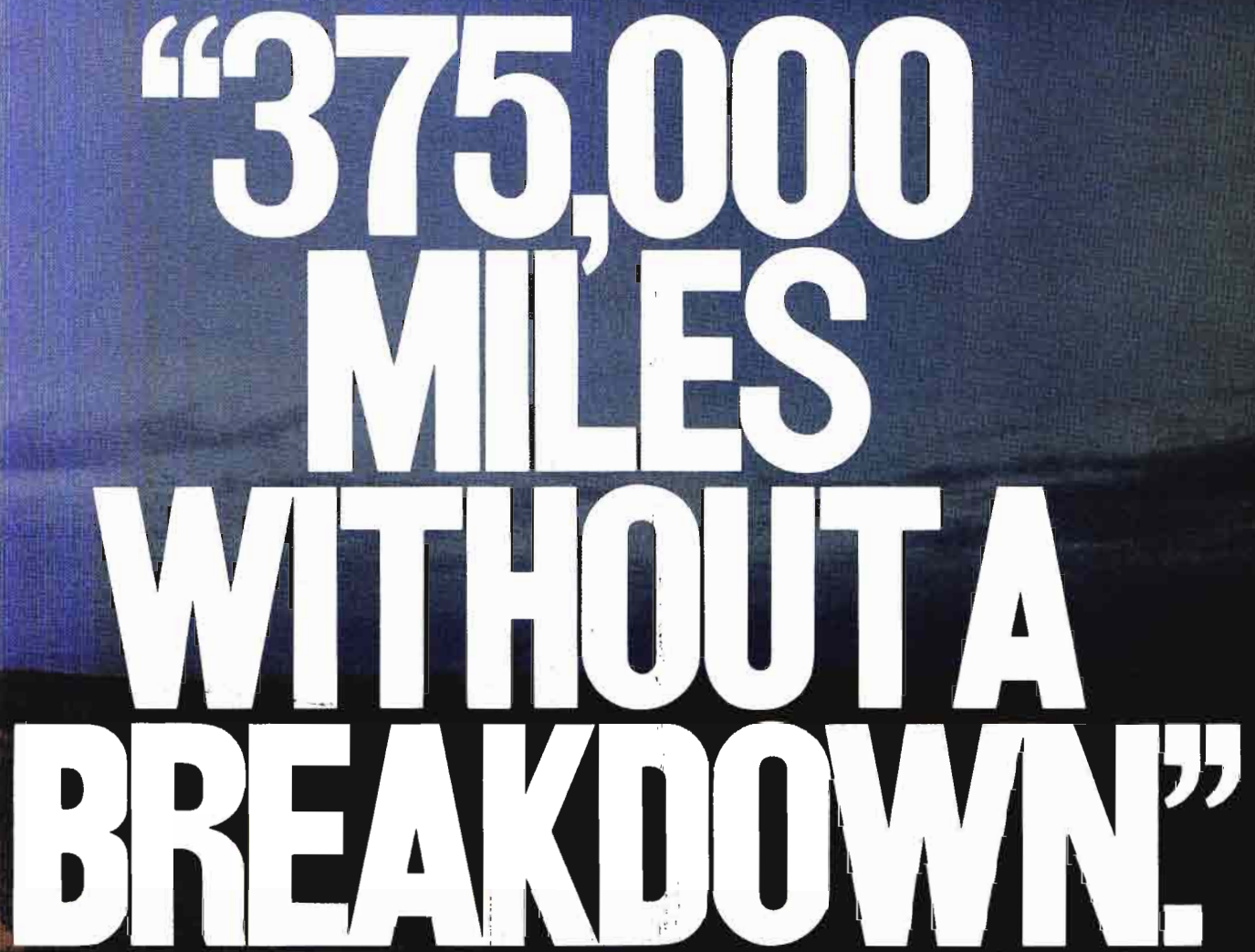
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were done to assist the commission's UHF task force in its UHF-VHF comparability study, which is to be submitted to the commission in September—and to Congress at the end of that month.

Harris, for \$170,582, surveyed UHF viewers for their impression of UHF service. "We expect a lot of very interesting results," said Douglas Webbink, deputy chief of the Office of Plans and Policy, last week. He said the findings "will be useful in explaining part of the reason for the UHF 'handicap.'"

The Arbitron study, which cost \$90,000, focuses on the various types of television channel selections, and on what effect, if any, they have on viewers tuning in VHF or UHF.

River at Sunrise, of Deerfield, Mass., the management consultant firm that over the past year has examined management procedures and has held a number of training sessions with commission staff and members, is recorded as having been paid \$44,180.

## Totalling up the FCC's tab for travel

**Goldwater advised that domestic budget is down, international is up**

The FCC has cut its domestic travel budget for fiscal 1980 by \$154,059 from 1979's allotment (16.8%), while its budget for international travel during the same period was increased \$48,360 (34.4%). (The FY '80 travel budgets: domestic \$761,531, international \$189,128.)

During the first eight months of FY '80 (which began Oct. 1, 1979), the offices of the seven commissioners spent \$53,060 of the \$77,894 they were allotted for the 12-month period (8.2% of the total FCC budget).

Data on FCC travel has been requested by Senator Barry Goldwater (R-Ariz.), who is scrutinizing expenditures to see whether money used for travel might possibly have been diverted for better use in the commission's bureaus ("Closed Circuit," Aug. 4). Goldwater also has requested data on the FCC's expenditures for consultants (see page 40).

Through May of this year, FCC Chairman Charles Ferris and Commissioner Robert E. Lee had the largest expenditures for international travel, both spending \$8,229 for trips to Dublin, Tokyo/Peking and Buenos Aires. In addition, Ferris and Lee, along with Commissioner Anne Jones, were part of the FCC delegation to the North Atlantic Telecommunications Facilities Planning Meeting in Tours, France, last month. The total cost for the seven-person delegation was \$10,650.

Commissioner Joseph Fogarty's tab for international travel during this period—trips to Dublin, London and Tokyo/Peking—was next highest, \$4,317.

Commissioner Tyrone Brown had a total

through May of \$4,023, with trips to Geneva and Tokyo/Peking. Jones, during this period, had one trip to London, which totaled \$1,357. Commissioners Abbott Washburn and James Quello recorded no international travel, bringing the total for the commissioners through May to \$26,155.

Ferris's office, for both domestic and international travel, recorded the highest total through May, although the chairman did not make the most trips. He was on the road 17 times, his staff 18 times, for a total expense of \$14,711. Of the 35 total trips, five were for international travel.

Lee's office had the next highest total expenditure, \$9,238. He made 20 trips, four of which were international, while his staff traveled three times, all domestically.

Fogarty's office (as distinct from the commissioner himself) recorded \$8,598 in travel expenses, with the commissioner making 16 domestic and four international excursions, and his staff making three domestic trips. Brown was on the road 14 times during this period, while his staff took 13 trips, for a total of \$6,649.

Quello's total was \$5,595, for 17 trips, all of which were taken by the commissioner. The total for Jones, with six trips for her and two for her staff, was \$4,927. Washburn's total was lowest with 14—split equally among himself and his staff—for \$3,342.

## Lee questions request for FCC budget increase

FCC Commissioner Robert E. Lee has offered a muted demurrer to the commission's decision to seek a \$9-million increase in its 1982 budget (BROADCASTING, July 28). Lee, in a memorandum to FCC Executive Director Richard D. Lichtwardt, noted that he had concurred on the budget issue because he didn't want to take up the commission's time with "minutiae." But he wasn't satisfied, and he wanted the commission as well as the Office of Management and Budget to know it.

First of all, he could not understand the request that each commissioner be assigned an additional professional assistant trained in economics (in addition to present assistants for engineering and law). He said he has used the commission's existing staff of professional economists when he needed help and "always found them most cooperative."

And although he supports finding other assignments for the members of the net-

## FCC Travel Budget for Fiscal 1980

Commissioners	Domestic	International	Total
Ferris	\$13,500	\$8,366	\$21,866
Lee	6,800	5,661	12,461
Fogarty	6,290	5,280	11,570
Brown	5,960	4,023	9,983
Jones/White*	6,800	1,400	8,200
Washburn	7,314	0	7,314
Quello	6,500	0	6,500
<b>FCC Staff Units</b>			
Field Operations	\$393,605	\$6,374	\$399,979
Broadcast Bureau	69,185	26,002	95,187
Science & Technology	24,770	62,647	87,417
Common Carrier	44,144	32,462	76,606
Private Radio	38,627	22,965	61,592
Executive Director	28,370	0	28,370
Plans & Policy	25,170	11,033	26,203
Public Affairs	22,701	0	22,701
Administrative Law			
Judges	19,800	0	19,800
Cable Bureau	16,780	0	16,780
General Counsel	11,445	2,915	14,360
Network Inquiry	10,580	0	10,580
Personnel	2,735	0	2,735
Review Board	455	0	455
<b>Total</b>	<b>\$761,531</b>	<b>\$189,128</b>	<b>\$950,659</b>

\*Includes expenditures for former Commissioner Margita White.

work inquiry staff and UHF task force when those units go out of existence next fall, he does not support the plan to move the slots to other areas of the commission. That way, he said, lies an ever growing bureaucracy. "I recall," said the commissioner who has been a member of the agency since 1953, "that the network inquiry staff was originally started some 15 years ago as a one-shot special project."

He also expressed some puzzlement at the effort to enlarge the commission's staff while the agency is presumably pursuing a policy of deregulation.

The deregulatory thrust made it hard for him to understand the need for five new positions in the Common Carrier Bureau for a consumer outreach program, and particularly hard to understand the reason for increasing the Cable Television Bureau's staff. In the face of cable deregulation, he said, that bureau's activities should be "folding up."

He found fault, too, with requests for funds for a proposed program (\$613,000) to reimburse public interest groups participating in commission proceedings. He noted that since the proposal—a "particularly controversial item"—is still in the status of a rulemaking, the budgetary request "seems to be a prejudgment of that proceeding."

He thought the five planning conferences proposed by the Office of Science and Technology make sense. But he said the results of the conferences should be shared with the commissioners. The Office of Plans and Policy requests appear "very vague and generalized." And he wondered whether the commission's plans to assist minorities in filing for new stations will result in the commission "supplanting the need for outside counsel to help prepare [the] applications."



## Second quarter not all that bad for broadcasters

**Despite softening economy, basic business results hold up reasonably well; diversified operations suffer to greater degree**

How did broadcasting fare in the second quarter? Net earnings figures indicate that the basic business remained reasonably healthy as the economy slipped into recession.

Consider the networks. ABC and CBS, as corporations, reported earnings down for the quarter—6% and 17%, respectively. RCA (primarily considered an electronics firm) said its NBC unit also had unspecified earnings declines. But the NBC downturn was a result of the extraordinary effect of Olympics-related losses; otherwise, its profits for the three months would have risen, according to the parent. At ABC, television network operations' profits were said to have been about the same as last year, while television stations profits were up "slightly" and radio was flat. CBS/Broadcast Group earnings climbed in the second quarter. The over-all ABC downturn was attributed to start-up costs of new businesses and the losses from its now disposed-of Travel Network; CBS's slippage was laid to recessionary impacts on its consumer businesses, and new business development costs.

Among the six principal group broadcasters, gainers outnumbered losers four to two. Only Storer and Taft noted net earnings slippage in the April-June period. Metromedia led the pack—even discounting the effect of the sale of its Metro-mail division, which boosted net earnings to 63% improvement over the year earlier, earnings would have risen 22%. Broadcasting at Metromedia showed a 24% increase in operating income. "Strong advertising demand" and ratings improvement were cited by the company.

LIN, perhaps the "purest" broadcaster (with minimal diversification into other fields), showed a 13% earnings improvement. Cox was up 17%, with broadcasting profits in toto up 11%. Capital Cities reported 12% net earnings growth, saying the figure for broadcasting was similar.

On the losing side, even Taft, whose net was off 10%, said broadcasting profits were up 6.5%. National and regional advertising, according to the company, was "strong" over the period, gaining 25%, although local was up only 7%. Taft, how-

ever, did have a significant trimming of broadcasting margin—the 6.5% profits gain came on 24% revenue improvement.

That leaves Storer as the only major group to report an actual downturn in broadcasting profits. Net was off 3% for the quarter, and while some effect was due to the sale of radio properties to finance cable expansion and consequent revenue loss, the company mentioned that the 4% revenue increase at its television stations was insufficient to offset a 10% increase in costs.

The next-quarter picture remains another story. Taft's earnings announcement noted that broadcasting gains "softened as the [second] quarter progressed." Capacities said that, going into the third quarter, sales "are flat or only marginally up" in both publishing and broadcasting, and ABC indicated that, due principally to the impact of news costs for the political conventions, it expects third-quarter results for the full corporation to be even worse than the 6% drop of the second.

## Annual report by satellite

Emhart Corp. isn't a familiar name in the communications business. The broadly diversified manufacturer's Mallory capacitors may be known to those who see the insides of studio equipment, as its Russwin locks or Molly fasteners may be to those conversant with hardware trade names. But the Farmington, Conn.-based Emhart is about to advance the video revolution. Last Saturday Emhart was to use Satcom I to transmit a 22-minute video version of its 1979 annual report to an ad hoc network of 25 cable systems. The program will also be available in cassette form to any of Emhart's shareholders who request it.

John F. Budd Jr., Emhart's vice president, public relations, thinks it's the first time any company has taken a video approach to what's become an annual rite at public corporations. Budd doesn't expect his tape to replace either the printed annual report or the yearly 10-K, but he believes the format is an excellent way to get the company's message out to shareholders, particularly in light of what he cites as the average eight to 10 minutes that are spent reading most annual reports.

Eight metropolitan areas were targeted for Emhart by the Center for Non-Broadcast Television, on the basis of shareholder density in the population. CNBTV then negotiated with individual cable systems to clear time. Cost for the transmission and networking was put by Budd at below \$2,000, with the production

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Company	Period/Ended	Revenues	Current and change			Year earlier			
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Affiliated Publication.....	6 mo 6/29	\$98,076,000	+11.9	\$4,502,000	-0.4	87	\$87,624,000	\$4,519,000	88
BBDO International.....	6 mo 6/30	75,800,000	+15.5	5,507,000	-15.9	2.19	65,600,000	4,751,000	1.89
John Blair & Co.....	6 mo 6/30	107,084,000	+20.9	5,320,000	-4.6	1.43	88,541,000	5,578,000	1.50
Charter Co.....	6 mo 6/30	2,255,149,000	+40.2	50,370,000	-42.2	1.72	1,607,886,000	87,146,000	4.00
Cohu.....	6 mo 6/30	12,377,149	+16.3	531,794	+11.9	32	10,644,452	475,035	28
Conrac.....	6 mo 6/30	75,194,000	+15.3	2,436,000	+104.5	40	65,207,000	-2,332,000	40
Cowles Communications.....	6 mo 6/30	8,302,000	+10.2	2,901,000	+12.4	73	7,536,000	2,581,000	65
Eastman Kodak.....	24 wk 6/15	4,267,741,000	+23.9	488,403,000	+16.2	3.03	3,445,460,000	420,231,000	2.60
Gross Telecasting.....	6 mo 6/30	5,598,981	+14.5	1,430,461	+19.9	1.79	4,889,457	1,192,801	1.49
Heritage Communications.....	6 mo 6/30	11,715,613	-80.5	1,013,788	+172.9	32	6,491,544	371,519	15
Interpublic.....	6 mo 6/30	202,749,000	+18.4	10,373,000	+4.1	2.32	171,174,000	9,962,000	2.77
Kansas State Network.....	9 mo 5/31	10,071,000	+6.7	5,894,000	+238.2	3.12	9,442,000	1,743,000	96
Knight-Ridder.....	6 mo 6/30	5,324,750,000	+13.4	43,301,000	-1.9	1.33	4,697,320,000	42,514,000	1.29
Liberty Corp.....	6 mo 6/30	144,478,000	+9.6	14,959,000	-8.8	1.16	131,843,000	16,407,000	1.25
LIN Broadcasting.....	6 mo 6/30	30,209,000	+11.6	6,928,000	+12.8	2.51	27,065,000	6,141,000	2.23
Post Corp.....	6 mo 6/30	37,649,000	+15.1	1,174,000	-39.1	64	32,698,000	1,927,000	1.06
RCA.....	6 mo 6/30	3,932,900,000	+8.1	155,800,000	+5.5	1.69	3,638,000,000	147,700,000	1.94
Schering-Plough.....	6 mo 6/30	809,103,000	+17.4	137,157,000	+13.3	2.55	689,075,000	121,033,000	2.25
Scientific-Atlanta.....	Year 6/30	191,997,000	+47.9	12,721,000	+67.6	1.31	129,757,000	7,590,000	89
ScrIPps-Howard Broadcasting.....	6 mo 6/30	36,634,000	+9.1	7,904,000	+6.0	3.06	33,575,000	7,454,000	2.89
Storer Broadcasting.....	6 mo 6/30	90,134,000	+10.8	12,963,000	+22.6	1.12	81,372,000	10,596,000	1.03
Taft Broadcasting.....	3 mo 6/30	55,900,000	+7.5	6,323,000	-10.0	65	51,988,000	7,023,000	83
Technical Operations.....	9 mo 6/28	22,454,000	+30.7	1,072,000	-15.8	85	17,182,000	1,272,000	91
Transamerica.....	6 mo 6/30	2,180,075,000	+15.2	123,089,000	+3.0	1.81	1,891,966,000	119,486,000	1.78
20th Century-Fox.....	6 mo 6/28	402,457,000	+31.2	38,033,000	+41.6	3.45	306,698,000	26,864,000	2.43
Washington Post Co.....	26 wk 6/29	321,702,000	+13.8	16,429,000	+91.1	1.17	282,570,000	8,598,000	54

budget "under \$10,000." The experimental nature of the project helped keep costs down: some cable systems were interested in testing the waters of what might be a future revenue source, corporate communications.

### Still here after all these years

Network television and radio are pictured in an N W Ayer presentation as media that will flourish during the 1980's.

Given by various members of the Ayer media staff, the presentation takes the approach that the time is 1990. Participants give a retrospective look at the 1980's and examine the newer media's impact on radio, network TV, newspapers and magazines.

In this context, Richard E. Welsh, vice president and manager of network programming, said that during the 1980's network TV continued as the mass medium, supplemented and complemented by the new technology. The reason networks remained dominant, he said, is that they made a conscious decision to continue programming for mass appeal; they had the advantage of their programming expertise, and throughout the 80's they had financial resources to sustain programming on a year-round basis, as TV evolved into a medium without seasons or dayparts.

In a backward look at radio in the 80's, Beth Gordon, associate media director, said the aural medium had grown despite gloomy predictions at the outset of the decade that the energy crisis would cut down auto riding and listening. This did not materialize because Americans continued to use their cars, she said.

## Bottom Line

**Help from Cosmos.** Liberty Corp. profits slid in the first six months of 1980 (see Week's Worth," above) but the break-out for its Cosmos Broadcasting Corp. was upbeat. Cosmos earned \$3,709,000 for first half, 6.2% more than \$3,492,000 in same period year ago. Cosmos revenues were \$19,311,000 this half, compared with \$17,479,000 in first six months of 1979.

**Trust loosens hold on Times.** Total of 700,000 shares of class A common stock of New York Times Co. is being offered for sale by Ochs Trust (Adolph Ochs was publisher from 1896 to 1935). Sale will reduce trust's holding of class A common from 34.6% to 28.3%; trust's holding of class B common, 72.8% would be unaffected. (B shareholders elect 70% of directors. A 30%). Underwriting group is headed by First Boston Corp.

**Eller goes underground.** Charter Media, headed by Karl Eller, has purchased New York Subways Advertising Co. for \$10 million cash. In addition to advertising on New York's rapid transit rail system, company also operates transit advertising in Boston, Detroit, Philadelphia and San Francisco. Eller reportedly plans expansion to reach up to 25-market total.

**Ready to go.** With FCC approval of proposed venture, Fairchild Industries and Continental Telephone have formed American Satellite Co., which will expand satellite communications business of Fairchild subsidiary, American Satellite Corp. (BROADCASTING, July 28). John Dealy, president of Fairchild, predicted that total market for domestic satellite service will grow to more than \$1 billion annually by late 1980's. Figure now stands at \$75 million to \$100 million.

**Cable ad info.** National Cable Television Association has released "1980 Cable Advertising Directory," listing, by ADI, 609 cable systems that now take advertising. Eighty-one-page book lists systems, number of subscribers, types of service on which advertising time is available and, when available, 30-second advertising rates. According to directory, 37% of systems offer time on locally programed channels; 33% on network programming, delivered by microwave or satellite, and 31% on automated channels.

**Getting there.** NBC said last week that The Source, young adult radio network, will have major affiliates in 24 of top 25 ADI's by mid-September and will have coverage in markets representing more than 80% of U.S. 18-34 age population by that date. The Source is now carried in 131 markets and reaches average of 575,000 young adults and says it should reach 615,000 next month. Affiliates are predominantly FM stations.



## Bringing in Brinkley

**NBC revamps Snyder show, adds more emphasis to hard news**

NBC News is turning to one of its durable stars, David Brinkley, to serve as anchor for a newly reconstituted weekly prime-time magazine to debut next fall in the Friday 10-11 p.m. NYT spot on NBC-TV.

Titled *NBC Magazine with David Brinkley*, the program also will feature NBC News correspondents Betty Aaron, Douglas Kiker, Jack Perkins and Garrick Utley. Paul Friedman, who was producer of this past season's newsmagazine, *Prime Time Saturday*, will serve as executive producer of the new presentation.

NBC News is tapping Brinkley in an apparent move to shore up the ratings of its magazine entry. On a season-to-date basis, *Prime Time Saturday* has lagged considerably behind its competitors on ABC-TV and CBS-TV. *Saturday* has scored an 11.6 rating and a 21 share for the season through the week ended Aug. 3, as against 16.8/32 for ABC-TV's *20/20* and 17.8/43 for CBS-TV's *60 Minutes*.

In taking over the magazine anchor post, Brinkley succeeds Tom Snyder, who will continue as host of the expanded *Tomorrow*, which adds a half hour to run from 12:30-2 a.m. next season.

A spokesman says *NBC Magazine* will differ from last year's version in that it will be more topical, reacting more quickly with segments tied to developing news events. He said there will be a de-emphasis of "soft" news and an attempt, wherever feasible, to develop in-depth reports of emerging news stories.

Brinkley is an NBC News veteran, having joined the organization in 1943. He gained prominence in 1956 when teamed with the late Chet Huntley as co-anchor of the 1956 political conventions. He solidified his reputation as co-anchor with Huntley of the highly regarded *Huntley-Brinkley Report*. Since last October he has been a commentator on the *NBC Nightly News* and this year is co-anchoring NBC News's national political coverage. The seventh time Brinkley has served in that capacity.

## Granada TV refuses to point the finger

Granada Television has told the British Steel Corp. that it cannot comply with a court order to reveal the source of confidential British Steel memorandums used in a documentary.

Britain's House of Lords, the highest

court of appeal in the nation, ruled July 30 that Granada must disclose the source of the material, believed to be a high official within the state-owned steel corporation.

The affidavit from Granada has not been made public, but according to news reports, it states the identity of the source is known only to one researcher under short-term contract to Granada. Therefore, Granada argues, it cannot give the name, and has no way to force the researcher to do so either.

Broadcasters and newspaper reporters in Britain normally have a privilege against disclosing a confidential source, but lower courts in this case ruled that Granada had been reckless in its use of the material. The reasons for the ruling of the lords have not been given, and are not expected until September or October.

The next move is up to British Steel, which can go back to court demanding more information by arguing that Granada did not comply with the court order, can seek to take action against the researcher, or drop the matter by accepting the affidavit from Granada as sufficient.

## Kaiser criticism

**Company's chairman blasts the networks for refusing to accept corporate ads and using news programs as 'judge and jury'**

The chairman of Kaiser Aluminum and Chemical Corp. has directed some strong language at the nation's broadcasters. He accused those who run the major television networks of doing so with "arrogance and irresponsibility" and those who report television news of indulging in a "trial by television" process.

On the former note, Cornell C. Maier, chairman, president and chief executive officer of the Oakland, Calif.-based manufacturer, said, "I am frustrated, outraged, apprehensive, appalled and very much concerned" about the way television is used. The medium, he said, is "too frequently used to sensationalize and propagandize issues at the expense of substance and objectivity and to deny or to im-

## News Beat

**No, no, no.** CBS News correspondent Dan Rather denied without qualification report last week by Tass, Soviet news agency, quoting Afghan newspaper as saying he participated in murder of three Afghan villagers while he was in Afghanistan for war report for *60 Minutes* last spring (BROADCASTING, April 14). Tass said Afghan paper quoted rebels as saying that after three workers were captured, American newsmen ordered them "first to stone the captives and then to cut off their heads," and that "the bloody sequence was photographed and filmed by the Americans." Rather said last week: "The story is completely untrue and totally without foundation. It is fantasy from first letter to last period."

**Sticking to story.** Attorneys for ABC-TV reporters last week said they will go to trial with law suit to make public secret autopsy of late Elvis Presley. Decision followed denial by Memphis chancery court judge, D.J. Alissandratos, of reporters' motion for summary judgment in disclosure suit filed last year ABC had probed circumstances of entertainer's Aug. 16, 1977, death at Baptist hospital there for segments of its *20/20* and concluded Presley died of mixture of drugs rather than heart failure. Tennessee law prohibits disclosure of private patient records.

**Retribution.** Family of NBC-TV correspondent Don Harris (Roy Darwin Humphry) has sued U.S. government for \$3 million because of his slaying in Jonestown, Guyana, Nov. 18, 1978. Attorney Marvin Miller also entered similar suit for \$5 million for family of Representative Leo Ryan (D-Calif.). Harris and Ryan were killed while investigating People's Temple there, prelude to mass suicide involving about 900 followers of Jim Jones.

**Closer coverage.** Unity Broadcasting Network, New York, which owns and operates National Black Network, has formed American Black Information Network to supply radio stations with more comprehensive news of black community than NBN provides. New network, scheduled to start in November with about 50 affiliates, will supply five-minute newscasts each hour from 6 a.m. to midnight.

**ENG inches forward in England.** Independent Television News, which provides newscasts for Britain's commercial network after long negotiations has reached agreement with main technicians' union over use of ENG equipment. Union refusal to operate equipment has kept British TV news from changing over from film. But ITN cannot begin ENG use until other unions agree, and negotiations are likely to continue.



pede a fair exchange of ideas or balanced presentation of facts to large segments of the American public."

The public, he added, "is being short changed of facts, information and perspective."

The Kaiser chairman addressed the bulk of his comments to the conflict his company has had with the three commercial networks over running issue-oriented advertising (BROADCASTING, May 21, 1979 et seq). His audience was the California Broadcasters Association, which met July 28 in Monterey for its annual convention.

Unlike print, Maier said, where companies can buy space to give their side of a story or even print their own paper, broadcasting "is a government-licensed monopoly. . . . Those are the peoples' airwaves being used by private businessmen for private gain."

And the people, he said, "are frustrated, angry and highly concerned about television."

Maier also let fly with his criticism of news producers who become "accuser, judge and jury" of people and institutions they prepare stories on.

He singled out an ABC-TV 20/20 story that included Kaiser in an investigation of faulty aluminum electrical wiring. His company, he said, has demanded a retraction by the network, and is investigating legal options.

"I think it's sad," he said, "that an institution so important and so powerful as television seems so consciously willing—even eager—to sacrifice its balance and objectivity on the altar of ratings."

"I don't think we're talking about journalism," he said. "I think we're talking about show business."

## Programing

### Back to the drawing board for 'Today'

**Overtaken by 'Good Morning, America' in the a.m. ratings, a long-running show hopes to rejuvenate its presentation and win back the top spot**

More clearly identifiable segments, a stronger roster of regular contributors, greater use of remotes, a new set and, of course, more money. With them, NBC News hopes to take the *Today* show to the position of early-morning leadership it had held for years and now has lost to ABC-TV's *Good Morning America*.

Once the undisputed kingpin of news and information for the awakening audience, *Today* today is the underdog. Hertz has become Avis; now it's *Today* giving notice that it plans to try harder.

Steve Friedman, executive producer since May, claims that "with luck" *Today* will be back in first place by November and that "certainly by January, *Good Morning America* will be history." Friedman claims that "the first real salvo was the GOP convention" and that "we think that *Today* has turned the corner and will leave *Good Morning America* in the dust."

That remains to be seen, but certainly the leader and underdog are close enough in audience levels to make a turnaround possible. For the first six months of 1980, according to ABC research, *Today* had 4,650,000 viewers 18 years and older per average minute to *GMA*'s 4,800,000.

*Today*'s challenge will be to grow faster than *GMA*—one of television's major success stories in generating new audience for a daypart.

Over the past five years, both *Today* and *GMA* have gained viewers, according to ABC's reckoning. In the 18-plus category, *Today* has gained 24% as compared to the first six months of 1976. *GMA*, over the same period has raised its audience level by 174%, enough to overtake its veteran competitor. In effect that means that both have been healthy—NBC says it has added



**Champs become challengers.** *Today*'s first team of on-air personalities includes (l to r, above) critic Gene Shalit, weatherman Willard Scott, co-anchors Tom Brokaw and Jane Pauley. The new executive team: executive producer Steve Friedman (l) and producer Marty Ryan.



more than one million viewers over-all since 1976—but *GMA* has been able to carve out a stronger position from new viewers.

For its own part, *GMA* plans to hold to its format, according to executive producer George Merlis. David Hartman will remain host, and it is likely that Joan Lunden will take over the seat that had been occupied by Sandy Hill, now doing field work for the show. No major changes are envisioned, except to find a replacement for Rona Barrett, who will be defecting from *GMA* for *Today*, with her new contract with NBC.

The Barrett move is indicative of the *Today* changes Friedman talks about—iden-

tifiable segments (viewers will know what time she'll be on); stronger geographic representation (Barrett will be the Hollywood correspondent) and consistent contributors (she'll appear either three or five times a week, depending on how negotiations work out).

In addition to Barrett in Hollywood, *Today* has added Richard Valeriani in Washington. The contributions of Phil Donahue, reporting from Chicago, have been increased from three to four times weekly.

The geographic mix also factors into the regular *Today* "Cross Country" feature which has Eric Burns (now in Chicago but moving to New York), Bob Dotson



(Atlanta), Mike Leonard (joining in Chicago) and Boyd Matson (Los Angeles)

Other regular contributors include the veteran TV critic, Gene Shalit, whose "Critic's Corner" is daily. Weekly reports come from Robert Bazell (science), Mike Jensen (economics), Betty Furness (consumerism) and Dr. Art Ulene (health), and thrice-weekly sports reports will be added Sept. 8 with Bryant Gumbel. Willard Scott is weatherman.

With this cast of veterans and newcomers, Friedman says that "we're building identification," explaining that *Today* in the past had been too reliant on one-shot outside contributors from the news ranks. Friedman adds, however, that *Today* will always remain flexible with its format when events dictate.

More pieces would seem to mean less time for Tom Brokaw and Jane Pauley (correspondents, as they are called at *Today*) but Friedman points out that the two now do news reports as well. The Brokaw/Pauley team, he said, will continue.

A new set, modular in design and targeted to be ready by Nov. 1, also is aimed to increase viewer identification. Friedman hopes that viewers will look at the set and know immediately which segment is coming up. (Friedman, in Chicago late last month, was working on a new set for Donahue.)

With bases established in Chicago, Hollywood and elsewhere, Friedman talks about *Today* moving away from its past look as a "New York/Washington show." And he also says to expect more use of remotes. The show traditionally has over-relied on "canned stuff," he says.

Furthermore, he adds, *Today* no longer is waiting for guests to appear in the studio. "Instead of people coming to us, we're going to the people."

All this takes money, and while accounting practices differ at ABC and NBC, the general figures talked about give *Good Morning America* a weekly budget of \$400,000 and *Today* about \$300,000. *Today* is believed to have a commitment for a budget comparable to *GMA* now.

Staff changes also have occurred on the top level. Friedman has been in his job since May; new producer Marty Ryan took that seat three months ago, and a new director, Julian Finkelstein (from KNBC-TV Los Angeles and *The David Horowitz Show*) is to come aboard at the end of this month. Another producer also is being hired.

There are other changes at *Today*, but less tangible. Producer Ryan says "we have to be more aggressive" and that because the show has been on so long, "it wasn't doing '70's and '80's television," such as going live as much as it could. Ryan mentions the youthfulness of the staff now. He is 32; his boss, Friedman, is 34.

Friedman also talks about the *GMA* competition awakening NBC management that changes are necessary—moving it to a fighting posture.

Friedman and Ryan both say that *Today* will not be mimicking *GMA* but when



**Standing pat.** Having taken over the early-morning leadership from *Today*, ABC's *Good Morning America* team has no plans to change their hit. Among that show's stalwarts are host David Hartman (c) and correspondent Steve Bell here shown interviewing Republican presidential candidate Ronald Reagan. *GMA*'s executive producer is George Merlis (at left)

asked they both admit that there are lessons to be learned from the competitors' success. Friedman, for example, says *GMA* has "taught me that people are interested in the people," preferring, say, a discussion with someone giving testimony before Congress rather than an interview with a congressman.

Ryan compliments *GMA* on the over-all packaging of the show. With the changes, both Ryan and Friedman stress that *Today* will be as substantive as it has been, with Friedman claiming, for example, that Barrett "doesn't do just gossip any more."

As *Today* seeks new viewers, competitor Merlis from *GMA* does offer a warning, however: "If they try to take ours, they will alienate their traditional audience; they have to build without turning off their regular viewers."

## Sir Lew stays loose

**British producer says his secret for success is to abide by his beliefs and to believe in his people**

British communications mogul Lord Lew Grade thinks his efforts to televise *Death of a Princess* and *Jesus of Nazareth* prove his basic video premise: "You cannot yield to pressures. You must fight for what you believe in."

The 73-year-old head of the conglomerate Associated Communications told a New England Broadcasters Association meeting in Boston that after he resisted official urging to withdraw *Death of a Princess* the British ambassador is back in Saudi Arabia and England "has forgiven me for doing the right thing in the first place."

The incident illustrates Grade's philosophy: Give freedom to subordinates and stand by "anything you want to put on

that small screen which you believe is fact."

That's an important difference, he believes, between British and American television. "In Great Britain, we pick talent and then leave them alone. In the U.S., the networks want to change this line or that, replace one minor actress with another. They don't realize that the producer wants a success more than they do."

"Leave competence alone. That's what we did with *Long Day's Journey into Night* and *Edward the King*."

*Journey*, starring Lawrence Olivier, was made possible on TV by another Grade trademark—personal contact. Grade had given his word to Britain's National Theater that he'd televise the Eugene O'Neill classic. But someone nobody had ever heard of held the TV rights. That difficulty was cleared up when that man recalled that Grade had helped him get a scarce hotel room a decade previously.

Grade's moral: "Do things for people because you want to," and it will eventually pay off.

"My philosophy is that there should be no bosses. The secret is to have people working with you, not for you. A producer, for example, should show enthusiasm. If he tells someone: 'That sounds great,' that person will break his neck to make the show better."

Grade, who says he's moved back his retirement date from 2000 to 2001 (when he'd be 94), says the exciting things about broadcasting is that "whenever you feel you've done all you can do, something new comes along."

Condemning what he sees as American television's tendency to stretch a three-hour show into a 10-hour miniseries, he resorted to some personal salesmanship to get *Jesus of Nazareth* on the air.

NBC was ready to back the show, Grade recalled, but General Motors wouldn't sponsor it. So he wrangled a 10-minute ap-



## Monitor

**Make it a foursome.** Cox Cable Communications has joined three other multiple system operators in Rainbow Progaming Services Corp., it was announced at Cable Television Administration and Marketing Society convention last week. Rainbow, which plans to offer two pay-cable services over single time-shared transponder on Comstar II, was formed by Daniels & Associates, Comcast and Cablevision (BROADCASTING, Aug. 4). With Cox now part of group, Rainbow has assured penetration of approximately 800,000 subscribers, combined total of four MSO's. Jerry Maglio, former vice president of marketing for American Television & Communications, is president of new venture.

**In the marketplace.** It's up to 73 stations so far for Columbia Pictures Television Distribution's *Barney Miller* line-up, including 18 of top 20 markets. Newcomers to tally include WBAL-TV Baltimore, KSL-TV Salt Lake City and WFSB-TV Hartford, Conn. . . . One episode is completed and there are four half-hours to go on production of *The Law Works*, collaborative effort of BBI Communications and Scholastic Productions available for 1981 syndication. Series is said to "unravel the complexities of juvenile justice" through drama and studio audience discussion. Host is Harvard law professor, Arthur Miller, who's also on WCVB-TV Boston's (co-owned with BBIC) *Miller's Court* . . . *Sha Na Na*, syndicated by Lexington Broadcast Services, goes into fourth year with 112 markets so far; this season it's available in strip as well as once-a-week play. . . . Latest half-hour produced by Nelvana Productions Ltd. of Toronto and distributed by Viacom Enterprises is *Take Me Up to the Ballgame*, sports science fiction animation special with voice of Phil Silvers; it's for late August or early September. . . . Post Newsweek Productions and Stu Rosen Productions have revived 1975 half-hour special, *Funky*, as pilot for possible syndicated series. Series is aimed for family audience and is designed for airing in afternoon or early evenings on weekends.

## PlayBack

**Uniting forces.** FirstCom Services Inc., new broadcast services company created by Jim Long, Jerry Atchley, Norman Wain and Robert Weiss, announced release of its first services last week. "Hot Tickets" and "Street Mysteries," promotional campaigns used recently by United and American Airlines and KLUU(FM) San Francisco, are being customized for different markets. Long, former president of TM Companies, is chairman of FirstCom and Atchley, former vice president and general manager of TM, is president. Wain and Weiss are principals of Metroplex Communications.

**Radio satire.** *Curmudgeon at Large*, daily, 90-minute radio commentary by Cleveland Amory, is being offered by O'Connor Creative Services. KTRH(AM) Houston, WOSA(AM) Sarasota, Fla., WINZ(AM) Miami, and WEBR(AM) Buffalo are among stations signed to carry program. For information: (800) 423-2694. Amory commentary formerly was syndicated by Barrett-Gorin Inc., New York.

**New show for new demographic.** Radio Works, Los Angeles, is offering *Action Beat with Kathy Rigbee*, daily, five-minute program targeted to women, 12-24. Gymnast will interview sports personalities on fitness and athletics. Young & Rubicam, New York, commissioned Radio Works to produce program. Johnson & Johnson is national sponsor. For information: (213) 466-1935.

**Rendezvous down under.** Federation of Australian Radio Broadcasters will celebrate its 50th anniversary at convention in Sydney, Oct. 11-14. FARB plans to accommodate overseas broadcasters and has arranged tour package for Americans and Canadians with stopover in Auckland, New Zealand, where Geoffrey Whitehead, director general of Radio New Zealand, will host delegation. Over 90 American broadcasters plan to attend, according to Jack Thayer of WNEW-AM-FM New York, who is member of North American coordinating committee. Other members of committee are Harry O'Connor, O'Connor Creative Services; Harvey Mednick, RKO Radio, and Mike Davies, Western Broadcast Sales, Vancouver.

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist*: (1) *Magic* by Olivia Newton-John on MCA; (2) *Sailing* by Christopher Cross on Warner Bros.; (3) *It's Still Rock 'n' Roll To Me* by Billy Joel on Columbia; (4) *Shining Star* by the Manhattans on Columbia; (5) *Emotional Rescue* by the Rolling Stones on Atlantic. The top five in **country radio airplay**: (1) *Crackers* by Barbara Mandrell on MCA; (2) *Driving My Life Away* by Eddie Rabbit on Elektra; (3) *Love the World Away* by Kenny Rogers on Asylum; (4) *Cowboys & Clowns* by Ronnie Milsap on Elektra; (5) *That Lovin' You Feelin' Again* by Roy Orbison and Emmylou Harris on Warner Bros.

pointment with a high GM official.

About an hour later, Grade said, he pulled out one of his nine-inch cigars. "That's to hit you over the head with if you don't sponsor the show," he says he told the executive.

GM, of course, agreed to back the production.

## OPT slates specials

Operation Prime Time will produce and schedule two two-hour specials and one four-hour miniseries during 1981.

The two specials will be *Show Biz This Year* (working title), aimed for release during February or March, and *The Way We Were*, scheduled for telecasting during May or June. *Show Biz* will be a two-hour retrospective highlighting 1980's outstanding performers from movies, television, stage and music. The second special will spotlight personalities who studied at the drama department of Northwestern university and achieved success in various entertainment forms. The roster includes Charlton Heston, Patricia Neal, Martha Hyer, Carol Lawrence and Tony Roberts.

The four-hour miniseries has the working title of *Golda*, recreating the life of the late Golda Meir, prime minister of Israel. The title role will be played by a screen actress still to be chosen. It will be telecast in October or November 1981.

The three specials for 1981 will be produced by Paramount Television, the company responsible for the three OPT specials in 1980—*Top of the Hill*, *Solid Gold* and *The Girl, The Gold Watch and Everything*. OPT's first regular weekly series, *Solid Gold*, will be carried on 155 TV stations, starting in September.

## Silverbach-Lazarus pacts with Metromedia Producers

Metromedia Producers Corp., Los Angeles, has acquired Silverbach-Lazarus & Co., Los Angeles, TV program distributor and consultant, and has named Alan Silverbach executive vice president for worldwide distribution and Herb Lazarus senior vice president for worldwide distribution.

Silverbach-Lazarus has been the distributor of the *Carol Burnett and Friends* syndication series and consultant on worldwide distribution to Lorimar Productions, Canada's Glenn Warren Productions and CFTO-TV Toronto, part of the CTV Network of Canada. The company also is the worldwide distributor of the *New Dick Van Dyke Show* and represents several programs of Charles Fries Productions in overseas markets.

Silverbach was with 20th Century-Fox for 31 years, leaving in 1977 as senior vice president for worldwide distribution of Fox Television. Lazarus was vice president and general manager of worldwide distribution for Columbia Pictures Television for seven years. They will begin integrating their operation into MPC immediately and join MPC full-time on Sept. 15.



## FCC trims expectations for 9 khz

**Under plan currently getting most attention, only 300 stations could be added, and not many of those in major markets**

The U.S., FCC Chairman Charles D. Ferris reminded the world again two weeks ago, is committed to persuading the countries of Region 2 (the western hemisphere) to reduce AM channel spacing from 10 khz to 9—a step that would make room for several hundred new stations in the U.S. (BROADCASTING, Aug. 4). But the question beginning to break through the surface is where the stations will, or can, be located.

One principal reason for the U.S.'s drive to reduce channel spacing is to open the door to station ownership for blacks and other minorities. Daytime operators seeking full-time operations and noncommercial broadcasters interested in the AM band are also cited as intended beneficiaries.

But members of those groups (and anyone else, for that matter) interested in establishing stations in the top markets—almost certainly the top 10, maybe the top

25—would probably be disappointed if the 9 khz plan the U.S. is advocating were finally adopted. Broadcast engineers say it would make few if any stations available in heavily served markets. Other plans under consideration would provide greater flexibility in assigning stations; but they would be far more expensive for the existing stations that would have to modify their directional antennas.

The question, long discussed by engineers, was raised last week at a meeting of the government-industry advisory committee that is aiding the commission in its preparations for the second session of the Region 2 conference, which will resolve the 9 khz issue. The session is scheduled to start in Rio de Janeiro in November 1981.

What, asked Wallace Johnson, the former FCC Broadcast Bureau chief who is now executive director of the Association of Broadcast Engineering Standards Inc., is the FCC trying to accomplish? "If it's to help minorities [in the big cities], the 4 khz plan won't do it."

Johnson was referring to the U.S. plan to require stations to shift their directional antennas a maximum of 4 khz. It would result in 12 new channels being spread evenly among the existing 107 channels. The cost for the 1,300 stations affected would be an average of \$10,000, according to a study commissioned by the FCC but not yet released. Engineers say the cost for most nondirectionalized stations would

vary from \$250 to \$1,100.

But, Johnson said, the plan—because of the need to protect co-channel and adjacent-channel stations—would not provide for stations in large markets, crowded as those markets are with AM outlets. He was not specific, but Harold Kassens, a former deputy chief of the Broadcast Bureau and now a consulting engineer, said, "It doesn't look like there would be new assignments in the top 25 markets." Commission officials present did not quarrel with those assessments.

And as that issue was being raised, the FCC, in a news release announcing the fourth notice of inquiry on the 9 khz channel spacing plan, indicated it was thinking conservatively in terms of the number of stations the narrower channel spacing would make available. It talked of "about 300 stations" spread across the 12 new channels. The stations, which would operate with 1 kw power, would be able to serve "substantial cities and suburban areas or smaller cities and their surrounding rural areas," the release said. In the past, the commission has said 9 khz spacing would permit the addition of between 200 and 1,400 stations.

Left open at the advisory committee meeting was the question of whether the U.S. would consider backing any of the four other 9 khz plans that have been advanced. Because they call for grouping the new channels in various combinations—and thus eliminating the need for co- and



**Strategists.** National Association of Broadcasters' Radio Allocations Task Force met with State Department officials last week as part of an ongoing dialogue on international telecommunications issues (see story, page 38) NAB said the State Department was receptive to industry input and hopes to schedule similar meetings in the future. Seated, clockwise from left: George Bartlett, NAB senior vice president in charge of engineering; Erwin Krasnow, NAB senior vice president and general counsel; Barry Umansky, NAB attorney; Shaun Sheehan, NAB senior vice president in charge of public affairs; Marion Stephenson, member of task force and vice president, radio and industry relations for NBC; Dick Chapin, Stuart Stations, Lincoln, Neb.; Mike Lareau, executive vice president and general manager of WOOD Broadcasting Inc., Grand Rapids, Mich.; John Summers, NAB executive vice president and

general manager, Arnie Lerner, chairman of the task force and president of WLLH(AM) WSSH(FM) Lowell, Mass.; William Jahn and Richard Shrum, foreign affairs officers in the State Department's Office of International Communications Policy; Vincent Wasilewski, NAB president; Jules Cohen, consulting engineer; Ken Schanzer, NAB senior vice president in charge of government affairs; Jim Hulbert, NAB's senior vice president in charge of broadcast services; Jerry Lee, member of task force and president of WDVR Inc., Bala Cynwyd, Pa.; Ralph Green, CBS Radio and member of task force; Eddie Fritts, chairman of NAB radio board and president of Fritts Broadcasting, Indianola, Miss.; Wayne Cornils, NAB vice president in charge of NAB's radio department, and Walter May, member of task force and president of WPKE(AM) Pikeville, Ky. Out of picture: Eugene Jackson, National Black Network.

**Save channel 6.** National Association of Broadcasters has asked FCC to immediately suspend processing noncommercial FM applications seeking new or improved facilities because of severe interference stations could cause to television reception on channel 6. In additional filing, NAB asked FCC to take expedited action to resolve issue and provide adequate safeguards to eliminate or substantially reduce such interference.

**Two-way meeting.** Videotex '81, promoted as "North America's first major international videotext conference and exhibition," will be held in Toronto next May 21-22, providing showcase of two-way television systems. Canadian Department of Communications, which with three trade associations is sponsoring event, says 10,000 visitors are expected to attend conference in Royal York hotel, where videotext developments in Europe, U.S., Canada, Japan and South America will be on view. Associated exhibition at Canadian National Exhibition Grounds will show Britain's Prestel and Ceefax, France's Teletel and Antiope, Canada's Telidon, private videotext and teletext systems, interactive cable TV, and related equipment such as videodisks and micro-computer-base terminals.

**VHF diagnosis.** FCC, acting in response to petition by Missouri Department of Social Services, has proposed permitting bio-medical telemetry communications on VHF band in rural areas. Telemetry technique is used to permit diagnosis of patients before they reach hospital. FCC proposed using band for this service only in areas that are more than 75 miles from center of urban areas of 500,000 or more, and for periods of up to five minutes

adjacent-channel protection—they would provide for openings, in varying degrees, for new stations in even the heaviest-served markets. But the costs for the existing stations in modifying directional antennas, engineers agree, would be far greater than that which the 4 khz plan would impose.

Two of the alternative proposals have been advanced by Canada, which had opposed the U.S. on the channel-spacing issue at the first session of the Region 2 conference in Buenos Aires in March. One would require a frequency shift of up to 9 khz, and the other of 22 khz. The other two emerged at a meeting of the International Telecommunication Union's International Frequency Board in Geneva earlier in the summer. One calls for clustering all new channels at the top of the AM band; the other, involving a zero-based plan, would assign every station to a new frequency based on optimum service. The cost of the last two plans, a U.S. official said, would be "exorbitant."

Wilson LaFollette, who is chief of the technical and international branch of the FCC's Policy and Rules Division and who is deputy chairman of the U.S. delegation, said "costs and benefits" of the various proposals are being weighed. He did not rule any out, nor did he say any other than the 4 khz plan would have U.S. backing.

But he and other officials charged with preparing the U.S. position are running short of time on the issue. The IFRB was instructed by the first session of the conference to do comparative studies of the 9 khz and 10 khz channel spacing plans and to present the results at Rio de Janeiro. The IFRB is scheduled to meet in Rio on Sept. 15 with a panel of experts named by the conference to aid and advise it. And one of the items on the agenda for the meeting is the identification of the 9 khz plan (or plans) IFRB will use in its comparative study.

LaFollette, who is one of two U.S. representatives on the panel of experts, said

after last week's advisory committee meeting that if the U.S. determines that "more than one plan is desirable, we'll argue that the IFRB should study more than one." That might not be an easy task. He noted that IFRB contends it was instructed by the first session to compare only a "zero-based plan." But he made it clear the U.S. would make every effort to disabuse the IFRB of that understanding. "Zero-based planning might be appropriate in some areas, where there are not as many stations and their activities are not closely coordinated," he said, "but it is not appropriate in North America, where stations are interlinked."

Johnson and the technical subcommittee he heads will consider the matter at a meeting today (Aug. 11), and the full committee will take it up on Wednesday. Meanwhile, a draft proposal will be prepared and circulated within the interagency coordinating committee on the Region 2 conference. That committee is made up of representatives of the commission, the National Telecommunications and Information Administration, the State Department and the Department of Defense. LaFollette hopes the papers for the Sept. 15 meeting will be ready by the week of Aug. 18.

Whatever 9 khz proposal (or proposals) the U.S. asks IFRB to compare with the present 10 khz channel-spacing system, Johnson is likely to be frustrated by the approach the U.S. is taking. Like other broadcast engineers, he argues that the U.S. should decide precisely what it wants to accomplish through the 9 khz channel-spacing proposal—where it wants the additional stations located, for instance—and then develop an appropriate plan. Commission engineers insist that approach is not necessary. Gary Stanford, a member of the delegation and chairman of the advisory committee, noted that the commission employs a "demand system" of assignments. "We stay away from saying a station will go in a particular city," he said.

"The FCC won't come up with a list of localities. We'll have a broad range of needs."

Nevertheless, Johnson and other broadcast engineers continue to press for the studies they say are essential to the development of a U.S. negotiating position on 9 khz. He said evaluations should be made of the various plans as to the comparative costs to the broadcast industry, the impact on service (lost or gained) to the public, and the number, location and operating parameters of potential new assignments. Johnson said the costs are so substantial, the government should undertake the project. However, the commission, which has financed one study, not yet released, for \$230,000, has not indicated an interest in taking on any more.

Last week, it appeared that the National Association of Broadcasters might play a major role in developing the necessary research. The NAB executive committee hired Jules Cohen, a consulting engineer, to aid the association in dealing with the broad range of aural issues, including the channel-spacing issue, now pending ("Closed Circuit," July 21). Tom Bolger, NAB chairman, said the association is prepared to provide funds "when we need material to supplement what we feel is inadequate" (see page 38).

## WARC leaders say present set-up for policy-making in international area shouldn't be changed

**At testimony in House, Robinson and vice chairmen of U.S. delegation argue that present apparatus functioned well in Geneva and should continue in the future**

The leaders of the U.S. delegation to the World Administrative Radio Conference in Geneva last year were in general agreement before a House foreign affairs subcommittee two weeks ago that the conference had been a success from the point of view of the U.S. and the world. And that assessment was cited by most of those testifying who said there is no need for a major overhaul of the nation's decision-making machinery in the field of international communications.

Glen O. Robinson, the former FCC commissioner who now teaches law at the University of Virginia and who served as chairman of the U.S. delegation, told the Subcommittee on International Operations that the conference's success "cannot... be doubted." He said general U.S. objectives, such as maintaining International Telecommunication Union processes that provide "maximum flexibility and adaptability to changing needs" were achieved, as well as many of the major specific objectives.

As for preparing for future international conferences on spectrum regulation—a



matter of major interest to the subcommittee chairman, Dante Fascell (D-Fla.), given the series of international conferences on different parts of the spectrum to be held in the next decade—Robinson said he was not proposing “any substantial changes in the basic approach taken in preparation for 1979.”

Arguments have been made for centralizing responsibility for spectrum management policy in a single agency rather than dividing it between the FCC and the National Telecommunications and Information Administration. But Robinson said the arguments are “weak.” For the present system represents the existing regulatory scheme, under which the FCC is responsible for nonfederal communications and the President, through NTIA, for federal agency communications.

The third major element in international telecommunications policy-making is the State Department. It has “ultimate responsibility” as it does in all foreign policy matters.

Robinson’s remarks were generally echoed by five of the six vice chairmen of the delegation who accompanied him—Richard E. Shrum of the State Department, Wilson Dizard of the International Communication Agency, Francis S. Urbany and Samuel E. Probst, both of NTIA, and William R. Torak of the FCC.

There was one maverick among the vice chairmen. Kalmann Schaefer, the foreign affairs adviser to the FCC, had no quarrel with the assessment of the outcome of WARC ’79. But he thinks changes are needed in the policy-making machinery. Schaefer, who was expressing his “personal views,” described policy-making as “fragmented among government agencies.” And, he said, there is a need for a “broader perspective” than at present, as

well as for “quick and efficient decision-making.” He noted that there are 10 major international organizations dealing with communications matters.

But beyond stating what he said was needed, Schaefer was unable to fill in any details. “I don’t know how we should organize ourselves,” he said. “But something should be done about the structure.”

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## FCC unswayed by argument of ‘UHF impact’

### Commission grants move-in of Lynchburg V despite protests from Roanoke, AMST

In recent years the “UHF impact” argument has been losing ground at the FCC as a valid reason to deny low-power VHF drop-ins and modified facilities changes that cause service area overlaps. This shift in philosophy was further evidenced by the commission’s approval—announced last week—of a request by WSET-TV Lynchburg Va. (VHF ch. 13), to move its transmitter farther from its city of license and closer to Roanoke, Va.

The commission concluded that by modifying its facilities WSET-TV would not only greatly increase its viewing population, but in so doing would provide many of those added viewers with ABC network programming for the first time. In support of the commission’s decision to grant WSET-TV’s request, Commissioner Joseph Fogarty reinforced the direction in which the commission has been heading on the UHF impact issue when he said: “I don’t feel UHF impact is grounds for denial [of

waivers] any more.”

WSET-TV’s request was opposed by Roanoke’s WDBJ-TV (VHF ch. 7) and the Association of Maximum Service Telecasters. They contended that the relocation of WSET-TV’s transmitter to the site proposed would overlap and harmfully interfere with the signal of WVIR-TV Charlottesville, Va. (UHF ch. 29). They also argued that the modification would adversely affect any future reactivation of the now vacant UHF channel allocated to Roanoke, and claimed further that the modification would result in a short spacing of seven miles between WSET-TV and WOWK-TV (ch. 13) Huntington, W. Va. Finally, the opponents claimed WSET-TV’s real motivation—one not made known to the commission—for the facilities change was to direct its broadcasts toward Roanoke in hopes of affecting a reallocation of its channel from Lynchburg to Roanoke.

In response to these arguments for denial of WSET-TV’s request to move its transmitter, the commission concluded that the claimants failed to show the overlap with WVIR-TV would significantly harm that station. The vacant UHF allocation at Roanoke had no bearing on the case, the commission said, because it was just that—vacant. Regarding the short spacing problem with WOWK-TV the commission again sided with WSET-TV, concluding that it had sufficiently shown that there was no other alternative site to improve its services to both Lynchburg and Roanoke. The commission also found no evidence to substantiate the claim that WSET-TV had lacked candor in presenting its reasons for requesting the transmitter change. It said the station did not try to conceal the fact that it intended to provide the best possible service to Roanoke.

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# The Media

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## Canadian MSO moves into million-plus subscriber league

**Merger approval means two biggest owners there can get together; interests in U.S. are extensive**

Regulatory hurdles were cleared last week for the creation of what is said to be the world’s largest cable MSO. The Canadian Radio-Television and Telecommunications Commission has approved Canadian Cablesystems Ltd.’s agreements to purchase 85% of Premiere Cablevision Ltd. (including CBS’s 18.5% stake) and to acquire each of the remaining shares for \$25 (Canadian) or three shares of class B

Canadian Cablesystems stock. The total value of the deal is expected to be about \$88 million (Canadian).

The merger means the unification of Canada’s two largest cable MSO’s, and after some minor spin-offs promised the commission, a total subscriber count of 1,298,000.

On this side of the border, Teleprompter puts its subscriber total as of July 24 at 1,316,886, but the figure includes 157,817 subscribers in Los Angeles and New York systems that are joint ventures with Hughes Aircraft. Discounting for that shared interest would leave Canadian Cablesystems out in front, but not for long—company spokesman Graham Savage expects another American competitor, Time Inc.’s American Television & Communications, to pass both Canadian and Teleprompter shortly. ATC tallies its subscribers as 1.1 million as of June 30.

Neither Canadian Cablesystems, based in Toronto, nor Premiere, with headquarters in Vancouver, confined its activities to its homeland. Premiere holds 75% of two Irish systems and part interest in some MDS operations in the U.S. Pacific Northwest and California. Canadian Cablesystems holds 67% of the Syracuse, N.Y., system, is contesting in court the withdrawal of its franchise award in Minneapolis, has a controlling interest in an unbuilt franchise in Orange county, Calif., and is applying for franchises in Portland, Ore., Erie, Pa., and Clearwater, Fla., among others. As company chief executive Edward S. (Ted) Rogers told New York security analysts in June (BROADCASTING, June 23) he wants to see the firm become “more of a North American company.” Savage was in Erie last week for hearings on that application, and said that in Portland both a citizen task force and

the city's technical consultant studying the applications recommended Canadian's bid to the mayor and city council.

## Dissenting voice

A broadcaster and church member has gone to the top of the United Church of Christ to protest the UCC Office of Communication's allocating \$100,000 to evaluate the equal employment opportunity policies of the nation's TV and radio stations.

Charles E. Wright, general manager of WBYS-AM-FM Canton, Ill., sent a letter to Dr. Avery Post, UCC president, protesting that the money came from contributions that church members had "given for a much different purpose than this."

He was referring to the project in which the Office of Communication, the National Organization for Women and the New York-based Black Citizens for Fair Media propose to systematically check the EEO records of every TV and radio station in the country (BROADCASTING, July 7).

The Office of Communication provided initial funding for the project with a \$100,000 grant, and Wright wrote to the Rev. Everett C. Parker, director of the Office, and asked where the money came from. In Parker's absence, the Rev. Eugene A. Schneider, associate director, replied that the money had come from the church's Neighbors in Need offering.

"This is an annual offering received in the United Church of Christ," Schneider wrote, "and the terms of the offering are that it be used for non-UCC programs for the helping of neighbors who are in need."

"Besides this," Schneider added, "the National Organization for Women is making a contribution to support the EEO project."

Wright—who also figured in a resolution passed by the UCC's South Central Conference obliquely criticizing the Office

of Communication ("Closed Circuit," June 30)—wrote UCC President Post that he protested the grant "most vigorously."

"There is no question," Wright said, "that any individual or group who desires may have access to anything in the public file of a broadcasting station."

"The point contested here is that money contributed by the church members for the Neighbors in Need project was given for a much different purpose than this ..."

## Changing Hands

### PROPOSED

■ **WAYE(AM)** Baltimore, Md.: Sold by Coastal Telecommunications Corp. to Mortenson Broadcasting Co. for \$700,000. Seller is owned by Howard Cohen, who has no other broadcast interests. Buyer is owned by Jack Mortenson (president) and family. They also own WHKK(FM) Erlanger and WJMM(FM) Versailles, both Kentucky; WTOF(FM) Canton and WSUM(AM) Parma, both Ohio, and WEMM(FM) Huntington, W.Va. WAYE is daytimer on 860 khz with 1 kw. Broker: Blackburn & Co.

■ **KLOQ(FM)** Lyons, Kan.: Sold by Chief Productions Inc. to Thomas L. Rairdon for

\$400,000. Seller is owned by C. Kay Hutchinson (51%) and wife, Elizabeth (49%). They have no other broadcast interests. Rairdon is Hutchinson, Kan., broadcast consultant. He has no other broadcast interests. KLOQ is on 106.1 mhz with 62 kw and antenna 175 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **WCSH(AM)** Portland, Me.: Sold by Maine Radio and Television Co. to Eastport Broadcasting for \$375,000. Seller is owned principally by Mary R. Thompson, who is also principal owner of WCSH-TV Portland and WLBZ-TV Bangor, Me. She has sold, subject to FCC approval, WLBZ(AM) Bangor (BROADCASTING, April 21). Buyer is owned by ERI Communications Group Inc. (80%) and E.C. Striker and wife, Deborah (20% jointly). ERI Communications is owned by Francis L. Boyle, chairman, and 45 others. It is parent company of Eastman Radio Inc., New York-based radio sales representative. Striker is president and general manager of KTXQ(FM) Fort Worth. ERI owns 50% of WIBX(AM)-WLBQ(FM) Utica, N.Y. Strikers have no other broadcast interests. WCSH is on 970 khz with 5 kw full time.

■ **WTWF(FM)** Moncks Corner, S.C.: Sold by Double R Broadcasting Inc. to Nuance Corp. for \$325,000. Seller is owned by Betty Roper and Carl Roach (50% each). Roper owns WYMB(AM)-WTWE(FM) Manning, S.C. Roach has no other broadcast interests. Buyer is owned by I.S. Leevy Johnson (44.3%), J. Wade Degraffenreidt (29.1%) and Elliott E. Franks (26.6%). Johnson is member of South Carolina house of representatives and is Columbia S.C., attorney. Degraffenreidt owns and operates Carrboro, N.C., car wash. Franks is general manager of WOIC(AM) Columbia, S.C., which buying group owns. Nuance is also applicant for new FM in Columbia. WTWF is on 105.5 mhz with 3 kw and antenna 265 feet above average terrain.

■ **KCYL(AM)-KLTD(FM)** Lampasas, Tex.: Sold by Group VII Broadcasting Inc. to Tafoya Broadcasting Inc. for \$257,000. Seller is owned by Ken Herschel and Dick

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Fain, who have no other broadcast interests. Buyer is owned by Marcella Tafoya (60%) and Drew Ballard (40%), who also own KLFB(AM) Lubbock and KRGT(FM) Hutto, both Texas. Ballard also owns KVMC(AM) Colorado City, Tex. KCYL is on 1450 khz with 1 kw day and 250 w night. KLTD is on 99.3 mhz with 3 kw and antenna 188 feet above average terrain. Broker: Chapman & Associates.

■ Other proposed station sales include: WZEP(AM) DeFuniak Springs, Fla., and KBID(FM) Wichita Falls, Tex. (see "For the Record," page 57).

APPROVED

■ KJAZ(FM) Alameda, Calif.: Sold by Patrick Henry to Lionel Wilson and Ronald Cowan for \$1.4 million (distress sale). Station was designated for hearing in November 1978 after Committee for Open Media filed petition to deny renewal of license, questioning station's promise-versus-performance. Henry has no other broadcast interests. He tried to sell station last February for \$1,675,000 under distress sale policy to Filipino partnership, but sales contract expired without FCC action on transfer. Buyer is owned equally by Wilson, black mayor of Oakland, Calif., and Cowan, Alameda land developer. They have no other broadcast interests. KJAZ is on 92.7 mhz with 1.85 kw and antenna 370 feet above average terrain.

■ KMVI(AM) Wailuku, Hawaii: Sold by Maui Publishing Co. to Obie Broadcasting of Maui Inc. for \$1 million. Seller is owned by J. Walter Cameron Trust, which has no other broadcast interests. Buyer is owned by Obie Communications Corp. (90%) and James D. Torney (10%). Obie Communications is owned by Brian B. Obie, president. Torney is vice president of Obie Communications, which is licensee of KUGN-AM-FM Eugene, Ore., and KAYO(AM) Seattle. KMVI is on 550 khz with 5 kw full time.

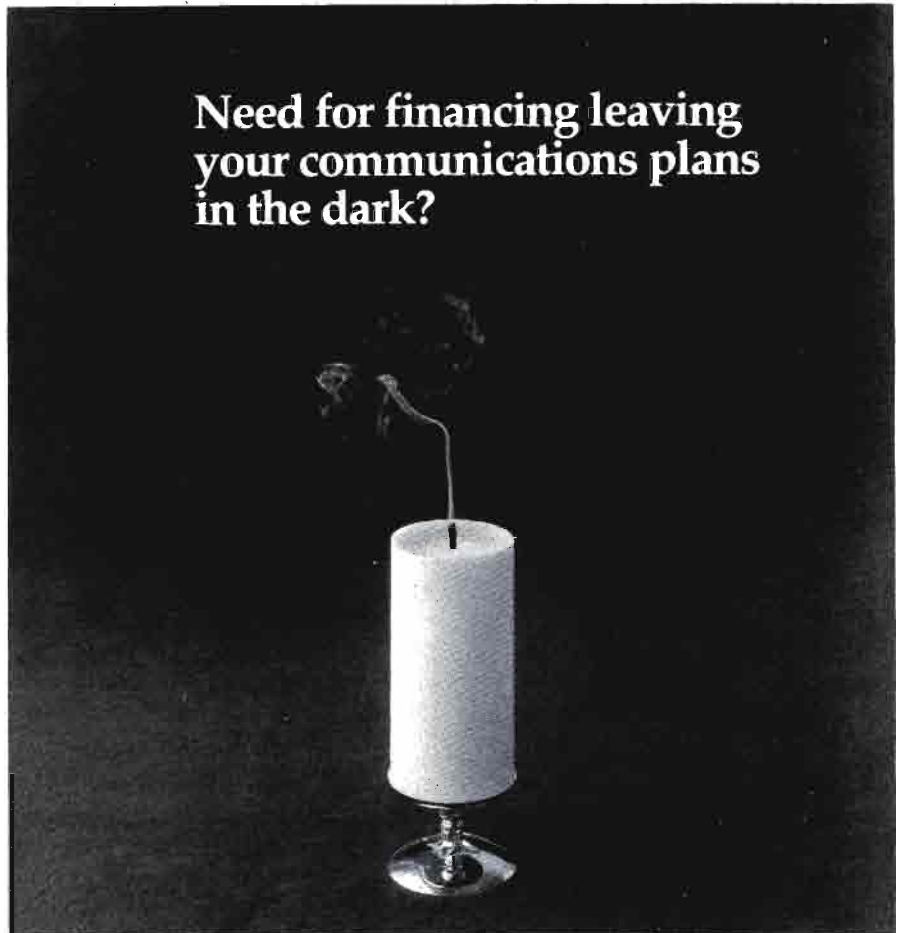
■ WOL(AM) Washington: Sold by Sonderling Radio Corp. to Almic Broadcasting for \$950,000 (distress sale). Station was originally to have been part of Sonderling Broadcasting/Viacom merger approved by FCC last fall (BROADCASTING, Nov. 12, 1979). While merger was pending, station was designated for hearing on allegations that its employees had been involved in plugola and payola. To expedite approval of merger by FCC, WOL was segregated from deal, with then Sonderling president, Egmont Sonderling, and son, Roy, taking over ownership of station. They also retained control of WOPA(AM)-WBMX(FM) Oak Park, Ill. Buyer is group of blacks headed by Dewey Hughes, owner of Hughes Concepts, Washington management consulting firm and production company. None of buyers has other broadcast interests. WOL is on 1450 khz with 1 kw day and 250 w night.

■ KLWW(AM) Cedar Rapids, Iowa: Sold by Black Hawk Broadcasting Co. to Cedar Rapids Broadcasting Co. for \$760,000 as spin-off from Black Hawk Broadcasting-American Family Corp. merger, which is

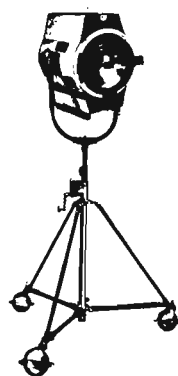
pending FCC approval (BROADCASTING, Oct. 1, 1979). Seller, group of three AM's and three TV's, is owned by 75 private investors. Largest block is held by R. J. McElroy Trust (25%). Robert Buckmaster is chairman and 8% stockholder. Harry Slife is president and 4% stockholder. Buyer is owned by Cowle Enterprises which is owned by G. Dale Cowle, who also owns KASI(AM)-KCCQ(FM) Ames, Iowa; 85% of KQCR(FM) Cedar Rapids; 27.77% of KOKX(AM)-KIMI(FM) Keokuk, Iowa, and 46.3% of KKJO(AM)-KSFT(FM) St. Joseph, Mo. KLWW is on 1450 khz with 1 kw day and 250 w night.

■ WSEN-AM-FM Baldwinsville, N.Y.: Sold by Sentry Communications to Buckley

Broadcasting Corp. for \$700,000. Seller is owned by Roger O'Connor (17.5%), Robert Orenbach (22.5%) and 14 others, none with other broadcast interests. Buyer is owned by Buckley Enterprises which is owned by estate of Richard D. Buckley. Son, Richard Jr., daughter, Martha Ann Buckley Fahnoe, and Bankers Trust Co. are executors. It owns WDRC-AM-FM Hartford, Conn., KGIL(AM) San Fernando, Calif., and KKHI-AM-FM San Francisco. Buckley Jr. is president; Fahnoe is vice president. Buckley Jr. also owns 60% of KGIL-FM San Fernando and KWAV(AM) Monterey, both California. WSEN(AM) is 1 kw daytimer on 1050 khz. WSEN-FM is on 92.1 mhz with 3 kw and antenna 300 feet



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■ Other approved station sales include: KHIL(AM)-KWXC(FM) Willcox, Ariz.; KCON(AM) Conway, Ark.; WRAJ-AM-FM Anna, Ill.; WAWK-AM-FM Kendallville, Ind.; WKOL(AM) Amsterdam and WKYX(AM)-WYUT(FM) Herkimer, both New York; KTUE(AM) Tulia, Tex., and KAAR(AM) Mountlake Terrace, Wash. (see "For the Record," page 57).

CABLE

■ Gulf Cable TV Systems, Troy, Ala.: Sold to Storer Cable Communications Inc. for approximately \$6.5 million. Seller is owned by William R. Chapman, president; brother, Corley Chapman; Robert H. Tolbert, operations manager; Harold Freeman; Ralph Adams; Dessi Gaylard and Frederick Henderson (14.29% each). They

have no other cable interests. Buyer is Miami-based station group owner and MSO with one FM and seven TV's and some 250 systems in 18 states passing approximately one million homes with total subscriber list of 480,000. Gulf Cable serves 14 communities in and around Troy, Ala., and five Florida communities, passing 28,000 homes and subscriber list totalling 12,000.

## For the Record

As compiled by BROADCASTING July 28 through Aug. 1 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### New Stations

#### FM applications

■ Reform, Ala.—REGO Broadcasting Co. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 308 Second Ave. N., Reform 3 5481. Estimated construction cost: \$100,000; first quarter operating cost: \$19,400; revenue: \$22,200. Format: Variety. Principals: L.D. Vail and Margaret M. Ramage (42.5% each) and Charlie Taggart Jr. (15%). Vail is mayor of Reform and owns realty company there. Ramage is associate realtor with Vail's firm. Taggart is Reform insurance agent. They have no other broadcast interests. Ann. July 10.

■ \*Santa Barbara, Calif.—Univ. of Southern California seeks 88.7 mhz, 12 kw, HAAT: 883 ft. Address: University Park, Los Angeles 90007. Estimated construction cost: \$56,000; first year operating cost: \$7,400; revenue: \$56,000. Format: Fine Arts. Principal: Private higher educational institution. It owns KUSC-FM Los Angeles. Ann. June 12.

■ Metropolis, Ill.—Metropolis Communications Inc. seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: Rt. 3, Metropolis 62960. Estimated construction cost: \$184,400; first quarter operating cost: \$37,260; revenue: \$21,000. Format: Beautiful. Principal: Samuel K. Stratemeyer (100%). He is employed at family farm service company in Metropolis and has no other broadcast interests. Ann. June 12.

■ Goodland, Kan.—Goodland Broadcasting Corp. seeks 102.5 mhz, 100 kw, HAAT: 1,010 ft. Address: 60 W. 4th St., St. Paul, Minn. 55102. Estimated construction cost: \$192,700; first quarter operating cost: \$18,175; revenue: \$35,000. Format: MOR. Principal: William J. O'Brien (100%). He is St. Paul investor who is also applying for new FM in Nevada, Mo. Ann. June 12.

■ Scottville, Mich.—West Shore Broadcasting Co. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 958 N. Scottville Rd., Scottville 49454. Estimated construction cost: leased; first year operating cost: \$135,000; revenue: \$153,500. Format: CW/temporary. Principals: Katheryn M. Ziehm (95%) and Elden Stielstra (5%). Ziehm is vice president of father's gas company in Scottville. Stielstra is employed with Scottville

chemical company. They have no other broadcast interests. Ann. June 12.

■ Columbia, N.C.—Columbia Women's Radio Inc. seeks 105.7 mhz, 100 kw, HAAT: 256 ft. Address: P.O. 589 Davidson, N.C. 28036. Estimated construction cost: \$117,478; first quarter operating cost: \$14,250; revenue: \$80,000. Format: Easy listening. Principals: Regina F. Scruggs and Joyce C. McCune (50% each). Scruggs is music director for WDAV(FM) Davidson, N.C. McCune is Statesville, N.C. advertising representative. They have no other broadcast interests. Ann. June 12.

■ Belpre, Ohio—Family Broadcasting Services Inc. seeks 107.1 mhz, 2.2 kw, HAAT: 346 ft. Address: 302 Fourth St., Belpre 45714. Estimated construction cost: \$11,300 plus leasing costs; first quarter operating cost: \$18,000; revenue: not given. Format: MOR. Principals: Martha D. Kent (96%) and two others. Kent is 50% owner of Chattanooga business furniture company. She has interest in applicant for new UHF at Lakeland, Fla. Her husband, Morton J. Kent is 24% owner of applicant for new UHF at Tallahassee, Fla. and also has interest in applicant for new UHF at Murfreesboro, Tenn. Ann. June 12.

#### TV applications

■ Mobile, Ala.—Providence Journal Broadcasting Corp. seeks ch. 21; ERP: 2937 kw vis., 293.7 kw aur., HAAT: 1,628 ft., ant. height above ground: 1,629 ft. Address: 75 Fountain St., Providence, R.I. 02902. Estimated construction and first-quarter operating costs: \$5 million; revenue: not given. Legal counsel: Dow Lohnes & Albertson, Washington; consulting engineer: Atlantic Research Corp., Alexandria, Va. Principals: Providence Journal Co. (100%). It is Providence R.I.-based newspaper publisher. Michael Metcalf is president and .08% owner. It owns WPHL-TV Philadelphia and WEAN(AM)-WPJB(FM) Providence. It also owns cable subsidiary with systems in Vermont, New York, Massachusetts, Pennsylvania, Florida and Rhode Island. Metcalf and family own WCKS(FM) Cocoa Beach, Fla. Ann. July 8.

■ West Point, Miss.—Venture Systems Inc. seeks ch. 27; ERP: 2020 kw vis., 202 kw aur., HAAT: 1,680 ft., ant. height above ground: 1,593 ft. Address: Rt. 1, Box 150 Brandon, Miss. 39042. Estimated construction cost: \$1.9 million; first-year operating cost: \$200,000; revenue: \$600,000. Legal counsel: Seymour M. Chase, Washington; consulting engineer: Steel, Andrus & Assoc., Washington. Principals: John D. Dyer (50%), Lewis C. Hopper and wife, Barbara (10% each), their sons David (20%) and Richard (10%). Dyer is Houston, Miss. physician and principal owner of hospital there. Hoppers own Brandon, Miss., communications consulting firm. Richard and David own Brandon farm. Lewis owns one-third of WLIN(AM) Jackson, Miss. Rest have no other broadcast interests. Ann. July 8.

■ Kannapolis, N.C.—Focus Broadcasting of Kannapolis Inc. seeks ch. 64; ERP: 1649 kw vis., 164 kw aur., HAAT: 1,200 ft.; ant. height above ground: 1,119 ft. Address: One American Plaza Suite 314 Evanston Ill. 60201. Estimated construction cost: \$2.7 million first-quarter operating cost: \$177,500; revenue: undetermined. Legal counsel: Midlen & Reddy, Washington; consulting engineer: E. Harold Munn & Assoc., Coldwater, Mich. Principals: Joon Chung, president,

(6.14%) and 21 others. Chung and others have varying interests in applicants for new UHF's in Washington and Joliet, Ill. He is 10% owner of Evanston, Ill., marketing, advertising, public relations and graphic designing firm. Ann. July 8.

#### AM actions

■ \*McGrath, Alaska—Kuskokwim Public Broadcasting Corp. granted 870 khz, 5 kw-D, 1 kw-N. Address: P.O. Box 164, McGrath 99627. Estimated construction cost \$106,000; first year operating cost \$332,742; revenue \$221,742. Principal: Applicant is nonprofit corp., Michael Harrington is president (BP-790417AH) Action July 17, 1980.

■ Cabot, Ark.—Cabot Broadcasting granted 1350 khz, 500 w-D. Address: P.O. Box 724, Cabot 72023. Estimated construction costs \$4,975; first quarter operating cost \$6,000; revenue \$50,000. Format: Standard Pops. Principals: David J. Philipps and Raymond W. Loewy, both 50%. Philipps is consulting engineer in Little Rock, Ark. and Loewy is owner of commercial electronics firm in Little Rock. Neither have other broadcast interests. (BP-790821AF) Action July 22, 1980.

■ Yellville, Ark.—Adams Broadcasting Co. granted 1530 khz, 500 w-D. P.O. address: Box 759, Yellville 72687. Estimated construction cost \$31,362; first-year operating cost \$54,701; revenue \$70,000. Format: C&W. Principals: John C. Adams, Donald J. Adams (brothers), David E. Doshier and Roscoe E. Jefferson (25% each). J. Adams owns local insurance firm. D. Adams is attorney. Doshier is accountant. Jefferson is farmer. (BP-21, 137) Action July 10, 1980.

■ \*Austin, Minn.—Independent School District No. 492 granted 91.3 mhz, 100 w, HAAT: 130 ft. Address: 1900 8th Avenue N.W., Austin 55912. Estimated construction cost \$11,688; first-year operating cost \$3,000. Principal: Applicant is school board that also owns KAVT-TV Austin (BPED-79071AC). Action July 1.

■ Aberdeen, N.C.—Aberdeen Broadcasters Inc. granted 1350 khz, 2.5 kw-D. P.O. address: 836 Dunn Road, Fayetteville, N.C. 28301. Estimated construction cost \$121,000; first-year operating cost \$70,000; revenue \$100,000. Format: variety. Principals: William E. Tart (70%) and Gene Sheffield Wells (30%). Tart is principal of WFLB(AM) Fayetteville. Wells owns electronics firm there. (BP-20,836). Action July 17, 1980.

■ \*Bismark, N.D.—Prairie Public TV Inc. granted 90.5 mhz, 100 kw, HAAT: 1250 ft. Address: 4500 South Univ. Dr. Fargo, N.D. 58103. Estimated construction cost \$257,301; first year operating cost \$172,800; revenue \$2,069,011. Format: educational. Principal: Nonprofit organization. Dennis Falk is president (BPED-800114AE). Action July 1.

■ \*Frost, W.Va.—Pocahontas Comm. Cooperative granted 1370 khz, 1 kw-D. Address: Box 86 Marlinton W. Va. 24954. Estimated construction costs \$213,000; first year operating cost \$50,000; revenue \$213,000. Format: educational. Principal: Omar Bowyer is president of this nonprofit organization devoted to educational purposes (BP-800108AH). Action July 9, 1980.

#### FM actions

■ Yankton, S.D.—Sorenson Broadcasting Corp. granted 100.3 mhz, 30 kw, HAAT: 260 ft. Address: Box



309, 106 W. Capitol, Pierre, S.D. 57501. Estimated construction cost \$65,051; first-year operating cost \$12,000; revenue \$84,000. Format: standards/contemporary; Principals: Dean P. Sorenson and Thomas J. Simmons (50% each). They also own equally KCCR(AM) Pierre. KYNT(AM) Yankton and KWAT(AM)-K1XX(FM) Watertown, all South Dakota, and KOZY(AM) Grand Rapids, Minn. (BPH-790518AD) Action July 16, 1980.

■ Seymour, Tex.—Floyd Broadcasting Inc. Granted CP for new FM station on 94.3 mhz, ch. 232A ERP 3 kw (H&V), antenna height 110 ft. (H&V); conditions (BPH-790821AE).

■ Cornell, Wis.—Stewards of Sound Radio Co. granted 680 khz, 2.5 kw-D. P.O. address: Box 141, Chippewa Falls, Wis. 54729. Estimated construction cost \$50,500; first-year operating cost \$12,000; revenue \$30,000. Format: MOR. Principals: Warren and Mabel Steward own WWIB(AM) Ladysmith, Wis (BP-20,480). Action July 8.

### TV actions

■ West Palm Beach, Fla.—Wilshire Corp. granted ch. 61: ERP 830 kw vis., 164 kw aur., HAAT 480 ft., ant. height above ground 499 ft. Address: P.O. Box 2291 Palm Beach 33480. Estimated construction cost \$715,000; first-year operating cost \$250,000; revenue \$965,000. Legal counsel: Midlen & Reddy, Washington; consulting engineer: E. Harold Munn Jr. Principals: John B. Stetson Co. (50%), Bernard J. Harris and Stanley Franks (25% each). Both are real estate developers; Harris owned, until 1967, WQXT-AM-FM Palm Beach, Fla. None has current broadcast interests. (BPCT-780907KP). Action July 14, 1980.

■ \*Garden City, Kan.—Board of Trustees Garden City Comm. Jr. College granted ch. 9; ERP 316 kw vis., 31.6 kw aur., HAAT 4270 ft., ant. height above ground 1309 ft. Address: 401 Campus Dr. Suite 107 Garden City 67846. Estimated construction cost \$2,162,600; first-year operating cost \$300,000; revenue \$2,200,000. Legal counsel: Thomas Cannon Esq. Garden City consulting engineer: A.D. Ring & Assoc. Principals: Applicant is nonprofit educational institution. Bryce Frederick is chairman of board of trustees. Dr. Thomas F. Saffel is president of college. They have no other broadcast interests. (BPET-800108KT). Action July 3.

■ Alexandria, La.—Cypress Comm. Corp. granted ch. 31; ERP 1000 kw vis., 132.7 kw aur., HAAT 1360 ft., ant. height above ground 1321 ft. Address: 2001 MacArthur Dr., Alexandria 71301. Estimated construction cost \$1,992,000; first-year operating cost \$634,430; revenue \$1,862,700. Legal counsel: Sells and Gregory, Wash., D.C.; consulting engineer: Steel, Andrus, Wash., D.C. Principals: James C. Richards (22%) and seven others, none of whom have any other broadcast interests. Richards was vice president and general manager of KWYL(AM) Alexandria through Sept. 1979. (BPCT 79103KG). Action July 17, 1980.

■ Albuquerque, N.M.—Galaxy-Southwest Television granted CP for new TV station on 470-476 mhz, ERP: 490 kw, max ERP: 1410 kw, ant. height 4190 ft.; conditions (BPCT-781010KE). Action May 29.

■ \*Lima, Ohio—Greater Toledo Educational TV Foundation granted 90.7 mhz, 50 kw, HAAT: 420 ft. Address: 415 N. St. Clair St. Toledo, Ohio 43604. Estimated construction cost \$181,011; first year operating cost \$22,500; revenue none. Format: Educational. Principal: Group is nonprofit educational organization affiliated with Toledo Public School System. Dr. Donald Steele Jr. is superintendent (BPED-800109AF). Action July 16, 1980.

■ Richmond, Va.—Neighborhood Communications Corp. granted CP for new TV station on ch. 35; ERP: 2340 kw, max ERP: 3090 kw, ant. height: 740 ft. conditions (BPCT-5151).

### License:

■ WIXV(FM) Front Royal, Va.

## Ownership Changes

### Applications

■ WZEP(AM) Defuniak Springs, Fla. (AM: 1460 khz, 1 kw-D)—Seeks assignment of license from Leonard S. Zepp to Holmes Valley Broadcasting Systems for \$150,000. Seller: Zepp has no other broadcast interests. Buyer: Larry H. Land, wife Myra, brother Wayne and his wife, Melissa (25% each). Larry owns Vernon, Fla., grocery store. Wayne is Chipley,

Fla., school teacher. Melissa and Myra are housewives. They have no other broadcast interests. Ann. July 29.

■ WCSH(AM) Portland, Me. (AM: 970 khz, 5 kw-U)—Seeks assignment of license from Maine Radio and Television Co. to Eastport Broadcasting for \$375,000. Seller principal: Mary R. Thompson who is also principal owner of WCSH-TV Portland and WLBZ-TV Bangor, Me. She has sold, subject to FCC approval, WLBZ(AM) Bangor (BROADCASTING, April 21). Buyer: ERI Communications Group Inc. (80%) and E.C. Striker and wife, Deborah (20% jointly). ERI Communications is owned by Francis L. Boyle (chairman) and 45 others. It is parent company of Eastman Radio Inc., New York-based radio sales representative. Striker is president and general manager of KTXG(FM) Fort Worth, Tex. Deborah is housewife. ERI owns 50% of WIBX(AM)-WLBQ(FM) Utica, N.Y. Strikers have no other broadcast interests. Ann. July 29.

■ WTWF(FM) Moncks Corner, S.C. (FM: 105.5 mhz, 3 kw)—Seeks assignment of license from Double R Broadcasting Inc. to Nuance Corp. for \$325,000. Seller: Betty Roper and Carl Roach (50% each). Roper owns WYMB(AM)-WTWE(FM) Manning, S.C. Roach has no other broadcast interests. Buyer: I.S. Leevy Johnson (44.3%), J. Wade Degraffenreid (29.1%) and Elliott E. Franks III (26.6%). Johnson is member of South Carolina House of Representatives, and Columbia, S.C., attorney. Degraffenreid owns and operates Carrboro, N.C. car wash. Franks is general manager of WOIC(AM) Columbia, S.C. Nuance is license of WOIC and applicant for new FM in Columbia. Ann. July 29.

■ KBID(FM) Wichita Falls, Tex. (FM: 92.9 mhz, 100 kw)—Seeks transfer of control of Mustang Broadcasting Co. from Rex M. Lester (20% before; none after) to Vernon Buck et al (33% before; 50% after). Consideration: \$6,000. Principals: Lester has no other broadcast interests. Buck is president of station. Other three transferees, Paul Teague, Lloyd Sutton and James Warman are partners in Wichita Falls industrial hardware distribution company. They will each own 1/6 of station after transfer. Four have no other broadcast interests. Ann. June 23.

### Actions

■ KHIL(AM)-KWXC-FM Willcox, Ariz. (AM: 1250 khz, 5 kw-D; FM: 93.8 mhz, 3 kw)—Granted assignment of license from Coppertone Communications Inc. to Rex K. Jensen for \$340,000. Seller: Burkett H. Wamsley and wife, Elizabeth (48% each) and William Wiseman Jr. (4%). They have no other broadcast interests. Buyer: Jensen owns 52% of KDXT(FM) Missoula, Mont. He is applicant for new FM at Cortez, Colo. Action July 28.

■ KCON(AM) Conway, Ark. (AM: 1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Conway Broadcasting Co. to KCON Broadcasting Co. for assumption of liabilities (\$337,000 plus interest). Seller: Gerald Keith and Paul Coates (29% each), J.W. Rowe (21%) and Yancey Reynolds (20%). Keith and Coates own 10% and 7% (respectively) of KXAR(AM) Hope and 25% and 15% (respectively) of KBJT(AM)

Fordyce, Ark. Buyer: Madge Clayton (35%); Billy E. Johnson (25%); wife Rosanne (20%); Adair S. Howell, and Paul W. Logan (10% each). Clayton is former president and principal owner of KCON. Johnson is Conway banker. Rosanne Johnson is housewife. Howell is sales representative with KCON. Logan is reporter for KCON. They have no other broadcast interests. Action July 25.

■ KMVI(AM) Wailuku, Hawaii (AM: 550 khz, 5 kw-U)—Granted assignment of license from Maui Publishing Co. to Obie Broadcasting of Maui Inc. for \$1 million. Seller: Principally owned by J. Walter Cameron Trust which has no other broadcast interests. Buyer: Obie Communications Corp. (90%) and James D. Torney (10%). Obie Communications is owned principally by Brian B. Obie. He is president and Torney, vice president of Obie Communications, licensee of KUGN-AM-FM Eugene, Ore. and KAYO(AM) Seattle. Action July 28.

■ WRBJ-AM-FM Anna, Ill. (AM: 1440 khz, 500 w-D; FM: 92.7 mhz, 3 kw)—Granted assignment of license from Anna Broadcasting Co. to Union Broadcasting for \$300,000. Seller: Donald C. Michel who has no other broadcast interests. Buyer: Eugene F. Stratemeyer (51%) and wife Charlene (49%). They own Metropolis, Ill., farm and farm service company which sells agricultural related supplies and equipment. They have no other broadcast interests. Action July 28.

■ WAWK-AM-FM Kendallville, Ind. (AM: 1140 khz, 250 w-D; FM: 93.3 mhz, 37 kw)—Granted transfer of control of Noble-Dekalb Bdcg. Co. Inc. from Paul King (50% before; none after) to Fred Manahan (50% before; 100% after). Consideration: \$170,000. Principals: Both principals have been part owners of station since 1957. King is selling all of his interest in station to Manahan who will then own station outright. Principals have no other broadcast interests. Action July 28.

■ KLWW(AM) Cedar Rapids, Iowa (AM: 1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Black Hawk Broadcasting Co. to Cedar Rapids Broadcasting Co. for \$760,000. Instant application is spin off of Black Hawk Broadcasting-American Family Corp. merger, pending FCC approval (Broadcasting, Oct. 1, 1979). Seller: Group owner of three AM's, three TV's. Robert Buckmaster is chairman. Harry Slife is president. Buyer: Cowle Enterprises which is owned by G. Dale Cowle, Ames, Iowa-based veteran broadcaster. He owns KASI(AM)-KCCQ(FM) Ames, 85% of KQCR(FM) Cedar Rapids and 27.77% KQKX(AM)-KIMI(FM) Keokuk, all Iowa and 46.3% KKJO(AM)-KSFT(FM) St. Joseph, Mo. Action July 28.

■ WKOL(AM) Amsterdam, N.Y. (AM: 1570 khz, 1 kw-D)—Granted assignment of license from WKOL Inc. to Jedco Broadcasting Corp. for \$300,000. Seller: Joseph Sabatino and Manual N. Panosian. Panosian is principal owner of WIQT(AM)-WQTX(FM) Horseheads, N.Y. Buyer: Edward Stanley, regional manager of Radio Shack in Columbus, Ohio. He has no other broadcast interests. Action July 29.

■ WSEN-AM-FM Baldwinsville, N.Y. (AM: 1050 khz, 1 kw-D, DA; FM: 92.1 mhz, 3 kw)—Granted

## Summary of Broadcasting

### FCC tabulations as of June 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,554	3	0	4,557	119	4,676
Commercial FM	3,214	2	0	3,216	152	3,368
Educational FM	1,049	0	1	1,050	92	1,142
Total Radio	8,817	5	1	8,823	363	9,186
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	76	305
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1,013	100	1,113
FM Translators	317	0	0	317	174	491
TV Translators						
UHF	2,538	0	0	2,538	190	2,728
VHF	1,304	0	0	1,304	422	1,726

\*Special temporary authorization

\*\*Includes off-air licenses

assignment of license from Sentry Communications to Buckley Broadcasting Corp. for \$700,000. Seller: Roger O'Connor (17.5%), Robert Orenbach (22.5%) and 14 others with 10% or less. Neither O'Connor nor Orenbach has other broadcast interests. Buyer: Buckley Enterprises, owned by estate of Richard D. Buckley, Son Richard, Jr. and daughter Martha Ann Buckley Fahnoc and Bankers Trust Co. are executors. It owns WDRC-AM-FM Hartford, Conn., KGIL(AM) San Fernando, Calif., and KKHI-AM-FM San Francisco. Richard Buckley Jr. is president. Martha Ann Buckley Fahnoc is vice president. Richard Buckley Jr. owns 60% of both KGIL-FM San Fernando and KWAV(AM) Monterey, both California. Action July 28.

■ **WKYX(AM)-WYUT-FM** Herkimer, N.Y. (AM: 1420 khz, 1 kw-D; FM: 92.7 mhz, 3 kw)—Granted assignment of license from Robert E. Kassi and wife, Frances, to Elton L. Spitzer (70%), Daniel Blume, Eugene W. Gugig, Murry Abramowitz and Samuel L. Barstein (7.5% each) for \$450,000. Kassi is president and has part interest in applicant to purchase WFAK(AM) Farrell-Sharon—WFAK-FM Sharpville, both Pennsylvania (BROADCASTING, Aug. 4). Spitzer is vice president, station manager and 38% owner of WLIR(FM) Garden City, N.Y. He also owns 42% of WGRC(AM) Spring Valley, N.Y. Blume is Hartford, Conn., attorney. He owns 8% of WLIR and 12% of WGRC. Gugig is vice president, general manager and 20% owner of WGRC. Abramowitz is Long Island, N.Y., accountant with 5% interest in WGRC. Barstein is general sales manager of WLIR with 9% interest in WGRC.

■ **KTUE(AM)** Tulia, Tex. (AM: 1260 khz, 1 kw-D)—Granted assignment of license from Cardiff Broadcasting Co. to JMcC Broadcasting Inc. for \$165,000. Seller: Cardiff Industries, publicly owned publishing and cable TV company, which owns KRDF-FM Spearman, Tex. V. L. Patterson is president. Buyer: Jimmy R. McClelland. He owns farm machinery repair co. and movie theater, both Tulia. He is applicant for new FM in Tulia. Action July 25

■ **KAAR(AM)** Mountlake Terrace, Wash. (AM: 1510 khz, 250 w-D)—Granted assignment of license from Mount-Ed-Lynn Inc. to Radio Northwest Broadcasting Co. for \$32,000. Seller: Elliott Boisen, president, and 10 others, none of whom has other broadcast interests. Buyer: David K. Brazier and Richard and Margaret Cole (20% each) and four others. Brazier owns Seattle 7-Eleven store. Cole is Edmonds, Wash., attorney. Margaret Cole is Seattle certified public accountant. They have no other broadcast interests. Ann. July 16.

## Facilities Changes

### AM actions

■ **KADL(AM)** Pine Bluff, Ark.—Granted CP to make changes in ant. sys. (BP-800125AQ). Action July 10.

■ **KCMJ(AM)** Palm Springs, Calif.—Granted CP to change frequency to 1140 khz, increase powers 10 kw, 5 kw; change TL 1.2 miles N of Vista Chino on Sunrise Way, Palm Springs (day); TL 1.0 mile N of Ramon Road, on DaVall Drive, near Palm Springs (night); install new trans. conditions (BP-790313AB). Action July 21.

■ **KHVH(AM)** Honolulu—Granted CP to make changes in ant. sys. change TL to 331F Kamani St., Honolulu; change SL and remote control location to 1060 Bishop Street, Honolulu; change type trans. (BP-781108AJ). Action July 9.

■ **WKXI(AM)** Jackson, Miss.—Granted CP to make changes in ant. sys., change TL to Beasley Rd., 0.3 mile W of North State St., Jackson; increase height of tower and decrease ant. input power; condition (BP-800527AR). Action July 9.

■ **KOLO(AM)** Reno, Nev.—Granted CP to make changes in ant. structure, change TL to West side Pyramid Way, 1.3 miles N of B St., Sparks, Nev.; conditions (BP-791210AA). Action July 2.

■ **KRZE(AM)** Farmington, N.M.—CP to change TL approximately 8.2 miles northeast of Farmington, change studio and remote control location to 2802 East 2nd Street, Farmington; condition (BP-800521AJ). Action July 18.

■ **KWOK(AM)** Wagoner, Okla.—Granted CP to increase power to .115 kw; install new trans. conditions (BP-790619AB). Action July 3.

### FM Actions

■ **KJYK(FM)** Tucson, Ariz.—Granted mod. of CP to decrease ant. height 90 ft. and utilize ant. supporting structure with FM station KTKT-FM, conditions (BMPH-800527AP). Action July 15.

■ **KIQO(FM)** Atascadero, Calif.—Granted CP to increase ERP 5.6 kw, ant. height 1400 ft., make changes in ant. sys., specify SL one mile N of 14350 Atascadero Road, Atascadero (BPH-790726AH). Action July 16.

■ **KTED(FM)** Fowler, Calif.—Granted mod. of CP to change main SL to Kings Canyon Blvd., and Argyle Street, Unincorporated township (BMPH-800711AC). Action July 15.

■ **\*KAZU(FM)** Pacific Grove, Calif.—Granted CP to change TL to Divisadero Street, Termination Forest Hill, Monterey, Calif. make changes in ant. sys., ERP 4.8 kw ant. height 340 ft. (BPED-790720AB). Action June 20

■ **\*KSPB(FM)** Pebble Beach, Calif.—Granted CP to change frequency to 91.9 mhz; TL 4040 Sunset Lane, Pebble Beach; ERP 115 kw ant. height 470 ft. and make changes in ant. sys. conditions (BPED-790924AB). Action July 21.

■ **KOKQ(FM)** Seaside, Calif.—Granted CP to change ERP 910 W ant. height 570 ft TPO 1.1 kw (BPH-800225AC). Action July 10

■ **\*WHCI(FM)** Savannah, Ga.—Granted CP to increase ERP 1.5 kw ant. height 145 ft., change TL Wright Hall, next to water tower, Savannah (BPED-800102BJ). Action July 21

■ **\*WRFT(FM)** Indianapolis—Granted CP to make changes in ant. sys.; change ERP 13 kw, ant. height 180 ft.; conditions (BPED-790815AE). Action July 3.

■ **WKYQ(FM)** Paducah, Ky.—Granted CP to make changes in ant. sys., change type trans. and ant. SL 504 Kentucky Ave., Paducah; increase ERP 89 kw, decrease ant. height 360 ft change TPO; conditions (BPH-800304AQ). Action July 9.

■ **WRLM-FM** Taunton, Mass.—Granted CP to change ERP 30 kw make changes in ant. sys., change TL to Pine Street, Rehoboth Town, Mass. conditions (BPH-800104AL). Action July 15

■ **WKXA-FM** Brunswick, Me.—Granted CP to decrease ERP 50 kw, increase ant. height 500 ft., make changes in ant. sys., install new ant. condition (BPY-790423AT). Action July 1

■ **KMJM(FM)** St. Louis—Granted CP to make changes in ant. sys., decrease ant. height 490 ft., retain existing trans. and ant. sys. for aux. purposes (BPH-800508AH). Action July 15

■ **WOBR-FM** Wanchese, N.C.—Granted CP to increase ant. height 300 ft. and make changes in ant. sys., conditions (BPH-790924A). Action July 17

■ **WSEN-FM** Baldwinville, N.Y.—Granted CP to utilize present trans. as aux. to be located at main TL decrease ERP 2.2 kw, ant. height 300 ft. and change TPO for purposes only; conditions (BPH-800321AD). Action July 16

■ **WSEN-FM** Baldwinville, N.Y.—Granted CP to make changes in ant. sys., change type trans.; install new ant. and change TPO; conditions (BPH-800321AC). Action July 16.

■ **WCLI-FM** Corning, N.Y.—Granted CP to make changes in ant. sys., change type trans., change type ant., increase ERP 40 kw, decrease ant. height 530 ft. and change TPO; conditions (BPH-800317AR). Action July 15.

■ **\*WCVF-FM** Fredonia, N.Y.—Granted CP to increase ERP 13 kw ant. height —115 ft (BPED-791226CK). Action July 3.

■ **WCMF(FM)** Rochester, N.Y.—Granted CP changing TL Pinnacle Hill, Brighton, N.Y., increase ant. height 450 ft. ERP 20 kw; and make changes in ant. sys.; conditions (BPH-800617AK). Action July 15.

■ **WTLB-FM** Utica, N.Y.—Granted CP to increase ERP 50 kw (H), ant. height 500 ft. (H); and make changes in ant. sys. condition (BPH-791010A1). Action July 1.

■ **WMMR(FM)** Philadelphia—Granted CP to make changes in ant. sys., change type ant., increase ERP 29 kw, increase ant. height 670 ft., and change TPO; conditions (BPH-800320AE). Action July 17

■ **WMMR(FM)** Philadelphia—Granted CP to install new aux. ant., increase ERP 17 kw (H), 5.5 kw (V); make changes in ant. sys., and change TPO for aux. purposes only; conditions (BPH-800320AF). Action July 17.

■ **\*WJMF(FM)** Smithfield, R.I.—Granted CP to change frequency to 88.7 mhz, CH-204, ERP 225 W, ant. height 130 ft. (H&V); and make changes in ant. sys.; conditions (BPED-790928AD). Action July 3.

■ **\*WCEW(FM)** Charleston, S.C.—Granted mod. of CP to make changes in ant. sys. decrease ERP 7.73 W (H), ant. height 62 ft. (H), and change TPO (BMPED-800321AF). Action July 16.

■ **WCOR-FM** Lebanon, Tenn.—Granted CP to increase ERP 100 kw ant. height 730 ft., change TL to .4 mile W of Lone Oak Road, .2 mile SW of Gradeville, Tenn., and make changes in ant. sys., condition (BPH-800214AH). Action July 15

■ **KAZI(FM)** Austin, Tex.—Returned as requested application for a CP to change trans. site, SL, ant. height and ERP (ARN-791217AP). Action July 18.

■ **KRCT(FM)** Ozona, Tex.—Granted CP to make changes in ant. sys., change TL to 4 miles East of Ozona; decrease EP 1.5 kw; increase ant. height 300 ft., change type trans. and ant., change TPO and operate trans. by remote control from main SL 605 12th Street, Ozona (BPH-791023AE). Action July 10.

■ **KVWC-FM** Vernon, Tex.—Granted CP to change ERP 730 kw (H), ant. height 140 ft. (H); and make changes in ant. sys., conditions (BPH0791009AK). Action July 14.

■ **\*KAOS(FM)** Olympia, Wash.—Granted CP to make changes in ant. sys., change TL and SL to The Evergreen State College, Olympia; change type trans. and ant., increase ERP 1.86 kw and ant. height -19 ft. (BPED-790328AX). Action July 1

### TV actions

■ **KCBA(TV)** Salinas, Calif.—Granted mod. of CP to change ERP 1070 kw (V), 132 kw (A); ant. height 2430 ft., change TL to Fremont Park, approximately 9 miles NE of city; conditions (BMPCT-800414KE). Action July 28.

■ **KRDO-TV** Colorado Springs—Granted CP to increase ERP 91 2 kw, max ERP 282 kw, ant. height 2140 ft., install new trans. and utilize existing trans. for aux. purposes only; conditions (BPCT-800410KK). Action July 22

■ **WGSP-TV** Washington—Granted mod. of CP to change ERP 1860 kw, max ERP 2450 kw, ant. height 570 ft., change TL to NW corner 9th and Peabody, Washington; type trans. (BMPCT-800411KH). Action July 10.

■ **WAWS(TV)** Jacksonville, Fla.—Granted mod. of CP to change ERP 1260 kw, max ERP 2000 kw, antenna height 990 ft., studio location Jacksonville; type trans. and ant. (BMPCT-800130KK). Action July 10.

■ **WHAS-TV** Louisville, Ky.—Granted mod. of CP to change ERP to 13 3 kw (A) (BMPCT-800414KF). Action July 28.

■ **KLFY-TV** Lafayette, La.—Granted CP to change ERP 170 kw, max ERP 316 kw, ant. height 1740 ft., change type ant. (BPCT-791231KG). Action July 28.

■ **\*KAVT-TV** Austin, Minn.—Granted CP to change ERP 724 kw, max ERP 1230 kw, ant. height 380 ft.; change TL, type trans. and ant. (BPET-790604KG). Action July 3.

■ **KOUS-TV** Hardin, Mont.—Granted mod. of CP to change ERP 91.2 kw, max ERP 91.2 kw, ant. height 1060 ft., change SL to West Third Street, Hardin; make changes in ant. structure (BMPCT-800410KI). Action July 28.

■ **\*WXXI(TV)** Rochester, N.Y.—Granted mod. of CP to change ERP 912 kw, max ERP 1230 kw, ant. height 500 ft.; change trans. and make changes to ant. sys., conditions (BMPET-800515KI). Action July 28.

■ **WOLE-TV** Aguadilla, P.R.—Granted CP to change ERP 316, max ERP 316 kw, ant. height 1250 ft., TL Pico Atalaya, SE of Rincon, P.R.; type trans. and ant., condition (BPCT-800411KF). Action July 18.

■ **\*WIBB(TV)** Conway, S.C.—Granted mod. of CP to change ERP 851 kw, max ERP 1740 kw, ant. height 820 ft., type ant. and trans. (BMPET-800319KI). Action July 22.

■ **\*WRTS-TV** Spartanburg, S.C.—Granted mod. of CP to change ERP 832 kw, max ERP 1740 kw, ant. height 970 ft., change TL; change type trans. and ant. (BMPET-800319KJ). Action July 22.

■ **\*WHLA-TV** La Crosse, Wis.—Granted CP to reduce Aural ERP to 5.5 kw (BMLET-800512KF). Action July 22.

■ **\*WHWC-TV** Menomonie, Wis.—Granted CP to



reduce Aural ERP to 5.5 kw (BMLET-800512K1). Action July 22.

■ \*WLEF-TV Park Falls, Wis.—Granted CP to reduce Aural ERP to 5.5 kw (BMLET-800412KE). Action July 22.

## In Contest

### FCC decisions

■ FCC has denied Midwest St. Louis Inc.'s application for new television station on Ch. 24 St. Louis as well as its request for oral argument to reargue its case. In denying Midwest's application, FCC pointed out that ALJ Joseph Stirmer had found that Midwest had been grossly dilatory in amending its application and had failed to make required threshold showing of good cause which is prerequisite for consideration of its engineering amendments. Therefore, it said, amendments were properly rejected. Action July 24.

■ FCC has granted application of Lower Cape Communications Inc. for new educational FM station to operate on 91.9 mhz at Provincetown, Mass. It denied objections of Seashore Broadcasting Company Inc., licensee of WVLC(AM)-WLOM(FM), Orleans, Mass. Action July 23.

■ FCC has renewed license of Educational Broadcasting Corp. (EBC) for \*WNET(TV) Newark, N.J. FCC said it expected EBC to take steps to ensure prompt and complete implementation of its proposal to establish facilities in Newark to fulfill its obligations to its city of license, and extended deadline for completion from Feb. 1 to June 1, 1981, expiration date of license. Action July 31.

■ FCC has waived its interference rules to permit acceptance of application by South County Community College District-Chabot College to construct new non-commercial educational FM station on 89.9 mhz at Hayward, Calif. Proposed operation would cause interference to first adjacent channel Class B station KFJC(FM) on 89.7 mhz at Los Altos, Calif. Action June 20.

### Designated for hearing

■ Broadcast Bureau designated for hearing competing applications of Everybody's Mood Inc. and Hilltop Radio Inc. for new FM station on 100.1 mhz West Salem, Wis. to determine whether Hilltop misrepresented availability of trans. site in its application and, if so, effect on applicant's qualifications; whether Hilltop is financially qualified; which proposal would better serve public interest; and which application should be granted (BC Docket Nos. 80-413-14, BPH-780929AP, 790328AE). Action July 2.

■ Broadcast Bureau designated for hearing competing applications of Grants Pass Broadcasting Co. and Lindavox for new FM station on 96.9 mhz at Grants Pass, Ore. to determine if Lindavox is financially qualified; which proposal would better serve public interest; and which, if either, application should be granted (BC Docket Nos. 80-352-53, BPH-10877, 780719AA). Action June 20.

■ Broadcast Bureau designated for hearing competing applications of Tampa Broadcasting Corp., Family Television Corp. and Suncoast Telechoice Inc. for new commercial TV station on Ch. 28 Tampa, Fla. to determine whether Tampa and Suncoast are financially qualified; Suncoast's ascertainment efforts; whether Tampa's proposed tower height and location would constitute hazard to air navigation; whether Tampa's proposed SL will violate rules and, if so, if proposed location is in public interest; which proposal would best serve public interest; and which application should be granted (BC Docket Nos. 80-385-87, BPCT-5101, 5102, 5103). Action June 27.

■ Broadcast Bureau designated for hearing competing applications of Tehachapi Broadcasting and Anglin Broadcasting for new FM station on 103.1 mhz Tehachapi, Calif. to determine which proposal would better serve public interest; and which application should be granted (BC Docket Nos. 80-354-55, BPH-790214AG, 790808AD). Action June 25.

■ Broadcast Bureau designated for hearing competing applications of Valley FM Radio and Mann Broadcasting Co. for new FM station on 103.9 mhz Taft, Calif. to determine which proposal would better serve public interest; and which application should be granted (BC Docket Nos. 80-379-80, BPH-790308AH, 790730AA). Action June 26.

■ Broadcast Bureau designated for hearing competing applications of Van Buren Community Service Broadcasters Inc. and Crawford County Communications Inc. for new FM station on 102.3 mhz Van Buren, Ariz. to determine which proposal would better serve public interest; and which application, if either, should be granted (BC Docket Nos. 80-362-63, BPH-11110, 780908AB). Action June 20.

■ Broadcast Bureau designated for hearing competing applications of Grace Broadcasting Systems Inc., Green Valley Broadcasting Co., Johnson Broadcasting Inc., Kangaroo, Inc., Fairfield Green Valley Inc. and Canoa Broadcasting Corp. for new FM station on 92.1 mhz Green Valley, Ariz. to determine who holds 80 shares of common stock issued by Grace Broadcasting; which proposal would best serve public interest; and which application should be granted (BC Docket Nos. 80-373-78, BPH-781114AF, 790523AA, 790529AE, 790530AA, 790530AB, 790530AH). Action June 26.

■ Broadcast Bureau designated for hearing competing applications of Valcom Inc. and Fox Valley Broadcasting Corp. for new FM station on 106.3 mhz Fort Valley, Ga. to determine Valcom's ascertainment efforts; whether there is reasonable possibility that Valcom's proposed tower height and location would constitute hazard to air navigation; which proposal would better serve public interest; and which application should be granted (BC Docket Nos. 80-409-410, BPH-781020AE, 790530AF). Action July 7.

■ Broadcast Bureau designated for hearing competing applications of Hispanic Broadcasting Co., Pan American Broadcasting Co., Jomay Broadcasting Inc. and Galaxy Broadcasting Corp. for new FM station on 96.3 mhz Las Vegas to determine whether applicants are financially qualified; ascertainment efforts made by Hispanic, Jomay and Galaxy; whether Pan American's proposed tower height and location would constitute hazard to air navigation; which proposal would best serve public interest; and which application, if any, should be granted (BC Docket Nos. 80-356-59, BPH-790129AE, 790524AC, 790529AH, 790530AI). Action June 26.

■ Broadcast Bureau designated for hearing competing applications of Muskingum Broadcasting Co. and Christian Voice of Central Ohio for new FM station on 92.7 mhz Zanesville, Ohio to determine whether Muskingum is financially qualified; which proposal would better serve public interest; and which, if either, application should be granted (BC Docket Nos. 80-347-48, BPH-10,747, 11,014). Action June 20.

■ Broadcast Bureau designated for hearing competing applications of Visionary Radio Euphonics, Inc. and Bear Mountain Radio Inc. of Cottage Grove, Ore. and Creswell Wireless Co. of Creswell, Ore., for new FM station on 95.3 mhz to determine areas and populations which would receive primary aural service from proposals and availability of other primary service to such areas and populations; which proposal would best provide fair, efficient and equitable distribution of radio service; which proposal would best serve public interest; and which application, if any, should be granted (BC Docket Nos. 80-349-51, BPH-781113AO, 790328AA, 790328AP). Action June 25.

■ Broadcast Bureau designated for hearing competing applications of Southwest Television Ltd. and Frontier Media Inc. for new TV station on ch. 22 Spokane, Wash. to determine which application would better serve public interest; and which should be granted (BC Docket Nos. 80-360-61, BPCT-790615KG, 791026KG). Action June 20.

### Procedural rulings

■ Carpinteria, Calif.—Carpinteria Broadcasting Co. and Wilson Communications Co., **FM proceeding:** ALJ Edward Luton granted petitions by Carpinteria and accepted amendments for filing and granted motion by Carpinteria for summary decision and rendered decision in its favor with respect to limited financial issue specified against it in designation order (BC Docket Nos. 79-294, 296). Action July 1.

■ Fort Myers Beach, Fla.—Lee Broadcasting Inc., **FM proceeding:** ALJ Reuben Lozner granted motion by Phillips Broadcasting of Florida Inc. and dismissed its application with prejudice (BC Docket Nos. 80-205-08). Action July 2.

■ Muncie, Ind.—Muncie Broadcasting Corp., **FM proceeding:** ALJ James F. Tierney granted motion by Hoosier Favorite Station Inc. and enlarged issues to determine whether BenDel Broadcasting Corp. president Larry D. Benes misrepresented material facts and/or lacked candor with FCC in submitted affidavit (BC Docket Nos. 80-96-98). Action June 30.

■ Waco, Tex.—Central Texas Broadcasting Co., et al., **TV proceeding:** ALJ Edward J. Kuhlmann denied request by Business Communications Inc. for permission to appeal summary decision (BC Docket Nos. 79-286-89). Action June 6.

## Allocations

### Actions

■ Lake Havasu City, Ariz.—Broadcast Bureau, in response to petition by New Life Christian School, assigned 91.1 mhz to Lake Havasu City as its first non-commercial educational FM assignment, effective Sept. 8 (BC Docket No. 80-4, RM-3519). Action July 23.

■ Marana, Ariz.—Broadcast Bureau, in response to petition by Steven Russell and Thomas Curley, assigned 98.3 mhz to Marana as its first FM assignment, effective Sept. 8. Mexican concurrence has been obtained (BC Docket No. 79-321, RM-3442). Action July 23.

■ Naples, Fla.—Broadcast Bureau, in response to petition by L.S. Vance proposed assigning 105.5 mhz to Naples as its fourth FM assignment, comments due Sept. 19, replies Oct. 9 (BC Docket No. 80-415, RM-3475). Action July 21.

■ Rio Grande City and Roma-Los Saenz, both Texas—Broadcast Bureau in response to petition by Tele-View Inc., assigned 103.1 mhz to Rio Grande City and 97.7 mhz to Roma-Los Saenz as each community's first FM assignment, effective Sept. 8. Mexican concurrence has been obtained (BC Docket No. 78-368, RM-3155). Action July 23.

## Translators

### VHF action

■ K13QW Red Devil, Ark.—Red Devil Village Council granted CP for VHF TV translator station on ch. 13.

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### UHF actions

- K48AL Poway and surrounding areas in San Diego, Calif.—Global Television Inc. granted CP for UHF TV translator station on ch. 48, to rebroadcast signal of KSCI-TV San Bernardino, Calif. (BPTT-7911291A).
- K57BV Las Cruces and Organ, both New Mexico—Marsh Media of El Paso granted CP for UHF TV translator station on ch. 57, to rebroadcast signal of KVIA-TV El Paso, Tex. (BPTT-7909061D). Action April 30

## Satellites

### Earth station applications

- Timmonsville, S.C.—Vision Cable of South Carolina Inc. (4.6m; S-A; E2435).
- Pleasantville, Pa.—Tele-Media Co. of Addit (4m; US Tower; E2436).
- Washingtonville, Ohio—Tele-Media Co. of Addit (5m; AFC; E2437).
- Chicago—Hi-Net Communications Inc. (5m; AFC; E2438).
- Hebron, Neb.—Hebron Cable TV Inc. (4.6m; S-A; E2439).
- Somerset, Pa.—Laurel Cablevision Inc. (5m; AFC; E2440).
- Walla Walla, Wash.—Teleprompter Corp. (4.5m; Andrews; E2441).
- Tazewell, Va.—Teleprompter Corp. (4.5m; Andrews; E2442).
- Honey Grove, Tex.—Teleprompter Corp. (4.5m; Andrews; E2443).
- Houston, Miss.—Warner Amex Cable Communications Inc. (4.6m; S-A; E2444).

### Earth station grants

- Charleston, W.Va.—West Virginia Educational Broadcasting Authority (E2026).
- Orange, Calif.—American Television and Communications Corp. (E2187).
- Fallon, Nev.—American Television and Communications Corp. (E2188).
- Lake Elsinore, Calif.—King Video Co. (E2189).
- Gastonia, N.C.—Cable Systems Inc. (E2310).

## Cable

■ The following cable service registrations have been received:

- Storer Cable of Carolina Inc. for Walterboro, S.C. (SC0155) new system.
- Delta Video Inc. for Holcomb, Me. (MO0161) new system.
- Cable TV of Harris County Inc. for Harris, Tex. (TX0636) new system.
- Continental Cablevision for Willoughby, Ohio (OH0770) new system.
- Action CATV Inc. for Sandy, Utah (UT0046) new system.
- Com-Star Cablevision Inc. for Williamston, Mich. (MI0437) new system.
- Beeline Cable Construction Corp. for Tia Baja and Catano, both Puerto Rico (PR0010, 1) new system.
- Community Cablevision Co. for Collinsville, Okla. (OK0200, 1) new system.
- Glen Lake Cable Co. for Empire, Glen Arbor and Kasson, all Michigan (MI0438, 9, 40, 1, 2) new system.
- Cablevision of Chicago Inc. for Downers Grove, Ill. (IL0402) new system.
- UA-Columbia Cablevision of Texas Inc. for Randolph AFB, Tex. (TX0637) new system.
- Storer Cable of Carolina Inc. for Summerville and US Naval Weapons Station, both South Carolina

(SC0154, 6) new system

- Liberty Cable Television for Washington, Ore. (OR0231) new system
- Robert W. Vierra for Cochise, Ariz. (AZ0103) new system.
- Continental Cablevision of Ohio Inc. for Shiloh, Ohio (OH0762) new system
- Six Star Cablevision of Los Angeles Inc. for Los Angeles (CA0808) new system.
- Six Star Cablevision of Maywood Inc. for Maywood, Calif. (CA0809) new system
- Six Star Cablevision of Tustin County Inc. for Tustin, Calif. (CA0811) new system
- Cypress Station Cablevision Inc. for Cypress Station, Tex. (TX0635) new system
- Norwalk Cable TV Co. for Norwalk, Wis. (WI0223) new system.
- Tahlequah Cable Television Inc. for Tahlequah, Okla. (OK0199) new system
- Futurevision Cable Enterprises Inc. for Fair Haven, N.J. (NJ0435) new system
- South-Western Cable TV Inc. for Glen Carbon, Ill. (IL0401) new system.
- City of Monroe for Monroe, Ga. (GA0129) new system.
- Elmore Cable TV and Millbrook Cable TV for Millbrook, Ala. (AL0199) new system.
- Warner Amex Cable Communications Inc. for Swampscott, Mass. (MA0114) new system.
- Western Arizona CATV Corp. for Yuma and Colorado River Indian Tribe, both Arizona and San Bernardino, Calif. (AZ0101, 2, CA0803) new system.
- City of Norway CATV for Norway, Mich. (MI0034) new system.
- North Gibson CATV Assoc. Corp. for Bradford, Tenn. (TN0174) new system
- North Utah Community TV Inc. for Wellsville and Mendon, both Utah (UT0047, 8) new system.
- Crest Communications Inc. for Mulvane, Kan. (KS0225) new system.
- Cable Television Co. for Long Beach, Caswell Beach and Brunswick, all North Carolina (NC0227, 8, 9) new system.
- Warner Amex Cable Communications Corp. for Norton and Munroe Falls, both Ohio (OH0771, 2) new system.
- Chesterfield Cablevision Inc. for Chesterfield, Va. (VA0240) new system.
- Warner Amex Cable Communications Inc. for Mogadore and Lakemore, both Ohio (OH0773, 529) new system.

## Call Letters

### Applications

Call	Sought by
	<b>New FM</b>
*KCND	Prairie Public Television Inc., Bismark, N.D.
	<b>Existing AMs</b>
KSBO	KSEE Santa Maria, Calif
KSKX	KEWI Topeka, Kan
WYNZ	WCSH Portland, Me.
WSSJ	WCAM Camden, N.J.
	<b>Existing FMs</b>
WAIL	WXEL Slidell, La
WJTT	WSIM Red Bank, Tenn.
KFMX	KLBK-FM Lubbock, Tex.
WJSY	WGBK Harrisonburg, Va
	<b>Existing TVs</b>
KUSK	KNAZ Prescott, Ariz
WPCG-TV	WRET-TV Charlotte, N.C
KAUT	KFHC-TV Oklahoma City

### Grants

Call	Assigned to
	<b>New AM</b>
WRNA	South Rowan Broadcasting Co., China Grove, N.C.

KTIL-FM	<b>New FMs</b> Beaver Broadcasting System Inc., Tillamook, Ore
*KUUU	Unrecognized Utah Ute Indians Inc., Neola, Utah
	<b>New TV</b>
WKFT	Fayetteville Television Inc., Fayetteville, N.C.
	<b>Existing AMs</b>
KHUG	KRVB Medford, Ore
KYST	KTLW Texas City, Tex
	<b>Existing FMs</b>
WHIA	WDWD-FM Dawson, Ga
KMAI	KPIG Honolulu
KSRR	KAUM Houston
	<b>Existing TV</b>
KTVG	KTCM Helena, Mont

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**Radio Manager** to implement PTFP planning grant for 100 KW public radio station. Duties: prepare applications for FCC CP, PTFP construction grant; budget development; community liaison, other activities needed to get on the air. Qualifications: BA (MA preferred); Five years radio experience including management (three in public radio); familiarity with FCC, CPB, NPR, PTFP procedures. Staff position, salary competitive. Send resume, references, audition tape by August 25, to Chancellor Sam H. Frank, Louisiana State University at Alexandria, Alexandria, LA 71301. An Equal Opportunity/Affirmative Action Employer.

**General Manager**—WBSU-FM—a new 10 watt station with 100 watt application pending. First on air time scheduled for fall 1980. Manager reports to Brockport College Administration, operating budget funded by Student Government, 99% of staff-students. Bachelors required, Masters in Broadcasting, Telecommunications or related field preferred. Four years in Public or Commercial Broadcasting, minimum of two years as supervisor, third-class FCC Radio-Telephone License with broadcast endorsement preferred. Salary range \$12,000 to \$16,000 for 12 months. Apply with resume and references to Dr. Patrick Smith, Vice President for Student Affairs, State University College at Brockport, Brockport, NY 14420. August 18, 1980.

**General Manager**—Marvelous opportunity—New 100,000 watt FM in growing medium size community in Southwestern United States. Must have at least 5 years sales experience in radio to head sales effort. Knowledge of engineering and programming. Also ability to train and motivate staff. Send resume and salary requirements in confidence to Box H-71.

**No desk job.** Street-wise professional needed to sell and lead the management and sales department. Small market midwest. Only persons that want to make \$30,000, plus in the next year need apply. Reply to Box H-82.

**Radio Manager:** Applicants must have a Standard High School Diploma and 5 years of responsible experience in radio or television station operation, one year having been in directing the operations of a programming department or BA degree from accredited 4-year college or university with major course work in journalism, advertising, or broadcasting and 1 year responsible radio or TV station operation experience. Salary range \$11,985-\$15,827. Send resume to USF Personnel Services, 4202 East Fowler Avenue, Tampa, FL 33620. The University of South Florida is an Equal Opportunity Employer.

**Sales Manager** for group owned major market powerhouses, able to oversee all sales. Salary plus override, fringe benefits. If you are a proven producer, apply in confidence Box H-95.

**Dynamic General Manager** for possible C&W in Alabama which produces approximately 1/4 million in revenues annually. Must have strong sales background, be able to motivate and carry the top local list. Stable economy with agriculture base. We have owned station over 30 years and have excellent plan of salary benefits and incentives. Send resume and salary requirement to Randolph H. Millar, PO Box 3032, Ft. Pierce, FL 33450. An Equal Opportunity Employer.

**General Manager.** Top 20 market looking for right person to run fast moving AM/FM combo. Must be motivator, have proven sales and management record. Salary, bonuses and excellent fringe benefits. Send resume requirements Box H-118.

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**Sales Manager**—Hustler with radio experience for burgeoning AM/FM in Nebraska. Call G-M, 402-463-1314.

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**Account Executive**—possible Sales Manager. New 100,000 watt FM in rich Red River Valley wants an experienced sales person. Real opportunity to grow. Contact M. Leighton, 218-281-6820 Crookston/Grand Forks, ND (EOE).

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**Our stations need a leader** by example. Management goal a must. Send resume, success stories, and desired income to: Box H-117.

### HELP WANTED ANNOUNCERS

**Texas Panhandle City** of 30,000 seeking on-air announcer with strong production background. Minimum one year experience. Send tape and resume to: KGRO Radio, PO Box 1779, Pampa, TX 79065 or call Brad Mink 806-669-7918.

**Successful AM-FM** southwest operation is seeking a unique broadcaster to become our morning announcer. If you can entertain, inform and converse we want to hear from you. Excellent production is a must. Not interested in lightweights. Tapes and resumes to KLMR, PO Box 890, Lamar, CO 81052.

**Hot Country Opportunity.** Greater Akron's newest country station. Drive time slot open for creative personality with strong production, promotion and music. Join this growing company with new building, new studio, new format. Excellent salary and benefits. Hiring now. Call Bill Klaus, WKNT 1-216-673-2323. EOE/Affirmative Action.

**Central New York** 50,000 kw. FM needs complete new staff for Superstar type format. Send resume and salary history to Box G-206.

**Southern Coastal Station** seeking aggressive qualified program director/announcer for contemporary high power gospel format. Previous experience with gospel/religious format desired. Applicants must be self starters with good management capabilities and good air sound. Minority applicants encouraged. Box G-230.

**Top rated Upstate N.Y.** station has opening for morning drive personality. Must be witty, articulate, an entertainer. Good pay/benefits. EOE. Tape/resume. Telecommunications Inc. UPO Box 3858, Kingston, NY 12401.

**Production wizard** to do morning 3 hour shift and create award winning commercials. Group owner, good advancement possibilities, 100,000+ market, located in heart of Rockies. Station is No. 1, 18-34 and we plan to stay that way. Send T&R with at least 10 production samples to Steve Benedict, XT93 Radio, PO Box 4106, Missoula, MT 59806. EOE.

**100,000 watt contemporary** top 40 FM station has opening for a full-time announcer. Must be a "personality", have a good voice, sharp production skills, and enjoy working remotes. Only experienced persons should apply. Send tape, resume, and references to Hai Harrison, KROK Program Director, PO Box 31130, Shreveport, LA 71130. Salary commensurate with experience and ability. Equal Opportunity Employer.

**Midwest medium market** Modern Country looking for Music Director. Must be able to handle morning drive. Send inquiries to J.R. Greeley, Box 4407, Topeka, KS 66604.

**Clean air...** no traffic jams. No 1 ratings. CBS Country outlet with emphasis on personality and information will have a rare daytime opening this fall. We pay major market dollars plus full company benefits. Tapes, resume to: Tom Wynn, KFGO, Box 2966, Fargo ND 58108.

**Kentucky**—Looking for C&W Announcer—some sales work. Must be a self starter. Call 606-248-5842.

**All-classical** 105,000-watt WNED-FM seeks experienced announcer. Thorough knowledge of serious music and recordings and professional delivery required. Programming and production experience helpful. Tape and resume, including references, to Peter Goldsmith, program director, WNED-FM, 23 North Street, Drawer A, Buffalo, NY 14202. EOE.

**Morning Personality** needed for South Georgia's modern country giant. Production & sales experience preferred. Excellent pay plan. Tape, resume, to Jim Jennings, General Manager, WGAF, PO Box 100, Valdosta, GA 31601.

**Northeast Ohio** beautiful music station may have opening for experienced, professional announcer. Must have extensive background in news and production. Applicants should be ready to make long term commitment to station. Salary negotiable. An Equal Opportunity Employer. Send resume to Box H-113.

**Coastal N.C. A/C** seeks mature, stable pro. Tape and resume to Don Harrison, WMSQ, Box 247, Havelock, NC 28532. EOE.

**Announcers** needed for immediate and early Autumn openings for Contemporary MOR (mellow) station; personality format, established news reputation. Central Florida medium market; good facilities and working conditions. Send resume, tape of air work and newscast, salary requirements WZNG Radio, 1505 Dundee Road, Winter Haven, FL 33880. EOE.

**Major market AOR format** station needs personality for evening time period. Talent with proven track record. Send resumes to Box H-97.

**Wanted:** Experienced personalities for adult oriented format. Must be smooth with strong production abilities. Top pay for the right people with excellent fringe benefits. Tapes and resumes to Jim Curtis, KQCR, 500 Paramount Building, Cedar Rapids, IA 52401. EOE.



## HELP WANTED ANNOUNCERS CONTINUED

**DJ with production** and/or sales/service ability. Call Kevin Doran, Hornell, NY 607-324-1480

**Wanted**—entry level announcers for beautiful New England small market AM/FM. Only college on-air experience necessary. Send resumes. Box H-91

**Tennessee Adult Contemporary** seeks experienced announcer. Strong on commercial production and personality for morning drive time. Send tape and resume to: WETB, Box 1716, Johnson City, TN 37601. Attention: Arthur Kelsey. An Equal Opportunity Employer

**Adult Contemporary station** seeks qualified announcer who can help with news and production. Minorities encouraged. Send tape and resume to Manager, WNMB, 429 Pine Avenue, North Myrtle Beach, SC 29582. Equal Opportunity Employer.

**Afternoon air personality** needed for regional mid-west AM. Must be strong on production, public service and community involvement with a minimum of three years experience. Send tape, resume and salary required to Rick Carson, WCMR Radio, PO Box 307, Elkhart, IN 46515

## HELP WANTED TECHNICAL

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

**Top Notch Engineer** required to build a new FM for this AM/FM combo committed to engineering excellence. Must be into state of the art, and strong on maintenance, especially FM and studio. Box G-195

**Growing Midwest Radio Group** needs full time first phone chief engineer to maintain two stereo stations and production facilities. Applicant must have experience in STL, stereo, transmitters, and studio design, construction and maintenance. Ideal working conditions, benefits. Please submit resume, references, salary history and compensation requirements to Box H-44

**Chief Engineer:** Immediate opening. Good facility, people and location. 1 KW/500 DA-N, CP-5 KW. WTKO, Box 10, Ithaca, NY 14850. EOE.

**Chief Engineer** for group owner to manage AM/FM and supervise other AM/FM Stations in New York, New Jersey, Ohio. Must have at least 5 years experience, complete responsibility. Good equipment. Box H-18.

**Chief Engineer** for Milwaukee area AM-FM. Excellent salary and fringe benefits for experienced, hard-working engineer. Position available immediately at this group-owned station. Send resume to Box H-48.

**State of the Art ability** required to build new FM. Seeking chief engineer who demands the best signal in town from his equipment and gets it. Brand new studios just completed need finishing touches. This young growing AOR broadcasting group has plenty of opportunity for the engineer who can perform. Applicant must have ability and desire to advance to technical director. KQDS FM-AM, Box 6167, Duluth, MN 55806.

**Kentucky**—Looking for young engineer with basic knowledge. Will help train. Call 606-248-5842.

**Experienced Chief Engineer.** Take full charge of technical operations—Austin, Texas. KOKE AM (daytimer)/KOKE FM (Class C fulltimer). A successful operation needing a lot of work to meet growing pains. New studios planned for 1982-83. If you have four years experience and like your work, call today. Immediate opening. Jim Ray or Jim Green, PO Box 1208, Austin, TX 78767. 512-454-2561.

## HELP WANTED NEWS

**Strong radio news reporter** wanted for mid-sized Southern market. One year experience or equivalent education required. Contact Wesley Usher, 803-279-2330, Monday-Friday, 9-4; or send resume and tape to: WZZW, Box 1584, Augusta, GA 30903. EOE.

**Top rated Gulf Coast AM/FM station** need afternoon reporter/anchorperson and talk show host. Solid news background a must. Five figure salary. Excellent benefits. Tape and resume to: Charles Moss, WKRG-AM, Box 2367, Mobile, AL 36652. EOE. 205-432-5501

**Excellent opportunity** as News Director at one of Minnesota's best stations. Strong commitment to news. Candidates must have superior reporting/and air skills, and be able to administer 3 person department. Tapes and resumes to Dave Ziebell, KAGE Stations, Box 767, Winona, MN 55987. 507-452-2867

**Reporter/Florida Public Radio Network:** Annual salary \$11,300 plus benefits. Assists in planning & production of statewide governmental affairs programs for distribution to Florida Public Radio Stations. Conducts interviews, writes scripts, edits, and announces statewide governmental affairs programs. Operates variety of broadcast and production equipment. Requires: College graduation with major coursework in journalism or broadcasting. Send resume to: Florida Public Radio Network, 420 Dittenbaugh Building, Florida State University, Tallahassee, FL 32306. Application deadline: September 1, 1980. Position available: September 15, 1980. Equal Opportunity Employer

**Person to handle** news department at a small town AM/FM station in Western Pennsylvania. Must have news gathering and reporting ability and be able to handle live talk show. Send resume and salary requirements to PO Box 231. EEO employer

**New York City's jazz FM** seeks newperson with minimum three years major market street reporting experience. Must have strong writing and newsgathering talents and anchor capabilities. Send tape, resume, to Barbara Malmel, News Director, WRVR, 41-30 58th Street, Woodside, NY 11377. No calls please

**Immediate opening** for experienced reporters. Good on-air delivery and writing skills a must. Contact News Director, Radio Station WIIN/WFPG 609-348-4646. Minorities are encouraged to apply.

**Radio—Experienced News Director.** Immediate opening with top midwest C&W AM station. This person must be able to maintain, supervise, and direct an award winning news staff. Applications should include resume & salary required. EOE. Please reply Box H-66.

**Money is important**—So is performance to southwest suburban market of 30,000 needing news director. Extra pay for sports and PBP. EOE. Tape and resume to KARS, Box 860, Belen, NM 87002

**50,000 Watt FM** in a beautiful northeast coastal community looking for an experienced news & sports director. Must have strong delivery and writing skills. Salary is competitive. Living conditions fabulous. EEO. Resume to Box H-75

**Afternoon Drive Newperson** for Adult Contemporary suburban Washington, D.C. station. Tapes and resume to Johnny Long, WPRW, Box 1460, Manassas, VA 22110. EOE.

**News Director** for Toledo, Ohio's largest radio news staff. WSPD Radio is an adult contemporary station with a serious commitment to news and information. The applicant should be an aggressive broadcast journalist with experience as a News Director or Assistant. Qualified candidates send tape, resume and references to James P. White, WSPD Radio, 125 S. Superior, Toledo, OH 43602. Equal Opportunity Employer.

**Highly respected** Midwest medium market station is looking for a newperson to join our four man News Department. Group ownership, excellent salary and fringe benefits. EOE M/F Resumes to Box H-109

**Eastern AM/FM** Medium market seeks take charge news director. Must work alone to build news service for top 40 FM country AM. Good salary. Minorities encouraged to apply. EOE. Box H-22.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Miami market station** needs copy/production chief, minimum two years experience. \$160 per week first 90 days. Send samples to WQDI, Homestead, FL 305-247-9444.

**Music Director** for 100,000 watt public station. Handle all classical programming and announcing including daily sign-on shift. Good voice and strong background in music. Closing date: September 1, 1980. Send tape and resume to: David Horning, General Manager, KHCC, 1300 North Plum, Hutchinson, KS 67501

**Music Programmer:** For Top-rated and respected major market radio station with excellent library. Looking for a smart, sensitive, and experienced Music Programmer who understands how to select and combine melodic currents and standards from both Adult-Contemporary and Adult-MOR categories. EEO Employer. M/F. Send resume with salary history to Box H-89

**Operations Manager** at AM/FM Public Radio Station. Desire person with equipment and audio background. BA and at least 2 years experience in control room operations. Resume, audition tape, references and salary requirement to David Beach, KFJM/KFJMF, Box 8116, Grand Forks, ND 58202. EOE.

**Experienced Program Director** to train and motivate air staff of 5 KW adult contemporary station located in the mountains of the Northwest. I need a person who knows production, music, promotion and can rule with an iron fist. Also must run a board shift. Don't apply if you're not willing to put the time into the job. I need a pro! Great working conditions and benefits in a growing group operation. An equal opportunity employer. Send resume and references to Box H-26

## SITUATIONS WANTED MANAGEMENT

**General Manager:** experienced in all phases of station operation. Sales — programming — FCC renewals. Looking to grow with right station. Box G-161

**Experienced commercial broadcaster** with managerial background, able to communicate with and stimulate people, and with a B.S. in communications, seeking a change of direction to a college setting and management of a non-commercial facility. Prefer Northeast. Box H-6.

**General Manager.** Lengthy experience with exceptional performance record in major and medium markets, AM & FM, various formats. 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 H-10

**General/Station Manager:** 20 years experience all phases of station operation. Ambitious, responsible, professional and a leader. Currently employed, but new owners have own manager. Must relocate soon. Box H-69

**General Manager:** Good at stabilizing your organization, making it a leader and profitable. Over 13 years in medium market broadcasting, the last six in management, including General Manager. Strong in programming, community involvement and sales. Change in ownership and management structure prompts a move. Looking to lead your team. Box H-67

**Wanted: Quality operation.** GM with 15 years experience offers track record of award winning news, No. 1 ratings, creative mass appeal programming, fun promotions, visible public service, strong community sports, personal civic involvement, dynamic sales approach, high cash flow, good engineering practice, innovative internal systems management. Prefer medium market but will consider smaller market with equity possibilities. Box H-103.

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

**Co-op/Sales Training Specialist:** Successful Radio/TV sales and sales management experience. Currently employed training local sales teams for major groups and independents who want to add big bucks from co-op and retail. Strong leader and motivator looking for a permanent group situation in Southeast. If you're a group owner who recognizes the huge potential and needs someone with know-how to help your stations, contact Box H-33.



## SITUATIONS WANTED MANAGEMENT CONTINUED

**Wisconsin Broadcasters.** Former broadcaster now successful Advertising Director of award-winning newspaper group wants to return to first love radio. Will consider all opportunities. 312-584-4460 after 4:30

**GM and/or GSM,** strong on sales and motivation Will personally sell, direct staff, recruit and train. Aggressive, experienced, professional, self starter Reply Box H-105.

**General Manager.** I am an innovator, creator and motivator who can make a radio station "hummm" 20 Years experience in all phases of management including RAB and NBC at the network level. Looking for possible equity position in medium major market Box H-50.

**Experienced General Manager/Sales Manager** looking to help your station grow in both sales and bottom line. Last year increased sales 32% and reduced costs 20%, ownership change forces relocation. 17 years radio experience, resume and references available. Box H-96.

## SITUATIONS WANTED SALES

**Saleswoman** with 11 years Radio, TV and Adv. Agency experience. Prefers medium East Coast market Will relocate. Box H-38.

**1978 Ohio University graduate,** B.S. in Communication-RTV major. Seeking sales position in Radio-TV or related fields. Have announcing and retail sales experience. Hardworking, enthusiastic, good with people. Ready to go anywhere. Robert Riberi, 216-759-2569 2474 Barth Drive, Youngstown, OH 44505.

## SITUATIONS WANTED ANNOUNCERS

**Expert PBP** in hockey, football, baseball & basketball. I am willing to relocate immediately in Canada or U.S.A., and I also have PBP tape and personal resume available. Ask for Joe 312-652-2452 Call after 5 p.m.

**Woman: Staff announcer,** news, production, copywriter, 3rd class license Tosca Pisano, 415-861-6136, Evenings

**DJ/Sportscaster.** 3 years experience 3rd ticket College grad. Relocate anywhere. Handle all formats. Specialty Oldies. Strong PBP, news reporting of all sports. Tape, resume, references, photo 201-338-4100, leave message Or Jim Spiro, 12 Cambridge Road, Bloomfield, NJ 07003

**Cookin Top 40** personality. Creative dependable, hardworking afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately. Call now 312-381-2916. Jon Conlon, 264 Sharon Dr., Barrington, IL 60010.

**DJ, experienced,** good board work, news and commercials, can follow directions any format. Box G-184.

**Sports Director** in Chicago area looking for any type of sports work. Can do P-B-P, color, daily sportscasts, sports talk, even combo. Have job, will travel. Doug Strickland, 208 North Loomis, Naperville, IL 60540 312-420-9585

**Reliable young chick** ready to kick! Prefer Top 40's format. Tape, resume available. Diana Marzano, 10812 S. LaPorte, Oak Lawn, IL 60453, 312-636-4350 or 312-636-0925

**Dedicated, hardworker,** seeking to find a station that's interested in my talents and Broadcasting ability. Can do any format. Third Class. Good voice. Will relocate immediately. Contact Charles (Chuck) Robinson 312-787-8220 Top 40, Disco, R&B or Jazz.

**Experienced Professional,** good communicator seeks move. Creative, witty, and can write good copy. Tape and resume available. Will relocate. Salary optional. Jim Wagoner 916-488-0367 or 916-922-8631 1605 Safari Ct., Carmichael CA 95608.

**Good news for small stations** - Graduate from B.C. School NYC. From Michigan want to re-locate in Mid-West. Versatile, great rapp for all formats-impres-sions-hard working and high energy. Third phone very strong in sales and production Keith Packard 212-564-1927 work, 212-625-4774 home

**Dependable-aggressive.** A.O.R. preferred. Call for resume and tape. Mark 219-844-3431 or 219-844-2849

**Rhythms and sounds** in leaps and bounds. Scales and notes and endless quotes. If AOR is where you are, call Rod at 312-392-0685 or 312-394-3434.

**Dee Jay/News-caster.** Dependable, creative, versatile. Authoritative, aggressive, some experience. Resume/tape. Telephone 212-944-9401 or write, Anthony Small, 4336 Edson Ave., Bronx, NY 10466

**Art Murphy is red hot**-37 year old talk show host with 12 years experience, proven success record, able to handle any talk format or time slot. Looking for major market that desires something new to offer your audience. Proven in-depth interviewer, able to coordinate news blocks and traffic within talk show format. Call 305-725-1743, 482 S.W. Hooper Ave., Palm Bay, FL 32905.

**Reliable First phone** - DJ, production, news, C&W/MOR formats. 4 years experience. Western states preferred. Tim 602-943-4179

**Sharp black** morning man. experienced in programming and production. Masters, first phone. For tape and resume Box H-87

**Bright, eager and reliable** black, male disc jockey is seeking entry-level shift. Location and hours are no problem. Good tape! Will work within your budget. Will travel. Call Charles Stephens 215-877-6782.

**Dependable, concerned, personable.** Ann D.J. 3rd FCC. Production work good. Will relocate. Ronnie Simmons, 120 Kings Walk, Brooklyn, NY 11233

**San Francisco Bay Area** newsman and personality is ready to move up. Seven years commercial experience. Three years in news. First phone. Recent bachelor's in Broadcast Journalism. Will consider leaving heart in San Francisco. Call Ron Miller at 408-275-0233

**Broadcaster hard working,** no place to small willing to relocate, Spec's Grad. Write or phone Robert Alexander, 1055 Philip Apt No 15, Detroit, MI 48215, 1-313-331-7699

**Varied background** over 5 yrs. 3rd. DJ AOR/format top 40. Automation. Major market experience, tight board, production. Double BA-government, communications. Graduate work, Emerson College, 3/4" video. References, Jeff Kline, 23 Lyndon Rd., Sharon, MA 02067

**Put sizzle in competitive radio.** Captivate your audience with Benny Shu. Trained experienced radio personality wishes relocation to eastern states. 304-235-2589

**John D'Angelo,** WOI FM Last 3 years PD good communicator, 13 years experience. 512-349-3419.

**30 year old talented** communicator with 11 years experience seeks move to major market talk/MOR operation. Box H-94.

## SITUATIONS WANTED TECHNICAL

**9 Years experience** AM-FM-TV operations/maintenance, studio/transmitter. Relocatable. Box H-51

**First phone looking** for a technicians job. Can show success in past occupations but have got to work in radio. I am serious, good natured and will provide good service. Box H-9.

**Is 100 hours** a week enough? If that's what it takes to prove myself-you've got it! FCC First Phone with light experience and unquenchable energy. Carmine, 201-634-3297

**Asst. chief** wants to be chief. Now in top station, top twenty market. Experienced AM, DA, FM, STL, RPU, remote control, and PDM. 36, married. Box H-73

## SITUATIONS WANTED NEWS

**200% GM backup**-Accomplished Anchor-Reporter-(Professional approach)-R-TV News/Sports, Degree-Journalism. Hank Holmes 617-679-6957 after 2 p.m./eves.

**Looking for small market** sports break. Experience in PBP & sports reporting! Call for resume & tape. Phil Wald, 312-274-4947 7533 N. Seeley, Chicago, IL 60645.

**Experienced Anchor/Reporter.** Five years radio news experience. Presently afternoon drive in top 75 market, seeking to move up in market size. Have college degree. Prefer Northeast, but will relocate. Call 617-822-6480 evenings.

**Experienced pbp man** available, solid production sales jock background will relocate. Mitch 212-376-4664

**NHL Hockey** voice seeks radio or television PBP job. Squeezed out by NHL-WHA merger. Four years big league experience on 50,000 watt radio and major market TV. Currently doing sportstalk on clear channel station. Box G-125.

**Major market all news editor** seeks reporter/anchor position. Young, aggressive, organized. Top 25 please. Box H-77

**Play by play announcer** now available. veteran of southeast conference and major eastern independent Football, basketball, baseball. Tape and resume available upon request. Box H-79

**Experienced news/sports reporter,** BA in communications, excellent play-by-play, sports talk, general reporting, seeking medium market position, call Jim 614-436-6133

**College grad,** 11 months experience. Looking for news or sports position in small market. Can do board shift. Bob 703-667-0791

**Veteran news director** seeks long-term opportunity. 30 years experience, including newsmen KRMG Tulsa KCMO, KMBC KC. Resume, tape. Box H-112.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**First Phone:** Professional experience in studio production, audio, Chyron III, 16mm and ENG news photography, and some editing. Plus more. Looking for production, news, or engineering position. Hard worker. Diverse talents. Willing to relocate. Kenneth Hazlett, 1629 Gilcrest Ave., East Lansing, MI 48823 517-351-7359.

**Professional ... Experienced** Motivator. Leader. Enthusiastic. Winner! That's me!!! If you're looking for a PD with these qualifications-Look no further! Box H-72

**33 year old professional** man wishes to return to broadcasting after 8 year hiatus. Ideal position will combine air work or programming responsibilities with opportunity to participate in station management. My goal is a senior management spot and/or equity position. Varied, successful background. Prefer Chicago metro area or other Illinois location, but will equally consider all opportunities. All replies promptly answered. Box H-104.

**Country Expertise** plus sales and promotions. You move, you pay, I produce! Box H-86

**Program-Music Director/Announcer** available 8 years experience in staff supervision, budgeting, promotions, community involvement, motivation. Also computer research experience. Proven Arbitron success record-excellent references. Bill McCown 803-226-1408

**Experienced Air Personality and M.D.** wants M.D. or PD, medium market on air position, Adult Contemporary with oldies preferred. Box H-111

**Production Wizard:** Third endorsed. Call, Ron 316-524-7626. Wichita, KS. Between 9am to 4pm CDT.

**Looking for experience** in sports, news, production, automation, jock, sales, talk? Currently working morning drive news, sports. Five years pro. College Broadcasting, B.S., will consider any teaching position. Ken 1-715-732-1287

**British current affairs/community** talkback show host (formerly foreign correspondent) seeks similar work in U.S. Immediately available. Contact Box H-116.

# TELEVISION

## HELP WANTED MANAGEMENT

**Major TV group** seeks general manager for VHF network affiliate in growing southeastern market. EOE. Box G-240.



## HELP WANTED MANAGEMENT CONTINUED

**Senior Management Positions** Southwest Texas Public Broadcasting Council Station Manager, KLRN-TV, San Antonio, Station Manager, KLRU-TV, Austin, Corporate Director of Engineering, Letter, resume to William M. Jackson, President and General Manager, SWTPBC, Box 7158, Austin, TX 78712 Closing date August 25 (EOE, women and minorities encouraged to apply)

**Top ten affiliate** seeks experienced business manager. Key role in station's daily management. Should demonstrate experience in budgeting, forecasting, heavy financial analysis, internal auditing and electronic data processing, with knowledge and sensitivity about all facets of station operation. Equal opportunity employer. Send resume and salary requirements to: Box H-120.

**National Sales Manager** needed for an exciting challenge in a very competitive market. Rep experience a must. A great opportunity with a great group. Send resume and wage requirements first letter to: General Sales Manager, WROC-TV, PO Box 4080, Rochester, NY 14610. An equal opportunity employer

## HELP WANTED SALES

**We're looking for an** aggressive self-starting salesperson ready to work and make money. Offering excellent guarantee and benefits package and the Monterey Peninsula to live. Send resume to Ben Tucker, Genl Manager, KMST-TV, 48 Garden Court, PO Box 1938, Monterey, CA 93940 EOE

## HELP WANTED TECHNICAL

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

**West Coast ABC Affiliate** seeks qualified chief engineer with minimum five years administrative experience and heavy maintenance background. EOE/ Send resume/references to Box G-7

**Maintenance Engineer**—Florida suncoast TV station; minimum 3-5 years experience in television or production house; for details, call Peter J. Ford, WTSP-TV, 813—577-1010, or send resume to PO Box 10,000, St. Petersburg, FL 33733. An Equal Opportunity Employer

**TV Maintenance engineer** for west coast network affiliate. Must be experienced with maintenance and repair of all TV studio and transmitter equipment. Possible future promotion to assistant chief engineer or CE. EOE. Send detailed resume to Box G-207

**TV Broadcast Technicians**—Washington, D.C. Federal Agency is accepting applications from individuals with a minimum of five (5) years operations and maintenance experience in video, audio, camera and quad videotape for work in color studio production facility. Beginning salary \$20,611 for qualified applicants. Normal working hours from 8:45 a.m. to 5:30 p.m. Mon-Fri. Interested applicants send standard Federal application form SF-171, obtainable at most Federal offices to Employment Branch (267-77), International Communication Agency, 1776 Pennsylvania Ave., N.W., Washington, D.C. 20547. An EOE

**Maintenance Engineers** required for television station in South Pacific. KVZK-TV (owned and operated by the Government of American Samoa) needs both studio and transmitter engineers. A two year contract is offered at a salary of approximately \$18,000 per year depending on experience. Low cost furnished housing is supplied. Travel and shipping is paid to and from American Samoa. No shift work and a forty hour work week. Five weeks annual leave. Send resume to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

**Chief Engineer:** Sunbelt area. Take charge chief engineer. Responsible for all facets of technical operations. Call, will discuss on phone—Bill Moore 713—833-7512.

**Chief Engineer** for a small market television station. Responsible for all aspects of technical operation and equipment. Contact Roger Rien, KUMV-TV, Williston, ND Phone 701—875-4311. An Equal Opportunity Employer.

**KPBS-TV seeks a** Maintenance Supervisor. Responsible for all studio equipment. Must be familiar with broadcast videotape formats, TBC's color cameras, video switchers, ITFS, and CCTV equipment. Supervisory experience and First Phone required. Salary: \$21,203-\$25,536/year. Apply before 8/15/80 to Employment Division, San Diego State University, San Diego, CA 92182. An Equal Opportunity/Affirmative Action/Title IX Employer.

**Chief Engineer**, 4 station network, group owned. Minimum 5 years experience in management, ENG, 3/4" and 2" Weather Radar, microwave, transmitter, multi-studio locations. Full responsibilities, personnel, purchasing, maintenance. Salary commensurate with experience. An Equal Opportunity Employer. Send resume and references to Box H-17

**Assistant Director of Engineering**—Studio Technical operations for multi-station State UHF television network. This is a newly created position resulting from a major expansion of facilities. Position requires leadership qualifications as demonstrated by previous supervisory experience, plus a high level of proficiency in studio/remote/EPF technical operations. Send resume to Herbert P. Michels, Director of Engineering, NJ Public Television, 1573 Parkside Avenue, Trenton, NJ 08638. Salary Range Starts: \$24,082 (EEO).

**Design Engineer:** Public Broadcasting service presently has an excellent opportunity in our engineering department for a design engineer. Requires BSEE or equivalent and a minimum of 2 years experience in design of audio/video and control systems. Knowledge of computer hardware and software preferred. Duties will include procurement and design of unique equipment including preparation of engineering specifications and oversight responsibilities for installation and checkout. We offer competitive starting salary with excellent non-contributory benefits package. Interested individuals should submit letter of interest with salary requirement, resume and the names of three references to: PBS, Public Broadcasting Service, Attn: Carole Dickert-Scherr, 475 L'Enfant Plaza West, S.W., Washington, DC 20024 EEO/AA Employer

**Maintenance Engineer** with strong background in television equipment needed at KPLC-TV, Box 1488, Lake Charles, LA 70602 or 318—439-9071

**Studio Maintenance Technician:** Minimum 5 years experience RCA videotape equipment. Attendance at RCA videotape school desirable. Send resume to Technical Director, WOC-TV, 805 Brady, Davenport, IA 52808. An EEO employer

**TV Engineer:** Houston independent station needs engineer with 1st class license and broadcast experience. Call 713—626-2610 or send resume to KRIV/Metromedia, PO Box 22810, Houston, TX 77027. EOE.

**Chief Engineer-TV**, VHF group owned Rich, Va. TV station. Strong administrative and technical skills required. Modern, well-equipped facilities. Excellent opportunity for the right individual. Forward resume to or contact Don Watkins, PO Box 2349, Knoxville, TN 37901, phone 615—637-9666. EOE.

**TV Engineering Supervisor**—Major market CBS affiliate, WNAC-TV Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance, and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG, digital background, and FCC First Class License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements to Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

**Operator-technician** with first phone license for top-10 market with at least 3 years recent studio experience in the following: On-air switching using Grass Valley 1600 switcher; editing 2-inch video tape; and setup live and film cameras. Salary negotiable plus company benefits. Equal opportunity employer. Please send resume and references to: Chief Engineer, KXAS-TV, PO Box 1780, Fort Worth, TX 76101

**On-Air Switchers, Master Control.** "The Super Station" is looking for some special people; experienced, career minded on-air Master Control Switchers. Our around-the-clock operation requires a constant high quality on-air look on all shifts. Applicants must have a verifiable ability to work smoothly with all members of the operations team, have consistent work habits, good coordinating skills and be willing to work all shifts. We have an excellent staff and superb new facilities. This position offers good pay, benefits and working conditions for the right career minded individuals. An Equal Opportunity Employer (M/F). If qualified, send complete resume to: J. A. Everett, Super Station, WTBS-TV, 1018 West Peachtree St., N.W., Atlanta, GA 30309. No phone calls, please

**Chief Engineer:** Vacation climate all year long. Management oriented chief needed to run well equipped engineering department with all the latest equipment. Some design work. We appreciate our engineers. Contact General Manager, KIII-TV, Corpus Christi, TX 512—854-4733.

## HELP WANTED NEWS

**Weathercaster.** Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits, equal opportunity employer. Send reply and resume to Box G-50.

**KTHV, the CBS affiliate** in the nation's 55th television market, is seeking an experienced ENG/Film photographer. KTHV is also seeking to update its files. If you're an experienced anchor, reporter, producer, or photographer who might be interested in consideration for future openings, send your resume, tape, and salary requirements to Tony Windsor, News Director, KTHV-TV, PO Box 269, Little Rock, AR 72203. All tapes will be returned. An E.O.E., M/F

**Reporter:** General assignments/investigative. Experience/degree required. Send tape and resume to News Director, KTBS-TV, PO Box 44227 Shreveport, LA 71104. Equal Opportunity Employer.

**Feature Reporter.** We're the top station in one of the most interesting and beautiful areas of the country. Don't apply unless you can write and perform with flair. Contact Jim Cairo at WBBH-TV-20, Fort Myers, FL 33901.

**Immediate opening** for Assignment Editor. Knowledge of TV equipment required. Two years TV experience and Broadcasting degree preferred. Box H-35

**Aggressive Reporters** for all ENG operation. At least 2 years experience, general assignment, creative, college preferred. Equal Opportunity Employer. Send tape & resume to: Phil Thomas, news director, WHO-TV, 1100 Walnut Street, Des Moines, IA 50308.

**Reporters and photographers** for states No. 1 news operation. 2 years TV reporting experience. Send tape, resume & salary history to John Miller, WVEC-TV, 110 Third St., Norfolk, VA 23510. E.O.E.

**ENG Camera Operators.** Previous TV news experience required. TK-76 is our line camera. Equal Opportunity Employer. Send tape & resume to: Phil Thomas, news director, WHO-TV, 1100 Walnut Street, Des Moines, IA 50308.

**Co-Anchor.** We are expanding our news commitment. Position includes some reporting. Willing to pay for right person. Send resume and salary expectations to Box H-3

**Reporter** for midwest medium market station with heavy news commitment. Previous experience is a must to join the best reporting team in this competitive market. EOE. Box H-57

**Top 50 Southern Market**—Seeking a strong weather personality! Must have on-air experience. We need a pro with a proven track record. Not a beginner's position. Send tape and resume to WTVO, PO Box 2009, Durham, NC 27702. No telephone calls. EOE.

**News Writer** with speed and accuracy for Texas Gulf Coast station. Box G-102.

**Looking for top notch producer** for late newscast. Send resume and tape to Jim Holtzman, News Director, KFMB-TV, PO Box 80888, San Diego, CA 92138. EOE.

## HELP WANTED TECHNICAL CONTINUED

**News Video Editor:** Education: high school diploma Experience: requires one year's related experience. Applicant must have working knowledge of SONY 3/4" editing system. must understand editing techniques to accurately tell a story Applicant should be able to edit 16mm film Must be able to work in high pressure situation Send resume and video tape of work to Ann Underwood, KWTW, PO Box 14159, Oklahoma City, OK 73113, or call 405-843-6641, Monday-Friday, EOE

**Accepting Immediate Applications** for experienced reporters who are energetic and creative. Mail cassette and resume to Gary Long, PO Box 748, Little Rock, AR 72203. An equal opportunity employer. Female & male

**Producer** for one hour news program with progressive, growing NW independent. Must have: two years experience and working knowledge of film and ENG. Send resume: Jack Eddy, KSTW-TV, PO Box 11411, Tacoma, WA 98411 EOE.

**Assistant News Editor** and week-end anchor for South Texas VHF Box G-76.

**Immediate Opening** for experienced ENG news photographer and video tape editor Good opportunity for right person. Send resume and tape to Gary Long, PO Box 748, Little Rock, AR 72203. An equal opportunity employer.

**Wanted News Director:** To continue our tradition of excellence and aggressive news coverage. An excellent opportunity for an individual to step up to News Director in a well equipped modern facility EEO employer. Contact: Tom Gagnon, General Manager, WLUC TV, Marquette, MI 49855

**Sunbelt VHF Television Station** looking for an experienced, take charge, News Director and Assignments Editor Salary for both positions negotiable. An E.O.E. Station. Address all inquiries to Box H-99

**Reporter** need hard working, creative reporter with solid journalistic background Anchor opportunities in 37th market. Send resume, tape and salary requirements to News Director, WOTV, Box B, Grand Rapids, MI 49501 EOE/M/F.

**Southeastern Station** is expanding news operation and seeks reporter experienced in all phases of news reporting and delivery. Must be familiar with E.N.G. and be able to shoot video. Journalism degree or equivalent experience. E.O.E. Send tapes and resume to: Mr. Specs Munzell, PO Box 879, Charleston, SC 29402

**It's almost football time** in this medium market SEC City. Need a sports director/anchor. We're number one and we're looking for an electrifying personality who can give this town the best in local sports. Only experienced people need apply. EOE M/F. Resumes to Box H-107

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Promotion Manager** (Information Specialist II) for KWSU-TV. Requires B.A. in Communications, English, Journalism or related field and two years writing/editing experience. Additional full-time writing/editing experience may be substituted, year-for-year, for educational requirements Significant experience with broadcast promotion techniques and experience in on-air fund raising highly desirable. Writing portfolio required of all applicants. Finalists will be required to submit an audition tape. Projected salary \$1,269-\$1,625 per month effective October 1, 1980; current salary \$1,197-\$1,533. Apply by August 14, 1980, to Staff Personnel, Washington State University, Pullman, WA 99164 509-335-4521. Equal Opportunity Employer.

**Development Assistant.** Duties: Plan and supervise on-air membership drives. Assist Development Director in all departmental functions including underwriting, grantwriting and annual on-air auction. Requires: Minimum 2 years of college (B.A. preferred), experience in marketing, sales and/or writing. On-air experience advantageous Salary: \$10,000 to \$12,500 Contact: Send resume to Springfield Community Television, M.P.O. Box 21, Springfield, MO 65801 Deadline: Aug 20.

**Field Producer**—for top ten market prime time magazine show Our ratings have been going up for the last three years. If you re experienced at telling great visual stories and can keep up with us, we'd like to see your resume Please don't apply unless you can show us a great sample tape later E O E Box F-202

**News Promotion Director** responsible for planning and executing news promotion campaigns with emphasis on print and on-air for large market. South Florida VHF Knowledge of control room and video tape editing equipment necessary Production background and strong writing skills a must On-air promotional experience and BA degree preferred. An Affirmative Action/Equal Opportunity Employer Box H-34.

**Television Producer/Director** to co-produce weekly arts magazine series: including planning and researching; coordinating remote and studio segments, writing scripts and copy; remote and studio directing; 3/4" videotape editing; budgeting; possible on-camera work Four years television production experience; two years producing/directing experience, two years experience in arts activities; 3/4" editing experience. Full time; 8-12 months temporary with possible renewal, overtime exempt Salary—\$15,000-\$18,000. Contract begins Sept 1, 1980 contingent upon funding by receipt of grant Send resume, demo tape and sample TV scripts to: Chris Cochran, KVIE Executive Producer, PO Box 6, Sacramento, CA 95801. Closing date: 5:00 p.m., August 25, 1980.

**Assistant Promotion Director:** Need highly qualified person with minimum of two years promotion experience Good opportunity for someone who wants to work in a top television station. Send resume and tape to Lucy Valerio, Personnel, 2185 South 3600 West, Salt Lake City, UT 84119 EOE.

**On-Air Promotion Producer:** Strong writer with imagination and flair who has at least two years experience in location and in-studio production Position demands quick and efficient ability to conceptualize and produce high quality promos for both radio and TV Responsibilities include scheduling promos, maintaining slide and promo storage systems, and processing paper work Send resume and tape to: Nina Sedita, Department B, Box 1263, Buffalo, NY 14240 An Equal Opportunity Employer

**Producer Wanted.** Do you have that extra spark that would make an already successful talk/variety audience show in a top market even better? Obviously, you'll need good ideas, experience, enthusiasm, organizational and managerial skills. But, do you have that unique twist—does your mind work that way everyday? EOE Send resume: Box H-68

**Television Assistant Producer** of local arts magazine series; answering phone inquiries from public; review arts related announcements and mail; research; submit internal facilities requests, handle contracts; clearances, billing and budget records; coordinate scripts: some copy writing; act as AD, possible on-camera work Two years television production experience; two years experience in arts activities; some producing and directing experience desired. 8-12 month temporary with possible renewal. Contract begins September 1, 1980 contingent upon funding by receipt of grant Salary—\$10,000-\$14,000 Send resume, demo tape and sample TV scripts to: Chris Cochran, KVIE Executive Producer, PO. Box 6, Sacramento, CA 95801 Closing Date: 5:00 p.m. August 25, 1980

**Looking for experienced** video tape editor to fill immediate position Send resume and tape to Gary Long, PO Box 748, Little Rock, AR 72203. An equal opportunity employer

## SITUATIONS WANTED MANAGEMENT

**Currently employed television salesman** with seven years experience top 100 and top 50 markets desires sales management opportunity BS and MS Radio-TV. Very knowledgeable in ratings, TVB info., strong in leadership and organization. Age 34, prior management experience. Reply Box H-114.

## SITUATIONS WANTED TECHNICAL

**TV-FM-AM-Field Engineering Service.** Established 1976 Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

**Chief Engineer:** Several years as number 2 man, ready for more responsibility. Box H-43

**Technical School Grad.** with FCC first class and one year's experience in post production seeks chance to learn studio operations, transmitter and maintenance. Peter Kuhn 914-764-4859

## SITUATIONS WANTED NEWS

**Medium market reporter** seeks similar position in major market. Twelve years experience general assignment and beat reporting. Relocate immediately Box H-19.

**City Hall Reporter** seeks Top 40. Experienced with live BA Journalism VTR available Box H-15.

**Young aggressive broadcast journalist** with three years experience seeks position as reporter and/or anchor. Also have producing experience Recent graduate of Emerson College, Boston. Willing to relocate. Gerry Wardwell, 57 Seymour Street, Bristol, CT 06010, 203-582-5378.

**Strong Economics/Financial Background.** Experienced Foreign Correspondent for major TV news company seeking to resume TV news career stateside after several years achievement and acclaim covering headline stories around world Wide editorial and technical experience with bureau management responsibilities in important international newsmaking area Strong and proven record investigative reporting. Consider any field, news or public affairs. Relocate anywhere. Available for interviews Resumes/References available on request 201-279-6760 Box H-59.

**Europe!** 12-year pro wants overseas assignment. Experienced reporter, field producer, writer available now. Awards, MA degree, well traveled, currently major market. Box H-92.

**Sharp Black Weathercaster:** on air experience, masters, first phone, articulate and personable For tape and resume Box H-85.

**National and regional award** winning photographer seeking new challenges in top ten market Creative, aggressive, quality sensitive. Experienced in all phases of film/ENG photography and editing in news, sports, and special features. Box H-98.

**Young reporter,** four years in radio news, one year Radio-TV, currently with a newspaper, ready to return to broadcasting in the Fall. Good understanding and strong interest in many fields, especially: politics and law, housebuilding and real estate, heavy construction, land use planning and environment, human psychology and health. I seek work with small or medium market station, preferably Northeast My resume, writing samples, photo are ready for your review: Box H-78.

**Female Meteorological Forecaster.** Currently Top 40. 5 years. Seeking professional operation where weather is significant. AMS. NWA. 216-452-9157

**Award winning investigative reporter/producer** seeks position with top notch news organization interested in serious journalism. Heavy ENG experience, strong production background Box H-81

**Experienced Reporter/Producer.** Looking for career move. Can dig up own stories. Excellent feature work Box H-100.

**ENG photographer, editor,** experienced with live shots, film shooting, editing, processing, college grad, 11 years experience. Call Doug, 319-364-0047

**Experienced Female** Anchor/Reporter/News Director has a nose for news If you want a woman withchutzpah—look no more! Day 516-427-4230. Eves 207-496-0601.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Woman with beautiful delivery,** excellent copywriting skills, feature news experience, basic production seeks new position. 1980 Clio finalist. Communications and Theater degree. Will relocate. Call 609-989-9413

**Experienced auditor** with over 5 years in broadcasting seeks senior accounting or auditing spot. Will travel and relocate. Resumes furnished. Box G-35.



## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Creative ENG Photographer** employed producing News/Commercials desires position with Magazine/People Show Box H-47

**Extensive background** in TV includes production on syndicated show filmed on location, set design, script writing and familiarity with Magazine format. Position more important than salary. Box H-115

**Production Manager, TD,** Director-at small UHF seeks career advancement. Young, experienced with a tape to prove my ability and potential. Future goal of programing director. Call 914-941-2937

**I'd like to improve** my station in life. In radio, but oughta be in pictures. Age 26. Background: reporter, talk show host, copy/production, free lance announcer for agencies and production houses. Some TV experience in college. Articulate, creative, and other embarrassing adjectives. If you're looking for a reporter (strong on features) host, booth announcer, etc., I'd like to hear from you. New England preferred, but all markets considered. Box H-74.

**All of us** had to begin somewhere—So let me begin with you! BA communications. Campus radio and television production experience. Looking for entry level position to begin advancing. Porcha Anderson 212-328-4676.

**Female Producer/Technical/Director.** Prefers the west. Experienced in news, commercial production, public affairs, Chryon, film, editing 8 years in TV. Resume on request. Box H-65

**Magazine Host**—Solid, experienced professional. Looking for magazine type program or talk show. Call Arron Joseph 804-320-5649

**All markets!** Interested in talented on-air performer? Married, stable, journalism degree. Now 54th market, announcing/continuity; hosting weekly public TV show. Want public affairs or news—and a chance to develop on-camera potential. Call Rich 316-326-8288 after 6. Call before 6, leave message.

## ALLIED FIELDS

### HELP WANTED SALES

**Salesperson Wanted:** Outstanding opportunity to join the world's largest supplier to the broadcast industry. Travel a must. Please call David Tyler, William B. Tanner Company, collect at 901-320-4340

### HELP WANTED TECHNICAL

**Video Engineer-Operator:** Job emphasis on maintenance of professional video studio equipment. Some operations involved. Experience required. Resume to Byron Motion Pictures, Inc., 65 K St., N.E., Washington, DC 20002, Attn: Video Mgr. EEO.

### 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)

**50 kw AM high level** modulation. WINB, Red Lion, PA, F. Wise 717-246-1681

**Console for control room.** Must be in excellent condition for WFEC, Harrisburg, PA. Phone: 215-326-4000, ask for Mr. Scott

### 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.

**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.

**RCA TT-10AL VHF Transmitter**—Working good, Channel 6, many spares, \$5,000

**RCA TT-35CH VHF Transmitter**—All spares, good condition. Channel 10, \$20,000.

**RCA TT-50AH VHF Transmitter**—Excellent, many spares, Channel 11, \$12,000.

**Sony 2850 3/4" Video Recorders**—Good condition, \$1,500 ea.

**Sony 2860 3/4" Video Recorders**—Excellent condition, \$2,500 ea.

**Spectavision 3/4" Editor**—works with 2850 or 2860, \$3,000 ea.

**Complete film island**—PE 240, Eastman 285's, TP7, Eastman multiplexer, \$30,000.

**IVC 500A Color Cameras**—complete, beautiful pictures, ea. \$7,500.

**GE PE-350 Color Cameras**—All accessories, good condition, ea. \$4,000.

**GE PE-240 Film Camera**—Automatic gain & blanking, \$8,000

**CDL VSE-741 Switcher**—12 input, chroma key, \$4,000

**RCA TK-27A Film Camera**—Good condition, TP 15 available, \$12,000.

**RCA TP-6 Projectors**—Reverse, good condition, ea. \$1,000.

**Ampex 1200 A VTR'S**—Amtec, Colortec, one with editor, ea. \$22,000

**Norelco PC-70 Color Cameras**—16x1 200M Lens, inahcer, scope, monitor, 2 available, new low price, ea. \$14,000.

**New Edutron CCD-2H** Time Base Corrector—Broadcast specs, \$5,800.

**VHF Antenna—RCA Batwing.** Available now, \$8,000

**UHF Antennas**—Various Models and Prices. 30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Bill Kitchen, Quality Media Corporation, Box 7008, Columbus, GA 31908.

**1 KW AM Gates BC-1F** with 500 w cut-back, s.s. power supply, M. Cooper 215-379-6585.

**20 KW FM Wilkinson,** 20E, 7 yrs. old rated to 25 KW with exciter and stereo. M. Cooper 215-379-6585.

**Model 147A Tetrax**—NTSC Test Signal Generator; Model 1440 Tetrax—Automatic Video Corrector; Model 1441 Tetrax—VIR Signal Deleter/Insertor; TSG-3000 GL Telemation-Broadcast Synchronizing Generator, Frequency Modulation System; Sequential Switcher, Ampex-Editec, Amtec & Colortec. 400 Feet Norelco Camera Cable; 100 Feet Grass Valley Switcher Cable; Fujinon TV Lens 1:2 F-11-80 MM Model K7 x 11 RM-2; Best offer. Call: Jim Nelson 312-236-5535

**Remanufactured Ampex 1200B VTR,** Amtec, Colortec, Mark II Editec, Overhead Bridge, Spare Head, Compressor, Venturi Vacuum System, Manuals, and Extenders. Less than 125 hrs. use since AFA rebuild, mint condition. Call Bob Chetrick, 1-800-253-9239

**2 Philips LDH-20 Cameras** 1 yr old. \$13,000 each. WGCB-TV, Red Lion, PA, F. Wise, 717-246-1681.

**Sale RCA 5000 watt Stereo FM** Transmitter—\$8500. 8 Channel Stereo Console, 10 Channel Stereo Console—Reasonable. Box H-54

**For Sale:** RCA 20EI FM Transmitter. Contact telephone 402-467-2717

**10KW, AM transmitter,** RCA 10-U, perfect condition, used in top chain operation, many spares. Presently on 1240kc. Many other 5kw, 10 kw and 20 kw AM and FM units in stock ready for delivery. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Thank you for doing business with BESCO.

**5 KW FM Gates 5B,** redesigned SS power supply. On air, w/Sparta 660 exciter, spares. M. Cooper, 215-379-6585.

**5 KW AM Collins 820-E1,** 4 yrs. old, w/proof, many spares, Mint. M. Cooper 215-379-6585.

**Equipment for Sale:** 1 H1-77; 1 CEI 310/330; 1 Ampex VR 3000; Please contact Ed McDonnell. 212-757-8919.

**RCA TT-50AH TV Transmitter,** excellent condition, many spares, Channel 10, best offer. Robert Horton 615-637-1010.

**Gates Yard console** mono. Includes spare parts and preamps \$500.00. WRXB 813-864-1515.

**Surplus 2 inch** video tape, minimum 50 reels per month, assorted 30 min. 60 min & 90 min, assorted manufacturers program to run for a minimum of 12 months. Quality does not meet strict network standards (1 drop out or edge damage per 30 min.) Contact J. Richards—ABC, 40 W 66th Street., N.Y.C., NY 10023. 212-887-4906-7

**Bosch Fernseh,** BCN-40 Videotape Recorder in good condition with manuals and spares. Call Dick Rex 404-394-8241

**1800 feet Prodelin line,** 6 1/8 inch, (19 1/2 foot sections) hangers, elbows, flanges, best offer. Robert Horton 615-637-1010.

**Datatron Videocue Editor** 5200-202-SMPTE time code; IVC Color CDR 1" Model 900 Rack-mounted; IVC VTR 1" Model VC 800; Westrex Color Densitometer RA1100G; Video Tape Sound Reader Quad 2"; Film Chain Norelco PCT 701 color camera system, variable matrix, multiplexer, two 16 min. TC510D projectors, RCA TP7 projector and pedestal; Burrough's Billing Machine L2000, ARR1 Silver Recovery Cell Tape 100; IBM-PBX Dictating System, magnetic belt recorder, 5 remote desk mikes and transcribing unit, IBM hand held dictating machine Model 224. No reasonable offer refused. Byron Motion Pictures, 65 K St., N.E., Washington, DC 20002. 202-789-1100

**UHF Transmitter.** Ampex (Townsend) TA30A, 30KW. Good condition and presently operating on Channel 30. Available about February, 1981. Prefer buyer disassemble and remove. Also for sale: Jampro Channel 30 directional antenna. For equipment list, inspection opportunity, and bid procedure, contact Art Hafer, D.E., WGTE-TV, 415 N St. Clair, Toledo, OH 43604. Phone 419-255-3330

## COMEDY

**Free sample** of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Comedy/Personality Jocks:** Write for our amazing audio sample kit. See "Miscellaneous" ad for LA Air Force

**"Comic Relief!"** Just for laughs. Bi-weekly. Free sample. Whilde Creative Services, 20016 Elkhart, Detroit, MI 48225

## MISCELLANEOUS

**Custom,** client jingles in one week. PMW, Inc., Box 947, Bryn Mawr, PA 19010 215-525-9873.

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801 213-438-0508.

**Attention small radio markets!** Fed up with half-baked wire stories from Washington? Feel isolated from the seat of national government? Add a supplemental, tailor-made news service targeted at your specific audience. Fresh profiles, provocative insights of the public servants you sent here to govern. Includes the federal agencies. Write for details and demo. Potomac Broadcast Group, 10110 Brunett Avenue, Silver Spring, MD 20901.

**Five volume production library** jammed with hundreds of dynamite cuts! Exciting music beds, synthesizers, drums, jingles, SFX, gag cuts—the industry's finest package priced right! Audio sample kit \$1.00 (refundable): LA. Air Force, Box 944-B, Long Beach, CA 90801

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

## RADIO PROGRAMING

**Astro-Projections**—Find out what tomorrow holds for your audience! Astro-Projections, a 5-day-a-week, 4 times a day, daily program for each zodiac sign. Demo available. Astro-Promotions, Inc., 26651 Sudbury Drive, Cleveland, OH 44070.

**Radio and TV Bingo.** Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160. 303-795-3288

## INSTRUCTION

**Free booklets** on job assistance. 1st Class FCC. License and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**FCC "Tests-Answers"** for First Class License Plus—"Self-Study Ability Test" Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**San Francisco, FCC License 6 weeks 9/2/80.** Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

**KIIS Broadcasting Workshop** in Hollywood. Announcing, Disc Jockey News, Plus top rated account executive program—all taught by top L.A. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038 213-462-5600 "Where tomorrow's broadcasters are today."

## RADIO

### Help Wanted Management

#### GENERAL MANAGER

Strong on small town sales management to pilot daytimer from \$7M to \$30M per month. Duties will also include supervision of automated FM studio as well as complete responsibility for AM. Growing group broadcaster not afraid to spend money to become No. 1. Great place to live, and opportunity to earn in excess of 50M, with beginning guarantee of 20M. Call 305-628-8862 to exchange preliminary details.

#### Morning Radio Personalities

Also operations managers needed by midwest group. Excellent stations, good pay, professional climate. Send resume to Box H-121 EOE.

### Help Wanted Technical

#### Technical

Major Broadcast Group seeking hands-on Engineers for Management Positions. Must have experience in all phases of AM/FM Operations. Send your resume and letter of application to Box H-84. An Equal Opportunity Employer.

### Help Wanted News

#### MORNING NEWS ANCHOR

50,000 watt, WTIC, Hartford, is looking for a super voice, top writing skills, and street reporting ability. Tapes, scripts and resumes to Walt Dibble, News Director, WTIC, One Financial Plaza, Hartford 06103. WTIC. One of America's great radio stations. EOE. M/F.

## Help Wanted Programing, Production, Others

### EXPERIENCED TRAFFIC MANAGER

Chicago's top radio station needs experienced traffic manager to direct competent staff. Must have complete knowledge of traffic/continuity areas using an automated traffic system. Send resume and salary requirements to WGN Radio, Personnel Dept., Chicago, IL. 60618.

## Help Wanted Announcers

### CREATIVE AFTERNOON DRIVE PERSONALITY

For 50KW Capital Cities' Operation. High profile adult contemporary format with heavy community involvement. Demonstrated "personality" more important than years of experience. Excellent opportunity for the right person. Tapes & resumes to: Neil McGinley, Program Director, WKBW Radio, 695 Delaware Ave., Buffalo, NY 14209. An EOE

### Oldies Personality

Major market contemporary music & personality station looking for a unique speciality "oldies" jock who knows and digs the music and who has an on-air "act" as special as the music itself. If you're looking to break into the majors, this could be your big shot! Rush tape, resume, and salary requirements to Dick Fraser, WBBG Radio, 3940 Euclid Avenue, Cleveland, Ohio 44115. An equal opportunity employer.

## Situations Wanted Announcers

### TOP MORNING PERSONALITY

Highly original style and 23 years major market experience brought South Florida station 6 fold increase in ratings. Extremely powerful promotional ability and community involvement available to right station. Ratings Guaranteed. PO Box 3011, Pompano Beach 33062.

### MORNING MOR COMIC PERSONALITY

Original material and characters a la Bob & Ray & Freberg. 25 years experience and more than ready for a major market. Box H-93.

## Situations Wanted News

### Don't Settle For Second Best!

Heavyweight award-winning talk-show host/newscaster 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

### ONE ON ONE DYNAMIC COMMUNICATOR

with personality—plus! Opportunity for seasoned two-way communicator who is also capable of handling personality MOR music format. Target audience: 25 plus. Superior income in Eastern Pa. Send resume to Box H-83. EOE.

### SPORTSCASTER

Hardworking guy desires sportscasting/PBP job. I don't care what size your market is, what I do care about is that you're committed to having a first rate broadcaster on your team. I'm currently working as a News & Sports Director and can handle both areas if you wish. If you're serious about your operation, then you can't afford to pass me by. Box H-76



## TELEVISION Help Wanted News

### TV NEWS PEOPLE

On behalf of our clients, we are looking for experienced anchors, reporters, weathercasters and sportscasters.

All replies will be kept strictly confidential.

Send videocassette and resume to PO. Box 909, Fairfax City, Virginia 22030. Tapes will be returned promptly.

# M&H

McHUGH AND HOFFMAN, INC.

## Help Wanted Technical



## On-Air Technical Supervisor

NBC, a recognized leader in the broadcasting industry, has an exceptional opportunity for an on-air technical Supervisor.

Responsibilities will include: direct supervision of technical facilities, activities, and personnel for on-air operations; insuring proper utilization and condition of equipment and reporting on outages or other operating irregularities, insuring conformance to terms and conditions of NBC agreements with collective bargaining agents (NABET, DGA, and AFTRA) and the overall conduct of activities in accordance with approved policies, standards and procedures.

Interested applicants should have extensive experience in broadcast management with a major broadcast facility, along with a Bachelor's degree in engineering, business or communications. Knowledge of broadcast-oriented collective bargaining agreements highly desirable.

NBC offers an excellent salary and benefits package along with the opportunity for career advancement. Send resume with salary history to: **Ms. V. Branker/OTS, Staffing Specialist, NBC, 30 Rockefeller Plaza, New York, N.Y. 10020.** We are an equal opportunity employer m/f.

### NEWS PRODUCER

TOP 20 MARKET SEEKING EXPERIENCED TV NEWS PRODUCER. Experience in News Production should include writing, editing, production with both tape and live shots. The person we are looking for must have energy, imagination, ambition, and the ability to work well with people. Send resume and tape to:

#### WFLA-TV

Richard W. Roberts  
Corporate Personnel Director  
905 East Jackson St  
Tampa, Florida 33601

An Equal Opportunity employer M/F

### TV NEWS ENG EDITOR PHOTOGRAPHER

WNAC-TV News seeks an electronic journalist with a minimum of 2/3 years' professional experience shooting and editing 3/4" video tape. Experience with news stories, series and live feeds required; as well as familiarity with RCA, Thompson cameras, and Sony/convergence editing gear. First phone and college journalism degree preferred. Full station news commitment.

Resume and sample cassette to:

Peter Leone  
News Director  
WNAC-TV

RKO General Building  
Government Center  
Boston, MA 02114

A Equal Opportunity  
Employer M/F/H/Vets

WNAC-TV BOSTON  
A CBS AFFILIATE



### Co-Ancor

WTVF-CBS/Nashville is seeking co-anchor/reporter — male or female. Excellent salary and benefits for warm, attractive person who is also a solid street reporter. We have a strong commitment to news and need you immediately. Strong anchoring experience a must. Resume to Box H-52. E.O.E.

### WTVJ REPORTER- PRODUCER

Top rated Public Affairs Dept. seeks a reporter-producer with minimum 3 years experience in news or public affairs Journalism degree preferred. Negotiable salary & excellent company benefits. Send resume to

P.O. Box 010787 Miami, Fla 33101  
Equal Opportunity Employer M/F

### ASSIGNMENT EDITOR

Looking for an aggressive Assignment Editor capable of conceptualizing stories and directing crews. Need someone who can make a slow day into a good day. Please send resume to Box H-106. E.O.E.

### NEWS PHOTOGRAPHER

Experienced in all phases of ENG, microwave transmission and editing. We have all the equipment and opportunities for a dedicated, hard-working professional. Top 30 Midwest Market. Salary requirements and resume to Box H-31

### Help Wanted Programing, Production, Others

#### PROMOTION MANAGER

top notch person with strong on air promotion. Writing and producing background needed for ABC affiliate in Minneapolis/St. Paul. Knowledge of outdoor print media helpful. Send resume/cassette to Kaki Tuohy, KSTP-TV 3415 University Avenue St. Paul, MN 55114. An Equal Opportunity Employer

#### TALK SHOW PRODUCER

WDIV-TV, Post Newsweek in Detroit is looking for an experienced talk show producer. Our program will be new, our host exciting and our new producer—someone with a creative track record and the managerial ability to motivate and build a staff from the ground up. Major market experience is a requirement for this position. If qualified, please send your resume and tape to Bill Pace, Executive Producer, WDIV-TV 622 W. Lafayette, Detroit, MI 48231.

An equal opportunity employer

**Help Wanted Programing,  
Production, Others  
Continued**



Now seeking candidates for Talent (host and hostess) and Producer for January premiere of PM Magazine. Preference given Producer/Talent combo. Prior experience with magazine-type format a must for Producer. Send resume, tape and salary needs to Jared VanHorn, KWVL-TV, Waterloo, Iowa 50703.

An EEO Employer

**CMX  
VIDEOTAPE  
EDITOR/  
TECHNICIAN**

WCVB-TV (the ABC affiliate in Boston) seeks an individual with a minimum of two years' experience with CMX computer editing systems. This is a creative editing position of specials for WCVB-TV air and syndication use.

The successful applicant must have proven ability as a creative videotape editor as well as a high degree of proficiency with the CMX system. Experience with CMX 340X and Sony 1" Type 'C' videotape machine is desirable.

**If interested and qualified, send resume (no telephone calls please) to: Personnel Department T72180, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.**

**Situations Wanted Programing,  
Production, Others**

**COMPELLING TALK HOST**

Young journalist. Warm. Honest Good looking. Exc. Communicator. Well versed on issues. To host your morning talk/info. Committed to excellence? So am I. Together, we'll rise to the top! Box H-101

**REGIONAL SALES MANAGER**

Rapid expansion of Arbitron's Los Angeles sales operation has generated the need for a hard-hitting Regional Sales Manager for our advertiser/agency radio sales division.

The person we're seeking must have at least 5 plus years experience in advertiser/agency media and/or broadcast sales. If you're a self starter and are highly motivated to increase your income, this is an opportunity you should explore.

We offer an exceptional starting salary and incentives, generous and comprehensive fringe benefits, and an outstanding opportunity for advancement.

To explore this fine opportunity, send your resume, with salary history, in confidence to:

**THE ARBITRON COMPANY**



a research service of  
**CONTROL DATA CORPORATION**

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An Affirmative Action Employer M/F



**SALES WITH  
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INCOME**

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Our clients include Budweiser, CBS, Levi's, McGraw-Hill, STP, RKO, Buster Brown, Bonneville and hundreds of local radio and TV stations.

If you've got strong character and a background in programming and/or time sales, we'd like to talk to you about living and working in America's Finest City.

Call, send your resume or see us at the NAB in New Orleans. Ask for Bo Donovan.



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SALES

# Account Executive

## OUTSTANDING OPPORTUNITY

... With Arbitron's Chicago office ... Fast growing recognition and acceptance of our service has generated an exceptional opportunity for an account executive to join our Radio Station Sales Department.

The person we're seeking should have at least 5+ years experience in Radio Broadcast Sales. You should be a self starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume, with salary history, in confidence, to:

**PERSONNEL DIRECTOR**  
**THE ARBITRON COMPANY**

 a research service of  
**CONTROL DATA CORPORATION**  
**1408 Tribune Tower, Chicago, IL 60611**  
*An Affirmative Action Employer*



### Help Wanted Technical

## FIELD ENGINEER

Leading internationally known electronics firm seeks two Field Engineers with heavy experience in servicing broadcast and CCTV color cameras.

Duties include periodic technical training of customers, engineering back-up for salesmen on product demonstrations, resolving technical problems pertaining to camera installations in the customers facility and answering telephone inquiries from dealers and product users.

You will be based in the Metropolitan New York or Los Angeles area, travel-40%, office-60% of the time. Position reports to Marketing Manager.

Please send resume and salary requirements to Box H-108.

# Broadcast Engineers

## Bored With Your Job Or Career?

If you feel confined in your present job, sitting behind a desk or trapped in a day-to-day routine with no future in sight, then a career with RCA Service Company may be your ticket out.

RCA Service Company's Broadcast Engineers travel all over the world to install, maintain and service transmitting systems, television cameras, and/or television tape recording equipment. Experience in the maintenance of television broadcast and related equipment necessary. Digital background helpful.

We are looking for a few of the best Broadcast Specialists, who are able to work without close supervision and who would enjoy working from home to travel throughout the U.S. and occasionally to many foreign countries. A first class radio-telephone license is required.

Naturally we provide excellent salaries and Company paid benefits including medical and life insurance, vacations, holidays, and an income savings and retirement plans.

For immediate consideration, call collect, or send a letter or resume to: Mr. Rob Robinson, (609) 338-6517, RCA Service Company, Building 201-2, Rt. 38, Cherry Hill, NJ 08358. An Equal Opportunity Employer.

# RCA

**A Tradition On The Move!**

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The Broadcasting Job you want  
anywhere in the U.S.A.  
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"The Nr 1 Promotional Voice in Radio"

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**American Radio Associates**

*A Full-Service Broadcast Consulting Firm  
offering professional services in*

**PROGRAMMING**      **ENGINEERING**  
**SALES**                      **CREATIVE SERVICES**  
**MANAGEMENT / TALENT PLACEMENT**

*phone (216) 289-3660*

**Cleveland, Ohio**

### COUNTRY— CONTEMPORARY—M.O.R. AT LAST!

A programming consultation service designed specifically for small and medium markets

Ask yourself

1. Are we playing the *right* music?
2. Are we able to obtain qualified air talent, for the salary we have to pay?
3. Are my announcers being given proper guidance to help develop their style and my sound?
4. Do my promotions *really* promote?
5. Is there a program consulting firm that will give me what I need without charging major market rates?

The answer to all 5 of the above questions will be **yes** with Scott Consultants, a firm created by former national program director and consultant Mike Scott. We did it for WJZ in Decatur, Illinois. Scott Consultants 8683 Tanbark, San Antonio, Texas 78240

## Business Opportunity

### PROFIT THE HOTTEST WORD IN TELEVISION

TV Tempo is in the television business and we're offering you a share in the profit!

Cable systems are growing with more diversified markets and larger capacity systems. Subscribers now need a complete guide to know everything that is offered to them.

TV Tempo is a low-cost comprehensive localized entertaining television and cable guide. Each locally owned magazine acquires advertising for insertion in his/her local edition.

TV Tempo is well established covering markets of more than 200 cities and now expanding nationally. We have expertise, experience, and facilities to handle all production areas. Composition, Printing, Television scheduling for each area and complete training.

An investment of \$10,500.00 is required. Call 404-546-8458 in Georgia and 800-241-7089 all other states or write TV Tempo Inc. PO Box 5443 Athens, Georgia 30604.

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### MANAGEMENT SERVICES COMPANY

Specializing in Individual & Corporate  
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Representing over 500 Clients & 1100 Episodes

**CALL TOLL FREE**

**NATIONALLY 800/528-6050 Extension 758**  
**INVESTORS MANAGEMENT SERVICES, INC.**  
366 No. B'way, Jericho, NY 11753 516 935-5567

### NEED NUMBERS??

The Image Generators are at your service. Get Major market production/voices/ideas to help generate numbers in your marketplace. Rates vary w/market size. Interested? All Inquiries to 301-262-2119 or 11408 Fairoak Drive, Silver Spring, MD 20902.

## Wanted To Buy Stations

### NEED HELP?

Two big market programmers are looking for ownership possibilities in medium to small markets in the Upper Midwest. We are not interested in single AM daytimers but we will consider AM/FM combinations in which the AM is not full time. Strict confidence. Reply to Box H-80

## FLORIDA

Experienced broadcaster would buy small, maybe medium mkt. radio facility—principal to principal. Bill: (219) 874-5245

## For Sale Stations

## R.D.HANNA COMPANY

**BROKERS • APPRAISERS • CONSULTANTS**

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8340 E. Princeton Ave., Denver, Co 80237 • 303 771 7675

1819 Peachtree Rd. N.E. Suite 606, Atlanta, Ga. 30309 • 404 351-5555

## For Sale Stations Continued

### LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0366

Suite 214

11081 San

Vicente Blvd.

Los Angeles, CA. 90049

202/223-1553

Suite 417

1730 Rhode

Island Ave. N.W.

Washington, D.C. 20036

## MEDIA BROKER, APPRAISER...

**318-797-8668**

Single market combo in Geo.  
300 K; Ark. combo 550K;  
Regional rural FM Class C, 1.35  
M, 10 times cash flow.

**JOHN  
mitchell**  
P.O. Box 1065 Shreveport, LA 71163

## SOUTHERN STATIONS FOR SALE

Fulltime 5 kw AM in medium Georgia market. Well equipped with real estate included \$895,000 with only \$250,000 down. Owner financing.

AM/FM combo in medium small North Carolina market. Well equipped and real property included. \$825,000 with just \$240,000 down. Owner financing.

AM/FM combo in small Virginia market \$405,000 with only \$120,000 down and transferrable note.

For information on these and other available properties please write or call Al MacMillan

### THE MACMILLAN COMPANY

P.O. Box 76024, Atlanta, Georgia 30328,  
404-256-3666.

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West Coast

44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434 1750

East Coast

500 East 77th Street, Suite 1909 New York, NY 10021 212/288 0737

## AAA RADIO STATION AVAILABLE

Honolulu, Hawaii. High power, Clear Channel. Seller will finance with 29% down, balance over 7 years. With NO interest. This is a great opportunity. Call Dave Wagenvoort, Media Broker (808) 949-6648.



**THE KEITH W. HORTON COMPANY, INC.**

For prompt service contact

Home Office: P.O. Box 948  
Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963  
*Brokers and Consultants*

**Ten reasons to give us a call!**

- New York - Small market FM - \$280K terms; \$225K cash
- Mid-Atlantic-College market AM - profitable-\$900K
- Florida - Major market AM - cash preferred - \$850K
- Northeast - Small market AM - \$250K - 29% & nego. terms
- Midwest AM - Profitable fulltimer - \$725K on terms
- Top 15 market - Class B FM - Cash or nego. terms - \$3MM
- Mountain State - Fulltime 5 kw - \$835K cash or terms
- New York - Profitable AM-FM - Real Estate - \$1.5MM on terms
- Northeast - Metro fulltimer - Unit operation - \$900K - terms
- New England - Coastal AM - Very attractive - \$400K - \$116K down



**Distressed Sale**

Daytime AM. Major Florida market. Excellent potential. Minorities only. Box H-88

**MARGRET HANEY**

Pringle-Haney & Associates

NW Medium VHF-TV \$500K Grng \$500K  
W Medium Fulltime \$1500K 29%  
W Metro Fulltime \$3000K 29%  
W Small AM \$500K Terms  
W Medium FM \$600K 29%  
415/692-2059—Box 126, Millbrae, CA 94030 or 90 El Camino Real, Burlingame, CA 94010

**Major Florida market**

Fulltime AM. Excellent potential for increased growth. \$1,000,000—Terms available. Box H-119.

- Cable TV Southern Alaska. Small. \$110,000. Terms
- AM/FM. N.E. Louisiana. \$25,000 down.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Major market ID. \$660,000 terms.
- AM/FM in Alaska. \$1,425,000.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Chattanooga area daytimer. Good real estate with living accommodations at studio. \$350,000. No down payment. \$5,225.80/month for 10 years.
- Two AM's. CA. fulltimer and daytimer.
- Class C plus powerful daytimer. S.E \$4 million cash.
- S.E 50,000 watt AM. 3.8 million.
- Fulltimer. City in Iowa. \$680,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Louisville area daytimer. \$450,000.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Atlanta area. \$980,000. Terms.
- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

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815-756-7635 24 HOURS

Drop by our Hospitality Suite at the NAB Radio Programming Conference, Hyatt Regency, New Orleans

**Available AM**

on very low frequency. Very good gross. Long-term payout. Asset sale with \$150,000 down in beautiful Upper Midwest Quadrant. Top shape. Excellent buy

Another fine opportunity Class C FM priced below \$400,000. A market of 175,000 people. Terms. Midwest. No brokers. Principals only Box H-102.

**MEDIA BROKERS - APPRAISERS**

AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A. **SHAHEEN** INC.  
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



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Lexington, Mo. 64067  
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*Select Media Brokers*

(912)883-4917

P.O. BOX 850 ALBANY, GA. 31702

WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
IA	Fulltime FM	600K	Suburban
IL	Daytime AM	660K	Suburban
FL	Daytime AM	400K	Medium
GA	Daytime AM	350K	Medium
MI	Daytime AM	370K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
NC	Daytime AM	350K	Small
NC	Fulltime AM	210K	Small
MN	Daytime AM	225K	Metro
FL	Fulltime AM	135K	Small
NJ	Daytime AM	395K	Small
MO	AM—Down payment	\$20,000	
SC	AM—Down payment	\$25,000	
TN	AM—Down payment	\$25,000	

**For Sale AM-FM**

in fast growing Central California City \$1,000,000. Good terms and lease on real estate. No Brokers. Send qualifications to Box H-70.



**MILTON Q. FORD & ASSOCIATES**  
Media Brokers/Appraisers

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MEMPHIS, TN 38157 • 901/767-7980



**STATIONS**

**CONTACT**

S	Small	AM	\$85K	\$30K	J.T. Malone	(404) 458-9226
E	Small	AM	\$180K	29%	Art Simmers	(617) 848-4893
S	Small	Fulltime	\$350K	\$75K	Bill Cate	(904) 893-6471
MW	Small	AM/FM	\$1100K	Nego.	Peter Stromquist	(218) 728-3003
S	Medium	Fulltime	\$560K	\$162K	Bill Chapman	(404) 458-9226
W	Medium	Fulltime	\$2300K	Terms	Ray Stanfield	(213) 363-5764

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

**TOP 50 MIDWEST CLASS C FM**

Consider Trade-Merge-Stock-Terms-Cash

Principals Only—No Brokers  
Box G-241

**EXCELLENT OPPORTUNITY FOR YOUNG, INDUSTRIOUS PERSON WITH LITTLE CAPITAL**

Georgia AM Station for sale. Only \$25,000 down. Interest only for one year. Owner financing at 10 per cent. Box G-181

**PROFITABLE W. TEXAS DAYTIMER**

Excellent owner/operator opportunity. 6 X cash flow easily justifies \$300,000 price. Owner financing.

**DAN HAYSLETT & ASSOC., INC.**

11311 N. Central Expressway  
Dallas, Texas 75243  
(214) 691-2076

W. John Grandy  
Broadcasting Broker  
1029 Pacific Street  
San Luis Obispo, CA 93401  
805-541-1900

**BROADCASTING'S CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

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.

**Books for Broadcasters**

**304. AUDIO CONTROL HANDBOOK—for radio and television broadcasting, 4th edition. Revised and Expanded** by Robert S. Oringel. Closely following the format of the three earlier editions the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated index. **\$10.00**

**306. BROADCAST MANAGEMENT** by Ward L. Quaal and James A. Brown. Whether you aspire to a career in broadcasting or are a student of broadcasting or already are employed in broadcasting, this second edition—revised and enlarged—is 'must' reading. 464 pages, charts & index. **\$16.50.**

**316. RADIO BROADCASTING: An Introduction to the Sound Medium, Revised Edition** by Robert L. Hilliard. Reset, expanded and revised throughout, this new edition includes radio news. First Amendment problems and current techniques of electronic journalism. 478 pages, 100 illustrations, notes, bibliography, appendices, glossary. **\$10.95.**

**336. THE BROADCAST COMMUNICATIONS DICTIONARY** edited by Lincoln Diamant. Second edition—newly revised and enlarged—of this standard reference work. Some 4,000 technical, common and slang definitions, including familiar words meaning different things in English-speaking countries everywhere. Accurate, indispensable. 210 pages. **\$9.95**

**345. AMERICAN BROADCASTING: A Sourcebook on the History of Radio and Television** by Lawrence W. Lichty and Malachi C. Topping. A skillfully edited anthology of 93 selections, this unique source book provides a comprehensive description and analysis of broadcasting in America from its pre-history to 1975. Articles by such notables as Edwin H. Armstrong, William L. Shirer, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—to name but a few. A must for every broadcaster's library. 723 pages, notes, tables, bibliography, index, chronological table of contents. **\$26.50**

**BROADCASTING BOOK DIVISION**  
1735 DeSales St., NW  
Washington, DC 20036

Please send me book(s) number(s) \_\_\_\_\_. My \_\_\_\_\_ payment is enclosed.

Name \_\_\_\_\_

Firm or Call Letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_



# Fates & Fortunes

## Media



Holland

Appointment of **James R. Holland**, corporate affairs VP for Miller Brewing Co., to new post of NBC executive VP for corporate communications, responsible for press, public and corporate relations and reporting to Fred Silverman, effective Aug. 18 (BROADCASTING, Aug. 4), announced last

week. Before joining Miller he was assistant press secretary to President Gerald R. Ford in 1974-75 and special assistant to secretary of health, education and welfare in 1975-76. Earlier he had served in other government jobs and was with John Hancock Mutual Life Insurance Co., J. Walter Thompson Co. and United Press International.

**Ronald E. Steiner**, general manager, WDHO-TV Toledo, Ohio, and former general sales manager, WUC-TV Pittsburgh, named general manager of KLKK-TV Albuquerque, N.M.

**Dan McGrath**, operations and program manager, KTSF-TV San Francisco, joins WFSJ(TV) Newark, Ohio, as general manager.

**Clinton Culp**, with KTXQ(FM) Dallas, named president and general manager.

**Tom Baker**, general manager, WROR(FM) Boston, named VP.

**John H. Beck**, radio manager of noncommercial WGBH(FM) Boston, named director of New York-owned WNYC-AM-FM-TV, replacing **Mary Perot Nichols**, who resigned several months ago to become director of communications at University of Pennsylvania.

**Robert Francis Aaron**, who has owned and operated production and consulting firm for past 12 years, and before that was national director of daytime programming with NBC, joins CBN Continental Broadcasting Network, Virginia Beach, Va., as executive VP. He will be responsible for development and production of new programming for CBN, and for operation of its four television stations.

**Carl Como**, group manager, Patten Communications Corp., radio station group owner based in Southfield, Mich., named general manager of broadcast division. He will be based at Patten's WDOQ(FM) Daytona Beach, Fla. **Ron Samuels**, regional sales manager, WDOQ, named VP-general manager of station.

**Richard Ferry**, general sales manager, KDKA(AM) Pittsburgh, joins WKWK-AM-FM Wheeling, W.Va., as general manager.

**Harry Whisman**, regional sales manager, WFTL(AM) Fort Lauderdale, Fla., named assistant general manager.

**James Mougeotte**, general sales manager, WERK(AM) Muncie, Ind., named general manager of WAXT(FM) Alexandria, Ind.

**Sean O'Callaghan**, media representative for Davis-Fowler-Weaver Broadcasting's KLOK(AM) San Jose, Calif., named station manager of company's KARM(AM)-KFIG(FM) Fresno, Calif.

**Duane Hamann**, from KADL-AM-FM Hot Springs, Ark., joins KZNG(AM) Hot Springs as station manager.

**Bill Fogarty**, director of marketing, Daniels & Associates, Denver, named VP-marketing.

**Ted McGee**, Washington district manager for Tele-Communications Inc., Olympia, Wash., has announced his retirement from cable company. **James Higgins**, manager of TCI's Bellingham, Wash., system, will succeed McGee.

**Mayo Stuntz Jr.**, director of finance and planning for ABC subsidiary, Travel Network, recently sold, joins NBC, New York, there as director, operational planning. **Natalie Parks Hunter**, manager of finance, Philip Morris International, New York, joins NBC as director, strategic planning.

**Lee Frischknecht**, former president of National Public Radio, Washington, who has been freelance media consultant for last three years, joins noncommercial KAET(TV) Phoenix as manager of telecommunications. He will organize and develop distribution systems for educational telecommunications. **Vivienne Williams**, who has been working with U.S. Office of Education and University of Vermont on teacher training project, joins KAET as instructional television coordinator.

**Jon Schwenzer**, former director of engineering administration, Arlington Telecommunications Corp., Arlington, Va., retained as franchise consultant by Cox Cable Communications, Bethesda, Md.

**David A. Dreiling** and **Henry S. Schleiff**, attorneys with Viacom International, New York, elected assistant secretaries of company.

**Elizabeth Rizzo Balik**, Midwest sales representative, Marketron Inc., joins WBBM-TV Chicago as director of research.

**Kenneth Buel**, VP-station manager of Mid America Media's WKAN(AM) Kankakee, Ill., named VP-governmental relations for Mid America. **Volney Lamb Jr.**, sales manager, WKAN, succeeds Buel.

**Deborah Stein**, in research department of Golden West Broadcasters, Los Angeles, named research analyst for radio division.

**Ronald Lightstone**, VP-general counsel, Viacom International, New York, named VP-business affairs for Viacom Entertainment Group.

**Harold Wohlwend**, controller, Capitol Broadcasting Corp., Mobile, Ala., named VP-finance, and elected to board.

**Richard Roberts**, controller, Able-Lift Co., Oklahoma City, joins KOTV(TV) Tulsa, Okla., as business-financial manager.

**Kathleen Gorman**, business manager for Shamrock Broadcasting's KUDL(FM) Kansas City, Mo., named financial manager of co-

owned WTVQ-TV Lexington, Ky. **Beth Drown**, assistant business manager, KUDL, succeeds Gorman.

**George Miles Jr.**, formerly with Group W's KDKA-AM-TV Pittsburgh, named controller for co-owned WRET-TV Charlotte, N.C.

## Advertising

**William Marx**, management supervisor, N W Ayer ABH International, New York, elected senior VP. **Thierry Demogue**, formerly with Young & Rubicam in Paris and New York, joins Ayer as associate media director. **Mary Ann Spatola**, from Compton Advertising, joins Ayer as media planner.

**Neville Sargeant**, VP-finance, J. Walter Thompson/Canada, named senior VP-chief financial officer of J. Walter Thompson U.S.A. Inc., New York.

Appointments, D'Arcy-MacManus & Masius: **John Greening**, VP-marketing director in Bloomfield Hills, Mich., office, elected senior VP-management supervisor; **Noel Nauber**, creative director in St. Louis office, elected VP; **Kate Judge**, former intern, DM&M/de Garmo, New York, and graduate of Roanoke college, Salem, Va., joins DM&M/de Garmo in New York as assistant producer in broadcast

**"The person  
you describe  
is the person  
we'll deliver"**



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production department, and **Gwen Lennox**, research associate in Chicago office, named research manager. **Joseph Catli**, general manager of Ogilvy & Mather/Central America, based in Costa Rica, joins DM&M's Spanish Advertising and Marketing Services (SAMS), New York, as account supervisor. **Thomas Phillips**, senior sales representative, American Television Syndication, New York, joins SAMS as media director.

**Edward Larson**, executive producer, **Joey Cummings**, creative director, and **James Crimmins**, associate research director, Needham, Harper & Steers, Chicago, elected VP's.

**Will Fieldhouse**, manager of television services, Leo Burnett Co., Los Angeles, and **Mike Allen**, account supervisor, and **Bob Kirkpatrick**, associate media director, Burnett, Chicago, named VP's.

**Tom Tawa**, associate creative director, Chiat/Day, Los Angeles, moves to San Francisco office as VP-associate creative director. **Greg Karraker**, from Daily & Associates, San Francisco, joins Chiat/Day there as senior copy writer.

**Colleen O'Kane**, group media director, Tatham-Laird & Kudner, Chicago, named media planning director. **Maurine Rosenstein**, assistant media planner, named media planner.

**Gordon Petitt**, VP-general manager of Co-Op Management, Cleveland, joins W.B. Doner and Co., Detroit, as director of cooperative advertising services. **Pam Candler**, from J. L. Hudson Co., Detroit, joins Doner as account executive.

**Charles Short**, VP-marketing, Freedman Advertising, Cincinnati, joins Sive Associates there as VP-account supervisor.

**Mimi Brown** and **Evan James**, media buyers-planners, Barkley & Evergreen, Kansas City, Kan., named media supervisors.

**Richard Bloom**, creative director, D'Arcy-MacManus & Masius, St. Louis, joins Hume-Smith-Mickelberry, Miami, as senior VP-creative director.

**Jay Duncan**, senior account executive, Keller-Crescent, Evansville, Ind., named VP-account supervisor.



Breda

**William Breda Jr.**, VP-manager of New York CBS-red sales team, Blair Television, named VP-national sales manager for Blair.

**Mark Robbins**, account executive on NBC sales team in Chicago, Blair Television, named VP-manager of NBC sales team.

**John Hubbell**, on CBS sales team in New York, named sales manager of Blair's CBS-red team there.

**Michael Gillham**, former general sales manager, KDNL-TV St. Louis, joins HR Television there as account executive.

**George Sternberg**, VP, Savalli/Gates, New York, joins Lotus Representatives, New York, as VP-director of station relations.

**Carol Salter**, from Katz Radio, Los Angeles, joins McGavren Guild's San Francisco sales staff.

**Judy Lo Sardo**, from Ted Bates, New York, joins H-R/Stone there as account executive.

**Judith Aglism**, account executive, Mobil Chemical's packaging division, joins Eastman Radio, New York, as account executive.

**Georgann Lavelle**, account executive, Selcom Inc., Atlanta, joins Bernard Howard & Co., Atlanta, in same capacity.

**Vincent A. Francis**, VP in charge of sales for Western division of ABC-TV since 1958, retires, but will continue to serve as consultant to ABC's sales department. He had been with ABC 36 years. **Douglas Streff**, VP-sales, central division, ABC-TV, Chicago, moves to Los Angeles as VP-sales, Western division, succeeding Francis. In Chicago, **John Grace**, VP-sales manager, central division, succeeds Streff.

**Philip Sweeney**, local sales manager, WXYZ-TV Detroit, joins ABC-TV spot sales, Chicago, as Midwest manager. Appointed in ABC-TV network sales, Chicago: **Bob Sedlachek**, from manager of daytime sales, central division, to director of sales proposals-development; **Jim Wasilko**, from account executive to manager of daytime sales; **Kathy Taylor**, from account executive, ABC Radio, to account executive, ABC-TV network sales.

**Sandra Kennedy**, research manager, ABC Radio Network, New York, named manager of research and media planning.

**Ron Bergamo**, local sales manager, WFAA-TV Dallas, named general sales manager. **Chris Westerkamp**, from KGO-TV San Francisco, joins WFAA-TV as national sales manager.

**C. Stanley Read**, account executive, WSNB-TV Chicago, named general sales manager.

**J. Peter Coleman**, account executive, WCBS-FM New York, named manager of retail sales.

**Rick Henry**, local sales manager, WISN-TV Milwaukee, named national sales manager.

**Walter Maxwell**, senior account executive, WRKO(AM) Boston, joins WGHQ(AM)-WBPM(FM) Kingston, N.Y., as general sales manager.

**Ron Pell**, national sales manager, WDRC-AM-FM Bloomfield, Conn. (Hartford), named general sales manager.

**Darlene Jones**, retail sales manager, WRET-TV Charlotte, N.C., named local-regional sales manager.

**Judy Currier**, general sales manager of Davis-Fowler-Weaver Broadcasting's KLOK(AM) San Jose, Calif., assumes additional duties as director of sales for co-owned KARM(AM)-KFJG(FM) Fresno, Calif.

**Bob O'Brien**, assistant sales manager, WPXN(AM)-WPXY(FM) Rochester, N.Y., named local sales manager. **Randy Saltzman**, graduate, Oswego State college, Oswego, N.Y., and **Bob Antinarelli**, formerly with WROC(AM) and WVOR(FM) Rochester, N.Y., during mid-1970's, who has not been in broadcasting during recent years, join WPXN-WPXY as account executives. **Erin Furnival**, formerly with WROC-TV Rochester, joins WPXN-WPXY as sales coordinator.

**Sue Kramer**, account executive, WERK(AM) Muncie, Ind., named general sales manager of WAXT(FM) Alexandria, Ind.

**William Bass Jr.**, district manager for eastern North Carolina, I C Systems, St. Paul, joins WNCN-TV Greenville, N.C., as marketing director.

**Rosie Harker**, account executive, WRBQ(FM) Tampa, Fla., joins WJYW(FM) there as sales manager.

**Jim Jordan**, account executive, WKRS(AM) Waukegan, Ill., named director of sales and marketing.

**Lyle Dunst**, account executive for HR/Stone, New York, appointed account executive for WPIX-FM New York.

**Jeffrey Holden**, from Dominick's Finer Foods, Chicago, joins WLAK(FM) there as account executive.

**David Alexander**, from WILD(AM) Boston, and **Sandra Birnhak**, from WRKO(AM) Boston, join WBCN(FM) there as account executives.

**Marsha Baker**, from KMOD(FM) Tulsa, Okla., joins KOTV(TV) there as account executive.

**Pat Cronk**, fashion buyer, J.W. Milliken department store, Traverse City, Mich., joins WPBN-TV there as account executive.

**Karla Barton**, account executive, KVI(AM) Seattle, joins KCPQ-TV Tacoma, Wash., in same capacity.

**Dick Swartz**, former sales manager, KTHO-AM-FM South Lake Tahoe, Calif., joins KLOC-TV Modesto, Calif., as account executive.

**J. Marvin Sanders**, from CBS Records, joins KSHE(FM) St. Louis as account executive.

**Deborah Primo** and **Bill Wilson**, account executives, KRLL(FM) South Lake Tahoe, Calif., named sales supervisors.

**James Fraher**, announcer and news editor, WADB(FM) Point Pleasant, N.J., named service representative and copywriter.

**Barbara Piazza**, with WCCO-AM-FM Minneapolis, named commercial manager.

**John Mann**, from WLWT(TV) Cincinnati, joins WXIX-TV there as account executive.

**Scott Butzloff**, from KOTV(TV) Tulsa, Okla., joins KMGH-TV Denver as account executive.

**Sharon Davis**, variously with KMBZ(FM), KBEQ(FM) and KCMO(AM), all Kansas City, Mo., joins KMBC-TV there as account executive.

**Robert Isenberger**, account executive, KCLR(FM) Edmond, Okla., joins sales staff of KFJZ-AM-FM Dallas.

**Laura Martinez**, formerly, with WKQX(FM) Chicago and The Katz Agency there, joins WEEI(AM) Boston as account executive.

**Daniel Viles Jr.**, director of cooperative advertising, WHDH(AM) Boston, joins WSMW-TV Worcester, Mass., as senior account executive.

**Barbara Wagoner**, account executive, WPTA(TV) Roanoke, Ind., named regional sales representative.

**Randy Watson**, sales coordinator, Levinsons men's store, Evansville, Ind., joins WEHT(TV) Evansville as account executive.

**Edward Faircloth**, field producer and reporter, WFBC-TV Greenville, S.C., and former 11 p.m. anchor, WITN-TV Washington, N.C., rejoins WITN-TV as account executive.

**Tracy Allee**, sales manager, KXA(AM) Seattle, joins KVI(AM) there as account executive.

**Joe Severino**, graduate, Ohio university, Athens, joins WRNW(FM) Briarcliff Manor, N.Y., as co-op coordinator and account executive.



## Programming

**Stuart Sheslow**, VP-current comedy programs, NBC Entertainment, Los Angeles, named VP-drama development.

**Paul Hunter**, VP, comedy series development, ABC Entertainment, Los Angeles, named VP, ABC Entertainment. **Barbara Corday**, director, comedy series development, named VP-comedy series development.

**Joseph H. Levinsohn**, assistant director of international operations, United Artists Television International, New York, joins ABC Pictures International there as director of marketing services, television sales.

**Stephen Girard**, partner in Girard/Flaherty Agency, joins Columbia Pictures Television, Burbank, Calif., as VP. He will be involved in all phases of company's operations.

**Brandy French**, manager of syndicated program development, Columbia Pictures Television Distribution, Burbank, Calif., named director of syndicated program development.

**Michael Seeger**, manager of network operations, Showtime, New York, named director of network operations and post-production. **Jay Utterback**, facilities and log coordinator, named manager of network operations. **Paul Erstein**, production coordinator, named manager of post-production and studio operations. **Frank DeRose**, production assistant, named production coordinator.

**Carl De Santis**, director, business affairs and programming, WCI Home Video, New York, named VP-business affairs and programming.

**Rich Hussey**, manager, sports development, and **Bill Madden**, manager, affiliate relations and production, TVS Television Network, New York, appointed VP, sports, and VP, program sales and production, respectively. **Lester Breisblatt**, media supervisor, J. Walter Thompson Co., New York, named manager, advertiser sales and **Steven Hyden**, controller, Niccua Merchandising, appointed financial manager of TVS.

**Jeffrey Lawenda**, former VP-general manager of CBS Radio Spot Sales, named VP-advertising sales and commercial program development for USA Network, Glen Rock, N.J.

Appointments, Home Box Office, New York: **Betty Bitterman**, producer of *Merv Griffin Show*, named director of variety programming for HBO; **Harry Weltman**, director of special projects, HBO, named director of HBO program services; **Jim English**, director of programming for STV program services, named director of programming for HBO program services; **Stephen Strick**, formerly with New York law firm of Hess, Segall, Couterman, Pelz & Steiner, joins HBO as associate director of business affairs for specials and sports; **Ruth Beltran**, HBO network scheduling manager, named manager, programming and scheduling, and **Peggy Davis**, former manager of scheduling for Take 2, named scheduling manager for Cinemax.

**John D. Kay**, president of High-Yield Marketing, Chicago, joins ON TV/Chicago as manager of marketing and sales. **Peter Strand**, former program manager, WSNB(TV) Chicago, joins ON TV as programming manager. ON TV will introduce over-the-air subscription television to Chicago in September.

**Daniel Black**, associate VP, Vitt Media International, named director of business affairs, Kleiman Co., which handles pay-television operations of QM Productions, Hollywood.

**Peter K. Preis**, Eastern sales manager, MCA Corporate Films, named East Coast manager of television sales, Samuel Goldwyn Co.

**Gary Grossman**, teacher and television critic, named director of program development, Brad Marks Productions, Los Angeles.

**Robert Kanter**, arts and humanities associate, Public Broadcasting Service, Washington, named assistant director of arts and humanities programming.

**Tina Loy**, former special projects producer, KCST-TV San Diego, joins Multi Image Productions, San Diego-based multimedia and videotape production company, as producer-director.

**Ann Miller**, producer for morning strip show on KPX(TV) San Francisco, *People Are Talking*, named executive producer of programming for KPX. **Marion Whigham**, director, *People Are Talking*, named production manager for station. **Christa Resing**, production assistant for *Evening Magazine* on KPX, named associate producer for *Evening Magazine's* Good Ideas unit.

**Richard Plotkin**, production manager, WSNB(TV) Chicago, named manager of programming and production, succeeding Peter Strand who joins ON/TV Chicago.

**Dale Bell**, director of special projects, noncommercial WQED(TV) Pittsburgh, named VP-production.

**Bill Imboden**, director, WSB-TV Atlanta, named production manager.

**Dale Mitchell**, producer-director, WFRV-TV Green Bay, Wis., named production manager.

**Mike Barry**, sportscaster and sports talk show host for ABC-owned WXYZ(AM) Detroit, named sportscaster for weekend editions of 6 and 11 p.m. news on ABC's WABC-TV New York.



### Following in father's footsteps.

While WPX-TV New York reporter Jeff Kamen button-holed former President Richard Nixon on latter's doorstep when Nixon returned from Shah's funeral, Kamen's 12-year-old son Nathan snapped this photo of former President. AP purchased photo for use on photo-wire; younger Kamen got \$38 for his novice journalistic effort.

**Craig Roberts**, sportscaster, WRTV(TV) Indianapolis, joins KPRC-TV Houston in same capacity.

**Rick Meeder**, from KEZI-TV Eugene, Ore., joins KOMO-TV Seattle as sports director.

**Leeza Gibbons**, *PM Magazine* co-host, Belo Broadcasting's KFDM-TV Beaumont, Tex., joins co-owned WFAA-TV Dallas as *PM Magazine* co-host.

**Candace Hasey**, feature reporter on ABC-TV's *Good Morning America*, joins WBZ-TV Boston as co-host of *Evening Magazine*.

**Bob Sirott**, director of special projects, WRCK(FM) Chicago, named entertainment and life-style reporter for WBBM-TV Chicago.

**Kevin Meagher**, documentary producer, Group W, Pittsburgh, named senior producer of *On the Town*, weeknight strip magazine, KNXT(TV) Los Angeles.

**Dianne Atkinson Hudson**, associate producer for *Kelly and Company* on WDIV(TV) Detroit, named coordinating producer for station.

**Shawn Briggs**, reporter, WTMJ-TV Milwaukee, named co-host and co-producer of *A New Day* on WTMJ-TV.

**Doug Dodd**, anchor, KOTV(TV) Tulsa, Okla., named producer of *PM Magazine* on KOTV.

**Connie Krute-Keith**, clerical office manager, Delay and Rourke Temporaries, Nashville, joins KOTV as associate producer of *PM Magazine*. **Gerald Miller**, senior consultant, Southwestern Bell, joins KOTV as producer-director. **Bob Morris**, from engineering department of KOTV, named production photographer.

**Mark Bowllan**, associate program producer of *Evening Magazine* on WJZ-TV Baltimore, named producer. **Randy Blair**, weekend sports anchor, WJZ-TV, named weeknight sports anchor, at 6 and 11 p.m.

**Billy Brill**, former national promotion director for Mercury Records, Los Angeles, joins staff of *PM Magazine* on KTTV(TV) Los Angeles.

**Al Baker**, production and news director, KXKS(AM)-KKJY(FM) Albuquerque, N.M., assumes additional duties as operations director.

**Robert Kaghan**, operations manager and program director, WRJZ(AM) Knoxville, Tenn., joins WBCY(FM) Charlotte, N.C., as program director.

**Maureen Morales**, programming assistant, WMAL(AM) Washington, named music director.

**Chuck Evans**, air personality, KDWB-AM-FM Minneapolis, joins WRCK(FM) Chicago in same capacity.

**Peter Hunn Davis**, from Central Missouri State university, Warrensburg, and formerly with WMGK(FM) Philadelphia, rejoins WMGK as air personality.

**Jay Quinn**, air personality, WXEZ(FM) Sylvania, Ohio (Toledo), joins WRQX(FM) Washington in same capacity.

**David Ochs**, former announcer, KERE(AM) Denver, joins KLDR(AM) there as sportscaster.

## News and Public Affairs

**Ron Fortner**, news director, XETV(TV) Tijuana, Mexico (San Diego), joins WPEC(TV) West Palm Beach, Fla., as news director.

**Chris Davala**, assistant news director and

anchor, KTOK(AM) Oklahoma City, named director of news and public affairs for Golden West Broadcasters' all-news Oklahoma City UHF television station scheduled to begin operations in late fall.



Pierpoint

**Robert Pierpoint**, who has covered White House for most of past 23 years for CBS News, has been named CBS's diplomatic correspondent, effective Aug. 18. He replaces **Marvin Kalb**, who has moved over to NBC. Pierpoint, now president of White House Correspondents Association, will continue to include White

House as part of his beat. He will cover National Security Council and Zbigniew Brzezinski, President's assistant for national security affairs, and will travel with President on his trips abroad.

**Britton Arrington**, field producer, ABC News, Chicago, joins WJLA-TV Washington as assistant news director-operations in charge of electronic journalism photography and editing.

**Mike Crew**, news editor, KPIX(TV) San Francisco, named assistant news director. **Bill Lagattuta**, reporter and weekend anchor, KFMB-TV San Diego, joins KPIX as reporter. **Robert Doty**, associate producer for Good Ideas unit of *Evening Magazine* on KPIX, named public affairs cinematographer.

**Jamie Friar**, from KMEL(FM) San Francisco, joins KTXQ(FM) Dallas as news director.

**Lou Giserman**, executive producer, WGST(AM) Atlanta, named news director.

**Alan Levy**, producer of 6 p.m. news, KDFW-TV Dallas, joins WKBW-TV Buffalo, N.Y., as executive news producer.

**Elizabeth Richter**, 6 p.m. news producer, WLS-TV Chicago, named special projects producer. **Kevin Wendle**, news writer with production duties, succeeds Richter. **Debby Seibel**, weekend news producer, named producer of 4:30 p.m. news. **Bob Harris**, news producer, KOAT-TV Albuquerque, N.M., **Michael Horowitz**, former director of marketing services for Playboy Clubs International, and **Tom Robison**, executive editor and political and feature reporter, WQAD-TV Moline, Ill., join WLS-TV as news writers. **Bill Nigut**, Chicago bureau reporter for National Public Radio, joins WLS-TV as investigative researcher.

**Al Ronald Campagnone**, former assistant news director, noncommercial WHYI-TV Wilmington, Del., joins WNRK(AM) Newark, Del., as news director.

**Claiborne Clark**, special projects producer, WLOS-TV Asheville, N.C., named news director for Guam Cable TV.

**Bill Pounders**, reporter-anchor, WVTM-TV Birmingham, Ala., joins KIRO-TV Seattle in same capacity.

**Don Ellison**, sports director, WMAR-TV Baltimore, joins KSTP-TV St. Paul as member of anchor team.

**Pat DeSilva**, reporter, KXTV(TV) Sacramento, Calif., joins KOVR(TV) Stockton-Sacramento, Calif., as noon anchor. **Gay Yee**, reporter, KERO-

TV Bakersfield, Calif., joins KOVR in same capacity.

**Emerald Yeh**, former reporter and anchor with KITV(TV) Honolulu, and graduate, Columbia Graduate School of Journalism, New York, joins KPTV(TV) Portland, Ore., as 10 p.m. co-anchor.

**Dave Kaylor**, anchor, WTVF(TV) Nashville, joins WBNS-TV Columbus, Ohio, as 11 p.m. co-anchor.

**Kitty Gibbons**, formerly with KOTV(TV) Tulsa, Okla., rejoins station as anchor. She will also serve as executive producer and host of *Tulsa Morning* on KOTV.

**Beatrice Birch**, graduate, San Jose State university, San Jose, Calif., joins KCWY(TV) Casper, Wyo., as noon anchor and producer and reporter.

**Leila Paul**, reporter, WLUC-TV Marquette, Mich., joins WZZM-TV Grand Rapids, Mich., in same capacity.

**Jane Harrington**, from WXII(TV) Winston-Salem, N.C., joins WTHR(TV) Indianapolis as health-education reporter. **Kim Sanders**, from WISH-TV Indianapolis, joins WTHR as reporter and noon co-anchor. **Ross Becker**, reporter and weekend anchor, WTHR, named noon co-anchor. **Rick Young**, formerly with WTEN(TV) Albany, N.Y., named weekend anchor at WTHR.

**Tom Maccabe**, formerly with WXLW(AM) Indianapolis and WIOW(AM) Kokomo, Ind., joins WSB-AM-FM Atlanta as reporter.

**Wilfredo Echevarria**, film and video producer, Media Study, Buffalo, N.Y., joins WVIT(TV) New Britain, Conn., as community services supervisor.

## Promotion and PR

**Bernard Weber**, director of communications, WCAU-TV Philadelphia, joins KYW-TV there as creative services director.

**Mimi Mathis**, promotion director, WSFA-TV Montgomery, Ala., joins WDSU-TV New Orleans in same capacity.

**Katy Baetz**, promotion manager, KMOL-TV San Antonio, Tex., joins WLKY-TV Louisville, Ky., in same capacity.

**Jo Anna Chvala**, formerly with Hubbard Broadcasting, St. Paul, joins KFVS-TV Cape Girardeau, Mo., as promotion manager.

**Dick Cunningham**, director, broadcast news services, and **Bernice Molina**, assistant to director of broadcast news services, Carl Byoir & Associates, New York, join Ruder & Finn there as director and manager, respectively, of newly established broadcast communications division.

## Technology

**Alfred J. Cancellieri**, director of administration for John Blair & Co., New York, named VP and treasurer of Blairsat, Blair-owned subsidiary that provides distribution of television commercials to stations via satellite.

**Herbert Michels**, engineering consultant on cable, broadcast and general communications, and part-owner and manager of WKMB(AM) Stirling, N.J., named director of engineering for New Jersey Public Television, which includes four stations. Michels was formerly director of

engineering for Time-Life Broadcasting.

**Carroll Amos**, transmitter technical engineer, KOOL-AM-FM-TV Phoenix, has retired after 23 years with station.

**Larry Nadler**, assistant chief engineer of maintenance, noncommercial WPBT(TV) Miami, named assistant chief engineer of engineering operations.

## Allied Fields

**Richard M. Smith**, assistant chief of Field Operations Enforcement Division of FCC, Washington, named deputy chief of Field Operations Bureau.

**Janet Halgren** and **James McGuire**, account managers, and **Wayne Arden**, international coordinator, A.C. Nielsen Co., Northbrook, Ill., elected VP's and account managers of Marketing Research Group USA. **John T. Davis**, manager of Nielsen Product Pickup Service, elected VP of Marketing Research Group USA.

**Bruce W. Johnson**, account executive, Arbitron Radio Midwest Station Sales, named central division manager for Arbitron Radio Station Sales in Chicago. **Kathy Baske**, account executive, Peters, Griffin, Woodward, New York, joins Arbitron Television as Eastern division representative specialist.

**George Breece**, former North Carolina state legislator, joins National Cable Television Association, Washington, as assistant director of government relations.

**Dwight Ellis**, VP of minority and special services, National Association of Broadcasters, Washington, appointed to National Commission on Working Women.

**Helen Morse**, former station manager of KING-FM Seattle, now KINK(FM), named broadcast account manager for Station Business Systems, Greenwich, Conn.

**John F. Plain**, former associate director of Catholic Public Broadcasting Commission, named staff executive of UNDA, national Catholic association of broadcasters and allied communicators, Washington.

**Judi Rappaport Musson**, former local sales manager, WVCG(AM)-WYOR(FM) Miami, has resigned to open consulting service in Miami, Media & Marketing Specialists Inc.

**Jack C. Ellis**, professor of film in radio-television-film department of Northwestern university, Evanston, Ill., named chairman of department.

## Deaths

**Thomas E. Mitchell**, 66, retired senior VP-treasurer of WPIX Inc., licensee of WPIX-FM-TV New York, died of lung cancer Aug. 1 at Memorial hospital in New York. He joined WPIX(TV) in 1948, year it went on air. He was one of founders of Institute of Broadcast Financial Management. At time of his death, Mitchell was director and consultant to WPIX Inc. Survivors include his wife, Grace, and son.

**Ralph J. Renton**, 75, retired chief engineer with FCC, Washington, died of heart attack July 29 at Fairfax hospital in Fairfax, Va. He retired in 1968 after 36 years with FCC and its predecessor Federal Radio Commission. Survivors include his wife, Marie.



# Stock Index

Exchange and Company	Closing Wed. Aug. 6	Closing Wed. July 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	32 1/8	30 7/8	+ 1 1/4	+ 4.04	6	905
A Capital Cities	60 3/4	61	- 1/4	- .40	12	800
N CBS	50 3/8	51 3/4	- 1 3/8	- 2.65	7	1,460
N Cox	84 1/2	82	+ 2 1/2	+ 3.04	13	1,139
A Gross Telecasting	25	24 1/2	+ 1/2	+ 2.04	7	20
O LIN	52 3/4	51 3/4	+ 1	+ 1.93	11	14
N Metromedia	80 1/2	78 1/4	+ 2 1/4	+ 2.87	9	341
O Mooney	10	10			13	4
O Scripps-Howard	59 1/2	54	+ 5 1/2	+10.18	9	153
N Storer	28 3/8	26 1/2	+ 1 7/8	+ 7.07	9	370
N Taft	30 5/8	29 3/4	+ 7/8	+ 2.94	9	299

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	23 1/8	23	+ 1/8	+ .54	19	42
A Affiliated Pubs.	19 3/4	19 3/8	+ 3/8	+ 1.93	8	101
N American Family	8	8			4	84
N John Blair	21 1/2	22	- 1/2	- 2.27	7	80
N Charter Co.	16 3/4	17 1/8	- 3/8	- 2.18	1	467
N Chris-Craft	25 7/8	26 3/8	- 1/2	- 1.89	13	69
N Coca-Cola New York	6 3/4	5 3/4	+ 1	+17.39	15	119
N Cowles	25 1/8	24 3/4	+ 3/8	+ 1.51	17	99
N Dun & Bradstreet	49 3/4	50 1/8	- 3/8	- .74	15	1,385
N Fairchild Ind.	45 1/2	47	- 1 1/2	- 3.19	13	259
N Fuqua	15 3/4	16 1/4	- 1/2	- 3.07	3	200
N Gannett Co.	51 1/2	53 1/8	- 1 5/8	- 3.05	13	1,810
N General Tire	17 1/8	17 5/8	- 1/2	- 2.83	7	405
O Gray Commun.	44 1/2	43 1/2	+ 1	+ 2.29	9	21
N Harte-Hanks	31 1/2	31	+ 1/2	+ 1.61	15	294
O Heritage Commun.	16 5/8	14 7/8	+ 1 3/4	+11.76	8	54
N Insilco Corp.	16	16			7	172
N Jefferson-Pilot	27 7/8	28 3/4	- 7/8	- 3.04	6	611
O Marvin Josephson	12 1/2	13 3/4	- 1 1/4	- 9.09	8	32
O Kansas State Net.	28 3/4	28 3/4			23	54
N Knight-Ridder	25 3/8	25	+ 3/8	+ 1.50	9	824
N Lee Enterprises	22 1/2	20 3/8	+ 2 1/8	+10.42	11	161
N Liberty	15 3/8	14 3/4	+ 5/8	+ 4.23	6	199
N McGraw-Hill	36 1/4	31 7/8	+ 4 3/8	+13.72	11	893
A Media General	30 1/4	30	+ 1/4	+ .83	8	215
N Meredith	40 1/4	40	+ 1/4	+ .62	6	126
O Multimedia	26	25 1/2	+ 1/2	+ 1.96	14	261
A New York Times Co.	27 3/8	25 1/4	+ 2 1/8	+ 8.41	8	328
N Outlet Co.	23 7/8	23 1/4	+ 5/8	+ 2.68	35	60
A Post Corp.	16 3/8	15 1/4	+ 1 1/8	+ 7.37	8	29
N Rollins	28 1/2	28 5/8	- 1/8	- .43	12	382
N San Juan Racing	17 1/2	18	- 1/2	- 2.77	20	43
N Schering-Plough	42 7/8	42 1/8	+ 3/4	+ 1.78	10	2,274
O Stauffer Commun.	35	35			9	35
A Tech Operations	12	11 3/4	+ 1/4	+ 2.12	13	17
N Times Mirror Co.	37 7/8	38	- 1/8	- .32	9	1,285
O Turner Broadcasting	13	13 1/4	- 1/4	- 1.88		128
A Washington Post	18 3/4	19 1/2	- 3/4	- 3.84	7	264
N Wometco	23	21 7/8	+ 1 1/8	+ 5.14	10	203

<b>CABLECASTING</b>						
A Acton Corp.	12	12 3/8	- 3/8	- 3.03	8	35
N American Express	36 5/8	37 1/8	- 1/2	- 1.34	7	2,610
O Burnup & Sims	11	10 1/2	+ 1/2	+ 4.76	14	96
O Comcast	23 1/4	22	+ 1 1/4	+ 5.68	26	186
O Entron*	5	5			5	4
N General Instrument	67	66 7/8	+ 1/8	+ .18	11	580
O Geneve Corp.	42	42 5/8	- 5/8	- 1.46	30	47
O Tele-Communications	18 1/4	15 1/8	+ 3 1/8	+20.66	18	403
N Time Prompter	23 1/4	22 1/2	+ 3/4	+ 3.33	19	394
N Time Inc.	52 5/8	53 3/4	- 1 1/8	- 2.09	10	1,480
O TOCOM	16	16 3/4	- 3/4	- 4.47		47
O UA-Columbia Cable	64 1/2	51 1/2	+13	+25.24	47	216
O United Cable TV	35	31 3/4	+ 3 1/4	+10.23	24	143
N Viacom	47 5/8	43	+ 4 5/8	+10.75	18	200

Exchange and Company	Closing Wed. Aug. 6	Closing Wed. July 30	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Chuck Barris Prods.	3 5/8	3 3/8	+ 1/4	+ 7.40	3	11
N Columbia Pictures	33 5/8	31 1/8	+ 2 1/2	+ 8.03	10	338
N Disney	53	51 7/8	+ 1 1/8	+ 2.16	13	1,722
N Filmways	9 5/8	10 1/4	- 5/8	- 6.09		64
O Four Star	1 5/8	1 5/8			16	1
N Getty Oil Corp.	79 1/2	85	- 5 1/2	- 6.47	9	6,531
N Gulf + Western	17 3/4	17 3/8	+ 3/8	+ 2.15	4	992
N MCA	49 1/8	44 3/4	+ 4 3/8	+ 9.77	8	1,154
O Medcom	6 7/8	7 1/8	- 1/4	- 3.50	25	11
N MGM Film	8 1/8	8 3/8	- 1/4	- 2.98	5	263
O Reeves Commun.	24 1/4	23 3/4	+ 1/2	+ 2.10	17	58
O Telepictures	4 7/8	3 7/8	+ 1	+25.80	22	11
N Transamerica	18 3/8	17 7/8	+ 1/2	+ 2.79	5	1,199
N 20th Century-Fox	46 1/8	47 1/2	- 1 3/8	- 2.89	7	9,720
O Video Corp. of Amer.	9 7/8	9 3/4	+ 1/8	+ 1.28	21	9
N Warner	47 3/4	47 3/8	+ 3/8	+ .79	12	1,359
A Wrather	20	19 1/4	+ 3/4	+ 3.89		45

<b>SERVICE</b>						
O BBDO Inc.	41 1/2	42 1/4	- 3/4	- 1.77	9	104
O Compact Video	16 7/8	16 3/4	+ 1/8	+ .74	16	31
N Comsat	38 1/2	37 3/4	+ 3/4	+ 1.98	8	308
O Doyle Dane Bernbach	35 3/4	35 1/4	+ 1/2	+ 1.41	10	93
N Foote Cone & Belding	29 1/8	27 7/8	+ 1 1/4	+ 4.48	7	78
O Grey Advertising	54	54 1/2	- 1/2	- .91	5	33
N Interpublic Group	31 5/8	32 3/4	- 1 1/8	- 3.43	6	141
O MCI Communications	9 7/8	10	- 1/8	- 1.25	49	300
A Movielab	7	7 3/8	- 3/8	- 5.08	6	11
A MPO Videotronics	4 5/8	5 1/8	- 1/2	- 9.75	13	2
O A. C. Nielsen	30 3/4	30 5/8	+ 1/8	+ .40	13	338
O Ogilvy & Mather	24 3/4	24 3/4			7	101
O Telemation	1 1/2	1 1/2			9	1
O TPC Communications	6 3/4	6 3/4			48	6
N J. Walter Thompson	35 1/2	36 5/8	- 1 1/8	- 3.07	8	108
N Western Union	23 1/4	24	- 3/4	- 3.12		352

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	10 1/4	9 3/4	+ 1/2	+ 5.12		17
N Ampex	24 5/8	25 1/8	- 1/2	- 1.99	12	282
N Arvin Industries	12 7/8	12 5/8	+ 1/4	+ 1.98	6	100
O CCA Electronics*	1/8	1/8			1	
A Cetec	6 3/8	5 7/8	+ 1/2	+ 8.51	8	13
A Cohu	6 1/2	6	+ 1/2	+ 8.33	9	10
N Conrac	17 1/4	17	+ 1/4	+ 1.47	7	35
N Eastman Kodak	64 1/2	62 1/8	+ 2 3/8	+ 3.82	10	10,409
B Elec Missile & Comm.	4 3/4	4 5/8	+ 1/8	+ 2.70	59	13
N General Electric	55 3/8	56	- 5/8	- 1.11	9	10,221
N Harris Corp.	44 1/4	44	+ 1/4	+ .56	16	1,338
O Harvel Industries	6 1/2	6 1/2			17	3
O Intl. Video*	1 1/8	1 1/8			3	
O Microdyne	29	28	+ 1	+ 3.57	22	3
N M/A Com. Inc.	41 3/4	38 5/8	+ 3 1/8	+ 8.09	37	382
N 3M	58 3/4	59 1/8	- 3/8	- .63	10	6,842
N Motorola	53 1/4	54 7/8	- 1 5/8	- 2.96	10	1,519
O Nippon Electric	45 1/8	44 3/8	+ 3/4	+ 1.69	34	1,481
N N. American Philips	30 7/8	31	- 1/8	- .40	5	371
N Oak Industries	30 1/4	32 3/8	- 2 1/8	- 6.56	10	157
A Orrox Corp.	5 3/4	5 5/8	+ 1/8	+ 2.22	19	9
N RCA	24 3/4	24 3/8	+ 3/8	+ 1.53	7	1,853
N Rockwell Intl.	29 5/8	30	- 3/8	- 1.25	8	2,198
A RSC Industries	4 1/8	4 1/4	- 1/8	- 2.94	10	9
N Scientific-Atlanta	37 3/4	36 3/8	+ 1 3/8	+ 3.78	33	391
N Sony Corp.	9 3/4	9 5/8	+ 1/8	+ 1.29	16	2,102
N Tektronix	65 1/8	64 1/2	+ 5/8	+ .96	14	1,171
O Texscan	16 1/2	15 3/4	+ 3/4	+ 4.76	32	17
O Valtec	39 5/8	37	+ 2 5/8	+ 7.09	40	158
N Varian Associates	28 3/8	27 1/2	+ 7/8	+ 3.18	13	217
N Westinghouse	25	26	- 1	- 3.84	6	2,150
N Zenith	15 3/8	14	+ 1 3/8	+ 9.82	14	289

Standard & Poor's 400 Industrial Average 137.77 138.41 -0.64

**Notes:** A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. **Footnotes:** \* Stock did not trade on given day, price shown is last traded price. \*\* No P/E ratio computed, company registered net loss. \*\*\* Stock split. + Stock traded at less than 12.5 cents.

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## Ed Vane: maturing along with a medium

Here's the situation: You're in your new job less than a month. The production company's biggest star, an 18-year veteran, wants to renegotiate his contract. He's asking \$11.5 million for three years of series work plus five years of occasional specials and public relations appearances. What do you do?

"Well," says Ed Vane, "you have to do something."

And the president of Group W Productions did. In what Vane has described as a fortuitous convergence of circumstances, he found that John Davidson wanted to do a talk show. Vane had already come to the conclusion that Mike Douglas's demands were "totally insupportable by the economics of the show." Within two months, Group W had a deal with Davidson and had let Douglas know it would not be renewing his contract.

"Occasionally," concludes Vane, "God is kind to us."

A little over a year ago, Vane was a senior executive at ABC Entertainment, a comfortable position with a company he had been with for 15 years. Then, the opportunity to head Group W's production division opened up to him. He took it. And, despite the early headache, he professes no regrets.

"In terms of daily, relentless tension, being the head of a production company is easier than being a major executive at a television network," he says. "At the network, every morning a report card comes in on your performance of the day before. The stakes are so high—millions and millions of dollars riding on every show. It's a constant state of tension—high anxiety morning, noon and night. After a while you get used to it and accept it. But when you get away from it, you realize it doesn't have to be that way. There's life outside the network."

And, he adds, it's a very good life at that. With the job came a cross-country move from New York to southern California. He and his wife of 29 years, Claire, settled in a house in the older but still fashionable Los Feliz section of Los Angeles—15 minutes from his CBS Television City offices (the company is in the process of moving to Universal Studios). Tennis games are now part of his regular routine. Two of his grown sons already lived in the city, and a third will be moving there later this year.

Vane's rise through the ranks of the television world is a classic one, beginning as an NBC page in 1945 (among his fellow pages were Robert Howard, former president of the network, and actresses Eva



Edwin Thomas Vane—president and chief executive officer, Group W Productions, Hollywood; b. April 29, 1927, Hollis, N.Y.; BA, Fordham university, 1948; MBA, New York university, 1951; page, NBC, New York, 1945-48; supervisor, audience promotion, 1948-49; various positions with promotion department including director of sales promotion and director of audience promotion, 1949-61; manager, daytime programs, 1961-64; director, daytime programs, ABC-TV New York, 1964-66; vice president, daytime programs, 1966-67; vice president, nighttime program production, 1967-71; vice president and national program director, 1972-79; vice president, network program affairs, 1979; current position since August 1979; m. Claire Trainor, Oct. 7, 1950; four sons: Richard, 28, Christopher, 26, Timothy, 24, and Brendan, 22.

Marie Saint and Cloris Leachman). He held that job while attending undergraduate school, and then moved into the promotion department during graduate work. In 1961 he made the move to programing, taking over as manager of NBC's daytime game show schedule.

Then he took the jump to ABC, where he remained for 15 years, moving up the rungs of the middle-management ladder.

"I've been surprised by how little difference there is," Vane says of the transition from program buyer to program maker. "On the creative side, there's very little difference. The development of *The John Davidson Show* had been no different from developing a prime-time or daytime series for a network.

"There is a difference in the selling side. In syndication, every time you announce you're going ahead with a new program, it's a struggle to get a station line-up. That requires an individual, market-by-market effort on every program. That is vastly different from the networks."

Selling programs to stations is a new experience for Vane. He oversees the sales department, but he does not consider himself a salesman of shows. "I rarely get in-

involved in actual sales calls," he says, except in the very large markets such as New York, Los Angeles and Chicago.

What he does oversee closely, however, is production. At the time he was interviewed, 42 *Davidson* shows had been taped. Vane claims that he sat in on all but five or six of them. In his position, he also oversees the production of *PM Magazine*, the new *Hour Magazine* and *Fight Back with David Horowitz*, plus Group W Cable Productions, TVSC (the company's dubbing and reproduction facility in Pittsburgh) and development of new projects.

Vane is interested in moving the company out of the straight informational programming that Group W has managed to do so successfully. That is not because the genre has lost favor—he points to *PM* as the precursor of the "reality" programs becoming so abundant on network prime-time schedules—but because the room for syndication is growing smaller. With *PM*, *Hour* and *Davidson*, Group W produces three hours of syndicated programming daily. Next on Vane's horizon are made-for-television movies, both for network and Operation Prime Time-style runs. Group W is not likely to syndicate those projects itself, however. Next, Vane wants to move into children's programming, for network and syndication.

"There's nothing quite like launching a new program," he says. "It's very, very exciting."

Vane's career extends through virtually the entire history of commercial television. When he compares the old days to today, he is understanding of the present but speaks fondly of the past:

"Television is so competitive now. It's roughly 30 years old. And it's very difficult to be competitive and innovative, especially in prime time. If you go back to the early fifties, where the giant among all giants was Sylvester L. (Pat) Weaver, television dared to be innovative. It was so new, there was so much uncharted land, you could be experimental.

"The medium was young enough to permit all of his experimentation. That sort of thing can't be done any more. It is very difficult to get a new idea.

"The older the medium gets, the harder it is to be new, innovative and creative."

And television is changing today. The future of the medium is much in question, and many major companies—including Vane's—are preparing themselves for a new age of electronic communications. "Five years from now, we'll still be in the business of program making—'software' is the buzz word," Vane says. "But whatever course the business takes, if you're good at making entertainment, there will be a market."

## One-man show

The transcript of President Carter's hour-long press conference in the heart of prime time last Monday night confirms the impression of a viewer: It is time for the White House correspondents and their editors to question whether the press conference in its present form serves the cause of journalism and the public interest.

The format used by Jimmy Carter last week is essentially the format invented by John F. Kennedy nearly 20 years ago, to the alarms of elderly journalists who were sure that live television would expose the President to unspeakable dangers, up to if not including an inadvertent declaration of war. As Kennedy cannily surmised and his successors intelligently recognized, the format presents the dangers of clean water to a healthy fish. It is journalism that is out of its environment.

A President in possession of his faculties is in command when he can choose the time of the event and a format that prevents the intelligent pursuit of answers through a series of related questions. The prize goes to the correspondent who is selected, by the President, of course, to answer that one question that has been in rehearsal. In the limelight, the temptation is to deliver a zinger like ABC's Sam Donaldson's last Monday: "Do you recognize that there is this charge of incompetence that settles over you?" The temptation leads to toppers like Carter's: "I've heard you mention that a few times on television." The scene was reminiscent of an exchange between Dan Rather and President Nixon televised from an NAB convention in 1974. Nixon was generally judged to be the winner, even though already on the slide toward ignominy.

There may be no way to change a format that has proved so serviceable to so many chief executives, but at least improvements should be tried. For the first time the White House Correspondents Association is headed by a broadcast journalist, Bob Pierpoint of CBS. A logical leader of discussions about overdue reform.

## The people's choices

The A.C. Nielsen Co.'s study of viewing in cable and noncable homes (BROADCASTING, Aug. 4) provides a revealing picture of the effects of cable ownership. It is a fascinating document, but what it could mean should not be confused with what it does mean.

The study was conducted in eight markets selected for their differences in size, number of home stations and degree of cable penetration. Inevitably, it found that cable homes spend less time with their home stations than noncable homes do, though cable homes generally spend more time with TV in total. And the changes depend on individual market circumstances.

In New York in prime time, for example, with 16 home stations available and a cable penetration rate of 13%, the home stations' share of viewing was 15% lower in cable than in noncable homes. In Zanesville, Ohio, with one home station and a 62% cable penetration rate, the decline in home-station share in prime time was about two percentage points more than in New York, but ranged as high as 28% in early fringe and 24% in late night.

None of these broadcast losses should be minimized. The point is, however, that the percentage losses, big as they may appear, apply to relatively small universes. Only when cable penetration approaches the 98% level already attained by broadcast TV will the losses be as big as they look, and that day will be a long time

coming, even in the Zanesvilles of this country.

In a "Monday Memo" on page 16 of this issue, Joel Segal of Ted Bates & Co. takes a penetrating look at audience fragmentation that he perceives developing as pay cable attractions expand. Even so, Segal predicts the broadcast networks will continue as "the overwhelmingly dominant video force for years to come."

The assumption to be drawn from the audience data available so far is that an evolutionary period of considerable duration has begun. There will be time for all elements of the system to adjust to changing universes and divisions of advertising and other revenues.

As corporate giants and fledgling venturers probe for positions in the emerging video world, things will turn out all right if the ultimate control remains in the hand on the receiver's tuning mechanism.

## Go

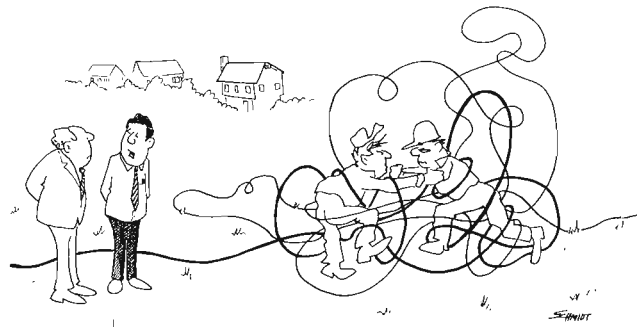
Mention teletext to the average television broadcaster, and expect a yawn in response. The transmission of graphics that still look primitive in comparison with everything else on the television tube, not to mention magazines, billboards and, yes, newspapers, has yet to catch most broadcasters' fancy. That condition may change.

CBS's petition to the FCC to establish standards for the transmission of textual material that can be called up at the viewer's command may be the stimulant of general interest. Teletext promises a significant increase in over-the-air TV capacity. Whether it can be made profitable, only the entrepreneurs can prove. That it could serve the public is obvious.

There is, of course, an extended FCC proceeding in prospect. CBS proposes the adoption of the French Antiope system. Others support the British Ceefax or Oracle or the Canadian Telidon. The rival systems will have to be sorted out by the FCC, now that an industry committee of broadcasters and manufacturers has failed to make a choice.

Just how extended the FCC consideration turns out to be will depend on whether the commission has learned anything from past experiences. A whole black and white television system was created while the FCC deliberated over the color standards to adopt. The FCC's current agonizing over AM stereo raises the question of whether the agency is up to teletext.

Still, there is nowhere else to go, absent an improbable agreement by the industry committee. For better or worse, the choice of teletext system is now the FCC's. In their own interests, broadcasters will assist in the arrival at a reasonable decision with reasonable speed.



Drawn for BROADCASTING by Jack Schmidt

"It's something to do with who has the cable franchise here."



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