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Special report: the top 50 agencies

# Broadcasting Jan 26

The News Magazine of the Fifth Estate □ Vol. 100 No. 4

Our 50th Year □ 1981

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The First  
**50**  
Years Of  
Broadcasting

1945

PAGE 69

# DECEMBER WAS A

In December, the N·I·W·S Network of Subscriber stations grew to double its size at the time of the November 3 start up. Here are some stories especially geared to

<b>Dec. 1 Week</b>	<b>Dec. 8 Week</b>
<b>Five Part Series: Christian Patriots: Guns and Bibles</b>	<b>Five Part Series: Project Empty - Life without a Car</b>
<b>Sen. Robert Dole: Reagan Won't Cut Welfare</b>	<b>Comeback: Ginger Rogers</b>
<b>Burt Reynolds and "Smokey and the Bandit"</b>	<i>Interest Free Checking</i>
<b>Christmas Treasures: Nieman-Marcus Catalog</b>	<b>Home Pregnancy Tests</b>
<i>How to Measure Medications Properly</i>	<b>Brzezinski: U.S. has gained on Russia</b>
<b>Is Your Money Safe in Banks?</b>	Solar Living
<b>Anniversary: FDR Declares War</b>	<b>The Amazing Peanut Flipper</b>

## ALREADY PART OF THE

\* WAST Albany  
 \* KOB-TV Albuquerque  
 WXIA-TV Atlanta  
 WVTM-TV Birmingham  
 \* WCVB-TV Boston  
 WBTV Charlotte  
 WFAA-TV Dallas-Ft. Worth  
 \* WAND Decatur  
 KBTV Denver

\* WEAU-TV Eau Claire  
 KVAL-TV Eugene  
 WEVU Ft. Myers  
 \* WLUK-TV Green Bay  
 \* WFMY-TV Greensboro  
 WHP-TV Harrisburg  
 \* WTLV Jacksonville  
 KLAS-TV Las Vegas  
 WKYT-TV Lexington

\* New subscriber

# GOOD N·I·W·S MONTH

the events of December and the broadening of the scope and viewer impact of local newscasts. (And you should see what's planned for January, February and March.)

Dec. 15 Week	Dec. 22 Week	Dec. 29 Week
<b>Five Part Series: Mail Order Fraud</b>	<b>Four Part Series: Airborne Rescue Ambulances</b>	<b>Five Part Series: The Future - What to Expect</b>
Miracle Surgery No More Glasses (Three Parts)	Outgoing Cabinet Member: Reagan's Disregard for Poor	Mary Crosby: She Shot J.R.
Switch: From Minister to Priest	Notre Dame's New Storybook Football Coach	<i>Alternatives to Road Salt</i>
Goldie Hawn: No Dumb Blonde	Dr. Art Ulene: Overcoming Insomnia	Sen. Howard Baker: Warns Russia - Hands off Poland
How to Avoid Food Poisoning	<b>Why Not to Buy Gold or Silver</b>	New Tax Loopholes
<i>50 Years of Christmas Celebrations</i>	The Dangers of Antacids	Expose: Those "Free" Las Vegas Vacations
A School for Mimes	Keeping Fit with Stationary Bicycling	Laser Surgery: Now They Can Speak

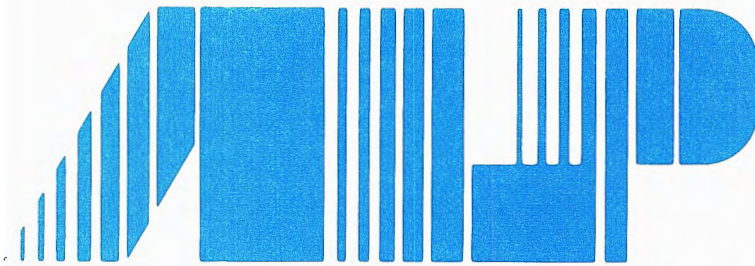
## GROWING N·I·W·S NETWORK!

ARK-TV	Little Rock	* WOKR	Rochester
ATLA	Los Angeles	KCRA-TV	Sacramento
WHAS-TV	Louisville	KSBW-TV	Salinas-Monterey
WCKT	Miami	* KUTV	Salt Lake City
CAUT	Oklahoma City	* KENS-TV	San Antonio
WESH-TV	Orlando	KSBY-TV	San Luis Obispo
CPNX-TV	Phoenix	* KYTV	Springfield, MO
CTVN	Reno	KTVI	St. Louis
WVBT	Richmond	CITY-TV	Toronto
		WDVM-TV	Washington, D.C.

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all future ALP television series  
to be distributed by  
MCA TV**

# The Week in Brief

TOP OF THE WEEK

**FERRIS: MORE TIME** □ With blessing of transition team, FCC chairman makes play to stay into April. Fowler still favored to succeed him. Dawson pushed for Lee seat. **PAGE 19.**

**HAIL TO CHIEF AND YELLOW RIBBONS** □ It was around the world in one day for broadcasters to record inauguration of new President and cover release of hostages. **PAGE 20.**

**ROAD AHEAD WITH REAGAN** □ Broadcasters applaud many of his political ideas, feel his background will provide link, and like his ability as communicator. **PAGE 23.**

**MANY CAMELBACK STRAWS** □ NAB joint board meeting this week in Scottsdale will consider 9 khz, DBS, low-power TV and whether to pay its chairman. **PAGE 25.**

**THUMBS DOWN** □ Reagan transition team recommends CPB be abolished and says public funding should be withdrawn from public broadcasting. **PAGE 26.**

TOP 50 AGENCIES

**BLUE CHIP AGENCIES** □ With billings of more than \$745 million in broadcasting, Young & Rubicam continues to top all agencies in electronic media. Radio-TV expenditures of leading 50 shops in 1980 were \$870 million more than in 1979. Complete analysis of that spending begins on **PAGE 29.**

SPECIAL REPORT

**INDEPENDENT ISSUES AND ANSWERS** □ Programing and its high cost are major preoccupations of INTV delegates at annual convention in Los Angeles. Sessions examine ways to improve entertainment and news offerings and become more competitive. **PAGE 44.** Monday morning is devoted to strategies to deal with changes in regulatory and legislative moods in Washington. **PAGE 45.** Burke study concludes that there is no difference in impact of commercials on network affiliates and independent stations. **PAGE 46.** FCC transition team, via satellite, offers hopeful words to delegates. **PAGE 47.**

PROGRAMING

**SLIPPAGE IN AUDIENCE** □ Report from Bates analyzes

slight loss in networks' prime-time audience during fourth quarter of 1980 and tries to forecast first quarter of 1981. **PAGE 49.**

TECHNOLOGY

**AT&T UPSTAIRS SERVICE** □ Telecommunications firm that serves broadcasters over terrestrial networks now seeks FCC permission to provide satellite service for NBC. **PAGE 54.**

MEDIA

**BOGGED DOWN** □ Refranchising of Fetzer in Kalamazoo, Mich., is held up by citizen group's high hopes, municipality's reluctance and cable operator's skepticism. **PAGE 58.**

BUSINESS

**TAFT, TCI TWO-STEP** □ One joint venture of companies will develop basic and pay programming for cable. Other will buy or build CATV systems. **PAGE 61.**

LAW & REGULATION

**SUSTAINED IN ST. LOUIS** □ Court there upholds FCC's one-month extension for filings by low-power applicants. **PAGE 64.**

JOURNALISM

**WHO-TV CALLED CHICKEN** □ Des Moines press criticizes local station for not bucking state government's request for sting tapes. **PAGE 66.**

1946

**THE 'BROADCASTING' YEARS** □ Radio and TV reported horror and joy of World War II's final months and then broadcasters focused on transition to peace at home. However, tranquility there was endangered when FCC's Clifford Durr applied programming pressures on stations. Commission also tightened marketplace rules by instituting Avco rule that mandated open bidding for licenses being traded. **PAGE 69.**

PROFILE

**ON THE LEADING EDGE** □ Roy Bliss sees need for more basic services in hinterlands. As executive vice president of United Video Inc., he is pioneering new ways to provide such services via UVI's satellite facilities. **PAGE 97.**

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## Long queue

At least 1,500 applications for low-power television stations have piled up at FCC. Last analysis, complete through Jan. 15, put total at 814-744 (91%) for UHF and only 70 for VHF. Big cities of Texas have attracted most applications. Twenty-three seek channels in Houston, 16 each in Dallas and in Fort Worth and 14 in San Antonio. In other states, several cities have attracted 9-12 applications. There are conflicting applications: In Washington, seven companies have applied for channel 42 and in Houston, five are vying for channel 69 and four for channel 67. There are 172 applicants requesting average of four or five channels each. Most acquisitive are Graphic Scanning Corp. (100); National Innovative Programming Network (39); Citizens Television Corp. (33); Domsat (26); Garcia Broadcasting (25), and Turner Television Stations (24).

In addition, 699 applications have been filed for translators since beginning of low-power proceeding. Many applicants plan to use translators in much same way as low-power stations, rebroadcasting satellite-fed full-service broadcast signals. Among them are Sears-backed Neighborhood TV Inc. (125 applications), Buford TV (118) and Bogner Broadcasting (23).

## Weak opener

First-quarter spot television doesn't shape up as world-beater, but there's difference of opinion among representatives. Some say both February and March appear soft after respectable January, but others maintain only February is off and March is rebounding. Among reasons cited for business dips by reps are TV network billing increases after sluggish fourth quarter, general economy, and increasing trend toward last-minute placement of spot advertising orders.

## Staying put

Recurring reports of top-level changes at ABC Inc. bring unqualified denials from topmost levels. Chairman Leonard H. Goldenson and President Elton H. Rule say there's no truth whatsoever in reports that Rule plans to take early retirement later this year, to be succeeded by someone other than designated heir, Fred Pierce, executive vice president, ABC Inc., and president of ABC Television. Goldenson says nothing's changed from what he has said all along: that whenever he retires—his current contract runs to June 30 this year, but he says he has no present plans to leave—Rule will succeed him and be succeeded by Pierce,

representing "new generation" of ABC management. Rule's contract goes to June 30, 1982, Pierce's, like Goldenson's, to next June 30.

As for speculation that Loews Corp.'s purchase of 5% of ABC stock may lead to some sort of "friendly takeover" of ABC, Goldenson and associates cite Loews's statement to Securities and Exchange Commission that its purchase was "solely for investment" and may be increased or disposed of but that Loews has no interest in takeover or in seeking any change in management or operations.

## Batting .700

Political Action Committee of National Cable Television Association (CablePac) has set more modest goal for fund raising in 1981 than in 1980, when it sought \$100,000 but came up with only \$20,000. According to CablePac head George Breece, it hopes to raise \$1,000 per week or \$52,000 this year. There is also possibility NCTA will hold some type of fund raiser at annual convention in spring.

Having carried over \$28,000 into 1980, CablePac was able to parcel out \$33,000 to 55 federal candidates in last November election—Breece says over 70% were elected—and still have \$15,000 left over for seed money in 1981.

## Storsat

Pioneer Storer Broadcasting Co., with deep roots in cable as well as full seven-station quota of TV, shortly will announce installation of its own satellite uplink in Washington suburb of Bren Mar-Springfield, Va. Contracts have been signed for \$500,000 Scientific-Atlanta 10-meter dish along with agreement with Bonneville International Corp. broadcast group for year-round transponder time on Westar I, transponder 5. Uplink will also supply news and information services to broadcast and cable properties (600,000-plus cable homes) from other satellites within its sight as needed.

## Unripe plum

Former FCC Chairman Richard E. Wiley apparently will not be part of Reagan administration after all, at least not in its initial years. Wiley, who for first time in his professional career is earning substantial income as Washington lawyer, would have been tempted by offer of deputy attorney general's job. He was leader of Reagan transition team at Justice, and helped prepare William French Smith for confirmation hearing as attorney general.

But second spot was not offered;

instead, Wiley was asked if he were interested in third—associate attorney general. Sweetener was possibility of moving up over next couple of years. However, friends say he turned it down to remain as managing partner, Washington, of Kirkland & Ellis.

## Same neighborhood

FCC special committee searching for new home for agency in Washington—rather than Rosslyn, Va., where Chairman Charles D. Ferris proposed that commission move—has come up with number of possibilities. Commissioner Robert E. Lee, who with Commissioner Anne Jones constitutes committee, says search thus far has uncovered "five or six" buildings in northwest Washington that warrant further investigation. They appear to be large enough (400,000 square feet is needed) to permit consolidation of personnel now scattered among five buildings, and price seems reasonable. Staff is now analyzing details for Jones and Lee, who will make report to commission on Feb. 1.

## Madsen for DSA

Arch L. Madsen, president of Bonneville International Corp., parent of station group under ownership of Mormon church, is expected to be chosen for Distinguished Service Award of National Association of Broadcasters at current winter meeting of NAB board in Scottsdale, Ariz. Madsen, 67, was radio ham in his youth and has been prominently identified with association activities in broadcasting since he left civilian service in Army Signal Corps in 1936. Madsen is incumbent chairman of International Broadcast Committee of NAB and is U.S. liaison to Inter-American Association of Broadcasters.

## Tribune stock soars again

Fair market value of Tribune Co. (*Chicago Tribune*, *New York Daily News*, *WGN* Continental broadcasting and cable, paper mills in Canada and other newspapers) has jumped 30.3% since last July. Stockholders have been notified that shares (about 8,000 outstanding) had increased in value from \$66,000 to \$86,000 each as of last Dec. 31. (That totals up to \$688 million—held by heirs and assigns of late Robert R. McCormick and associates, along with beneficial interest in trusts and stock held by senior employes of parent company.) Vouching for evaluation is Stanley J. Gradowski Jr., corporate secretary, based on evaluation independently determined by First National Bank of Chicago and Morgan Guaranty Trust of New York.

# Business Briefly

TV ONLY

**Robinson-Humphrey** □ Brokerage firm. Begins Feb. 2 for 20-36 weeks in eight markets. Day, news, prime, sports and weekend times. Agency: Bowes/Hanlon Advertising, Atlanta. Target: adults, 25-54.

**Agway** □ Agricultural chemicals. February clearance sale. Begins Feb. 2 for eight weeks in 18 to 20 markets. Fringe and prime times. Agency: Northrup & Teel, Pittsford, N.Y. Target: men, 25-54.

**Skinner Macaroni** □ Begins Feb. 2 for six weeks in over 10 markets. Daytimes. Agency: Bozell & Jacobs Agricultural, Omaha. Target: Women, 25-54.

**Kawasaki Motors Corp.** □ Begins Feb. 16 for six weeks in about 50 markets. Fringe, sports and prime times. Agency: J. Walter Thompson, Los Angeles. Target: men, 18-34.

**Lanier Business Products** □ Text editing equipment. Begins Feb. 2 for five weeks in 17 markets. Late fringe times. Agency: Foote, Cone & Belding, Chicago. Target: men, 25-54.

**Schering-Plough** □ Maybelline eye shadow. Begins Feb. 2 for four weeks in 19 markets. Fringe and prime access times. Agency: Lake-Spiro-Shurman, Memphis. Target: women, 18-34.

**Odom Sausage Co.** □ Begins Feb. 18 for eight weeks in over 10 markets. Day and fringe times. Agency: Culbertson King Condiles & Ross Advertising, Brentwood, Tenn. Target: total women.

**John Morell bologna.** □ Begins this week for nine weeks in about seven markets. Day, early fringe, late fringe, news and weekend times. Agency: Kenyon & Eckhardt, Chicago. Target: women, 25-54.

**Brown & Haley** □ Almond Roca candy. Begins Feb. 9 for three weeks in 13 markets. Early fringe and fringe times. Agency: McCann Erickson-MIS/Seattle. Target: women, 18-49.

**Pennzoil** □ Branded motor oil. Begins Mar. 2 for at least 10 weeks in over 75 markets. Prime, news, fringe, sports and weekend times. Agency: Eisaman, Johns & Laws, Los Angeles. Target: men, 25-49.

**National Sea Products** □ Frozen fish and shrimp. Begins this week for four weeks in Syracuse, N.Y., and Raleigh, N.C. All day parts. Agency: Ensslin & Hall Advertising, Tampa, Fla. Target: women, 25-54.

**Henri's Foods** □ Salad dressing. Begins this week for four weeks in seven markets. Agency: CPM Inc., Chicago. Target: women, 25-54.

**J. Coburn** □ Slow Peel facial mask. Begins this week for three weeks in four markets. Agency: Ed Libov Associates, Chicago. Target: men, 25-54.

**S & H Green Stamps** □ Begins Feb. 23 for six weeks in about 25 markets. Fringe and day times. Agency: SSC&B, New York. Target: women, 18-49.

**Allied Chemical** □ Carpet fiber. Begins Mar. 15 for five-to-14 weeks in about 25 markets. Day, news, prime access and late fringe times. Agency: Van Leeuwen & Partners, New York. Target: adults, 25-49.

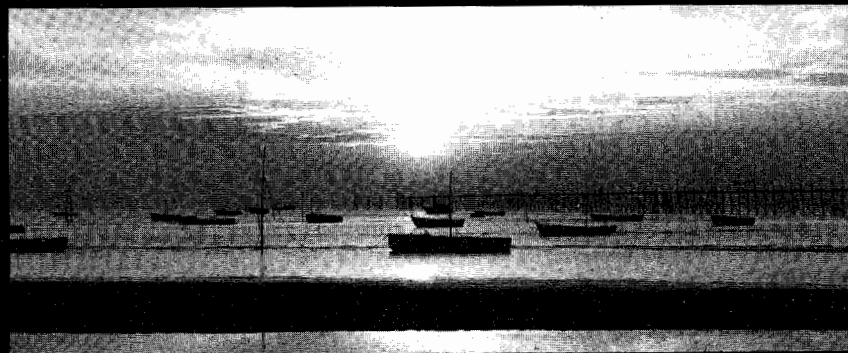
**Brown's Hotels** □ Begins Feb. 9 for three weeks in Florida markets. Day and fringe times. Agency: Lipman Advertising, New York. Target: adults, 25-54.

**Von's Grocery Co.** □ Franchise. Begins Mar. 23 for one week in Las Vegas and California markets of Bakersfield, San Diego and Los Angeles. All day parts. Agency: Grey Advertising, Los Angeles. Target: women, 18-49.

**Standard Brands** □ Fleischman's margarine. Begins Feb. 18 for six weeks in over 10 markets. All day parts. Agency: Wells, Rich, Greene, New York. Target: women, 35 and over.

**Levalor** □ Venetian blinds. Begins March 16 for five weeks in 25 markets. Day, fringe and news times. Agency: Media Communications, New York. Target: women, 25-49.

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## Rep Report

WCKO(FM) Fort Lauderdale, Fla.: To Lotus Reps from Savalli/Schutz.

WGGP(AM) Duluth, Minn.: To Lotus Reps from Blair & Co.

WNVY(AM) Pensacola, Fla.: To Lotus Reps from HR/Stone.



## AdVantage

**Bush by bird.** Vice president George Bush will give economic address to advertising and business leaders throughout country via satellite on Jan. 28 during Television Bureau of Advertising's multi-market presentation, "New Perspective on the Changing 80's." Bush's speech and presentation will be carried to 41 markets where TVB member stations and/or national representatives will be hosts to business and advertising executives.

**Bar-hopping research.** ABC's NFL Monday Night Football "could deliver as many as 1.8 million viewers above and beyond the 21 million who watch the game at home"—9% more. So projects J. Walter Thompson U.S.A.'s media resources and research unit based on study of *Monday Night Football* viewing in 106 taverns and bars in six major cities. JWT staffers were said to have found football on in 92% of establishments, with average of 28 patrons watching. JWT calls research "pilot survey" and concludes extensive research is needed to determine "bonus audience" gained in sports buys.

**Aging demographics.** Continuing movement

to older demographics in spot radio was underlined in analysis of availability requests by Jack Masla & Co., New York, of first six months of 1980 and 1979. Masla said older adult demos all showed gains with ages 25-49, up 33%; 25-54, up 31%, and 18-49, up 21% over first half of 1979. Representative firm noted that 21-54 has become single most called for demographic, accounting for 18.4% of all requests to Masla during second half of 1980. Conversely, younger demographics have slumped, according to Masla: 18-34 grouping showed sharpest decline, falling to 15.9% of requests from 26.8% in first half of 1979. Teenager category decreased to 4% of requests from 5.2% in the 1979 period.

**B&B expands.** Benton & Bowles, New York, has formed new subsidiary called Telecom Entertainment Inc., which will produce broadcast programs for agency clients, three television networks and other broadcast entities. Michael Lepiner, senior vice president and director of programming for B&B, has been named president of Telecom Entertainment, which will report to Michael D. Moore, senior vice president

and director of media management at B&B. Jeffrey S. Grant, vice president and associate director of programming at agency, has been appointed executive vice president of new unit.

**New in Florida.** Jacoby, O'Connor & Matthews Inc. opens new ad agency in Fort Lauderdale, Fla., with six accounts billing nearly \$1 million. Full-service agency represents Taco Viva, Southeastern franchise with 26 restaurants, and Sensomatic Electronics Corp. among others. Agency is located at 2717 East Oakland Park Boulevard, Fort Lauderdale, Fla. 33306.

**Issues and images.** Needham, Harper & Steers Inc., New York, has formed new division called NH&S/Issues & Images, which will focus on corporate, association and government advertising. It will incorporate existing Corporate Futures Group in New York and NH&S/Washington. Barry Biederman, senior vice president and managing director of Corporate Futures Group, has been named president of NH&S/Issues & Images.

**Monarch Wines** □ Manishevitz. Begins March 12 for about five weeks in 35-40 markets. News, prime access, prime and late fringe times. Agency: RDR Timebuying Services, New York. Target: total adults.

**Allen Products** □ Pet products. Begins Feb. 23 for four weeks in 18 West Coast markets. Day and fringe times. Agency: Weightman, Inc., Philadelphia. Target: women, 25-54.

**American Original Foods** □ Seafood products. Begins Feb. 9 for three weeks in upper New York state markets. Day, early fringe, news and prime access times. Agency: Montgomery & Associates, Bala Cynwyd, Pa. Target: total women.

### RADIO ONLY

**John Deere & Co.** □ Agricultural products. Begins this week for 13 weeks in about 130 markets. Morning drive, middays and afternoon drive times. Agency: N.W. Ayer ABH International, Chicago. Target: men, 25-54.

**American Cyanamid** □ Farm insecticide. Begins Feb. 16 for 12 weeks in over 50 mid-west and southwest markets. Morning drive and middays. Agency: Tucker Wayne & Co., Atlanta. Target: farmers.

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# Monday Memo®

A broadcast advertising commentary from Leo-Arthur Kelmenson, president, Kenyon & Eckhardt Advertising, New York

## A proposal to reduce crime-school TV

Anyone who calls television a "vast wasteland" simply hasn't watched much television lately. Never in the history of civilized communication have we had a medium that does such a thorough job of teaching—with such dramatic impact that the lessons learned are not easily forgotten.

During a recent bout of the flu, I managed to see more television than I ordinarily do and at hours when I don't usually turn on the tube. I was amazed by how much I was able to learn, things I probably never would have found in books.

Being a fan of both Lily Tomlin and Art Carney, I was pleased to catch a detective yarn on NBC called "The Late Show" (but shown at an early hour) in which these two fine talents shared star billing. I can thank this informative production for having taught me, step by step, how to ransack and thoroughly demolish an apartment, how to commit very bloody murder and how to then fold the corpse into a fetal position so that it can be stuffed into a refrigerator from which the shelves have been removed.

Watching a movie called "The Driver," starring Ryan O'Neal, I was treated to explicit, point-by-point instructions on (1) how to hot-wire a car by making a circuit between the juice wire and the coil wire, thus enabling me to steal a vehicle without having an ignition key; (2) how to spin out a car while running from the police; and (3) how to shoot all the windows of a bank after robbing it so that employes inside will hit the ground, rendering them unable to identify the getaway car.

But all that was nothing compared to some other bits of learning I picked up. In an episode of *Stone*, I was instructed in the proper way to chloroform a woman so that I could more easily dump her body into the trunk of my car while performing a kidnapping.

Several shows indoctrinated me in the proper stance for shooting a .38 magnum so that a human target can be felled with a single shot. And though the bad guys always get their comeuppance in *The Rockford Files*, the show gave me explicit instructions on how a criminal can catch the good guy off guard and deliver him a blow to the gut that sends him flying head-first into a wall, assuring he will be unconscious long enough for the director to cut to a commercial message.

ABC's "Eyewitness News," in what was no doubt meant as a public service, told me what to do if I see a person pushed onto the tracks in a subway—thereby suggesting that this sort of activity is commonplace.



Leo-Arthur Kelmenson is president and chief executive officer of Kenyon & Eckhardt Advertising, a leading multinational agency, and of its parent company, Kenyon & Eckhardt Inc. Prior to joining K&E in 1967, Kelmenson was executive vice president of Norman, Craig & Kummel. Earlier he was a senior vice president at Lennen & Newell, where he began his career in the mailroom and worked for 15 years in various capacities ranging from TV producer to assistant to the president. Kelmenson is a member of the board of the American Society for the Prevention of Cruelty to Animals and a member of the president's council of the American Diabetes Association.

Switching to cable TV, I was informed of the need to tie a puppy to a post before shooting him with a handgun so that he will not run off and deprive me of the pleasure of watching him writhe in agony as his lifeblood flows into the gutter.

It is quite obvious that the film format first popularized by "Clockwork Orange"—step-by-step visual instruction in antisocial behavior—is sweeping through television. We have heard a good deal about the degree of violence to which we are exposed. But is anyone at all monitoring the increasing incidence of "how to" material that clearly demonstrates procedures which, in the public interest, should best be left in the classrooms of the police academy?

I don't think I'll get much argument from reasonable people that such program content is damaging to society in general and to impressionable young people in particular. (If evidence is needed, a study by the surgeon general's office clearly links TV violence to the aggressive behavior of the young.) But whose responsibility is it to do something about this deplorable trend?

Groups in industry reject the idea of government censorship, preferring the networks, stations, producers, advertisers and agencies to regulate themselves. The American public, despite what a few small

segments of concerned consumers may say, does not seem at all repelled by this type of program. A 1977 study conducted by the J. Walter Thompson Co. revealed that a mere 1.5% of viewers said they had actually boycotted advertisers of violent programs.

From the point of view of the networks and the stations, violence pays. (If you don't like it, goes their argument, you have only to turn the dial.) The attractive ratings of such programs generate revenue; and the higher the ratings, the more they can charge for the advertising. Since advertising is the medium's only source of revenue, networks and stations believe their primary objective is to attract and hold the largest possible number of viewers.

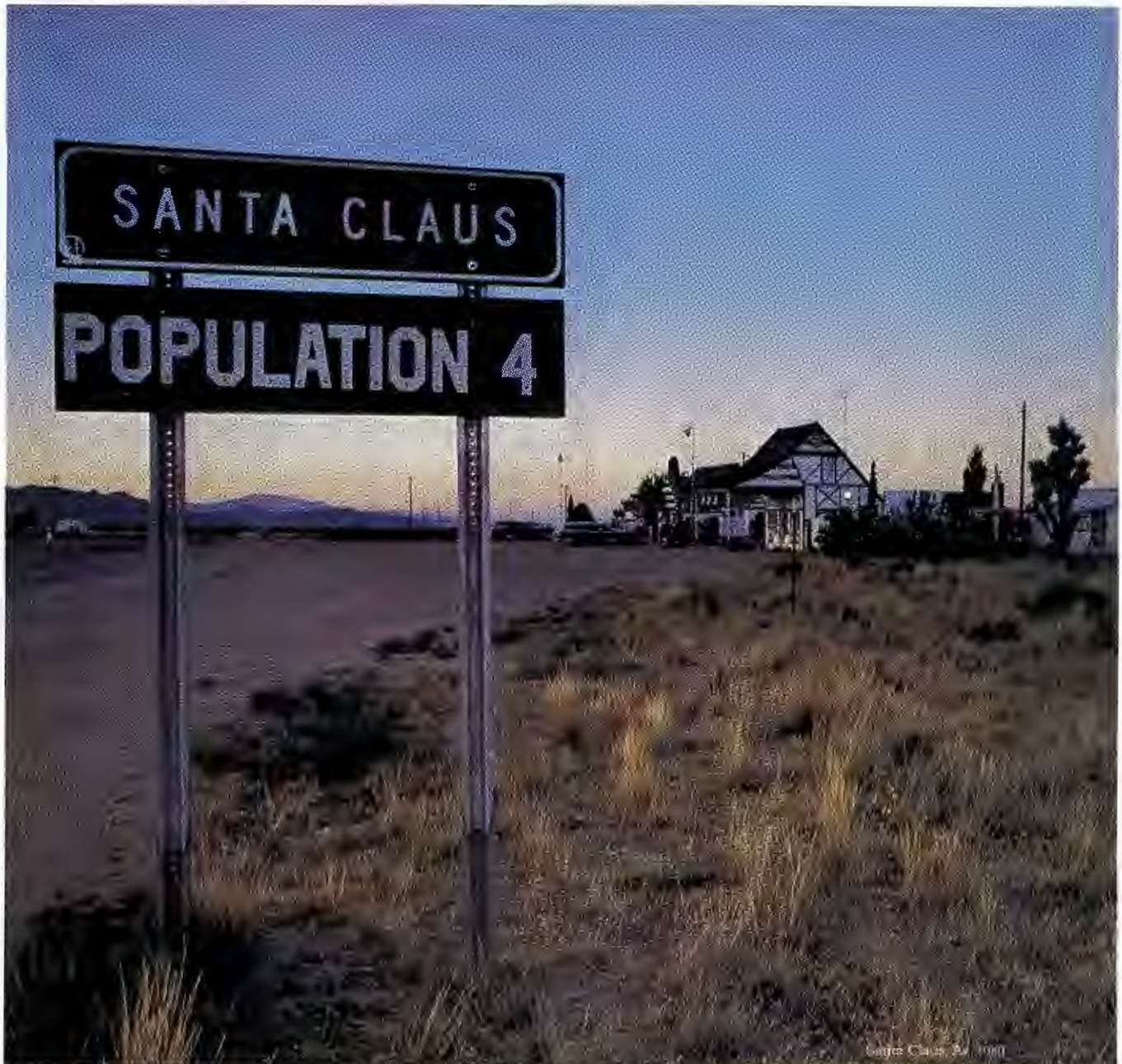
It follows then that the job of diminishing, if not wholly eliminating, the amount of offensive programing falls to the advertiser who, by withdrawing his or her dollar commitment to such programing, can make the well of violence run dry.

At this point most advertisers toss the ball back to those of us who work in advertising agencies, reminding us that sponsors buy only what their agencies recommend. But, as agents, we are challenged to deliver the greatest number of viewers (in agency parlance known as "buying the greatest efficiency") per dollar spent.

Any agency that eliminates explicitly violent programing from its recommendations is vulnerable to certain charges: (1) that its spending on behalf of clients is less efficient than it could be (it can run as much as 20% less efficient) and (2) that the agency's sense of morality reduces the client's competitive level. Policies of buying only certain programs necessitate an increase in spending by sponsors to maintain their current competitive status; and if the agency maintains this posture, sooner or later it loses accounts.

The decision to reduce the dollar commitment to unacceptable programing is clearly one that must be made by the advertiser. And the decision must come straight from the board room. This conclusion should not be taken to mean that companies may act as censors. Censorship is as repugnant as the problems that exist.

If the ultimate decision to bypass high-rated but offensive programs rests with the sponsor, the ultimate challenge lies with the networks. Given the incredible ingenuity of show business, I refuse to believe that producers cannot come up with rewarding and enriching shows that can excite, enliven, inspire, inform, or delight all levels of audiences. Our great American entertainment industry cannot be so barren that, to insure the popularity of its programs, it must lace them with brutal or repugnant incidents.



## **YOU'D HAVE TO LOOK AWFULLY HARD TO FIND A PLACE WHERE DONAHUE ISN'T NUMBER ONE.**

No matter what the season, now there's an easy way to fill the air with good cheer all year long.

Living in Santa Claus, Arizona is one way. Putting the Donahue show in your lineup is another. Just ask some of the 221 station managers who carry the show.

And this time of year, they're especially happy. Because the November book is in. And in markets big, medium and small, Donahue has swept the competition.

In New York, Donahue's 29 share convincingly topped Good Morning New York's (WABC) 11 share and Mike Douglas' (WCBS) 8 share. In Providence, R.I., our 45 share topped the John Davidson Show's 11 share. And in Fargo, N.D., we had a 48 share vs. The Jeffersons/Alice's 21 share.\*

And the margin in Households and Total Women makes Donahue the most watched talk show on television.

For more information, call Don Dahlman at 513-352-5955. And make all your seasons merry.

# **DONAHUE**



**MULTIMEDIA**

Multimedia Program Productions, Inc., 140 W. Ninth Street, Cincinnati, Ohio 45202. \*Source-NSI 11/80 RSP estimates. Qualifications on request.

# CONTROL LIKE NEVER BEFORE.

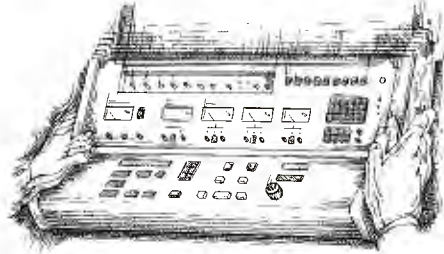
**The new RCA TR-800. It's everything you've asked for in a one-inch tape system. And more.**

When you called for gentler, more precise tape handling, we were listening. When you asked for faster, easier operation and control, we heard you. And when you told us you wanted better editing capability, we took note. Our response is the new TR-800. It's the one-inch tape system you specified. In addition, we've included some years-ahead innovations of our own.



## Designed for you.

Everything about TR-800 is engineered to make your job as easy as possible, from the tape-end sensing feature to the ultimate in microprocessor controls. We've designed the tape path to give you straight-through threading. And tucked all electronics behind a drop-down panel for on-air accessibility. This panel includes all the controls for the new digital Time Base Corrector (TBC-8000). The TR-800 is equally at home in a van, rack, T-cart or console. But the big feature is control. Unprecedented control.



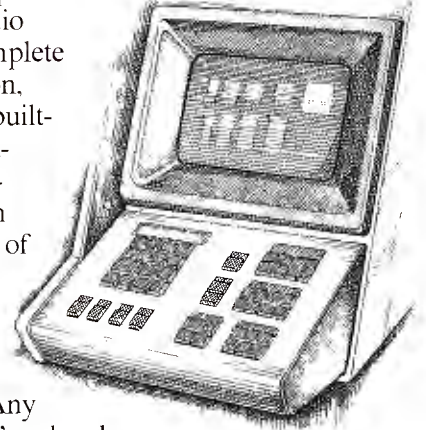
## New editing precision.

TR-800 lets you expand or compress materials to fill time slots with frame-by-frame, field-by-field precision. With our Supertrack option, play back with broadcastable quality from reverse slow motion through still scan to forward fast motion. An LED digital readout tells you the exact tape speed. Edit with the microprocessor-controlled previewable editor, a standard feature. And we offer additional distributed processing through such accessories as Super Search Editor (SSE), a Multi-Rate Video Controller (MRVC), and a unique time code editing system (AE-800) that fully addresses C format capabilities.



## A system that does it all.

Use TR-800 as an instant replay, slo mo and freeze frame unit. Use its superb editing control for special effects and precisely programmed edits. Get full video and sync record/playback capabilities plus three audio channels. Get complete video sync and audio simulplay. Get complete monitoring selection, metering and two built-in speakers. In post-production, the unrivaled acceleration and easy operation of TR-800 save time and money, while helping you turn out a superior product. Any way you use it, you're ahead.



## See for yourself.

The astonishing new TR-800 system adds up to everything you've ever wished for in a one-inch tape system. Check it out for yourself. And be prepared to be amazed.

RCA Broadcast Systems  
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Camden, NJ 08102



**Can you really afford less?**

■ Indicates new or revised listing

## This week

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

**Jan. 26-27**—WARC '79: Issues and Impacts, sponsored by *Institute of Electrical and Electronics Engineers* and *American Institute of Aeronautics and Astronautics*, United Engineering Center, 345 East 47th Street, New York, N.Y. 10017. Speakers: Kalmann Schaefer, foreign affairs adviser to FCC; Stephen Doyle, Office of Technology Assessment, Congress; Howard White, senior vice president, ITT; George Jacobs, radio engineering consultant; Marvin Robinson, director of Outer Space division, United Nations, and Richard E. Butler, deputy director, General International Telecommunication Union.

**Jan. 26-27**—*Public Radio in Mid-America* board of directors and membership meeting. King's Airport Inn, St. Louis. Information: Thomas Hunt, Central Michigan University, noncommercial WCMU-FM Mount Pleasant, Mich. 48859, (517) 774-3105.

**Jan. 26-27**—*Cable Television Administration and Marketing Society* sales management workshop. Holiday Inn, San Diego. Information: (202) 296-4218.

**Jan. 26-29**—*National Association of Broadcasters* joint board meeting, Scottsdale, Ariz.

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

**Jan. 27-29**—36th annual Radio-Television Institute, sponsored by *Georgia Association of Broadcasters* in conjunction with *Henry W. Grady School of Journalism and Mass Communication*. Theme: "Creative Management." Georgia Center for Continuing Education, University of Georgia, Athens.

**Jan. 28**—*American Women in Radio and Television* executive committee meeting. Wilshire Hyatt hotel, Los Angeles.

■ **Jan. 28**—*Washington chapter of Public Relations Society of America* monthly luncheon. Speaker: James Brady, White House news secretary. Army-Navy Club, Washington.

**Jan. 29**—*Federal Communications Bar Association* seminar on "Tax Considerations in the Sale and Purchase of Communications Properties." National Lawyers Club, Federal Bar Building, third floor, 1815 H Street, N.W., Washington.

**Jan. 29-30**—*American Women in Radio and Television* board of directors meeting. Wilshire Hyatt hotel, Los Angeles.

**Jan. 29-30**—Conference on Information and Telecommunications Services: "Business Strategies for the '80's." Sponsored by *Executive Enterprises Inc.* Speakers include Anne P. Jones, FCC commissioner; Richard E. Wiley, partner, Kirkland & Ellis, and former FCC chairman; Representative Timothy Wirth (D-Colo.), member of House Communications Subcommittee, and Mary Jo Manning, former chief counsel, Senate Communications Subcommittee. Mayflower hotel, Washington.

**Jan. 30-31**—*Broadcasters Promotion Association* board meeting. Caesars Palace, Las Vegas.

**Jan. 30-Feb. 1**—Television Lighting Workshop sponsored by *National Association of Educational Broadcasters Public Telecommunications Institute* and noncommercial *KLVX(TV) Las Vegas*. Studios of KLVX.

**Jan. 31**—New deadline for entries in 7th annual Video and Television Documentary Festival, sponsored by *Global Village*. Information: Irving Vincent, Global Village, 454 Broome Street, New York, N.Y., 10013, (212) 966-7526.

**Jan. 31**—Deadline for entries in *National Press Photographers Association* annual television news photography competition. Sponsors are NPPA, Department of Journalism and Telecommunications at Arizona State University, Eastman Kodak Co. and Cinema Products Corp. Information: Sheila Keyes, NPPA, 23918 Via Copeta, Valencia, Calif. 91355, (805) 259-1136.

**Jan. 31-Feb. 3**—*Radio Advertising Bureau's* first sales management conference, for radio station managers and sales managers. Keynote speaker: Sam Cooke Digges, retiring president, CBS Radio. Amfak hotel, Dallas.

## February

**Feb. 1**—Deadline for entries in Achievement in Children's Television Awards, presented by *Action for Children's Television*. Information: ACT, 46 Austin Street, Newtonville, Mass., 02160, (617) 527-7870.

**Feb. 2**—Deadline for receipt of entries in *American Bar Association* Gavel Awards competition. Program recognizes media contribution "to public understanding of the American legal and judicial system." Address: American Bar Association, Committee on Gavel Awards, 77 South Wacker Drive, sixth floor, Chicago, Ill., 60606.

**Feb. 3**—*Broadcasters Foundation Inc.* Mike Award dinner. Hotel Pierre, New York.

**Feb. 3**—*Cable Television Administration and Marketing Society* Southwest regional seminar. San Antonio (Tex.) Convention Center. Information: (202) 296-4218.

**Feb. 4-6**—*Texas Cable TV Association* annual convention and trade show. San Antonio Convention Center.

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

**Feb. 6**—Deadline for submission of entries for *Overseas Press Club* 1981 awards competition. Presentation of prizes will be made at annual awards dinner at Waldorf Astoria hotel, New York, April 29. Information: OPC Office, 52 East 41st Street, New York, N.Y. 10017, (212) 679-9650.

**Feb. 6**—Deadline for entries for annual *Corporation for Public Broadcasting Program Awards* for Radio. Information: CPB, Radio Program Awards, 1111 16th Street, N.W., Washington, D.C., 20036.

**Feb. 6-7**—*Society of Motion Picture and Television Engineers* annual television conference. St. Francis hotel, San Francisco.

## Major Meetings

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

**March 13-18**—*National Association of Television Program Executives* 18th annual conference. New York Hilton and Sheraton Center. 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**—*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, April 20-23, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

**May 4-7**—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 5-9**—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

**May 10-13**—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 17-19**—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 29-June 3**—*National Cable Television Association* annual convention. Los Angeles Convention Center. Future conventions: May 2-5, 1982, Las Vegas; June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas; and May 15-18, 1988, Las Vegas.

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

**June 4-6**—*Associated Press Broadcasters* annual

convention. Washington Hilton.

**June 6-10**—*American Advertising Federation* national convention. Hyatt Regency hotel, Washington.

**June 10-14**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

**Aug. 16-19**—*National Association of Broadcasters* annual radio programing conference. Hyatt Regency, Chicago.

**Sept. 10-12**—*Radio-Television News Directors Association* international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 21-23, 1983, Orlando, Fla.; and Dec. 3-5, 1984, San Antonio, Tex.

**Sept. 20-23**—*National Radio Broadcasters Association* annual convention. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

**Sept. 20-23**—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

**Oct. 25-30**—*Society of Motion Picture and Television Engineers* 123rd technical conference and equipment exhibit. Century Plaza, Los Angeles.

**Nov. 9**—*Region 2* conference on AM broadcasting begins. Tentatively set to run for six weeks. Rio de Janeiro.

**Nov. 9-11**—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami.

**Nov. 11-14**—*Society of Professional Journalists, Sigma Delta Chi* national convention. Washington.

■ **Feb. 7-10, 1982**—*Association of Independent Television Stations (INTV)* ninth annual convention. Shoreham hotel, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

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better; by the end of 1981, plans are to have over 400 stations hooked up via satellite transmission.

Every week AP Radio Network gives you over 1000 opportunities to sell in-program or adjacent spots in the best quality news programming available. Accurate, objective, timely news that the AP is famous for. Programming that builds ratings and is very saleable to advertisers. That's why AP Radio Network is such a success with both independents and affiliates.

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**Feb. 6-10**—*CBS Radio* affiliates board meeting. Royal Biscayne, Key Biscayne, Fla.

**Feb. 7**—*Florida Association of Broadcasters* mid-winter conference. Jupiter Beach Hilton, north of Palm Beach, Fla.

**Feb. 8**—New deadline for reply comments on *FCC's* cable-broadcast crossownership proceeding (Doc. 20423). FCC, Washington.

**Feb. 10**—*West Virginia Broadcasters Association* sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

**Feb. 10-11**—*Wisconsin Broadcasters Association* annual winter meeting. Concourse hotel, Madison, Wis.

**Feb. 10-11**—*Arizona Cable Television Association* annual meeting. Adams hotel, Phoenix.

**Feb. 12**—*Southern Baptist Radio and Television Commission's* 12th annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.

**Feb. 12**—*Maryland-District of Columbia-Delaware Broadcasters Association* annual legislative reception for members of Maryland legislature and Maryland Governor Harry Hughes's staff. Harbour House, Annapolis, Md.

**Feb. 12-16**—*Howard University's* 10th annual communications conference. Theme: "The Impact of Communications on the Family: Responsibilities and Strategies." Main campus, Howard University, Washington.

**Feb. 13**—Deadline for entries for Broadcast Preceptor Award and Broadcast Media Award, to be presented during 30th annual Broadcast Industry Conference at *San Francisco State University* April 28-May 2.

**Feb. 15**—Deadline for Clarion Awards sponsored by *Women in Communications*. Address: Box 9561, Austin, Tex., 78766.

**Feb. 15-20**—*National Association of Broadcasters* engineering management development seminar. Purdue University, West Lafayette, Ind.

**Feb. 17**—*International Radio and Television Society* newsmaker luncheon. Speakers: B. Donald Grant, CBS Entertainment president; Brandon Tartikoff, NBC Entertainment president, and Anthony Thomopoulos, ABC Entertainment president. Waldorf-Astoria hotel, New York.

**Feb. 17-18**—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

**Feb. 17-19**—*Electronic Industries Association/Industrial Relations Council* 28th annual conference. Theme: "Human Resources: Our Vital Link to the Future." Canyon hotel, Palm Springs, Calif.

**Feb. 19**—*Federal Communications Bar Association* luncheon. Speaker: Thomas Wheeler, president, National Cable Television Association. Touchdown Club, Washington.

**Feb. 19-22**—*National Association of Black-Owned Broadcasters* third annual winter conference. Hilton Inn, Clearwater Beach, Fla.

**Feb. 20-21**—*University of California School of Law* communications law symposium on regulation and deregulation of new video technologies. Bonaventure hotel, Los Angeles.

**Feb. 20-22**—San Diego conference on "Culture and Communication," hosted by *College of Professional Studies and Fine Arts at San Diego State University*. Hotel San Diego.

■ **Feb. 20-22**—"Journalism Opportunities for Minorities" conference, co-hosted by *California Chicano News Media Association* and *Media Institute for Minorities*. University of Southern California, Davidson Conference Center.

**Feb. 23-25**—*Advertising Research Foundation* 27th annual conference and research exposition. New York Hilton.

**Feb. 24**—*American Women in Radio and Television* congressional reception. Master of ceremonies. Willard Scott, NBC-TV's *Today* program. Cannon House Office Building, Caucus Room 345, 6-8 p.m., Washington.

**Feb. 25**—Deadline for entries for annual Commendation awards presented by *American Women in Radio and Television*. Information: Joan Berlin, AWRT, 1321

Connecticut Avenue, N.W., Washington, D.C., 20036, (202) 296-0009.

**Feb. 25**—*Association of National Advertisers* television workshop. Luncheon speaker: Walter Cronkite, CBS News. Plaza hotel, New York.

**Feb. 26**—*Association of National Advertisers* media workshop. Luncheon speaker: Katharine Graham, chairman, *Washington Post*. Plaza hotel, New York.

**Feb. 26**—10th annual *Mass Communications Hall of Fame* presentation. Induction of Gordon B. McLendon during luncheon at Texas Tech University, Lubbock, Tex.

**Feb. 27-28**—"Law and Television of the 1980's," sponsored by the *New York University School of Law*, 25 West Fourth Street, New York, 10012. Panelists include Charles Ferris, FCC chairman; Henry Geller, head of National Telecommunications and Information Administration; Richard Wiley, partner, Kirkland & Ellis, Washington, and former FCC chairman, and Kenneth Cox, Attendance by invitation only.

**Feb. 27-28**—National conference on consumer and cable television, to be sponsored by *National Citizens Committee for Broadcasting and National Federation of Local Cable Programers* and partially funded by Federal Trade Commission. Kennedy Center, Washington.

## March

**March 2**—*International Radio and Television Society* anniversary banquet and Gold Medal award, presented to Sam Cooke Digges, retiring president of CBS Radio. Waldorf-Astoria hotel, New York.

**March 2-3**—*West Virginia Broadcasters Association* spring meeting (license renewal seminar). Charleston House Holiday Inn, Charleston, W. Va.

**March 3**—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Robert E. Lee. Harvard Club, 27 West 44th Street, New York.

**March 3**—*Florida Association of Broadcasters* reception for Florida delegation. Florida House, Washington.

**March 3-4**—*Cable Television Administration and Marketing Society* advertising conference. New York Hilton. Information: (202) 296-4218.

**March 6-7**—*Radio-Television News Directors Association* board meeting. New Orleans Marriott.

**March 7**—*Radio-Television News Directors Association* regional meeting. Trinity University, San Antonio, Tex. Information: Jay Solomon, KMOL-TV San Antonio, (512) 226-4251.

**March 10-11**—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

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

**March 13**—Deadline for 1981 *Radio-Television News Directors Association* International Radio and TV Awards. Information: RTNDA, 1735 DeSales Street, N.W., Washington, 20036, (202) 737-8657.

**March 13-14**—*Country Radio* seminar. Hyatt Regency, Nashville. For information: (615) 329-4487.

**March 13-18**—*National Association of Television Program Executives* conference. New York Hilton and Sheraton Center.

**March 15-17**—*North Central Cable Television Association* meeting. Holiday Inn, Fargo, N.D.

**March 16**—Seventh annual Video and Television Documentary Festival, sponsored by *Global Village*, 454 Broome Street, New York, N.Y., 10013, (212) 966-7526.

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

**March 19-20**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Fairmont hotel, Denver.

■ **March 19-20**—*Georgia Cable Television Association* annual meeting. Sheraton-Atlanta hotel, Atlanta.

**March 21**—*Radio-Television News Directors Association* regional meeting. Lamar University, Beaumont, Tex. Information: Dave Wilson, KJAC-TV Port Arthur,

Tex., (713) 985-5557.

**March 22-24**—*International Broadcasters Idea Bank* annual convention. Sebel Town House, Kings Cross, Sydney, Australia.

**March 22-29**—*INPUT '81*, international public television screening conference, Venice, Italy. U.S. representative: Corporation for Public Broadcasting. For information: David Stewart, CPB, 1111 16th Street, N.W., Washington, D.C., (202) 293-6160.

**March 23-25**—*Radio-Television News Directors Association* management training seminar conducted by Sterling Institute. O'Hare Marriott, Chicago.

**March 24**—*New York State Broadcasters Association* annual meeting. Essex House, New York.

**March 24-25**—*Ohio Broadcasters* salute to Congress. Hyatt Regency and Four Seasons hotels, Washington.

**March 25**—*New York Women in Communications* 1981 Matrix Awards luncheon. Keynote speaker: Katharine Graham, board chairman, Washington Post Co. Sheraton Center, New York.

■ **March 26**—*Religion In Media's* Angel Awards banquet. Palladium, Los Angeles.

**March 26-29**—*Alpha Epsilon Rho*, national honorary broadcasting society, annual convention. Opryland hotel, Nashville.

**March 27-April 5**—11th annual *USA Film Festival* of independent and studio films. Loews Anatole hotel, Dallas. Information: USA Film Festival, P.O. Box 3105, Southern Methodist University, Dallas, Tex., 75275, (214) 692-2979.

**March 28-April 1**—*Illinois-Indiana Cable Television Association* annual convention. Hyatt Regency hotel, Indianapolis.

## April

**April 1**—Deadline for receipt of request for proposal bids for cable franchise in Miami.

**April 1-2**—Communications in the 21st Century symposium, sponsored by *The Colgate Darden Graduate School of Business Administration at University of Virginia* in cooperation with Annenberg School of Communications of University of Pennsylvania and University of Southern California. Funding by Philip Morris Inc. Philip Morris Operations Center, Richmond, Va.

■ **April 6-8**—Presentation of 28th annual Unity Awards in Media for excellence in broadcast and print journalism, sponsored by Department of Communications, *Lincoln University*, Jefferson City, Mo.

**April 6-10**—*Community Antenna Television Association* technical seminar. Garland Holiday Inn, Dallas. Information: (305) 562-7847.

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

■ **April 9**—*Atlanta chapter, American Women in Radio and Television*, first annual Woman of Achievement Awards banquet. Egyptian Ballroom of Fox Theater, Atlanta.

**April 12-15**—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center.

**April 14**—Annual *Broadcast Pioneers* breakfast. Las Vegas Hilton, Las Vegas.

**April 15**—New *FCC* deadline for comments on notice of proposed rulemaking on generic VHF drop-in proceeding (BC Doc. 80-499). FCC, Washington.

**April 15-16**—*Maryland/Delaware Cable Television Association* spring meeting. International hotel, Baltimore-Washington International Airport.

**April 20-21**—*Industrial Television Conference*, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society. Moore Hall, Central Michigan University, Mount Pleasant, Mich.

**April 23**—Children's Television Conference, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society. Moore Hall, Central Michigan University, Mount Pleasant, Mich.

**April 23-24**—*Oklahoma AP Broadcasters* convention. Holidome, Oklahoma City.

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



# Open Mike®

## Whose time for news time?

EDITOR: I read with interest your [Dec. 15] commentary on the Cronkite speech and the likelihood of a renewed push by the network people for an expansion of news time.

There is nothing in law, custom or anything else which today prohibits the various networks from programming all the news they wish between 8 p.m. and 11 p.m. seven nights a week. The argument that goes on between the networks and the affiliates on the question of expansion of news is not being presented at all clearly. The affiliates are in favor, almost unanimously, of additional network news—in network time. What almost all of us, however, regard as a disservice is the expansion of network news into station time. The American system of broadcasting is founded on the concept of localism. The licenses are local and the requirements for maintaining that license are local service.

Additional network news could be easily provided by any network, any time it wished, in what is today network time. Then Walter could be happy and put his 10 pounds of news into a sack of almost unlimited capacity.—*William L. Putnam, chairman, Springfield Television, Springfield, Mass.*

## The First 50

EDITOR: My travel schedule has precluded previous comment on your series, "The First 50 Years of Broadcasting." However, it certainly has not deterred my interest. Thus far, I have found it fascinating. This is one of the finest of your many contributions to our industry, and must represent untold hours of effort. It also reflects the impeccable detail with which you maintain your files and archives. But most important of all, it reflects the lifetime devotion of its editor to our industry.—*Robert H. Harter, president, Palmer Communications Inc., Des Moines, Iowa.*

EDITOR: Thank you for including the picture of the 1937-38 National Association of Broadcasters officers and board in the Nov. 24 episode of "The First 50 Years." It reminded me of the interesting national and regional conventions of the thirties, interesting not only for the agendas but for the personalities as well.

In addition to those in the picture, the Midwest had many others who were helping to shape the future of broadcasting, men such as Earl Gammons, Stan Hubbard, Walter Damm, Jimmy Shouse, Don

Searle, Jim Hanrahan, Don Davis and the Atlas brothers.—*Craig Lawrence, "ex-Cowles and CBS-TV," Venice, Fla.*

## Regulation realities

EDITOR: So Ted Turner of Atlanta charges that cable regulations are an infringement of constitutional rights... so what else is new. Broadcasters have suffered this infringement for years by the FCC. After cable wins complete freedom, broadcasters should wake up and band together against the unfairness we've always accepted.

It's interesting, yet maddening to me, that the strongest voice in the world, broadcasting, plays dead instead of speaking up. Politicians voted themselves the right to our lowest rate in all cases, yet the businesses which keep us on the air from day to day do not have that right... they must earn their rate. Only we are discriminated against on tobacco advertising. (I didn't advertise it even in the "old days," but I still don't like the unfairness thrust upon us.)

So welcome to the club, Ted Turner. If you're breathing, you're in trouble. But if you're not a broadcaster, at least you can have the satisfaction of knowing that it could be worse!—*B.D. Thornton, president and general manager, KMAM(AM)-KMOE(FM) Butler, Mo.*

## Why wait?

EDITOR: Your Dec. 22 editorial against an authorization of DBS before the 1983 Regional Administrative Radio Conference hinges on a pretty rusty argument. The FCC, you seem to think, would be honor-bound to protect Comsat's Satellite Television Corp.'s investment against an "unfavorable" outcome of the 1983 conference. This mother-hen instinct on the part of the commission has certainly been well concealed up until now. It hasn't affected the "drop-in" proposal; the 9 khz AM radio proposal; the AM stereo proposal, and there are others. You also overlook the fact that STC pointedly acknowledges the risk of having to make last-minute changes to accommodate new rules.

If private investors are willing to put their capital behind this or any other scheme, and the scheme itself proposes nothing more evil than bringing TV to the boondocks, why all this fuss? Are the broadcasters afraid of the competition?—*Alan J. Gottesman, assistant research director, The Value Line Investment Survey, New York.*

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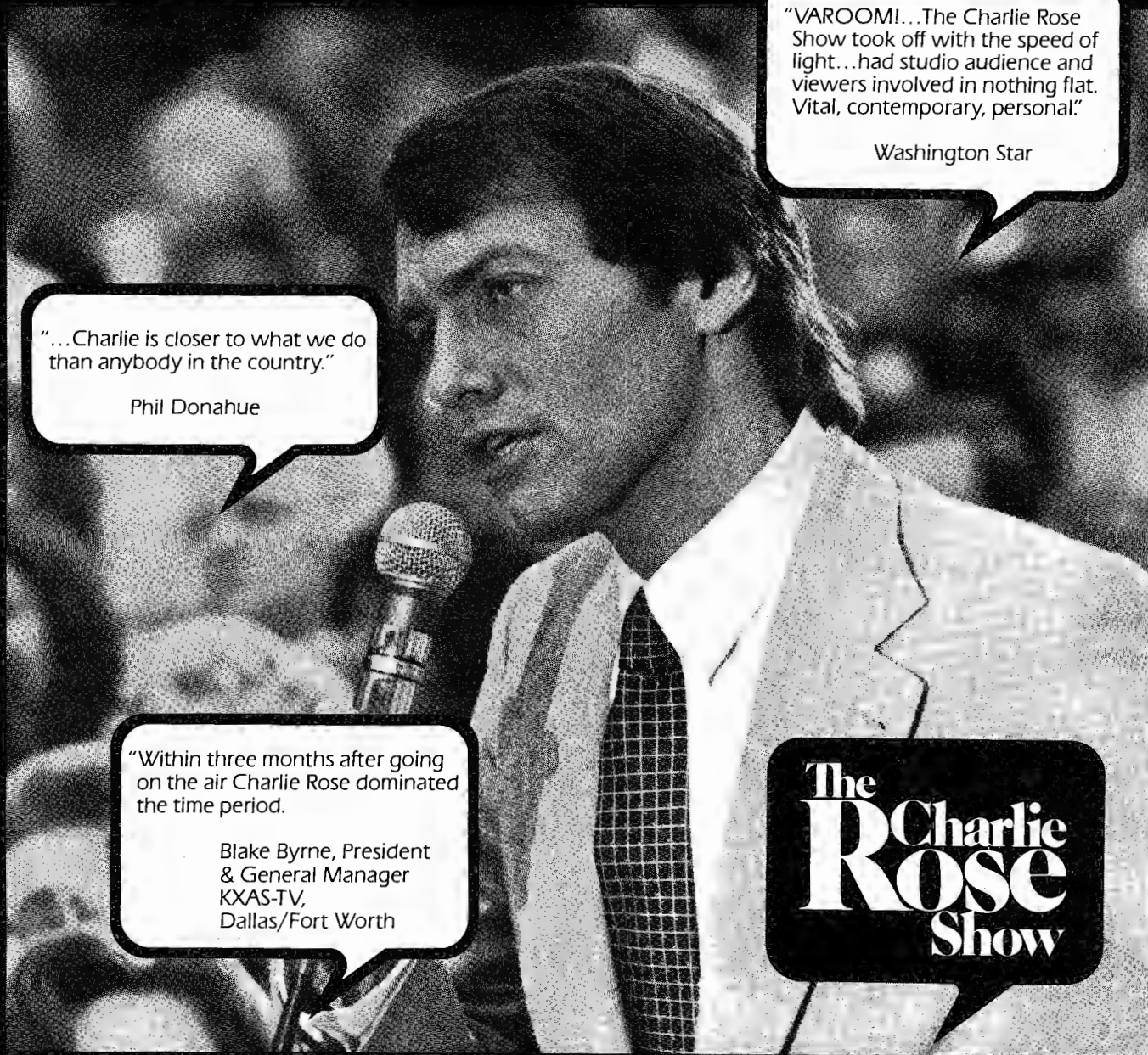
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# Broadcasting Jan 26

Vcl. 100 No. 4

TOP OF THE WEEK

## Ferris makes play to stay into April

**Ferris's maneuver to obtain lifetime pension starting then; transition aides endorse idea; Fowler still favored to succeed; Mimi Dawson pushed for Lee seat**

Charles D. Ferris's obituaries as chairman of the FCC may have been a trifle premature. At week's end, he was awaiting word from the White House as to whether it would accept his suggestion that he be permitted to remain as chairman until April, as a means of enabling him to start drawing his government pension at that time. Indications last week were that the White House would be agreeable.

That development was one of several attracting the attention of those interested in changes in commission personnel. Others were the impressive support demonstrated for the appointment of Mimi Weyforth Dawson to a Republican seat on the commission—the one to become available when Robert E. Lee leaves the commission on June 30—and the fact that she has something of a Democratic past.

Meanwhile, Mark Fowler's prospects for being named chairman by President Reagan continued to appear bright (BROADCASTING, Jan. 19) once Ferris is out of the way. Transition team aides said no one has emerged to challenge the man who served as communications counsel to Reagan in his 1976 and 1980 runs for the presidency. And industry comment was favorable.

The Ferris proposal was particularly intriguing. It involves a complicated effort to gain his pension of more than \$25,000 a year on his forced resignation from the commission, an effort that would not only require the cooperation of the new Reagan administration, whose members thus far have shown little warmth and kindness for him, but would also most likely deny Lee his cherished hope of a presidential appointment as interim chairman. He might have to settle for acting chairman.

The problem is Ferris's age. He is 47. Although he will have accumulated 25 years of government service early in April, he would not "perfect" his annuity then, since he would not have reached the minimum retirement age of 55.

Ferris, whose term runs until 1984,



Ferris

could get around that only if he were involuntarily separated. And, according to the Office of Personnel Management, that could be achieved by his resignation as chairman and retirement from the commission, since he serves as chairman at the pleasure of the President. Thus he is said to have asked to be allowed to remain as chairman—but with an important proviso.

He would not participate in any new matters; in a major respect, he would not even be on view.

And when a chairman is absent or unable to serve, the Communications Act provides for the selection by the commission of an acting chairman on a temporary basis. The commission has always selected the senior member in those cases. And Lee is the senior member. Last week, he was hoping for a letter from the President designating him chairman, a post he would expect to hold until a permanent chairman is named. Until last week, the appointment seemed certain.

Ferris is understood to have discussed his proposal with members of the FCC transition team, and word is that they passed it along to the White House with a favorable recommendation. Those aides who were contacted last week thought the proposal would be accepted.

Why would the Reagan White House accommodate Ferris, who had been targeted for the earliest possible removal by many in the Reagan camp?

One transition aide said, "There's a certain amount of graciousness in the world," but he also said Ferris's departure from the commission in April would provide Reagan with a vacancy to fill three years

early. (Ferris himself suggested that as a quid pro quo.) Then the O'Neill connection probably helped. When it was pointed out that Ferris is a former aide to and a friend of Speaker of the House Thomas P. (Tip) O'Neill Jr. (D-Mass.), who would be in a position to reciprocate a favor, the transition aide remarked, "They're aware of that at the White House."

Dawson, 36, who is an administrative assistant to Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, broke from the pack early in speculation over prospects for the Lee seat ("Closed Circuit," Jan. 19), and last week demonstrated impressive backing.

A letter endorsing her was sent to Reagan last week signed by 17 senators, including the most powerful. Senator Paul Laxalt (R-Nev.), who had been Reagan's presidential campaign manager and is now his so-called "eyes and ears" in the Senate, is among the signers. So are Majority Leader Howard Baker (R-Tenn.), Packwood, Howard W. Cannon (D-Nev.), ranking minority member on the Commerce Committee, Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee, and Harrison Schmitt (R-N.M.), Ted Stevens (R-Alaska) and Daniel Inouye (D-Hawaii), members of that panel.

Another of the prominent signers is John Tower (R-Tex.), chairman of the Armed Services committee. Dawson's husband, Rhett B. Dawson, is counsel and staff director of that committee.

Most of the other signers are members of the Commerce Committee—Robert W. Kasten Jr. (R-Wis.), Nancy Landon Kassebaum (R-Kan.), John C. Danforth (R-Mo.), Slade Gorton (R-Wash.) and Larry Pressler (R-S.D.). The other signers are Senators Jake Garn (R-Utah), Roger H. Jepsen (R-Iowa) and John Warner (R-Va.).

Dawson, who has been an aide to Packwood for the past seven years, is a registered Republican. But in 1968, she registered as a Democrat, and worked for three Democrats in Congress. She was an aide to Representative James Symington, who represented her home district of St. Louis, from 1968 to 1972, then divided a year between Missouri Representatives William Clay and Richard Ichord before joining Packwood's staff in 1973.

Dawson also worked as a volunteer for the late Senator Robert Kennedy (D-N.Y.) while attending Washington University, in St. Louis, where she was graduated in 1966. But she does not consider that significant; she says she also worked as a volunteer for Barry Goldwater.



CBS News



ABC News

'NEVER HAD SO MANY WORKED SO LONG AND SO HARD'

## Television's intercontinental triumph

**The traditional pomp and the unique circumstances of Jan. 20 pushed medium to its technological utmost; satellite time at a premium**

"The single most complex day in broadcast history" is the way Jeff Gralnick, ABC News executive producer for special events, describes Jan. 20, 1981—the day the American hostages in Iran gained their freedom within the same hour that Ronald Reagan was sworn in as the 40th President. The most comparable events Gralnick could think of were the assassination of John F. Kennedy and the Apollo moon landing—although those occurred when "the technical capabilities that exist today didn't exist."

With both stories coming at the same time, Joe Angotti, NBC News's executive producer, special broadcasts, said he couldn't remember "any time when so many people had to work so long and so hard." Manpower and facilities, he explained, were "strained to the absolute limit."

The ending of the hostage crisis on inauguration day may have proved an exceptional drain on news resources and energies but it was clearly one that broadcast journalists eagerly awaited with the same emotions as the public at large.

Either event would have mandated the pre-emption of regular schedules with news the dominating presence on the airwaves. From early-morning reports to late-night specials, TV and radio audiences followed the work of some 1,000 people assigned to either the inauguration or the hostage story from the three commercial networks alone. For many journalists, it was a dual assignment.

CBS's Walter Cronkite, for example, covering his last inaugural as anchor, handled the inauguration while keeping the public abreast of hostage develop-

ments. Similarly, NBC correspondent George Lewis covered President Reagan's motorcade before returning to the hostages that had dominated his attention for the past 14 months.

Overall, the manpower commitment was enormous—ranging, in ABC's case, from the 19 correspondents in Washington detailed to the inauguration to about 80 staffers on the road across the country keeping vigil on the 16 hostage families who had agreed to keep in contact with the network. For the hostage coverage alone, ABC estimates between 200 and 225 people were involved. Other networks as well report high personnel numbers—such as CBS's count of about 250 on the inaugural.

While the unpredictable events of the hostage story may not have allowed network news staffs the luxury of keeping as steady an eye on the competition as just the routine of an inaugural day might have, the networks did keep track of claimed beats. And the claims were not without some controversy.

Days before the hostage release, ABC claims to have broken the story with a report from White House correspondent Sam Donaldson Friday at 3:21 p.m. that a final agreement between the U.S. and Iran had been reached in principle. NBC, however, maintains that the report was premature and unfounded at that time. NBC says it was first on Sunday, Jan. 18, "to bring the nation the announcement that an agreement had been concluded with Iran..." CBS Radio also claims an exclusive first, with a bulletin Monday morning quoting a spokesman from the Iranian news agency, Pars, that an agreement had been reached.

Other claimed beats ranged from ABC's direct-from-the-satellite-feed account of the Algerian medical team examining the hostages, to NBC's report from former hostage Lloyd Rollins revealing that the

Iranian militants had played Russian roulette with two female captives. (Rollins was among those hostages released earlier by the Iranians. Other networks also tapped the knowledge of those that came home before the others. ABC had William Quarles overseas with Peter Jennings and CBS had Richard Queen, the hostage released for medical reasons, in its New York studio with Dan Rather, along with Barbara Rosen, wife of hostage Barry Rosen.)

The television networks, however, weren't the only ones with beats to report. Associated Press Radio, for example, claimed "to the best of our knowledge," it had the "only broadcast reports originating from Teheran prior to the departure of the jetliners with the hostages aboard."

Much of the hostage story required 11th hour planning. NBC's Angotti, for example, talks about a quick set-up of a New York coordination point to bring in the feeds coming in from overseas—no necessary for the planned inaugural coverage but a must as the hostage story was reaching its conclusion. He added that transponder time had not been booked in advance for the evening so the feeds viewers saw from Algiers actually came through Frankfurt.

While "everything came out fine," said Ernest Leiser, CBS vice president for special events, "there were a lot of tense moments." The feed from Algiers, he explained, didn't come in until the last moment.

As recalled by ABC's Gralnick, the crush of information that was being funneled to America's television audience was at points almost too much for the capacity of the satellites that were used to transmit it. At one critical point on Tuesday afternoon, there were three hours when "there was no way to get a video signal from Europe to the United States." On Monday night, he added, there was such a

jam-up in satellite traffic coming from the bird over Frankfurt that "the signal had to be routed the other way around the world," making the final trek from the West Coast to New York by land-lines.

In addition to the demands on domestic transponder time from the networks, Gralnick said, there also was the previous commitment of time to transmit a closed-circuit feed to the various inaugural balls around the country. "Video was being routed all over the United States to get it into New York," he said, adding that in the final analysis, "I didn't care where the video was going as long as it got here."

While news departments had to contend with the unexpected, they were well prepared in planning for the release. A high point for NBC, cited by both Angotti and Washington bureau chief Sid Davis, was when correspondent George Lewis identified the hostages deplaning in Algiers. According to NBC, Lewis was the only network newsmen to name them all at that time—50 as they came off the plane and two others (previously obscured) in the reception area. Credit here was given not only to Lewis but to a news assistant, Mary Wolf, who from the beginning of the crisis, had been assigned to prepare biographies on them.

While there was negative comment from some regarding the quality of the feed supplied by Algerian Television, ABC's Gralnick and other executives offered nothing but praise for the Algerian crew who gave the first glimpse of the freed hostages. "The Algerian director directed himself one good show; Algerian TV did a remarkably good job," Gralnick said.

The costs in covering the inauguration and release of the hostages, both on Jan. 20 and in preparation, clearly ran into the millions; no network was willing to go public with its budget. In fact, the investment isn't expected to be fully determined until weeks from now when accountants have gone over the books. However, certain projections were mentioned. One news executive said that a \$4 million-\$5 million tag might be the cost of the three-network inaugural coverage. As for the hostage coverage, there also was word passed around that ABC had spent \$1 million in the past month alone.

Beyond the actual costs of coverage, there was the financial loss from pre-emption as well. James Rosenfield, president of the CBS Television Network, was quoted last week as saying the network lost \$2 million as a result of its hostage coverage. He later explained, however,

that "this is just a rough, rough estimate and we probably won't really know for several weeks." Contributing to the loss, he said, was that 10 minutes of commercial time had been sold for late-night coverage of the hostages' release but only one of those minutes was telecast.

"Quite justifiably," Rosenfield explained, "the news division wouldn't allow interruptions for commercials. The story was just too poignant."

What the news dollars paid for, was, for example, the approximately 325 CBS news correspondents, cameramen, technicians and others stationed in Washington, New York, London, Algiers, Frankfurt, Weisbaden and some dozen U.S. cities with hostage families. At NBC it helped pay for the 13 hours and 10 minutes of live coverage on Tuesday through Wednesday afternoon. At ABC, there were the costs of virtually transporting its London bureau to Frankfurt as well as expanded editions of news programing in *Good Morning America* through *Nightline*.

Coverage, in the form of special and expanded broadcasts, began well before the actual release of the hostages or the inauguration.

CBS carried a late-night special at 11:30-midnight on Friday (Jan. 16), sum-



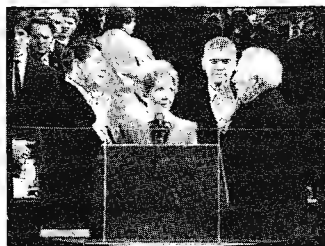
ABC News



CBS News



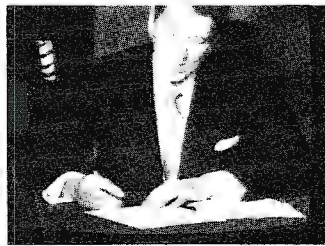
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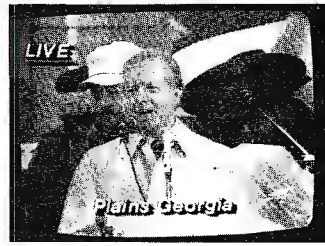
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**Satellite news gathering.** One of Wold Communications' transportable earth stations was hired by CBS News and parked outside its Washington headquarters (above) to provide an uplink during inaugural week for CBS owned-and-operated stations and affiliates. It also served as a backup for CBS's network feed to New York. Three other transportable earth stations, operated by Wold in the Washington suburb of Fairfax, Va., uplinked news for Storer Broadcasting; Westinghouse Broadcasting; Post-Newsweek Stations; Bonneville International; Capital Broadcast News; UPITN; wcco-TV Minneapolis; KTRK-TV Houston; KOMO-TV Seattle; KATU(TV) Portland, Ore.; KXAS-TV Fort Worth, Tex.; KOVR(TV) and KCRA-TV both Sacramento, Calif.; wcvb-TV Boston, and the Independent Television News Association. Only two of the Fairfax earth stations belong to Wold. The third belongs to Satellite Communications Network. It was leased to Bonneville, which turned it over to Wold for operation. All the uplinks were to remain in place through the first part of this week to cover the arrival of the freed hostages at Andrews Air Force Base in suburban Maryland.

marizing developments up to that point, and continued to update over the weekend. Charles Kuralt's *Morning* show was expanded to three hours on Monday and two hours on Tuesday. Later that day, at 8 p.m. and running until 9:30 p.m., was a special news report, *Free*, with Dan Rather anchoring. There also was the coverage beginning at midnight in Frankfurt.

Active as well was CBS Radio, which broadcast 52 reports between Saturday and Wednesday supplementing its regularly scheduled news on the hour.

Starting with Friday afternoon's report by Sam Donaldson, ABC-TV broadcast more than 15 special reports concerning the hostage crisis by Monday morning, adding up to four-and-a-half hours. Reports continued and by Tuesday morning, *Good Morning America* was expanded to three hours, devoted largely to the hostages and inauguration. Immediately following was an *Inauguration '81* special running until 5:11 p.m. Coverage of the hostages' arrival in Algiers ran from 8 to 9:23 p.m. and with an expanded edition of *Nightline*, ABC wrapped up its coverage of the day at 2 a.m.

On the radio side, ABC aired 60 hours of live special coverage between Friday and Wednesday, cancelling all non-news radio network broadcasts on Monday.

Mutual Broadcasting System went live

regularly for coverage of the day's two major events and continued its earlier morning specials, providing updates of the hostage crisis. Mutual's talk show with Larry King also had hostage parents as guests on the night of the release.

NBC-TV also had hostage reports leading up to and through their release, with, for example, Sunday's late-night *Hostages: The Final Hours* and a day later with *Another Delay* from 11:30 to midnight. Other specials took viewers through the inaugural beginning at 10 a.m. Tuesday when anchor John Chancellor said "It begins to look as if the hostages may leave Iran today, perhaps during the inauguration ceremonies . . . The hostages are a very important part of the inauguration story." And so it was throughout NBC's coverage that followed through *Jan. 20, 1981: A Very Special Day* that took

viewers to West Germany for the hostages' arrival.

NBC Radio also beefed up coverage of the hostages and the inaugural as well, providing three-minute special reports during most of the day, in addition to its regular news. Earlier, on Sunday, it had carried a 53-minute special, *Ronald Reagan at the Threshold*. Extra reports also were carried on NBC's youth-oriented Source network.

ABC, CBS and NBC, however, were not alone. The Cable News Network also had reporters and support teams overseas such as Daniel Schorr in Frankfurt or the five tape crews in Weisbaden. Among the CNN benefits of being on 24-hours a day, according to CNN Managing Editor Ed Turner, came "on Monday morning when Carter got the word from Treasury Secretary Miller that everything was in order." Turner added: "We were on live."

Overall CNN coverage includes fast-breaking news as well as other reports such as all-day, three-to-five-minute special reports discussing changes that could occur during the Reagan administration.

Add to the other news sources the contributions of Associated Press Radio and UPI Audio. Just the numbers alone at AP Radio are telling: On Jan. 19, beginning with Carter's 4:50 a.m. announcement of the hostages' impending release, and over the next 22 hours its offerings included 42 reports domestically; 18 from abroad; 48 actualities from 19 hostage families, and 16 actualities from Reagan, Carter and other top-level members of government. From 5:30 a.m. on the 20th to 3:30 a.m. the following day, APR counts 120 such reports and actualities, among others.

At the close of ABC-TV's Jan. 20 expanded *Nightline*, Ted Koppel had some philosophical words in an on-air commentary about television and its coverage, saying: "There are times, and today was one of those times, when television approaches the truly magical; when it becomes the sort of instrument that, 50 or 60 years ago, would have been regarded as supernatural. . . . This has been, without question, one of the more memorable days in our nation's history; and television, much maligned television, which frequently does numb the brain and dull the senses, today produced a technological miracle. Never has any generation of Americans had greater reason to claim they were eyewitness to history. And the people who devised television's unbelievable technology deserve credit."

**Gala gaffe?** If part of the intent behind the Inaugural Gala broadcast last Monday was to introduce an "imperial" style for Reagan presidency, the tactic didn't sit well in some quarters. Even the seating arrangement for Reagan and his first lady drew fire—for the "thronelike" appearance of the centerstage chairs they occupied. But more upsetting to some, particularly to many black viewers, was the blackface performance of Ben Vereen. Vereen, who admits that what TV viewers saw of his performance was "shufflin' and jivin'," says he intended his act to be "social criticism"—a reminder of the roles blacks had been limited to in the performing arts for decades—an idea that didn't come through on television. Vereen blames the editing, calling it "television sabotage." Meanwhile, ABC, which carried the gala, is distancing itself from the broadcast, pointing out that it simply sold the two-hour block of time to the Inaugural Committee, for \$580,000.



**Among friends.** Then California Governor Reagan was surrounded by broadcasters at the 50th anniversary luncheon for WHO(AM) Des Moines on April 26, 1974. With him are (front row, l-r): Lawrence B. Taishoff, publisher, BROADCASTING magazine; the new President's brother, J. Neil Reagan, then a senior vice president, McCann-Erickson; Donald Mercer, vice president, NBC; William G. Walters, president, Peters Griffin Woodward. Second row (at right): Nancy Reagan; Julian Goodman, then chairman of NBC. Third row: Iowa members of the House of Representatives, John C. Culver (D); William Scherle (R); Ed Mezvinsky (D).

## One of their own in the White House

**From his early days in Iowa as a sportscaster, to movie and TV fame, then radio, Ronald Reagan has developed political ideas that many in the industry applaud**

For many supporters of Ronald Reagan, his inauguration last week signaled the acceptance by the nation of a conservative philosophy to which they had subscribed through the years in which it and they were out of fashion. And there are broadcasters among them. But for the broadcasters, the inauguration had a more personal meaning: One of their own was President.

It's not that Reagan ever owned a broadcast station or even participated in the management of one. But he has used the medium for the purpose for which it was intended—he has been a *communicator*, and an effective one. That was enough.

Although Reagan is remembered usually as an ex-actor (when he isn't thought of as an ex-governor of California), he got his start in 1932 as a sports announcer on WOC(AM) Davenport and WHO(AM) Ames, both Iowa. And from

1975 until 1979 (when his run for the Presidency made it impossible for him to continue), he did a daily three-minute radio commentary that was syndicated to stations throughout the country.

And, according to Harry O'Connor, whose Creative Services was the syndicator, Reagan was professional in the job. "He recorded 15 pieces in a sitting every third Tuesday," O'Connor said. "And he was always totally prepared." Most of the commentaries Reagan wrote himself, particularly in the last year, although a staff researched statistics for him. Reagan usually wrote the commentaries while traveling—a practice he began at the suggestion of an aide who said it was one way of gently persuading fellow aircraft passengers, many of whom felt comfortable in approaching him, to respect his privacy. (Reagan "is very cordial," O'Connor said. "He wouldn't avoid someone who wants to talk to him.")

It was the commentary, along with a newspaper column, that enabled Reagan to hold on to the loyalty of those who responded to his brand of conservatism. It was a loyalty that survived Reagan's failed

effort to wrest the Republican presidential nomination from President Ford, in 1976, and that had been inspired initially by the speech Reagan made on behalf of Senator Barry Goldwater (R-Ariz.) in the latter's campaign for the Presidency in 1964. The half-hour, nationally televised address established Reagan overnight as a leader of the right wing of the Republican party.

The theme running through that speech and Reagan's utterances since then have had special meaning for broadcasters. They consider theirs to be one of the most heavily regulated industries in the country. And Reagan spoke of the virtues of free enterprise and the evils of big government.

Reagan sounded the theme again in his inaugural address. "It is not my intention to do away with government," he said. "It is rather to make it work—work with us, not over us; to stand by our side, not to ride on our back. Government can and must provide opportunity, not smother it; foster productivity, not stifle it."

Moreover, Reagan is on record with statements indicating he would apply that philosophy to broadcasting—indeed, that



**The President's media past.** Ronald Reagan began his broadcasting career (l) as a sportscaster at WOC Davenport, Iowa, and co-owned WHO Des Moines, in the early 1930's. In the 1950's he was director of CBS-

TV's General Electric Theater. From 1975 to 1979 Reagan broadcast five-minute commentaries that were syndicated by O'Connor Creative Services.

he is sympathetic to broadcasters and is inclined to see issues from their point of view.

For instance, in a letter to BROADCASTING last year, Reagan said, "For too long, broadcasters have been burdened by a regulatory scheme which inhibits free and full treatment of political, social and economic issues, and casts doubt over renewals even where there is a proved record of superior performance." As a result, he said, he favors proposals—such as one offered by Goldwater in the last Congress—to afford broadcasters greater protection against challenges at license-renewal time.

Then there was Reagan's response to questions the National Association of Broadcasters submitted to him and President Carter on their views regarding broadcast regulation (BROADCASTING, June 9, 1980). It contained a series of what, in a speech to a broadcasters group, would be applause lines.

Reagan took issue with FCC Chairman Charles D. Ferris's statement, in response to broadcasters' complaints about commission regulation, that he sees no "majesty" in the bottom line. "Meeting the bottom line," Reagan said, "means serving the public's needs effectively, and providing jobs and careers for men and women and incomes for themselves and their families."

He said he opposes the imposition of new reporting requirements on broadcasters, as well as government intrusion in programing decisions; in connection with the latter, he said the marketplace is an effective regulator. He expressed support for "our present system of locally oriented

broadcast service" (though that does not mean he opposes the "new and exciting technologies," including, presumably, those systems that seem to threaten that system. "I do not see [the new technologies] as necessarily incompatible with our present system," he said). He thought Congress as well as the FCC should participate in evaluating Comsat's proposal for satellite-to-home broadcast service. And he saw no need "for the federal government to fund participation by private groups in regulatory proceedings."

Granted, those were the comments of a man campaigning for votes, as well as support, among broadcasters. Still, broadcasters felt it easy to warm to such a man. The views were consistent with what Reagan had been saying for almost 20 years.

The story of Reagan's metamorphosis during his Hollywood acting days from New Deal liberal Democrat to conservative Republican has been told many times in the past year. After the war, the liberal views he had so closely held did not seem to jibe with the realities of the world as he saw it; government was not providing the needed answers. His anti-Communist views developed and hardened in his days as president of the Screen Actors Guild, many of whose members he saw as leftists and communists. And it was during a down time in his Hollywood acting career that the seeds of his political career were planted.

He had drifted into television in the 1950's—first on *Death Valley Days* and then as host of *GE Theater*. The latter job also involved serving as a spokesman for the company; in eight years in that role, he

became a solid partisan of the pro-business views of the Republican right. The themes he was developing in his appearances emerged, before a national audience, in his speech in support of Goldwater.

The speech did not help the Arizona senator avoid being buried in the Johnson landslide. But it led a group of Republican millionaires in California to persuade the man, who only in 1962 had given up his Democratic party registration, to run for governor of California on the Republican ticket in 1966. Thus, Reagan was on his way to two terms as governor and to what might be called two and a half runs for the Republican presidential nomination (his first, in 1968, began late and was not mounted with the single-mindedness that marked the next two).

So now Reagan is President, the communicator's skills developed as an actor and a performer on radio having helped him win the office. Presumably, he will set the kind of pro-business tone broadcasters will welcome. Time will tell on that. But at least the person regarded as the leading candidate for permanent chairman of the FCC would seem to be reassuring to broadcasters. He is Mark Fowler, of Fowler & Meyers (a communications law firm), who was communications counsel to Reagan in his 1976 and 1980 presidential campaigns and who is regarded as not only deregulatory but pro-business in his approach. He is, in fact, credited with having had a hand in drafting Reagan's response to the NAB's questions regarding regulatory philosophy—a response that would have had broadcasters applauding if it had been delivered as a speech.

## InBrief

### BULLETIN

Thornton F. Bradshaw, 62, president of Atlantic Richfield Refining Co. (ARCO), will be named to succeed Edgar H. Griffiths as chairman and chief executive officer of RCA, BROADCASTING learned late Friday. Bradshaw is member of RCA board. Among top priorities: choosing new president for RCA (Maurice Valente was fired from post in June 1980) and, reportedly, for NBC, now headed by Fred Silverman.

FCC Commissioner **Anne P. Jones is calling for even greater degree of broadcast deregulation** than commission accomplished two weeks ago in case of radio (BROADCASTING, Jan. 19). She said last week that time may have arrived for Congress to adopt Communications Act amendment that would enable commission to wipe all nontechnical regulations, **including fairness doctrine**, off books. Jones, in speech to Colorado Broadcasters Association on Friday (Jan. 23), indicated she wouldn't stop there. She said that in case of **direct broadcast satellite** service, commission should avoid "any repetition of the costly, frustrating, and counterproductive regulation of cable." **Argument that "free" over-air television must be protected against pay service because not everyone can afford those services makes no sense to her.** Nor does Jones accept notion that deregulation of television will not be appropriate "until some time in the indefinite future when television becomes more competitive." She feels television stations already experience heavy competition—from each other and other media.

**Dow Jones & Co.**, publisher of *The Wall Street Journal* and other publications, has agreed to **purchase piece of Westar V**, Western Union satellite set for launch in 1982, **for reported \$23 million.**

Ownership entitles Dow Jones to two primary transponders and one backup on bird, which it will use primarily for facsimile transmission of *Journal* to 17 printing plants. Transponders have reportedly been offered to others.

National Association of Broadcasters joins more than 100 other organizations today in filing comments on Internal Revenue Service proposed **rulemaking to eliminate tax deductibility of membership dues** paid to organizations engaged in any form of grassroots lobbying. U.S. Chamber of Commerce is leading fight against proposed rulemaking, which would have small financial impact on association members, but would impose tremendous paperwork burden on organizations, which would have to account to members percentage of activities involved in grassroots lobbying. Included in proposed IRS definition of grassroots lobbying are media editorials that could be construed as attempting to influence public opinion about proposed legislation. Media would no longer be able to list cost of producing such editorials as cost of operations. National Cable Television Association and National Radio Broadcasters Association are among associations not filing comments. Says NCTA: "There are too many issues more important than that one."

NBC last week estimated that **110 million people** watched all or part of three networks' coverage of hostage release last Tuesday (Jan. 20) and about **65 million** viewed inauguration on networks earlier in day. For 8-9:30 p.m. coverage of hostages' arrival in Algiers, ABC came out on top, with 22.3 rating and 31 share to CBS's 21.2/30 and NBC's 18.1/25.

Senate Rules Committee has ordered **study of pros and cons of televising chamber proceedings** to be completed by March 1. Study will be updated version of one completed in last Congress by committee staff and outside consulting firm and is entirely separate from one conducted by House Committee on Administration (see story, page 64). Up-



## What to do about tomorrow's media tops NAB agenda

### Scottsdale joint board meeting will consider new positions on 9 khz, DBS, LPTV; whether or not to pay chairman is most controversial item on schedule

The National Association of Broadcasters joint board of directors may adopt new positions this week on 9 khz, direct broadcast satellites and low-power television. Meeting at the Camelback Inn, Scottsdale, Ariz., today through Thursday, the board will tackle those issues, its 1981 budget and a number of other concerns in an agenda weighted with attention to political and technological change.

NAB's task force on radio allocations, chaired by Arnold Lerner of WLLH Inc., Lowell, Mass., will ask the board to declare opposition to U.S. proposals to reduce channel spacing on the AM band from 10 to 9 khz in the western hemisphere. Until now, NAB's formal position has been to urge further study of 9 khz proposals by the U.S., Mexican and Canadian governments before advocating its passage at the 1983 Region 2 Administrative Radio Conference (RARC).

At the request of the board, NAB legal and government relations staff members have outlined five alternative positions on DBS and two on LPTV from which the board will work in deciding its positions. The outlines appear in the staff's biannual report on broadcasting and government, to be submitted to the board today.

Options on DBS in general include (1) opposing it, supporting (2) regulated or

(3) unregulated DBS, and (4) advocating delay of FCC rules or authorizations until after RARC (when the potential for adoption of inconsistent technical standards may be eliminated). Pros and cons accompany each of those alternatives, but the fifth holds the biggest majority of pros.

That position advocates neither opposing nor supporting DBS, but actively raising critical, undetermined policy and technical questions that Congress and the FCC should evaluate fully before taking any decisional action. Among other things, this position allows NAB to be perceived as open-minded rather than anti-competitive, allows for further study of DBS, which is an area of many technical unknowns, and could prevent a hasty decision by the FCC. This is similar to the policy approach NAB has taken in the past toward 9 khz, in that it would not oppose DBS, but would urge adequate study of its probable consequences, before a decision on whether to approve it.

On interim DBS authorization, the NAB board could oppose it, support regulated experimental operation or delay consideration until congressional review. In its comments to the FCC, the NAB has opposed interim authorization as imprudent policymaking.

On LPTV, the board could vote to oppose it or to advocate a series of changes in the FCC's proposal to enlarge the opportunity for broadcast participation. Cons outnumber the pros for outright opposition, so it is likely the board will adopt the second position, for which the pros far

outnumber the cons.

Among the changes NAB could decide to work for in the FCC's proposal are eliminating comparative preferences for noncommercial, minority and "first in line" applicants, eliminating restriction on radio ownership, and strengthening technical operating requirements to prevent interference to broadcast stations.

In addition to 9 khz, DBS and LPTV, the board expects to discuss UHF, VHF drop-ins, copyright, radio deregulation and performer royalties. It also will discuss a report on new technologies, presented by its science and technology committee (see page 54).

A proposal for a new level of reimbursement to the joint board chairman—\$50,000 is the most discussed figure—will probably be, in the words of the incumbent chairman, Thomas Bolger of WMTV(TV) Madison, Wis., "the only really controversial item on the agenda." Originally added to the agenda as a budgetary item, this proposal is now ahead of all others to be dealt with in Scottsdale. It has been advanced by those supporting the candidacy of Edward Fritts of Fritts Broadcasting, Indianola, Miss., as the next board chairman. It is opposed by Bolger and his immediate predecessor, Donald Thurston of WMNB-AM-FM North Adams, Mass., among others.

In other areas, the board will hear from representatives of the American Newspaper Publishers Association concerning its stand on communications legislation likely to come up during the 97th Congress. It

dated versions will avoid rehashing material in former study, but will include "off the record" opinions of members of House of Representatives on House broadcasting system and new look at technical possibilities for Senate system. Committee staff director Joseph diGenova and deputy staff director John Childers will direct study.

**Polish authorities** last Friday (Jan. 23) gave **U.S. correspondents** from three networks who were **ordered out of country** day before, one day extension. Expulsion applies to correspondents, producers and crews and two *Time* magazine reporters.

Minnesota state hearing examiner has recommended state cable commission grant certificate of award to **Northern Cablevision** (Storer Broadcasting subsidiary) for **Minneapolis franchise**, provided franchise ordinance is amended to clarify requirements Northern must meet. Commission now has 60 days to issue ruling. Normally routine approval of franchises was held up in Minneapolis after public interest group and commission staff raised questions concerning requirements and franchising process. Although city awarded Northern franchise in December 1979, lack of commission approval has prevented Northern from building 40-channel system it promised city (BROADCASTING, May 19, 1980).

**Time Inc.** plans to sell three million shares of Series C cumulative convertible preferred stock for \$150 million. Net proceeds will go to 1981 capital expenditure program of about \$300 million, with about 60% to be spent on video operations, mainly cable.

**Cable industry's concern about AT&T's possible entry into field** is evident in uneasiness about prospective settlement of Justice Department's antitrust suit against that company. Robert W. (Bob) Ross, NCTA's senior vice president for law and government affairs, said industry would like to see suit prosecuted. Not only are important antitrust

issues involved that should be litigated, he said, but he noted considerable amount of information regarding AT&T that was developed by Justice is under court seal and will not be made public unless case goes to trial. And that information would be useful to Congress, as it undertakes revision of Communications Act, as well as to number of private parties (including one cable company) that have filed antitrust suits against AT&T. Furthermore, Ross said, "We're concerned about the effect a settlement would have on the 1956 consent decree" entered in an earlier Justice suit against company. Decree bars it from entering kind of informational fields in which it would be a direct competitor of cable. Modification, Ross said, could permit AT&T to provide those services "in the absence of structural or regulatory protection for the public or cable television."

FCC Chairman **Charles D. Ferris** and Commissioner **Joseph Fogarty** were in Honolulu last week, attending annual winter meeting of Organization for the Protection and Advancement of Small Telephone Companies.

**George Breece**, who joined NCTA staff as director of special projects in August 1980, has been named vice president. He is former campaign manager of Representative Charles Rose (D-N.C.) and North Carolina state legislator. Despite loss in race for North Carolina secretary of state post, Breece retains strong political ambition, says he will probably return to home state by early 1982 to seek political office again. Meanwhile, search continues for replacement for **Andy Litsky**, director of public affairs, who left early this month. Some 200 applicants have been winnowed to five or six persons from White House and Capitol Hill. Job has been upgraded to vice presidency, should be filled by mid-February.

**Bob Mann**, director of FCC's Office of Public Affairs, joins Carl Byoir Associates, New York, as account executive on Time Inc.'s HBO account. He leaves commission Feb. 2.

also will select the winner of its annual Distinguished Service Award.

In addition to dealing with its agenda, Bolger would like the board to focus on the industry's future. "We've had problems in 1979 and 1980, so we've achieved a commonality of purpose and a strong direction," he said. "Our challenge now is to continue to move forward for more collaboration and unification in our industry. I don't want to see us sit back on the new political situation and think everything will go our way. Now is the time to work harder than ever."

Reflecting on the agenda for this week's meeting in Scottsdale, NAB President Vincent Wasilewski said, "I've never known a time when there was more concern with allocation matters," but there is a "good future" for radio and TV. Although developing media will be important factors in the next decade, "radio and TV will continue to be the dominant media, and will continue to be profitable," he said.

Among the claims of progress Wasilewski will report in Scottsdale: NAB attracted 66 new radio members, 69 new TV members and 171 new associate members in 1980, for new totals of 4,700, 660 and 846, respectively.

## Reagan transition's verdict on CPB: termination with extreme prejudice

**And while new President is at it, he might just as well cut off all federal funds from public broadcasting, team recommends in report**

The Reagan administration transition team that reviewed the Corporation for Public Broadcasting apparently didn't like what it saw: It has recommended that CPB be abolished when its current funding authorization runs out in 1983.

Moreover, transition team members agreed that the recommendation was based on a shared feeling that the "marketplace" should determine what sort of programming is available to the public and that the federal government shouldn't subsidize broadcasting at all.

The transition team comprised six members with Fran Griffin, a Washington public relations consultant (a former Public Broadcasting Service staff member and Young Americans for Freedom representative), as the group's leader. The other members: Ralph Bennett, a senior editor for *Reader's Digest*; Daniel Manelli, an attorney with Bushnell, Gage, Reizen & Byington, Washington (former chief counsel of the House Investigations Subcommittee); Bruce Herschensohn, commentator for KABC-TV Los Angeles (and a

former special deputy assistant to President Nixon); Theodore Cormaney, administrative assistant for Representative Toby Roth (R-Wis.) and Charles Lichenstein, an independent consultant based in Washington (and a former assistant to Lawrence Grossman, president of PBS, and to Dean Burch when he was chairman of the FCC). (Lichenstein is under consideration as a deputy to the new U.S. ambassador to the United Nations, Jeane Kirkpatrick.)

Griffin said the transition team addressed two fundamental questions: Should federal funds be used to subsidize public broadcasting? And, is CPB the proper vehicle for supplying that funding? The answer to both questions, she said, was "no."

Griffin also said the transition team members have nothing against public broadcasting programs. To the contrary, "We all watch public television; we all like it," she said.

Bennett said that in his view the report wasn't "opposed to public broadcasting," but he, too, thought there was no need for CPB, which he described as an "odd creature, a private nonprofit corporation," which "we pay for, and it doesn't have to respond to us."

The way Bennett sees it, the stations should generate revenue by soliciting contributions from the public and corporations. If the stations can find enough support in the marketplace, they'll survive; if the marketplace won't support them, "obviously some stations will die," he said.

Although Manelli said he "more or less" agreed with the others that the federal government should get out of the broadcasting business, he also said he thought the government's involvement "should have orderly termination." That involvement "can't be turned off overnight," he said. Manelli also said he thought the recommendation "could profit from more discussion."

Members of the public broadcasting community reacted cautiously to the news. Most prefaced their remarks by noting that they hadn't seen the report.

Robben Fleming, president of CPB, disputed whether the transition team had recommended abolishing the corporation. "That's contrary to the information I have," he said when the recommendation was relayed to him in his hotel room in San Diego where the CPB board was to meet. "I've been told by people who've seen [the report]," he said, that "that's not what it said."

PBS President Grossman said his position on the recommendation is "very clear: The country needs public television and public radio." But even if CPB were abolished, Grossman said, "I have no doubt that Congress would continue to make funds for public broadcasting available."

CPB figures show that during 1979, the public broadcasting system as a whole received \$163,229,000 from the federal government—27% of the year's total.

## Court warns FCC about stations that stray too far from home

**Two Ogden FM's were permitted too close to Salt Lake City, says opinion that criticizes commission for disregarding policy strictures of 307(b)**

The U.S. Court of Appeals in Washington last week rebuked the FCC for summarily permitting two FM applicants to locate their transmitters near a "larger and more lucrative market" rather than at a site close to the city to which they were assigned. The commission, the court said, ignored two previous court decisions in granting the applications without hearings to resolve "substantial and material questions of fact."

Broadcasters "would prefer to locate their transmitters near the largest available city," the court said, in a decision adopted by a 2-1 vote. But, it added, it is the commission's duty under Section 307(b) of the Communications Act—which requires the commission to provide for an equitable distribution of radio service throughout the country—"to prevent such movement whenever it is not in the public interest."

At issue are the applications of KDAB Inc.'s operating on 101.1 mhz and Communications Investment Corp.'s KZAN(FM), broadcasting on 97.0 mhz, both high-power, Class C stations that are assigned to Ogden, Utah. The commission allowed both to locate their transmitters on Farnsworth Peak, a site used by Salt Lake City stations, which is only 18 miles west of that city and 42 miles south-southwest of Ogden, which itself is 33 miles north of Salt Lake City. Ogden has a population of 72,000, Salt Lake City, 176,000.

Both actions were appealed by two Salt Lake City FM's—KALL and KISN—which held that the commission should have held hearings on the public interest questions they said were involved. They said the moves amounted to a de facto reallocation.

The court agreed that the commission had erred. Indeed, in the opinion written by Judge Malcolm Wilkey, it noted that the commission over the years has "succumbed to the temptation to take a shortcut ... by authorizing—without the required hearings—stations licensed to smaller communities to locate their transmitters near larger neighboring markets."

The court says the FCC is not compelled to allocate the specific number of FM channels to each city that it did. Perhaps the split—seven for Salt Lake City and four for Ogden—was a mistake. The commission could change that, Wilkey wrote.

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Daniel & Charles

D'Arcy-MacManus & Masius

Della Femina, Travisano & Partners

# BROADCASTING'S TOP 50 AGENCIES

W.B. Doner

Doyle Dane Bernbach

A. Eicoff

Eisaman, Johns & Law

William Esty

Foote, Cone & Belding

Gardner

Grey

Keller-Crescent

Kenyon & Eckhardt

Lee King & Partners

KM&G International



Kornhauser & Calene

Marschalk

McCaffrey & McCall

McCann-Erickson

Arthur Meyerhoff

John Murray

Needham, Harper & Steers

Ogilvy & Mather

Parkson

Ross Roy

Sawdon & Bess

Scali, McCabe, Sloves

SSC&B

Tatham-Laird & Kudner

J. Walter Thompson

Tracy-Locke

Waring & LaRosa

Warwick, Welsh & Miller

Wells, Rich, Greene

Young & Rubicam

(all dollar figures are in millions)

	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Broadcast percent of agency's total billings	Broadcast billings change from 1979	Agency's rank in 1979
1. Young & Rubicam	745.1	699.0	491.0	208.0	46.1	11.2	34.9	60	+71.7	1
2. J. Walter Thompson	702.7	652.1	440.2	211.9	50.6	14.4	36.2	76	+77.7	2
3. BBDO	406.8	372.9	253.4	119.5	33.9	7.5	26.4	60	+45.8	4
4. Dancer Fitzgerald Sample	401.9	383.9	215.6	168.3	18.0	6.9	11.1	79.2	+104.1	6
5. Leo Burnett	389.0	372.0	294.0	78.0	17.0	6.0	11.0	53.0	+22.0	3
6. Ogilvy & Mather	319.5	289.5	176.1	113.4	30.0	9.0	21.0	57	+11.7	5
7. Grey	297.7	284.4	199.2	85.2	13.3	0.8	12.5	57.3	+0.8	7
8. McCann-Erickson	285.0	252.0	171.5	80.5	33.0	7.0	26.0	60.0	+15.0	9
9. D'Arcy-MacManus & Masius	283.5	252.7	142.5	110.2	30.8	8.8	22.0	64.4	+9.6	8
10. Foote, Cone & Belding	274.1	250.1	184.6	65.5	24.0	7.1	16.9	66.4	+31.8	11
11. Benton & Bowles	270.0	248	158.0	90.0	22	1.2	20.8	67.5	+36.0	12
12. Doyle Dane Bernbach	270.0	257.0	163.0	94.0	13.0	—	13.0	57	+24.0	10
13. Ted Bates	257.6	241.2	161.0	80.2	16.4	9.4	7.0	73.0	+33.1	13
14. Wm. Esty	228.0	204.0	138.0	66.0	24.0	8.0	16.0	59	+24.0	14
15. Needham, Harper & Steers	227.1	207.3	170.5	36.8	19.8	9.0	10.8	63.5	+45.1	16
16. Wells, Rich, Greene	202.1	182.9	124.1	58.8	19.2	3.3	15.9	67	+10.7	15
17. Campbell-Ewald	189.7	174.7	111.8	62.9	15.0	3.9	11.1	64.5	+18.9	17
18. N.W. Ayer	174.8	153.6	126.1	27.5	21.2	6.4	14.8	55.7	+33.1	18
19. Compton	156.0	136.0	107.0	29.0	2.0	—	2.0	66.4	+42.3	23
20. Kenyon & Eckhardt	151.4	123.8	86.6	37.2	27.6	3.6	24.0	54.8	+20.5	19
21. Gardner	150.6	139.8	106.0	33.8	10.8	1.5	9.3	78	+29.8	22
22. SSC&B	150.5	146.0	124.0	22.0	4.5	1.5	3.0	72.0	+20.1	20
23. Cunningham & Walsh	109.8	105.0	76.8	28.2	4.8	—	4.8	46	-14.1	21
24. Backer & Spielvogel	105.7	97.0	61.0	36.0	8.7	2.6	6.1	75	—	—
25. Della Femina, Travisano & Partners	91.5	75	46.9	28.1	16.5	2.9	13.6	65.4	+38.6	31
26. Campbell-Mithun	90.8	73.7	15.0	58.7	17.1	—	17.1	58.5	+15.8	26
27. Marschalk	87.0	80.0	51.0	29.0	7.0	4.8	2.2	72	+8.2	24
28. Bozell & Jacobs	85.6	68.8	26.1	42.7	17.0	1.0	16.0	29.0	+8.0	25
29. Scali, McCabe, Sloves	70	58	26	32	12	1.0	11	60.0	+2.0	33
30. KM&G International	64.7	55.4	25.0	30.4	9.3	1.0	8.3	36.0	+5.2	28
31. Tracy-Locke	60.3	52.8	36.2	16.6	7.5	1.9	5.6	74	+6.5	30
32. Creamer Inc.	60.0	54.0	36.0	18.0	6.0	48	—	—	+23.2	42
33. McCaffrey & McCall	58	53.5	41.5	12	4.5	0.5	4	46.0	+6.0	32
34. Ross Roy	52.5	36.6	10.4	26.2	15.9	2.2	13.7	56.0	+5.1	35
35. Kornhauser & Calene	52.1	51.0	40.1	10.8	1.0	848	239	88.9	-12.9	—
36. Arthur Meyerhoff	51.3	49.3	33.0	16.3	2.0	1.1	0.9	85.0	+8.3	37
37. W.B. Doner	50.1	38.2	7.7	30.5	11.9	—	11.9	57.0	+1.6	34
38. Parkson	50.1	50.0	49.0	1.0	.1	—	.1	90	-5.9	29
39. A. Eicoff	48.6	46	1.3	44.7	2.6	—	2.6	95.1	+3.1	36
40. Eisamon, Johns & Law	45.5	33.7	11.0	22.7	11.8	3.4	8.4	64	+14.3	47
41. Daniel & Charles	44.8	41.8	22	19.8	3	0.5	2.5	55	+4.8	39
42. Waring & LaRosa	40.8	36.0	27.0	9.0	4.8	2.5	2.3	68.0	—	—
43. Warwick, Welsh & Miller	40.7	34.3	22.6	11.7	6.4	2.6	3.8	44	+4.1	43
44. John Murray	38.8	36.6	20.0	16.6	2.2	—	2.2	85	+2.2	44
45. Calet, Hirsch, Kurnit & Spector	38.5	35.0	21.0	14.0	3.5	0.5	3.0	55	+0.7	41
46. Tatham-Laird & Kudner	38.4	37.5	21	16.5	0.9	0.2	0.7	41.0	-4.4	38
47. Keller-Crescent	30.5	26.5	5.0	21.5	4.0	—	4.0	37	-6.0	45
48. Lee King & Partners	29.1	26.2	11.4	14.8	2.9	1.8	1.1	64	-8.9	40
49. Chiat/Day	26.2	22.9	14.6	8.3	3.3	—	3.3	32.0	—	—
50. Sawdon & Bess	25.5	24.0	2.7	21.3	1.5	0.6	0.9	85	+0.7	49

## Broadcasting's top 50 agencies and their 1980 radio-TV billings

**Y&R is No. 1 for third year with broadcast expenditures topping \$745 million; DFS has great year, total billings for 50 agencies rise \$870 million**

The top 50 broadcast agencies continued to invest substantially in U.S. television and radio in 1980, although the increase last year did not quite match 1979's gain over 1978.

Figures compiled for BROADCASTING's 29th annual survey of leading broadcast

agencies shows that TV spending topped the 1979 aggregate by more than \$750 million and radio surpassed the previous year's total by about \$120 million, for a combined increase of \$870 million.

Imposing as these gains were, they failed to equal the increases in 1979 when joint TV-radio figures jumped by about \$1.05 billion over 1978. It was television that dominated 1979 with an increase of \$996 million, with radio then registering a fairly modest \$45 million boost.

Young & Rubicam emerged for the third

straight year in 1980 in the number-one position with total television and radio expenditures of more than \$745 million, topping 1979 by more than \$70 million.

Moving close to Y&R was J. Walter Thompson Co., which racked up a TV-radio increase of more than \$77 million for a domestic broadcast total of more than \$702 million.

Roaring into fourth place was Dancer Fitzgerald Sample which added \$104.1 million in broadcast expenditures for a total of \$401.9 million. A spokesman said

# BUILDING SHARE!

The four customized ABC Radio Networks—Contemporary, FM, Information and Entertainment—add up to the strongest radio organization in America. And some of our strength rubs off on every one of our 1,700 affiliates.

## **STRENGTH IN NEWS.**

For each of our networks, we've got the largest and most prestigious news organization in radio. With news specially tailored to fit different station formats.

## **STRENGTH IN SPORTS.**

Sports is dynamic on ABC with 68 sports-casts a week, covered by the leading names in sports broadcasting. Plus specials like The Kentucky Derby and The Sugar Bowl. Nobody else in radio can match a score like that.

## **STRENGTH IN PROGRAMMING.**

Nobody else in radio can match the calibre



of our programming.

**And on the Entertainment Radio Network, now that country music is bigger than ever, we're providing our affiliates with the new, bi-weekly "Silver Eagle" concert series. Big, 90 minute concerts by country superstars, recorded live at top clubs and arenas by DIR Broadcasting.**

**That's in addition to many other audience building Entertainment network "specials" that will be broadcast throughout the year.**

## **STRENGTH IN NUMBERS.**

ABC is the leader in network radio because we're tuned into you. As an ABC affiliate, some of our strength rubs off on you... and in your growing share of audience.

## **ABC ENTERTAINMENT NETWORK** **One of the ABC Radio Networks**

**RADIO** abc

The People Delivery System™

the tremendous spurt could be explained by a host of new accounts plus a heavier investment in the broadcast media by old-line clients.

Moving down into fifth place from third was the Leo Burnett Co., which showed a comparatively small increase (\$22 million) for an agency of its size, winding up with \$389 million in billings. BBDO picked up approximately \$45 million in billings to climb into the third position.

One of the fastest-moving agencies is one of the youngest—Backer & Spielvogel. The agency was formed in the summer of 1979 but did not begin to bill for its first account, Miller Brewing, until December 1979. In its first full year of operations, B&S reported broadcast expenditures of more than \$104 million.

It turned out to be a healthy year for the vast majority of leading agencies, with 42 registering gains in billings, five sustaining losses. There are three new agencies included in the compilation.

Among other agencies making striking advances in 1980 were BBDO, up \$45.8 million, Needham, Harper & Steers, up \$45.1 million; Della Femina, Travisano & Partners, up \$38.6 million; Benton & Bowles, up \$36 million, and N W Ayer, up \$33.1 million.

Agencies losing ground in broadcast spending in 1980 were Kornhauser & Calene, down \$16.9 million; Cunningham & Walsh, down \$14.1 million; Keller, Crescent, down \$6 million; Lee King & Partners, down \$8.9 million and Parkson, down \$5.9 million.

Breaking into the top 50 compilation this year are Backer & Spielvogel, Chiat/Day and Waring & LaRosa. No longer in the listing are Erwin Wasey, Geers Gross Geers and Norman, Craig & Kummel (now Altschiller, Reitzfeld, Jackson & Solin).

There have been some name changes in agencies. DKG has become Galet, Hirsch, Jurnit & Spector and the former Clyne agency has evolved into Kornhauser & Calene.

Young & Rubicam and Thompson virtually divided the laurels in the various categories of the broadcast business. Y&R was the top agency in total broadcast billings (\$745.1 million), total TV billings (\$699 million) and network TV billings (\$491 million). Thompson grabbed honors for spot TV billings (\$211.9 million); total radio billings (\$50.6 million); network radio billings (\$14.4 million), and spot radio billings (\$36.6 million). Dancer Fitzgerald Sample carved out the largest broadcast billings gain, \$104.1 million.

The following is an alphabetical listing of the first 50 broadcast-billings agencies. In the large majority of cases, the figures were obtained from the agencies themselves; in others, estimates were gathered from various sources.

## 18

**N W Ayer** □ N W Ayer saw an increase of more than \$33 million in its broadcast spending to reach \$174.8 million total in 1980. Most

of the broadcast dollars were spent for the agency's steady clients: AT&T, 7Up, U.S. Army, Pan Am, Bahamas Ministry of Tourism, General Motors, Nestle, John Deere, Menley & James, Kraft, Jack Lalanne and Carl Buddig. For those, the favored medium was spot TV. During the year, Ayer gained several major accounts including Emery Air Freight, Granny Goose Foods, National Air Lines (which merged with long-time Ayer client Pan Am), Federal National Mortgage Association and the Australian Tourist Commission. Accounts resigned during the year were: Car-I Service Systems Inc., Motorola, U.S. Cruises, Thrifty Corp. (drug and discount stores), Illinois Tool Works and McGraw Edison.

## 24

**Backer & Spielvogel** □ Broadcast billings for B&S, formed in August 1979, reached an estimated \$105.7 million in 1980, its first full year of operation. B&S started with only one account in December 1979—the hefty \$80-million-plus business of Miller Brewing Co., including Miller High Life, Lite, Lowenbrau and new products. The new agency was formed by Carl Spielvogel, its chairman and former vice chairman of the Interpublic Group of Companies, and William M. Backer, previously vice chairman and creative director of McCann-Erickson. The Miller account, which had been at McCann, allots about 85% of its budget to broadcast. During 1980 Backer & Spielvogel picked up other business from the Campbell Soup Co., Seven-Up Co., the Savings & Loan Foundation and Helene Curtis Industries (new products).

## 13

**Ted Bates** □ Television grew by almost \$32 million and radio by \$1.7 million in 1980 as Bates's broadcast totaled \$257.6 million. Acquired during the year were General Foods Co. product assignments and lost was the Borden Co. (Wyler food division). The solid TV-radio spenders included Colgate-Palmolive, Adolph Coors Co., Warner-Lambert, M&M/Mars, Prudential Insurance Co., ITT Continental Baking, Bristol-Myers, Carter-Wallace, Home Box Office, Panasonic and Richardson-Merrell.

## 3

**BBDO** □ Broadcast billings at BBDO climbed by an estimated \$45.8 million in 1980, abetted by a new business spree that added more than \$50 million in overall billings in the first quarter of the year. Contributing to the upsurge were assignments from Firestone, Timex, Gillette and Pillsbury. BBDO has a long list of advertisers active in television and radio, including Avis, Black & Decker, Campbell Soup, DuPont, Firestone, General Electric, Gillette, Lever Bros., PepsiCo., Quaker Oats, Scott Paper, Schlitz and Timex.

## 11

**Benton & Bowles** □ Bolstered by a flock of new accounts and assignments, B&B increased its TV-radio billings by \$36 million. Among those added to the client list in 1980

were Jensen Sound Systems and Nicholas International and new assignments came from General Foods. Lost was Gillette (Good News razor). Procter & Gamble and General Foods, two long-time clients, were active in network program sponsorship of made-for-TV movies, and Texaco participated in sponsorship of Bob Hope television specials. Other B&B customers with substantial investments in network and spot TV and/or radio were Richardson-Merrell, Continental Airlines, Morton-Norwich, Hardee's Food Systems, AMF, Fiat, Kitchens of Sara Lee, Standard Brands and Vick Chemical.

## 28

**Bozell & Jacobs** □ Broadcast billings increased by an estimated \$8 million during the year for a total of \$85.8 million. Included in the agency's broadcast accounts are Greyhound, Iberia Airlines, Quaker Oats, Purolator, Tony's Pizza Service, Wise/Old London Foods and Zale Corp. (jewelry).

## 5

**Leo Burnett** □ For the second year in a row Burnett's proportion of its billings allocated to broadcasting declined, falling in 1980 to 53% from 57.5% in 1979. Accordingly, Burnett registered only a modest increase in broadcast billings for a larger agency, amounting to \$22 million in 1980. Burnett reported a loss of the Swift & Co. account in 1980 but no major account acquisitions. Among Burnett's users of television and radio are Allstate Insurance, Commonwealth Edison, General Motors, Green Giant Co., H.J. Heinz, Keebler, Kellogg, Kimberly-Clark, Maytag, Nestle, Northcliff-Thayer, Pillsbury, Procter & Gamble, RCA Consumer Electronics, Revlon, Star-Kist Foods, Steak & Ale Restaurants, Swift & Co. and Union Carbide.

## 45

**Galet, Hirsch, Kurnit & Spector** □ Formerly called DKG Advertising, this agency had a slight gain in broadcast billings in 1980 to \$38.5 million, representing 55% of the firm's domestic billings. TV and radio spots were up \$1 million each (to \$14 million and \$3 million, respectively), while TV network dropped \$1 million (to \$21 million) and radio network, the smallest billing contributor, fell from \$800,000 to \$500,000. Major accounts added during the year were Ricoh cameras, Ramada's Tropicana hotel and casino in Atlantic City, N.J., and Thermos outdoor-living products. CHK&S reports no major accounts resigned. Heavy broadcast billers for the agency are Aamco, Alitalia, Clairol appliances, Corning, Dollar Savings, Remington, Toshiba, Getty Oil and Pocket Book.

## 17

**Campbell-Ewald** □ The agency registered an estimated 11% gain in broadcast billings during 1980, reaching almost \$190 million. C-E's figures include those of two other Interpublic agencies, Clinton E. Frank Advertising and Tinker Campbell-Ewald. C-E had a long roster



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We assure total commitment to our stations for their national representation ... We offer five owned and operated offices. We have a 7 year successful track record, and most important we have people — bright, trained, supervised, professional and definitely hungry.

### we compute

We have the ability to interpret the best numbers for your station through our computer capability, a must for national representation.

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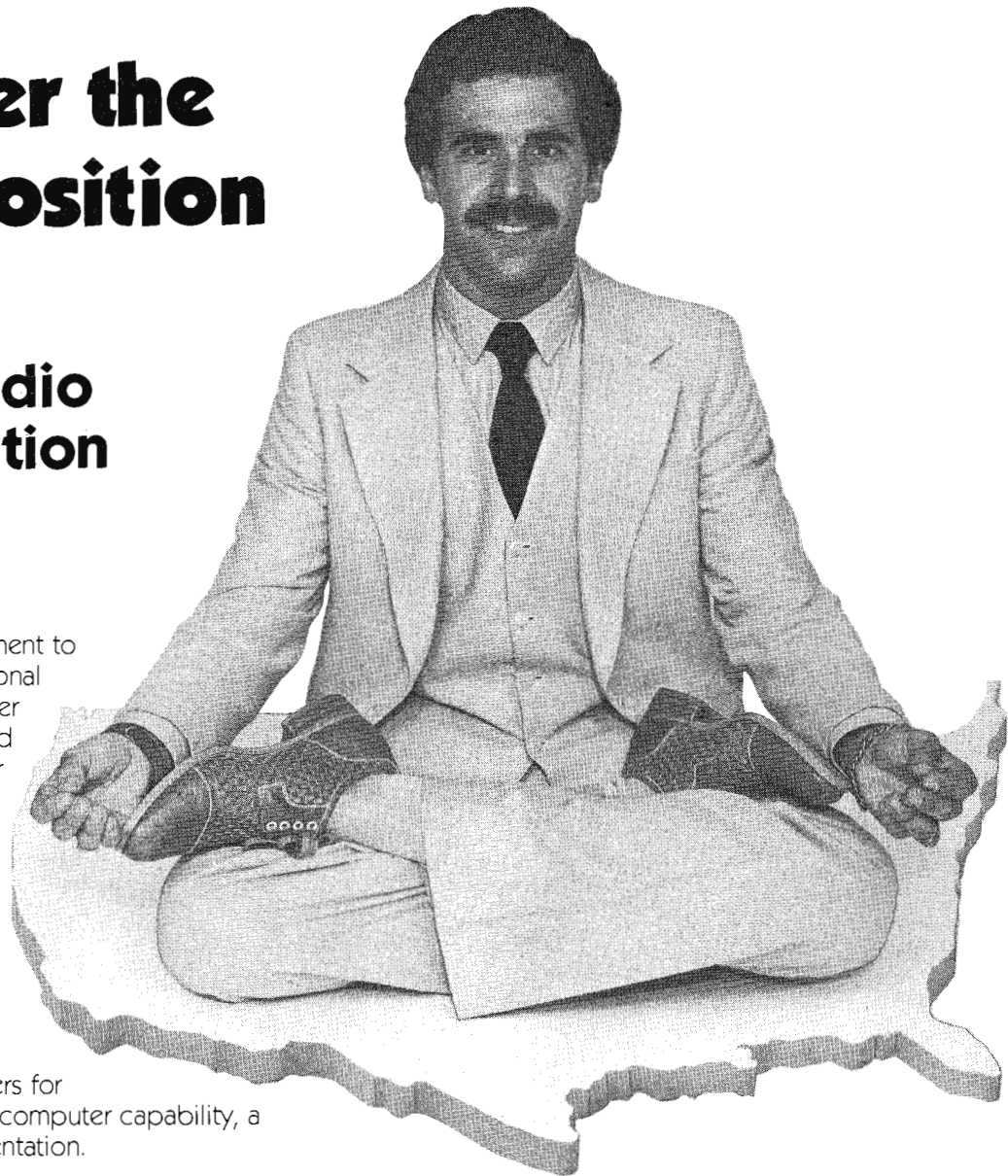
We don't limit our contact with you to sending orders. We tell you what's happening through regular activity reports and direct phone communication. Our station list is selective so we give you personal attention.

### we do

Our people are young and aggressive. They make more sales calls than average because they are eager for the national dollar. They sell radio format concepts along with numbers. They follow through. ... Our management team works with them to make every contact totally productive.

### want to change your position?

If you want superior representation in the tough world of national radio advertising, then LOTUS is for you. Contact our V.P. for Station Relations, George Sternberg, in New York. He'll take it from there. Let the LOTUS Position work for you.



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**Atlanta** — 3384 Peachtree Rd., N.E.  
Atlanta, Ga. 30326/404•237-1577  
**Chicago** — 203 N. Wabash Ave.  
Chicago, Ill. 60601 / 312•346-8442

**Los Angeles** — 6777 Hollywood Blvd.  
Hollywood, Ca. 90028 / 213•466-8119  
**San Francisco** — 2225 Union Street  
San Francisco, Ca. 94123/415•563-3252  
**Dallas** — 3225 Lemon Ave.  
Dallas, Tex. 75205 / 214•528-7151

of broadcast-oriented clients last year, including such General Motors divisions as Chevrolet, Delco and General Motors Acceptance Corp.; Bil-Mar Foods Inc., Capital Cities Communications, Goodyear Tire & Rubber, Libbey-Owens-Ford, Magnavox and Burroughs Corp. C-E obtained billings from Clinton E. Frank via Kraft Foods, Wendy's, Reynolds Metals and Stokely-Van Camp. Tinker Campbell-Ewald pitched in with billings from such accounts as Citicorp., Coca-Cola (foods), Heublein and KFC Corp. (fried chicken restaurants).

## 26

**Campbell-Mithun.** □ This Minneapolis-based agency added \$15.8 million to its broadcast spending in 1980 to reach \$90.8 million, compared to 1979's total billings of \$75 million. Substantial gains were made in the agency's spot TV and radio advertising. Added in 1980 to Campbell-Mithun's roster of clients were Adia Temporary Services, Control Data Learning Centers, Exchange National Bank, Ray-O-Vac (consumer batteries, hearing aids, new products) and 3M (household and hardware division). Active broadcast accounts in spot TV and radio were General Mills, Land O'Lakes, Heilman Brewing Co., Kroger Co. (grocery stores) and Dairy Queen (ice-cream store franchise). During the year the agency lost Barton Brands, Gould Inc., Winter Garden and Bank of Ravenswood.

## 49

**Chiat/Day** □ The fast-growing Chiat/Day, a Los Angeles-based agency with offices in San Francisco, Seattle and New York, makes its first appearance in the top 50 compilation with broadcast billings of \$26.2 million. New accounts gained during the year include Genstar Ltd. (corporate advertising) and Wienerschnitzel (restaurants). Among Chiat/Day's TV-radio clients during 1980 were Yamaha Motors Corp., Olympia Brewing, Fotomat Corp., Skipper's Seafood 'n' Chowder Houses, American Motors Corp., KMPC(AM) Los Angeles, Pioneer Electronics of America and Great North Car Dealers.

## 19

**Compton** □ Broadcast billings were up substantially during 1980 at \$138 million, almost \$25 million over the previous year's figure. The gain was attributable to heavy network TV participation by top advertisers like Procter & Gamble, Johnson & Johnson, Jeep, Norcliff Thayer and Harlequin Enterprises. Compton acquired Coco Lopez Imports, Italian Ceramic Tile Association and Majic Pantry accounts in 1980. The only major account lost last year was Dunlop Tire & Rubber.

## 32

**Creamer** □ This agency's broadcast billings jumped considerably in 1980 due to a major increase in network television accounts. Overall, television and radio billings totaled \$60 million (up from \$36.8 million in 1979) and net-

work TV stood at \$36 million (up from \$16.9 million). Broadcast clients gained include Nixdorf, McDonald's (Pittsburgh) and Fox Grocery; lost were 1st Metropolitan Builders and Lee & Eddie Caterers. Continuing major accounts range from Big M Supermarkets and Delmonico Foods to Sheraton Corp. and Textron's Speidel division.

## 23

**Cunningham & Walsh** □ Total broadcast spending was down by about \$14 million for Cunningham & Walsh in 1980 with the most notable decrease reported in spot radio—\$6 million below 1979's billings. New broadcast accounts for the year included Scheffelin & Co. (wines and champagnes), Sterling Drug (Phillips Milk of Magnesia, Phillips Tablets, Fletchers Castoria and new products), Pentax Corp. (cameras), Arthur Treacher's seafood restaurants and AT&T. Major accounts active in broadcast but resigned in 1980 were: Mennen (men's toiletries), California Milk Advisory Board, Singapore Air Lines and Barclays Travelers Cheques.

### Biggest spenders

#### Total broadcast billings

Young & Rubicam—\$745.1 million

#### Total TV billings

Young & Rubicam—\$699 million

#### Network TV billings

Young & Rubicam—\$491 million

#### Spot TV billings

J. Walter Thompson—\$211.9 million

#### Total radio billings

J. Walter Thompson—\$50.6 million

#### Network radio billings

J. Walter Thompson—\$14.4 million

#### Spot radio billings

J. Walter Thompson—\$36.2 million

#### Biggest broadcast gain

Dancer Fitzgerald Sample—\$104.1 million

## 4

**Dancer Fitzgerald Sample** □ Dancer closed out a super year in 1980, adding \$104.1 million in broadcast billings to its total. The agency said the gain could be traced to \$85 million in new billings during the year and a hefty increase in its broadcast share from 70.9% in 1979 to 79.2% in 1980. Accounts added during the year included Blue Bell Inc. (Wrangler jeans), Parker Bros. (games and toys), Bali Co. (brassieres), General Mills, Shulton, RCA Videodiscs, C.B. Thomas (Sharha bread), Peter Paul Cadbury (Starbars), Megatron (electronic equipment), Wendy's International, Lerin (cosmetics), 3M Co., MTM Productions, Premiere Cable Network, CBC Distributors (automotive after-market), California Prune Advisory Board and Pacific Plan (home mortgage brokers). Lost in 1980 were Arby's and FMC Corp. Other active broadcast accounts at DFS were Procter & Gamble, Toyota, General Mills, Hanes, Life Savers, CPC International and Florida Department of Citrus.

## 41

**Daniel & Charles** □ Daniel & Charles Associates showed 12% growth in broadcast billings last year, to \$44.8 million, 55% of the agency's total billings. Accounts that were added in 1980 were Gortons Seafood Crepes, Oscar de la Renta mens wear, National Fisheries Institute and Windex Kitchen Shine. New accounts whose billings will start in 1981 are Bufferin, Selsun Blue and Murine ear drops. Major D&C accounts are Comtrex, Sally Hansen, Bufferin and Selsun Blue (network and spot television), Excedrin PM. (network television), Oscar de la Renta (spot television), Gortons (spot television and spot radio), National Fisheries (network television and network radio), and Mr. Muscle (network and spot television and network radio).

## 9

**D'Arcy-MacManus & Masius** □ D'Arcy added a modest \$9.6 million to its broadcast expenditures in 1980 but this was accomplished despite a dip in its TV-radio shares to 64.4% from 75.5% in 1979. It was an up and down year for the agency; it acquired Allied Van Lines, Laker Airways, Golden Griddle Syrup, Crave Cat Food and Idaho Potato Commission, and it lost Purex, Colgate-Palmolive and Universal Pictures. In 1980 D'Arcy acquired the deGarmo agency, bolstering its presence in New York. The agency's extensive list of broadcast spenders includes Anheuser-Busch, Pontiac, General Motors Corp., Cadillac, Whirlpool, General Tire & Rubber, Ace Hardware, Rust-oleum, Amoco Oil, Standard Oil of Indiana, M&M Mars, American Dairy Association, Beech-Nut, Southwestern Bell, Red Lobsters Inc., Dow Chemical and U.S. Air Force.

## 25

**Della Femina, Travisano & Partners** □ An agency that had substantial growth in billings in 1980, Della Femina, Travisano & Partners ended the year with over \$91 million in broadcast investments, a jump of 73% over the year earlier. Television billings were up over \$30 million, radio \$6 million, while the percentage of total billings represented by broadcast business held fairly constant, at 65.4% in 1980. Principal accounts in television are Dow Chemical, Emery Air Freight and Connecticut General; the first two are network and spot buys, the latter network only. Dow is also involved in spot radio, Emery in network and spot radio. Spot television accounts that are also spot radio clients are Isuzu Motors, Borden, A.A.A. and Beck's Beer. WABC-TV New York is a principal spot radio-only client. Four major accounts resigned in 1980 were Schieffelin & Co., Bali, Mr. Steak restaurants and Nalley's Fine Foods. However, over a dozen major accounts were added by the agency, including Airwick, *Inside Sports* magazine, the New York Mets, American Automobile Association, Isuzu Motors, Connecticut General and BSR's X-10 division.

## 37

**W. B. Doner** □ Broadcast billings were up only slightly at W. B. Doner in 1980, 3.3%, to \$50.1

# CP\* provides the best TV signal. Harris provides the best CP system.

Harris' Cyclotron is the first complete TV broadcast system designed specifically for circular polarization. It's the most economical way to enjoy the benefits of CP without major expense for a new tower and transmitter building.

The system includes Harris TV transmitters with power ratings up to 100 kilowatts; Harris CP antennas designed

with low windloading specifications or multiplexed to permit multi-channel operations on the same tower; and Harris' 9100 Facilities Control, offering un-manned operation. Cyclotron improves picture quality, increases fringe area coverage and maintains maximum output without violating FCC standards.

Upgrade your TV broadcast

performance. Turn first to Harris — the company that delivers state-of-the-art equipment and high quality service at a competitive price. Contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301.



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TV-50H Transmitter



9100 Facilities Control



CP Antenna

We're doing what has to be done.

# Insurance Fraud.

---

It costs you money. It costs us money.  
That's why Property-Casualty insurance  
companies are trying to stamp it out.

---

What you're going to read is a story of corruption—and how it was ended. The place: Baltimore. The specific act: auto insurance fraud. By whom: a few unscrupulous doctors and lawyers who created a fraud ring, and who encouraged otherwise honest consumers to take part.

In January, 1973, a number of suspected fraudulent claims from the Baltimore area were submitted to the Insurance Crime Prevention Institute for review. An agent in Baltimore was assigned to determine if there was any substance to the allegation of fraud.

He soon noticed that the names of certain doctors appeared in a remark-

ably large number of insurance claims for bodily injuries sustained in automobile accidents. As he continued his investigation, the names of certain attorneys representing "victims" of accidents began appearing with the same remarkable frequency.

Was it coincidence—or was it fraud? Only legwork could determine the truth. So the agent began the laborious process of documenting the pertinent information from hundreds of files involving these doctors and lawyers and, finally, of interviewing claimant-witnesses. Until, at last, it seemed clear that there was enough iron-clad information to warrant prosecution.

By the summer of 1974, arrests were being made. A number of Baltimore doctors and lawyers were indicted and tried. Results: five convicted doctors served time in prison; six were fined a total of \$67,000. Five lawyers were convicted of insurance fraud; two resigned their practices; two had their licenses suspended; six were disbarred.

What is the point? The policyholder benefited. According to the Insurance Crime Prevention Institute, the average Baltimore resident today pays an estimated 8% to 10% less for automobile insurance than he would have, had not ICPI cracked the fraud ring.

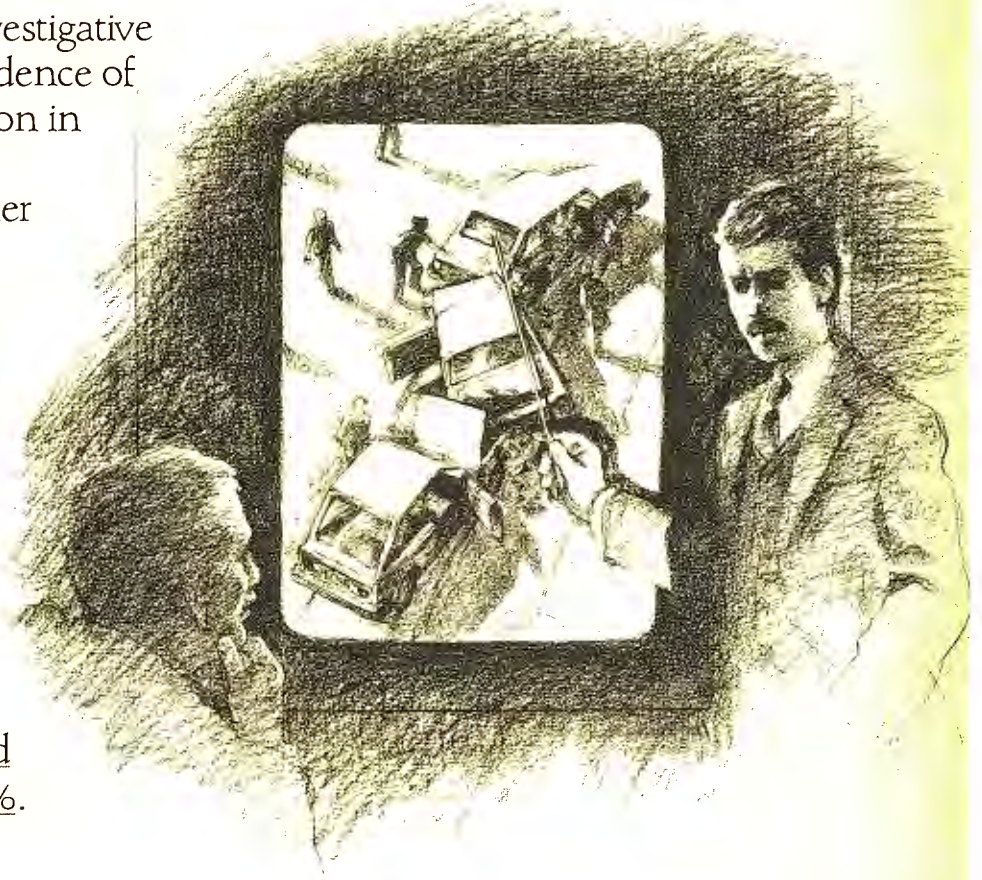
Property-Casualty insurance companies created the Insurance Crime Prevention Institute in 1971 to fill the need for an independent investigative agency that could collect evidence of insurance fraud for prosecution in criminal court.

ICPI agents are all former police officers, FBI agents, or postal inspectors, who have been trained as specialists in insurance fraud. They know what evidence to look for, where to find it, and how to put a case together for successful prosecution.

In its first seven years of operation, ICPI investigations resulted in more than 6,000 arrests and a conviction rate of over 90%.

It would be naive to believe that insurance fraud can be eliminated. But we know it can be reduced. We know, too, that some people feel that an exaggerated claim is "justifiable revenge" against an insurance company. In reality, it's a crime against all the people who share in the insurance pool, because it drives up the costs which ultimately must be reflected in the premiums policyholders pay.

That's why Property-Casualty insurance companies are supporting ICPI and are stepping up their own fraud-fighting activities. We think these efforts are in the best interests of our policyholders, of our business, and of our troubled society.



## We're working to keep insurance affordable.

This message presented by the **American Insurance Association**, 85 John Street, NY, NY 10038

million. The growth came in both radio and television, though the almost \$4-million improvement in spot radio billings was offset by a \$1-million decline in network radio investments for the agency. Principal accounts for Doner are Colt 45, Lowe's, Hygrade Food Products, Vlasic Foods, and Dutch Boy Paints (all network and spot television), Tuborg Gold (network television only), Richway and Foley's Department stores (both spot television), Jack Eckerd Drugs and Servistar (spot television and spot radio), Chiquita and Quality Inns (spot radio). Eckerd Drugs was an account added during 1980, along with Faygo Beverages, Chattam Inc., Federated Electronics, Blue Bell Inc. and Middle Atlantic Milk Marketing Area. Accounts resigned in 1980 were J. H. Filberts, National Guard Bureau and CBS Sports.

## 12

**Doyle Dane Bernbach** □ Broadcast billings rose during the year by \$24 million as the agency obtained a large group of new clients and dropped a few. New advertisers at DDB were Citibank Travelers Checks, Universal Pictures, Gagliardi Brothers (frozen meats), W. Atlee Burpee, Borden Inc., Airwick Industries, Camargo Foods, Chanel, Volkswagen Vanagon, Swensen's Ice Cream, Celestial Seasonings and MCA Discovision. Lost during 1980 were 20th Century-Fox, Blue Bell (Wrangler jeans), Avis Rent-a-Car and Publishers Clearing House. Solid spenders in broadcast during 1980 were American Airlines, Volkswagen, Polaroid, Mobil Oil, Porsche/Audi, Universal Pictures, General Telephone & Electronics and Stroh Brewery.

## 39

**A. Eicoff & Co.** □ Less than 5% of this agency's billings come from nonbroadcast accounts. The broadcast billings total for 1980, \$48.6 million, was 6.8% better than last year's—with the vast bulk of the agency's business done in spot television—\$44.7 million worth. Network television billings, which at \$1.3 million pale next to the spot figure, were nevertheless 10 times last year's figure. Accounts added during the year were Jet-X, *Detroit Free Press*, Clinitemp, American Security Council, Meredith Corp., Ohio Bell, *Rolling Stone* magazine, The Bradford Exchange and U.S. General Supply Corp. Accounts resigned were Animal Protection Institute, *Newsweek*, Sun Shields and Vileda.

## 40

**Eisaman, Johns & Law** □ Broadcast billings for this agency jumped 45.8% in 1980 over 1979, from \$31.2 million to \$45.5 million. New accounts included Air California (about \$3.5 million; 60% TV); Purex Corp.'s Ayds appetite suppressants, vitamins and minerals and Cuticura skin care products; State of Connecticut Chevrolet Dealers Advertising Association; Chevrolet dealers association in Tampa/St. Petersburg, Fla., and Dallas county, and Cadillac dealers in southern California. E.J.L. reports no client lost and continued major broadcast business for Alpha Beta Supermarkets;

Pennzoil Motor Oil; Suzuki motorcycles, Carta Blanca, Bohemia and Briss beers; Flecto Farathane Finishes; Gumout; GTE Directories Corp., and 13 other Chevrolet dealers associations. In 1980, all broadcast categories were up, particularly spot TV which rose from \$13.1 million to \$22.7 million.

## 14

**Wm. Esty** □ Esty had a banner year in 1980, adding \$24 million to its TV-radio total. New clients acquired during the year were Tampax, Anacin 3, Aviance and MasterCard II. Resigned in 1980 was Magnavox. The major gain was made in television with the addition of \$23 million in billings. Radio added \$1 million. Among the broadcast clients of Esty during the year were American Can, Chesebrough-Pond's, Colgate-Palmolive, Genesee Brewing Co., Nabisco, Noxell Corp., Union Carbide, Warner Lambert and American Home Products Corp.

## 10

**Foote, Cone & Belding** □ FC&B added \$31.8 million in TV-radio billings during 1980, abetted by the acquisition of new clients including Arnold Bakers, Swift & Co., Satellite Television Corp., Speed Queen, Caldwell Banker and Oak Communications. Lost during the year were Campbell Cup Soup, Interstate Brands, Hughes AirWest and Idaho Potato Commission. Television rose by \$20.9 million and radio by \$1.9 million. The agency's most active accounts in broadcast are Amana, Armour, Hallmark, S.C. Johnson & Son, Kraft, Pizza Hut, Sunbeam, Zenith, Bristol-Myers, Frito-Lay, Albertson, Arco, Mazda, Ramada Inn, Ore-Ida, United California Bank, Clorox, Levi Strauss, Pacific Telephone & Telegraph Co., Swift and Sears, Roebuck & Co.

## 21

**Gardner Advertising** □ This St. Louis-based agency continued to climb in broadcast billings in 1980. Total radio/TV spending was \$150.6 million for the year, representing a gain of nearly \$30 million. Since Gardner's acquisition of Advanswers Media/Programing several years ago, the agency's broadcast billings have continued this upward trend. Major clients active in broadcast were Ralston-Purina, Firestone Tire & Rubber, Sun Oil Co. (Cam 2), Six Flags Over Mid-America, and Heath Candy Co. A large portion of broadcast dollars was also placed for major syndication assignments including Blair Pro Rodeo (in 80 Western markets), St. Louis Cardinals (on 110-station radio network and 18-station TV network) and *Coors Western Outdoorsman* (syndicated program in 84 Western markets). Gardner reported two resigned accounts: Dazey Products and Louis Rich Meats.

## 7

**Grey Advertising** □ The agency showed a modest \$800,000 increase in broadcast billings for the year as TV spending grew by \$200,000 and radio by \$600,000. The agency's broadcast share of overall domestic billings

dipped to 57.3% from 61% in 1979. Accounts obtained during the year included Huffy Corp., Federated Department Stores, Burger Queen and assignments from B.F. Goodrich, Borden, Bristol-Myers and General Foods. Active in network TV sponsorships of various special programs were General Foods, B.F. Goodrich, Sentry Insurance, Timex, Heinz, Canon and Warner Bros. Other clients active in broadcast were Procter & Gamble, Block Drug, Mennen, Revlon, Carter-Wallace, Kendall Oil, Squibb and RCA Records.

## 47

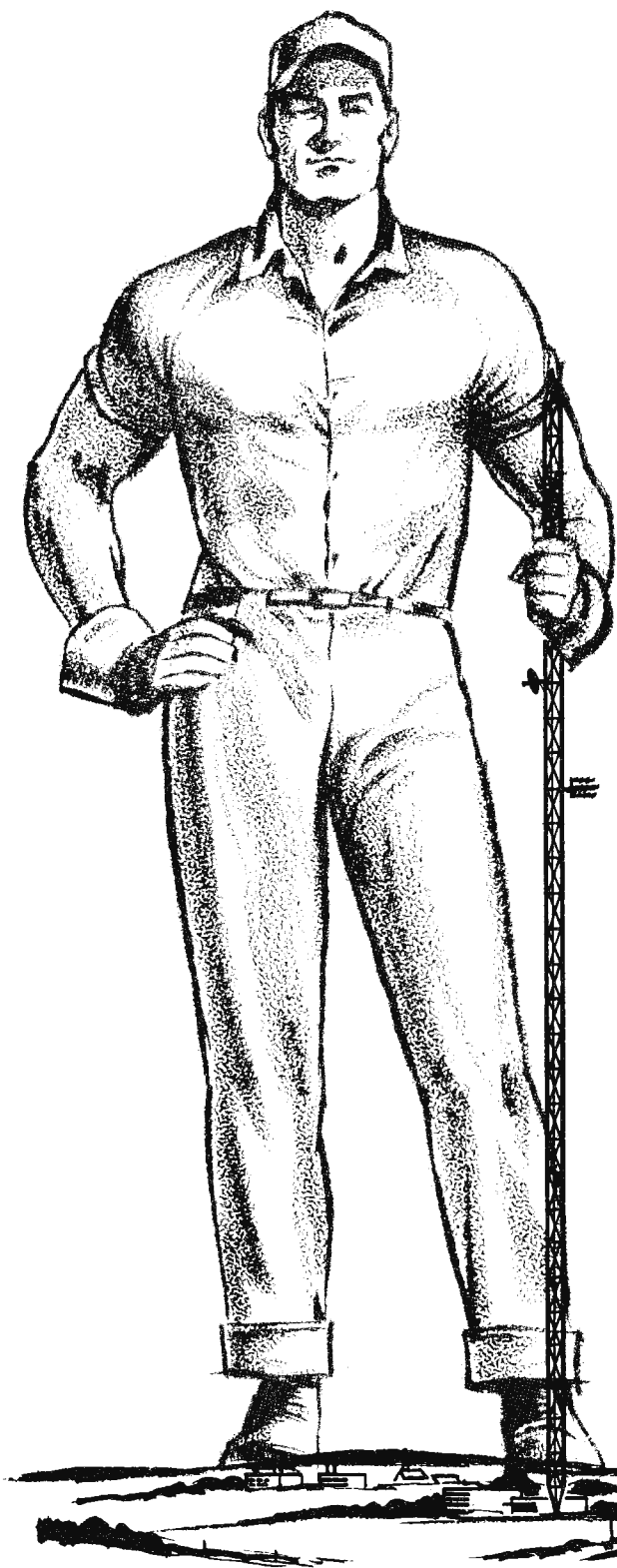
**Keller-Crescent** □ The agency for 1980 reports \$30.5 million in broadcast billings, down from the \$36.5 million it totaled the previous year. Network TV billings declined considerably, from \$13 million to \$5 million. Spot television remains the foremost contributor to Keller-Crescent's broadcast tally—at \$21.5 million, up \$1.4 million. Among the agency's new accounts in 1980 were Majestic Co. (fireplaces); Kenny Kent Chevrolet/Mazda and Executive Inn (both Evansville, Ind.); Lincoln Federal Savings (Owensboro, Ky.); Hoffco outdoor power equipment and Newell Window Furnishings. Those resigned included DMI Furniture, Kellwood's Glendale hosiery, St. Louis Dodge Dealers, Murray bicycles and C.G. Conn musical instruments. Continuing major accounts range from Hardee's fast food to Southern Indiana Gas and Electric. Broadcast billings account for 37% of the Keller-Crescent total.

## 20

**Kenyon & Eckhardt** □ With the help of several new heavy broadcast advertising accounts, K&E jumped from \$132 million in total broadcast billings in 1979 to \$151 million in 1980. This growth, which represents about 55% of the agency's total billings, is most visible in its network TV spending, which more than doubled over the previous year, at \$86.5 million. Accounts acquired during 1980 include Colgate-Palmolive (Mersene denture cleanser and Dermassage dishwashing liquid), Bristol-Meyers (Excedrin PM.), Superior Pet Products and Table Talk Bakery. Big network TV spenders included Chrysler, Colgate and Turtle Wax. Four account losses were reported for 1980: Brasseries Artois (Steil Artois beer); Allied Van Lines, Helena Rubinstein and B.F. Goodrich Tires.

## 48

**Lee King & Partners** □ The percentage of this agency's total billings represented by broadcasting fell from 75% last year to 64% this year; the dollar value of the broadcast total slipped by 23.4% to \$29.1 million. The steepest drop came in spot radio, where billings fell from \$4.8 million to \$1.1 million, though spot television's \$5.7-million decline was greater in dollars. Network radio was one bright point, with the addition of \$1.8 million in billings last year. Major new accounts are Frederick & Herud, Beef Industry Council, Bang & Olufsen and La Salle National Bank of Chicago. The Orange Crush account was resigned.



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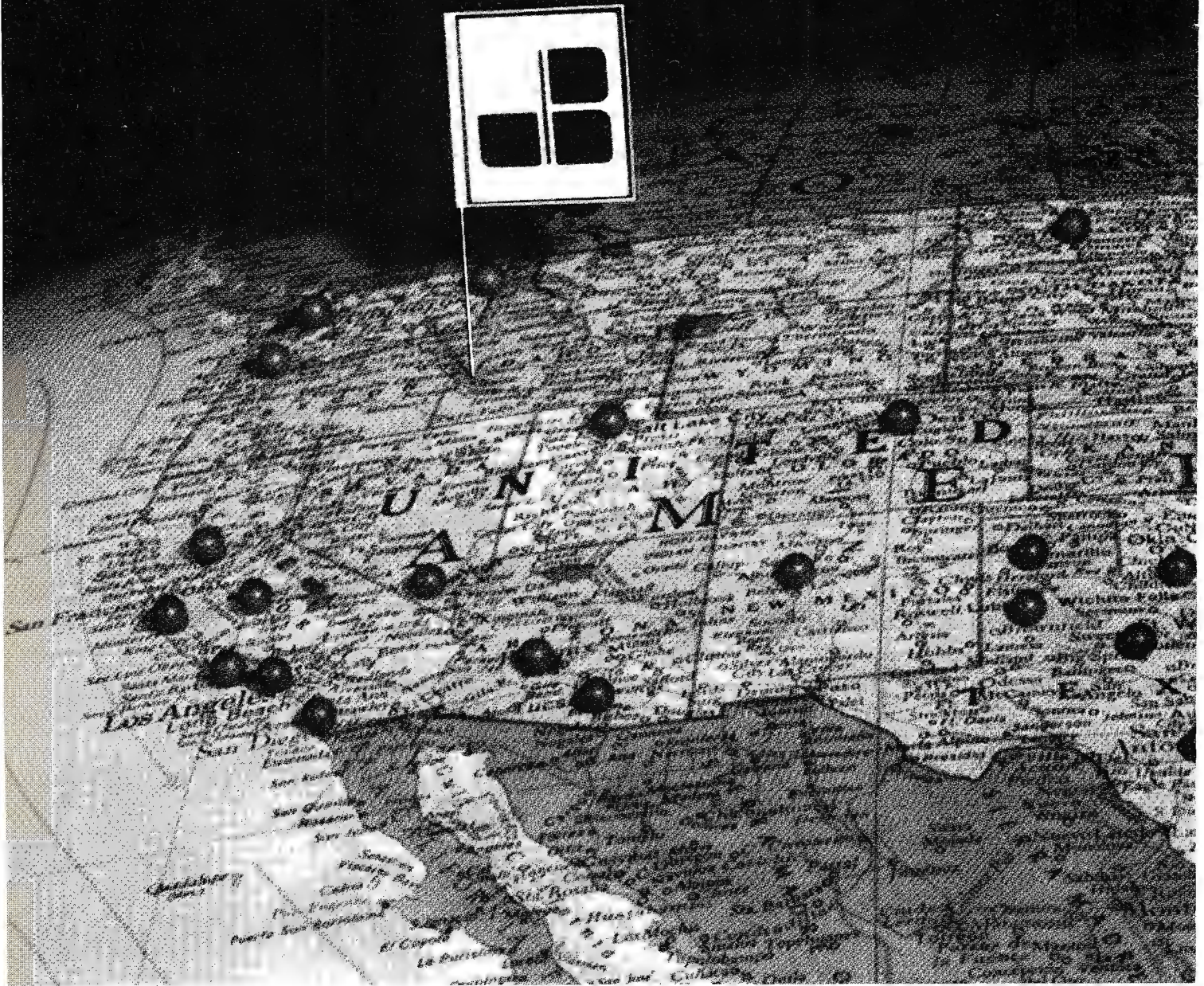
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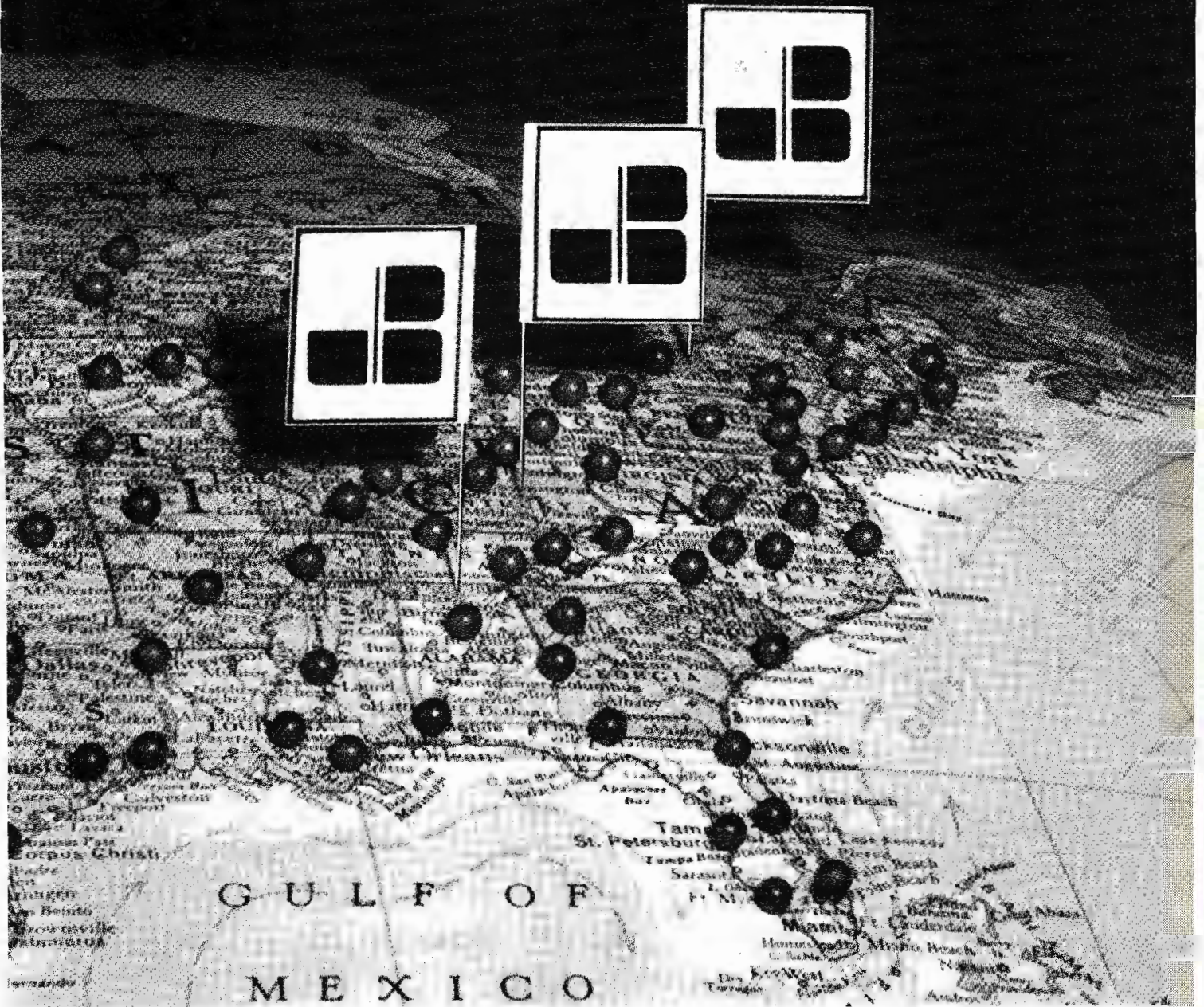
**WAFF-TV, Huntsville-Decatur, Alabama;**

**WLEX-TV, Lexington, Kentucky;**

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30

**KM&G International** □ Broadcasting billings at KM&G increased by an estimated \$5.2 million to \$64.7 million in 1980. The principal broadcast accounts during the year were H. J. Heinz Co., Rockwell International power tools, Rubbermaid, Eat 'n Park restaurants, Westinghouse Electric, Air Jamaica, Hanes Corp., Japan Air Lines, Gulf Oil and Pittsburgh National Bank. New accounts landed during the year were Hanes Corp., Eat 'n Park.

35

**Kornhauser & Calene** □ Formed by top executives from the now defunct Clyne Co. in April 1980, this agency is new to BROADCASTING's top 50 compilation. A spokesman for Kornhauser & Calene claims that "virtually all of Clyne's accounts are now handled by Kornhauser." With more than \$52 million spent on broadcast advertising, the agency placed over \$40 million in network TV. Kornhauser's major clients include American Home Foods (Chef Boyardee frozen pizza, sauces and new products), Boyle-Midway (Easy-Off oven cleaner, Black Flag insecticides, Griffen shoe polish and Sani-Flush toilet bowl cleaner), Church & Dwight Co. (Arm & Hammer baking soda, laundry detergent and new products), HJK Inc. (Dick Clark men's toiletries, Health Spa bath products), Federated Metals Corp. and Whitehall Labs (Arthritis Pain Formula, Dristan nasal sprays, Dry & Clear acne medication and Primatene asthma medication).

27

**Marschalk** □ Broadcast billing at Marschalk climbed by an estimated \$8.2 million to \$87 million. Marschalk, which belongs to Interpublic Group, annexed a group of new accounts and assignments including Upjohn, Heublein, Vick's Health Care, Gillette and Stroh Light beer. It resigned Drackett Co.'s Endust. Contributing to Marschalk's broadcast total during the year were Coca-Cola, Drackett, Economics Laboratories (cleansers), Gillette, Sterling Drug, Thom McCann, Heublein and Paine, Webber, Jackson & Curtis.

33

**McCaffrey & McCall** □ McCaffrey & McCall experienced 11.5% growth in broadcast billings during 1980, to \$58 million, with growth spread across all segments except network radio, which was flat. Two major accounts added by the agency in the last year were Exxon Office Systems Co., and St. Joe Mineral. The percentage of the company's business that is derived from broadcasting remained fairly constant over the two years, at 46% and 45% in 1980 and 1979, respectively. Among the company's major accounts are American Broadcasting Companies, Exxon, The Hartford Insurance Group, J.C. Penney and Texize.

8

**McCann-Erickson** □ The agency posted an estimated \$15 million in broadcast gain in a year marked by account turnover. McCann acquired Texas Instruments, Wilson Foods, Nabisco, Lever Bros. (Promise margarine) and Mennen, while dropping Tampax, Savings & Loan Foundation and Jenos. Represented in McCann's roster of broadcast advertisers were American Express, Bache, Halsey, Stuart, Shields, Coca-Cola, Lufthansa, Mennen, Pabst, Sony, Jenos, Abbot Laboratories, Kraft, Sears, Roebuck & Co. and General Motors (Buick).

36

**A. Meyerhoff** □ This agency logged a 19.3% improvement in broadcast billings during 1980, up to \$51.3 million from \$43 million. Broadcasting represents 85% of the company's total advertising investments. The growth came totally in network television billings, which almost doubled to \$33 million from \$18 million. Spot television was down \$5.7 million, network radio down \$300,000 and spot radio down \$500,000. Major accounts include American Home Products Boyle-Midway Division, Chicago Cubs and William Wrigley Jr. Co.

44

**John Murray** □ This house agency for American Home Products Corp. increased its TV-radio spending by about \$2.2 million to reach an estimated \$38.8 million in 1980. Murray invests heavily in television for American Home packaged goods. Included in the products assigned to Murray by American Home are Easy-Off Window Cleaner, Aerowax, Sani-Flush in Tank from Boyle-Midway Division and Anacin, Preparation H, Trendar, Sudden Beauty, Oxipor, Maximum Strength Anacin from Whitehall Laboratories.

15

**Needham, Harper & Steers** □ This agency added an extra \$45 million to its broadcast billings for 1980, to bring the total to \$227 million. Both TV and radio spending increased with particular emphasis on network TV and spot radio. Major broadcast advertisers for the year included Atlantic Richfield Co., Columbia Pictures, American Honda Co., Xerox Corp., Amtrak and ITT. New accounts added in 1980 were American Forest Institute, Bacardi Imports, Columbia Pictures, The Fairmont Hotel Co., the National Guard Bureau and Polaroid. Resigned accounts were Bristol-Myers and First International Services Corp.

6

**Ogilvy & Mather** □ Ogilvy reported an \$11.7-million increase in broadcast spending in 1980 as TV billings climbed by \$5.8 million and radio

by a robust \$5.9 million. Among the new accounts landed in 1980 were Publisher's Clearing House, Warner Amex Satellite Corp., Warner Cable, Hickory Farms and Schwinn bicycles. Ogilvy's broadcast clients include American Express, Block Drug, Bowery Savings Bank, Campbell Soup, General Foods, Lever Bros., Pepperidge Farm, Sears Roebuck & Co., Trans World Airlines, Mattel and KLM Royal Dutch Airlines.

38

**Parkson Advertising** □ With 90% of the agency's total billings derived from broadcast, Parkson spent over \$50 million in that division. This figure is down about \$6 million from 1979's total broadcast spending. Although radio billings remained steady at \$100,000, network TV billings declined sharply by about \$7 million. New accounts came from long-time clients J.B. Williams (new products: FVM capsules and Deep Down) and Nabisco (new assignment for Cheddar Triangles, Snack Shapes and Wheatstworth). The agency reported no lost accounts.

34

**Ross Roy** □ An improvement of 8.2% was logged in broadcast billings at this agency in 1980, for a year's total of \$52.5 million. Network radio billings took a dip, however, sliding \$600,000 to \$2.2 million. No major accounts were resigned during the year, and a principal account that was added was Upjohn Co.'s Unicap vitamins, active in network and spot television and spot radio. Major clients include Chrysler Corp., K Mart and Uniroyal.

50

**Sawdon & Bess** □ This agency's broadcast billings primarily fell within the spot-TV category servicing such advertisers as J. Brannam, Kinney Shoes, Pontiac Dealers Association, Pulsar Watches, Woolco/Woolworth and Quality Bakers of America. Of Sawdon & Bess's \$25.5 million in TV and radio accounts in 1980, spot TV accounted for \$21.3 million, up from the previous year's \$18 million, but billings were down \$2.6 million in network TV and network and spot radio. Overall broadcast billings therefore showed a gain of \$700,000. Major new accounts included Quality Bakers and Hudson-Mohawk Pontiac Dealers, with resignations from Sterling Optical and Hartford Pontiac Dealers.

29

**Scali, McCabe, Sloves** □ Impressive growth was scored by this agency in 1980, as broadcast billings soared 40% to \$70 million, led by the almost tripling of its spot radio business, from \$4 million to \$11 million in billings. Television billings grew by \$13 million, for a total of \$58 million. All but two of the company's major

accounts were active in spot television—the two were Sperry, which invests in network television (both participations and sponsorships) and spot radio, and Pioneer, which uses network television and network radio. Hertz and Prince Matchabelli were network television purchasers in addition to spot buyers; Volvo and American Can were active solely in spot; Purdue Chicken purchased both television and radio spot. During 1980 Scafi, McCabe, Sloves added the Bulova Accutron account (to begin in 1981) as well as Mrs. Paul's Kitchens and Flushco.

## 22

**SSC&B** □ In its first full year as an Interpublic agency, SSC&B rolled up combined broadcast billings of \$150.5 million, topping 1979 by more than \$20 million. Major accounts added during the year included Olympus cameras, Sheraton hotels and Unitours. The agency also received new assignments from existing clients. Lost during 1980 was First National City Travelers Checks (now Citicorp Travelers Checks). SSC&B accounts investing in television and radio during 1980 included American Can, Amstar, Carnation Co., Gulf Oil Co., Lever Bros., Thomas J. Lipton Inc., Mennen, Noxell, Standard Brands and Sterling Drug.

## 46

**Tatham-Laird & Kudner** □ Broadcast billings at Tatham-Laird & Kudner were off more than 10% in 1980, with most of the drop coming in the spot radio portion of the company's accounts. Television billings at \$38.4 million were virtually flat, while radio billings fell from 1979's \$4.3 million to \$900,000. Accounts added during 1980 at the agency's Chicago office were Oscar Mayer & Co., Louis Rich Turkey Products, Jack Daniel Distillery and F. Korbel & Bros. New York accounts added were Miles Labs' Flintstones Vitamins co-op project, Aparacor, RCA SelectaVision videodisk direct marketing projects and American Frometics (cosmetics). A major account resigned from the New York office was Gurney Seed & Nursery.

## 2

**J. Walter Thompson** □ Broadcast billings at JWT swelled by \$77.7 million, keeping the agency firmly riveted in the second spot in the compilation, outranked only by Young & Rubicam. Major account gains included 20th Century-Fox, California Milk Producers Advisory Board and H&R Block. Account defections included Abbott Laboratories and National Airlines. Among the long list of broadcast-active accounts in the Thompson portfolio during 1980 were Beatrice Foods, Burger King, Eastman Kodak, R.T. French, Lever Bros., Miles Laboratories, Pepsi-Cola, Samsonite, Scott Paper, Standard Brands, S.C. Johnson & Son,

Kraft, Oscar Mayer, Schlitz Brewing, Ford Motor Co., and Uncle Ben's Foods.

## 31

**Tracy-Locke** □ This Dallas-based agency experienced a moderate gain of \$6.2 million in broadcast spending. Most of Tracy-Locke's \$60.3 million in broadcast billings can be attributed to accounts such as Frito-Lay, Shasta beverages, Phillips Petroleum, Mountain Bell Telephone and Haggard Co. During the year, the agency acquired Environmental Developers, Associates First Capital Corp., Taco John's restaurants, as well as additional products from Shasta and network assignments from Frito-Lay. Wilson Foods was the only major account resigned.

## 42

**Waring & LaRosa** □ The agency has been on a growth streak for the past few years and lands in the top 50 broadcast category for 1980, with TV-radio billings of \$40.8 million. During the year it acquired SCM Corp. and Julius Wiles Sons & Co. Among its more active broadcast accounts were Ragu Foods, Adolph's Inc., Prince Matchabelli, Cutex, Smith-Corona, Julius Wile and Swissair.

## 43

**Warwick, Welsh & Miller** □ Overall radio and TV billings for this agency were up more than 11% to \$40.7 million, representing 44% of Warwick, Welsh & Miller's domestic billing. Broadcast-active accounts include U.S. Tobacco, Benjamin Moore, Economics Laboratory, Burlington Industries, Brooke Bond Foods, King Cola, Lehn & Fink and Plough. During the year, Warwick, Welsh & Miller reports no major accounts lost but new business from Berio Importing (olive oil, spanish olives), Drake America (export marketing), Grolsch Importers (beer) and Prince Manufacturing (tennis racquets).

## 16

**Wells, Rich, Greene** □ Almost half of WRG's \$10.7-million increase in billings in 1980 could be traced to radio, which showed a gain to \$19.2 million from \$14.5 million in 1979. It was a highly active account-shift year at WRG, on both the plus and minus sides. Acquired during 1980 were Chase Manhattan Bank, Hawaiian Tropic, Hills Bros., Pacific Pearl Seafood, Southwestern Bell and Ralston Purina (Wheat and Raisin Chex). Lost during the year were Citibank, Columbia Pictures, Handy Dan, Northwestern Arizona Trust, Olympus camera and Louis Rich. In the agency's extensive roster of TV-radio clients were Bic Pen, Diners Club, Ford, Miles Laboratories, Olympus, J.C. Penney, Procter & Gamble and Foodmaker Inc. (restaurants). There was speculation that the agency might lose one of its larger accounts, Braniff International, which bills between \$18

million and \$20 million. Contributing factors are the departure from the airlines of Harding L. Lawrence (husband of WRG chairman Mary Wells Lawrence) and the pending merger of Braniff with Eastern Airlines. In the event of a merger, there is talk that the combined account will move to Young & Rubicam, Eastern Airlines' agency.

## 1

**Young & Rubicam** □ For the third straight year, Young & Rubicam is in first place in BROADCASTING's top 50 ranking, reporting \$745.1 million in broadcast billings, a jump of \$71.7 million. Television rose by \$74 million and radio by \$7.7 million. New business and assignments came from Miller Brewing, CBS Publishing Division, J&J McNeil Laboratories, Heublein's, Harrah's, U.S. Postal Service, CIT Financial Resources, Jenn-Air, Terminex and West Bend Home Appliances. Accounts lost during year included *New York Daily News* and *People* magazine. Represented on Y&R's long list of clients during 1980 were American Home Products, Dr Pepper, Eastern Air Lines, Frito-Lay, Eastman Kodak, General Electric, General Foods, Gulf Oil, Johnson & Johnson, Kentucky Fried Chicken, Lincoln-Mercury, Lipton, Oil of Olay, Time Inc., Union Carbide, Procter & Gamble, Warner-Lambert, Clorox, E&J Gallo Winery and Merrill, Lynch, Pierce, Fenner & Smith.

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### Independents: ready to make '81 their year

#### INTV examines ways to improve programming and news offerings, especially via satellite, to become fully competitive

Programming—and its high cost—were a major preoccupation of the record 527 registered participants attending the eighth annual Association of Independent Television Stations convention in Los Angeles last week. But INTV executives said they will continue to resist pressure to open the convention to screenings and other promotional activity by program producers and distributors, at least for the time being.

"Many of our members have expressed an interest in opening it up," explained INTV President Herman W. Land in a post-convention news conference, "the question is how do we do that and protect our integrity as an organization. We don't want to become another NATPE." INTV Chairman Sheldon Cooper noted that the issue was discussed at a board of directors meeting last week, and that its executive committee is considering the possibility of easing up on the "no screenings" policy some time in the future. Cooper also revealed that the board has passed a resolution calling on the National Collegiate Athletic Association and commissioner of major league baseball to make more sports programming available to independent stations. The subject came up in a Tuesday afternoon (Jan. 20) session during which several station representatives complained about exclusivity in franchising and competition from cable networks for sports programs.

In opening remarks on Monday, Land predicted 1981 will be a "breakthrough year" for independents, despite audience fractionalization brought on by cable and home video technologies. "We will learn about the survival value of localism," Land continued, "and use competitive skills that have been finely honed through years of programming." He cautioned that independents must press for tighter exclusivity agreements in contracts with program suppliers, retention of distant-sig-

nal "must carry" rules by the FCC, and keeping satellite "sky paths" open and fairly priced for the occasional user. Noting a 20% increase in INTV membership last year, Land predicted the increase will be closer to 40% during 1981. "I think the future is largely with us," he concluded.

Despite the screening ban, programming executives were invited to meet with the INTV board privately on Wednesday, and later three of them participated in a panel on "Programming in the New World."

"The current syndication system is archaic," stated Filmways President Jamie Kellner, "and the odds of [a program's] success under the system are very slim. Independents need to start doing what the networks have done—using short cycles, back-up shows, and so on. We're not living in the 1980's in the way we're dealing with late night syndication, for example."

The consensus among station representatives on the panel was that late night needed the most work in program development, along with late fringe. Some station managers, speaking from the floor, resisted the suggestion made by Paramount programming vice president John E. Goldhammer that "it's up to independent stations to help broaden the base of programming. The wave of the future is to develop advertising-supported programs through barter and sales."

Lucie S. Salhany, programming vice president for Taft Broadcasting, agreed: "We've really brought this problem (of high syndication and off-network fees) on

ourselves by bidding up the prices . . . We must become less dependent on off-network shows, invest in our own original productions, create more ad hoc networks, and respond to the need for more informational programming."

Earlier, a representative of the Independent Network News had spoken to the latter suggestion, announcing plans for expansion of the independent-supported news service. Leavitt J. Pope, president of WPIX(TV) in New York, where the satellite-fed INN newscast originates, said plans are under way to launch a midday edition that would air at 11:30 a.m. (ET). If there is sufficient demand, said Pope, an editorial package and *Meet The Press*-type program might also be offered. Pope noted that INN's evening newscast is now carried on 46 stations (including nine in the top 10 markets) and reaches an estimated 50 million viewers.

In another programming session, the vice president and general manager of KSTU(TV) in Salt Lake City, William M. Pepin, disclosed results of an in-house INTV survey which found that "the most successful independent stations seem to be those that produce lots of local programming. I suggest you don't become a mere film factory if you want to excel—local involvement is the key." Pepin's study concluded that "ratings and revenue improve" when independents add a "live host" to their film presentations, and that "live remotes" are effective movie promotions. He added that "local news is making money for all the stations surveyed," that

the popularity of editorials is on the rise, but that only one-fifth of those reporting non-public affairs talk shows admit to making a profit at it.

As part of the same Wednesday morning session, Robert M. Hosfeldt, executive vice president and general manager of Gill Cable Co., San Jose, Calif., suggested independents work more closely with cable operators to achieve "cross promotion" of programming. "Independents could be a driving force in cable," according to Hosfeldt, "but you have to get in early if you're going to do it. There's a



INTV's Land in post-convention interview



Gill's Hosfeldt

lot of competition for these channels."

Hosfeldt's comments echoed a recommendation made in a Sunday afternoon session on starting a new station. KOKI(TV) Tulsa station manager James U. Lavenstein said he aggressively pursued putting his station on all the cable systems he could, contending "a home is a home." Both men felt the problem of cable viewership ratings was being cleared up, citing recent moves by Nielsen in particular.

The thread running throughout each session in the four-day event was the need for independent stations to reduce costs, with the understanding that half of most stations' budgets are devoted to program acquisition, while increasing sales revenues. During informal conversations, many of the participants were optimistic about the ability to meet those twin objectives in the coming year, to a large extent through a better image among advertisers as a result of the Burke study (see page 46). Many were cautious when asked if they would be willing to pool their scarce program development money in supporting joint production ventures, such as the highly acclaimed Operation Prime Time, but indicated a willingness to consider the possibility.

"Some 46 of our members now have earth stations," pointed out INTV president Land, "which is a very high percentage of our total membership [56 stations]. This represents great potential for the creation of ad hoc networks and other innovative approaches to programing."

Asked about the possible threat of VHF drop-ins and low-power TV stations pro-



KTSU's Pepin

posed by the FCC, Land and INTV's Sheldon Cooper discounted any inroads they might pose in the near future. "Those issues were not really discussed in our board meetings," recalled Cooper. "In fact, no resolutions were offered on any regulatory issues." Land did say that his second priority (after implementation of the Burke study) in the coming year will be pursuit of legal questions affecting INTV members, including copyright fee payment and syndicated-exclusivity rules. He named "legislative lobbying" as his third priority, and pointed out that INTV's new policy is to hold its convention in Washington every other year, beginning in 1982.

## INTV looks toward Reagan regime with hope of relief

**Independents are urged to be more aggressive in lobbying to right several wrongs: cable copyright, TV deregulation, distant signals and exclusivity**

In a week containing a presidential inauguration and return of the hostages from Iran, those attending the INTV convention in Los Angeles seemed intent on living up to the promise implicit in this year's convention theme: "1981—The Breakthrough Year."

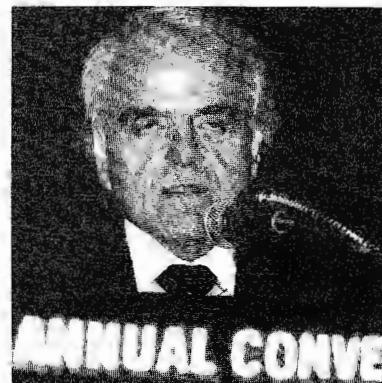
Conferees devoted all of Monday morning (Jan. 13) to a discussion of strategies for dealing with changes in the regulatory and legislative mood in Washington.

"Traditionally, broadcasters only do something about lobbying when they're frightened and think they're going to lose something," insisted Roy Elson, president of Roy Elson & Associates and a former National Association of Broadcasters lobbyist. Speaking at an early-bird session on legislative lobbying, Elson told independent station owners their goal should be "to get instant access to policy and decision makers. The one word in developing that relationship that sums up this ability is the caliber of your word—keep it."

Elson suggested broadcasters take a cue from cable owners, who he said used their underdog image to best advantage in carrying favor with policymakers. "Cable got to know FCC staff better than broadcasters," he noted, "and the same applies to the politicians. With Reagan, the chance for real policy changes are better than they've been in a very long time."

President of the Motion Picture Association of America, Jack Valenti, echoed those sentiments in a session on "Washington's New Look" just a few hours later:

"It doesn't matter if you are right, if they [the policy makers] can't hear you," Valenti prodded the broadcasters. "You can bet that cable will be lobbying in Washington with all the delicacy of a



MPAA's Valenti

Richter 10-scale earthquake."

Valenti restated a theme he articulated just over a month ago at the Western Cable Show in Anaheim, Calif., calling for an arrest of the deregulation of cable to restore fairness in the marketplace. This time, instead of catcalls, Valenti was greeted with loud applause.

"Competition must be free and open and fair. Cable pleads before the FCC that it be unbuckled from regulations, and at the same time in contradictory appeals to Congress urges that it keep intact copyright rules that allow it [cable] to take its programing with neither permission from the owner nor marketplace negotiation."

Copyright reform was also on the mind of panelist David Polinger, the chairman of NAB's ad hoc committee on cable copyright royalties. "The 1978 [copyright tribunal] royalty decision was a major setback for all broadcasters," Polinger contended. "We lost the battle, but not the war." The NAB is appealing the decision, arguing that the tribunal's criteria for distribution of royalties for programs picked up by cable were "capricious." Particularly irritating to the NAB was the awarding of 12% of the total royalties to "joint sports claimants" compared to only 3.25% to commercial television. "Within a few years," stressed Polinger, "the amounts involved for our industry may reach the hundreds of millions of dollars."

Polinger called on independent stations to join in the NAB's efforts to secure a larger share of the copyright royalty payments for broadcast stations, and to



WPIX's Polinger



INTV's Scharff

directly lobby their representatives for changes in the copyright law.

The message to members from INTV's legal counsel, J. Laurent Scharff, was to pressure policy-makers to make deregulation for on-air television a reality in the coming year.

"So long as broadcasters are held legally to be public trustees," said Scharff, a partner at Pierson, Ball and Dowd, Washington, "you will respond too much to bureaucrats instead of marketplace forces. Meanwhile your competitors in other programming industries—cable television most notably—will be portrayed as red-blooded entrepreneurs whose unregulated entry into your markets is necessary to enhance the public welfare."

Scharff singled out repeal of distant-signal and syndicated exclusivity rules as examples of FCC policies which have a "disproportionately large impact on independent television stations." INTV is now appealing the FCC's decision.

Labeling cable's compulsory copyright-license fee structure "abysmally low," Scharff called for an amendment to the Copyright Act that would "remedy the unfairness." He also called the FCC's VHF drop-in proposal "clearly threatening and raises important engineering questions as well as the issue of the commission's commitment to the full development of UHF."

In the latter regard, another panelist, Roy W. Easley of the Association of Maximum Service Telecasters, argued against VHF drop-ins as "a solution in search of a problem. They were the wrong solution in the 1940's and they are the wrong solution in the 1980's."



AMST's Easley

## UHF equality

**Burke study turns up no differences in impact between commercials on network affiliates and independents**

According to INTV President Herman W. Land, it is the "definitive study" on the effectiveness of advertising on independent television stations. Judging from the substantial emphasis placed on the so-called Burke study at last week's INTV convention in Los Angeles, the report will become a primary sales tool for virtually all the 56 member stations of INTV.

In essence, the \$345,000 study concludes that the audience impact of a commercial shown on an independent station is equal to that of a commercial shown on a network affiliate. INTV commissioned Cincinnati-based Burke Marketing Research a year ago to undertake the study in hopes of dispelling the conceptions of independent stations as providing a second-class environment for advertisers.

Land, who labeled implementation of the Burke study INTV's number-one



INTV's Frederic Gold with Burke results

priority in 1981, maintained the research is "based on very solid methodology that was thoroughly tested" prior to execution of the survey. He pointed out that more than a dozen major advertising agencies were involved in reviewing the research methods used before the actual survey was carried out and that initial reaction from others to the results "has been very favorable."

INTV Chairman Sherman Cooper concurred with Land, arguing that the Burke study "should do much to lay to rest any doubts about affiliates and independents competing as equals in terms of advertising environments."

In a Monday afternoon (Jan. 19) session outlining results of the study, Burke Vice President Donald E. Siebert described conclusions based on more than 230,000 telephone calls among a sample of nearly 6,700 program viewers. Participants were asked for their response to test commercials that were new to the eight major markets chosen for the study. Identical commercials were shown in comparable dayparts and programming environ-

ments on designated independent and affiliate stations. The commercials were placed in time purchased by agencies of cooperating sponsors. Next-day recall was used to measure attitudes during prime-time hours, early and late fringe, and early and late news. Among the findings:

- No overall difference in all three time segments among total respondents for "related recall" (ability to remember specific information).

- No significant overall difference for "believability" (for early fringe, commercials were judged somewhat more believable on independent stations).

- No significant overall difference in "persuasiveness," the ability to provoke viewer to "positive action" (in prime time, independents fared slightly better than affiliates).

- No significant differences in attitudes toward sales messages and copy ideas.

Burke's final conclusion was that any belief "stating that independent television stations provide a less valuable commercial environment compared to affiliated station news and prime-time programming is an unsupported bias. . . ." According to Siebert, "independents in fact may offer some significant advantages over affiliate stations. . . . The worst thing for you to do would be to not use the conclusions of this study." That apparently will not be the case. A special 90-minute closed session was held Tuesday morning, with reporters excluded, to discuss implementation of the survey's results, and INTV's board of directors voted later that day to assess members \$500 each to cover the cost of marketing kits incorporating the Burke data.

## Problem toy sales and push to accept issue ads fill INTV marketing session

There was some good news and some bad news for sales managers attending a panel on "Marketing Strategies for 1981" at the INTV convention in Los Angeles Tuesday (Jan. 20).

The bad news, delivered by Denis C. Katell, marketing director for WUAB(TV) Cleveland, is that "1980 wasn't a good year for toys in general" and the Christmas season in particular was "a disaster." The economic blow hits independent stations particularly hard, inasmuch as many have depended on toy advertising for "kid blocks," frequently built into late



Katell



Taylor

afternoon schedules.

Katell blamed changing demographics and a downturn in the economy for the lackluster performance of toy retailers and a shift away from traditional toy marketing. "In 1977 there were four electronic games (on the market)," Katell noted, "in 1980, nearly 400. We ended up with a glut of electronics." While these new toys were marketed toward the entire family and advertised in many cases in prime time on network affiliates, they didn't sell well. Meanwhile, according to Katell, the move is "back to basics" in both product lines and marketing. But he warned that independent stations must be able to meet the toy manufacturers' demand for new markets and broader audiences in order to retain sales dollars.

The good news was supplied by Trey Taylor, director of marketing for the Washington-based Edison Electric Institute. Taylor described a highly successful pro-nuclear power campaign carried out over many independent stations by the EEI-affiliated Committee for Energy Awareness, supported by contributions from the nation's electric utilities.

"The networks aren't interested in issue advertising," Taylor contended. "They've turned our spots down on the basis that we're taking positions on controversial issues. They're worried about fairness and equal time requirements."

Taylor assured his audience that in theory and practice the advocacy messages are balanced by newscast coverage of anti-nuclear movements, indicating most of the stations airing the advertisements prepared by his group have not had to offer rebuttal time because of the amount of anti-nuclear news coverage.

The messages, which were shown to the INTV conferees on a video display unit, have aired in nearly 40 targeted markets. Taylor estimates issue advertising could bring stations an additional \$100 million a year from corporate sponsors. The ad budgets for EEI and the Committee for Energy Awareness are approximately \$8.5 million annually.

## FCC transition team has hopeful words for indies

There were no surprise announcements from members of President Reagan's FCC transition team in their inaugural-eve appearance at a Monday (Jan. 19) luncheon session of the INTV, meeting in Los Angeles. In fact, the biggest surprise may have been that the satellite hook-up linking the two groups took place at all—with hostage developments and scheduled inauguration events greatly increasing the demand on satellite transmission time for news-related programming.

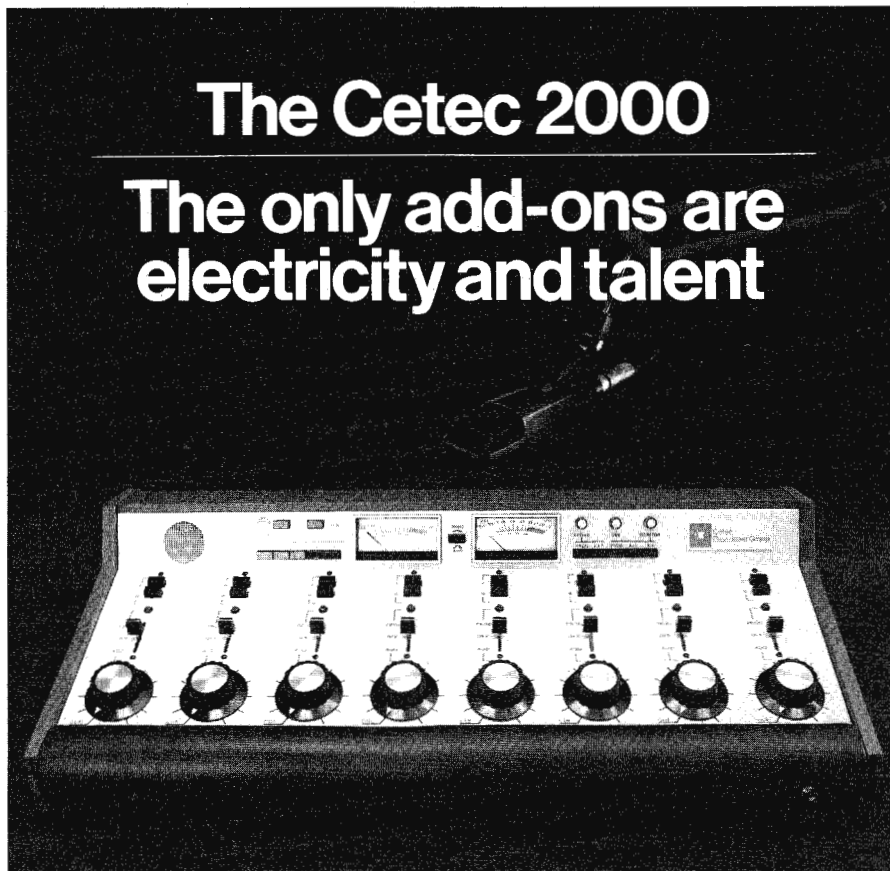
Nevertheless, the half-hour feed was sandwiched in via Westar III without a

hitch, and began with a brief update on the hostage release story by the news department of WTTG(TV) Washington where the panel was assembled.

Former FCC Chairman Dean Burch, now practicing law in the nation's capital, waxed optimistic in his opening remarks, predicting that Reagan will name four commissioners within the next six months, including a new chairman to replace Charles Ferris. Others participating in the roundtable—former FCC Chairman Richard E. Wiley, former Commissioner Margita E. White, and transition team chairman Michael R. Gardner—concurred with that assessment.

Gardner, a partner with the Washington

law firm of Bracewell & Patterson, could not confirm reports that Mark Fowler, a Washington lawyer, had already been selected by Reagan to become his first FCC appointment. "He worked very ably with the transition team," said Gardner, "but I have no knowledge that Fowler has been selected." Gardner said that members of the transition team "are all comfortable with" the general expectation that the FCC chairmanship would change shortly after inauguration day. Burch predicted an early departure for Ferris but added he was "in no position to confirm or deny reports that Fowler has been selected as a new commissioner." Wiley predicted "there will be a healthy new breeze blowing at the



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# The Past That Walter Cronkite Would Like to Bury

By Reed Irvine  
and  
Cliff Kincaid

CBS anchorman Walter Cronkite is the subject of numerous articles as he heads down the stretch to retirement later this year. Mostly, what is written about Uncle Walter is respectful. Sometimes the praise heaped upon him can best be described as fulsome.

For example, a new magazine about television, *Panorama*, recently ran an article about Cronkite by his old friend Theodore White. White predictably described the CBS star as "a good guy." But *Panorama* didn't stop there, it accompanied White's article with comments about Cronkite by 11 other people, ranging from rock star Alice Cooper to former ambassador Averell Harriman. Most were laudatory, with rock star Alice Cooper the most effusive. Cooper said: "I would trust Walter Cronkite coming toward me at 90 miles an hour on roller skates with a vial of nitroglycerin. There will be no news without Walter Cronkite."

One of the few sour notes was struck by Reed Irvine of *Media Monitor*, who was quoted as saying the following:

"The durability of Walter Cronkite as a TV personality owes much to the impression that he conveys of wisdom and solidity. There is a gap between the impression conveyed and the reality revealed by the record.

"That was demonstrated as recently as 1979 when, in a televised interview with Eric Sevareid, Cronkite questioned what he considered to be our excessive military spending. Not long after, in an interview with a Soviet journalist, Cronkite agreed that the 'Soviet threat' was probably a 'myth.' 'I do not believe in the 'Soviet threat' in the sense that is meant,' he was quoted as saying.

"After the invasion of Afghanistan, Cronkite, obviously embarrassed, claimed that he was thinking of the 'Soviet threat' as 'an unprovoked nuclear attack on the

United States.' People laughed at Jimmy Carter when he publicly admitted that the invasion of Afghanistan had forced him to reassess his views of Soviet intentions. Walter Cronkite was no wiser, but he was less candid."

Before publishing Reed Irvine's statement, *Panorama* asked Cronkite's office for a comment. A spokesperson for Walter Cronkite told them that Irvine's quote "seriously misrepresents what Walter Cronkite said and what he believes."

We asked the CBS News spokesperson how Irvine had misrepresented Walter Cronkite. This dialogue ensued.

"That is what Walter told me."

"That's a pretty serious charge to make against the chairman of Accuracy in Media. I would like a little substantiation for that. I used the actual quotes. I've got the documentation. What are we supposed to do—somehow get inside his mind and find that what he put on paper isn't really what he meant?"

"I have no idea. That was what he told me. *Panorama* had called us up and wanted a statement from him about what you had said, and that was what he gave."

"That was it, period."

"Right."

Perhaps that's the way it is, but it surely isn't how it ought to be.

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*MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 777 14th St., N.W., Washington, D.C. 20005.*

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commission, but I don't know yet if it will include Fowler. I just hope that whoever they are, they get out to the grassroots more."

Asked to speculate on future legislation, Burch predicted that license renewal relief would be first on the congressional agenda, likely coming about as an amendment to the Communications Act of 1934. "A bill to rewrite the act is an impossible task," he concluded. The fairness and equal time requirements, which Burch labeled "the most dramatic infringements on broadcasters' rights," will be addressed by the Senate Communications Subcommittee, Burch hopes. "It seems appropriate for the House to look at content regulation also," he continued, "especially for television, now that a move has been made on deregulating radio."

"It's time to face up to broadcasting being a medium of journalism as well as entertainment," echoed Wiley, predicting congressional action on First Amendment-related issues. "The equal time requirement prevents journalists from doing their jobs . . . Congress could in this session pass a bill to provide some security in licensing, then move on to these [First Amendment] issues." Noting the prospective settlement of the government's antitrust suit against AT&T regarding data services, Burch added that "to the extent that issue is settled, this might be the congressional session to deal with common carrier issues."

The panelists were unanimous in their opinions on copyright legislation—that it is not fair to all parties participating in the programming market.

"There is no indication yet as to what the new players will say about syndicated exclusivity and distant-signal carriage rules," Burch noted. "The exclusivity rule was created in part to deal with copyright issues when no such laws existed. We have since that time had a Copyright Tribunal take up the question. But remember it is Congress, not the FCC, that has control of copyright laws." Both Wiley and Burch predicted an early review of the copyright situation by Capitol Hill lawmakers in the current session.

Only former Commissioner White injected a cautionary note on deregulation. She called for a "situation specific" approach to First Amendment questions by the FCC and suggested that "government by raised eyebrow" is implicated in moves to radio deregulation. "We still need legislation as a permanent solution to some of these questions," White continued, "but I believe we should deregulate the marketplace to the maximum possible extent to let the people themselves decide what they want and need. Broadcasters should not have to compete with one hand tied behind their backs."

Facilities and labor for the satellite feed were donated by Gaylord Broadcasting, Metromedia Television (WTTG) and the Robert Wold Co. M.B. Productions of Caldwell, N.J., provided technical assistance at reduced cost.



## Bates study sees slight drop in network audience

**Report on prime-time viewing following actors' strike shows ratings drop as well for ABC and NBC; CBS is saved by 'Dallas'**

A prime-time report by the Ted Bates advertising agency calculates that the three-network audience in the post-strike period of 1980 (Oct. 27-Dec. 28) declined 2% or 1.3 rating points from the same nine weeks a year earlier.

Both ABC-TV and NBC-TV were reported down 4%, with the former slipping from a 19.2 rating to an 18.5 and the latter from 16.9 to 16.2. CBS-TV was up 1%, from 19.8 to 20.0; however, the Bates study added that "if it weren't for just one program, *Dallas*, it would have given CBS a negative annual comparison as well."

Based on A.C. Nielsen data, Bates found considerable decline in the performance of veteran prime-time programs. Of the 18 programs on ABC's schedule during the fourth quarter of 1979 that remained on the air during the post-strike period, Bates said, 15 showed a drop in share. For CBS, Bates added the figure was 12 out of 15 and at NBC, five out of eight. "Looking at it another way," the report

said, "only 20% of the shows that were on the air last fall were able to improve. . . ."

Among specific demographics, the report showed an average decline of 3% for a similar period (Oct. 27-Dec. 21) in adult 18-49 average audience ratings, with ABC down 6%, NBC off 3% and only CBS up, 1%. Again, however, *Dallas* was credited for CBS's improvement; without that show, Bates said, "CBS is flat year to year."

Bates concluded that "since cable's penetration is greater among younger than older adults, it would stand to reason that the relative loss among this group would be somewhat larger than among the population at large. And in fact it is."

On a day-by-day basis, Bates's "first-quarter forecast" has these expectations for the networks based on programing changes:

The end of the football season is expected to hurt ABC on Monday since "it's hard to improve on NFL football with its massive male appeal." On Tuesday, CBS should improve its share slightly with *That's My Line* and "NBC will magnetize the Southern section of the country with its *Lobo-BJ-Flamingo* combination." For Wednesday and Thursday, "no important share changes are expected . . . until further scheduling moves are announced." NBC "may do a bit better on Friday from 8 to 10 p.m.; after all, it is hard to do any worse." However, Bates doesn't look to any "appreciable shift."

On Saturday, *Charlie's Angels* is ex-

pected to give "a few share points" to the time period held by *Breaking Away* "but not enough to keep the girls on the air too long." CBS also is thought to be in for some improvement with *Flo* and *Ladies Man* stepping in for low-rated *Freebie and the Bean* and then to be followed by *Concrete Cowboys*. NBC's *Barbara Mandrell* was said to offer the strongest lead-in but "will be hard pressed to break ABC's *Love Boat/Fantasy Island* block."

The Bates study also questions "why ABC doesn't open these two shows [*Love Boat* and *Fantasy Island*] to 90 minutes each on a continuing basis and make it a solid Saturday night."

On Sunday, Bates said it reserves judgment pending an unannounced change at 8 p.m. on ABC.

As for these program changes and other shows in development, the Bates study says neither is likely "to impede the slow drain of audiences away from network television viewership toward independent broadcast stations and cable-originated programing."

## Simulcasting: Is it making a comeback?

**Some co-owned stations in major markets are finding shared programing a way to cut costs at one outlet and promote other at same time**

Since the early 1970's and the rise of FM radio, group owners have been developing their heretofore "ancillary" FM facilities into full-service stations with call letters, formats and image campaigns separate from the co-owned AM's. Now, in the early 1980's, some owners of major-market AM-FM combinations are beginning to reverse that trend, at least temporarily, while radio goes through another time of transition.

In the top 10 markets, each half of nine co-owned AM-FM combinations rated among the top 10 stations in its market last year. They were ABC-owned WABC(AM)-WPLJ(FM) New York, WMAL(AM)-WRQX(FM) Washington and KGO(AM)-KSFJ(FM) San Francisco; Metromedia-owned KLAC(AM)-KMET(FM) Los Angeles and WIP(AM)-WMMR(FM) Philadelphia; NBC-owned KNBR(AM)-KYUU(FM) San Francisco; LIN-owned WFIL(AM)-WUSL(FM) Philadelphia; RKO-owned WRKO(AM)-WROR(FM) Boston, and WHDH Corp.-owned WHDH(AM)-WCOZ(FM) Boston.

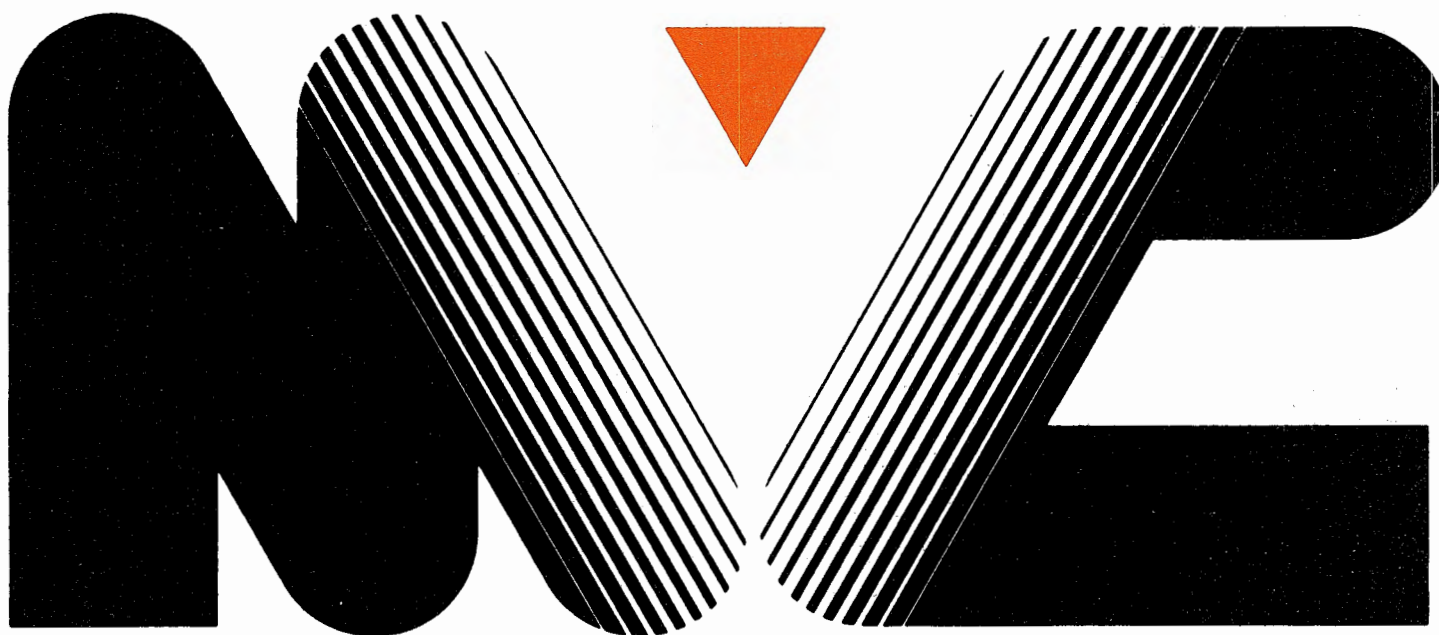
But many owners of major-market AM-FM combinations may have one station

## PlayBack

**Results are in.** NBC Radio says "affiliate count [for its young adult network, The Source,] is 149 and its cumulative audience is 15 million (persons 12 years old and older, ADI, Monday-Sunday, 6 a.m.-midnight) compared to 76 stations and a cumulative audience of 6.5 million on Jan. 10, 1980." Nicholas P. Schiavone, director, research, network radio, NBC, conducted analysis based on most recent Arbitron nationwide data. Along with audience growth of 130%. Schiavone concluded, "in 50% or 58 of 117 metro survey areas covered by NBC's young adult network, Source affiliates rank first, second or third in their markets among the 18-34 group, a higher percentage than any other contemporary network."

**Nostalgia.** Radio Arts Inc., Los Angeles, is offering two music specials highlighting music of 50's and 60's. *From the Sidewalks of New York to the Streets of San Francisco*, is four-hour anthology of songs and interviews with musicians including late Janis Joplin and Credence Clearwater Revival. *The British Invasion and the American Revolution* is six-hour special that may be aired in two parts. Both shows allow for 12 minutes of commercial time and five minutes of news per hour. For information: (800) 423-2840.

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *The Tide Is High* by Blondie on Chrysalis; (2) *Starting Over* by John Lennon on Geffen; (3) *Love On the Rocks* by Neil Diamond on Capitol; (4) *Guilty* by Barbra Streisand on Columbia; (5) *Celebration* by Kool and the Gang on De-Lite. The top five in **country radio airplay**: (1) *Nine to Five* by Dolly Parton on RCA; (2) *Who's Cheatin' Who* by Charly McClain on Epic; (3) *Girls, Women and Ladies* by Ed Bruce on MCA; (4) *I Feel Like Loving You Again* by T.G. Sheppard on Warner Bros.; (5) *I Love a Rainy Night* by Eddie Rabbitt on Horizon.



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near the top of the market in ratings and another near the bottom. In the cost-cutting 1980's, at least three such owners are trying simulcasting to cut losses from a second station at which they haven't, for different reasons, done better in the ratings race. (According to FCC rules, combinations in markets of more than 25,000 may simulcast up to 40 hours a week.)

WLS(AM)-WRCK(FM) Chicago recently became WLS-AM-FM. The FM simulcasts the AM's morning drive and 7 to 11 p.m. programs. The change was made, according to program director John Gehron, to boost the FM's share of market listenership, and to expose some of the AM station's highly successful programming to a growing FM audience.

"The FM audience grows more each time a new survey is done," said Marty Greenberg, president, ABC-owned FM stations. "No matter how good your AM station is, the number of people who listen to AM is declining." At last count, FM listeners make up 51.7% of total listenership and AM 39%, according to an Arbitron September 1980 survey of the top 10 markets. (The missing 9.3% of total listeners represented discarded Arbitron diaries.)

WRCK(FM) was competing unsuccessfully with four other adult contemporary stations in Chicago, according to Gehron. At the same time, the top-40 WLS(AM) was leading (and continues to lead) its market, a rarity among AM sta-

tions with that format in major cities.

"WLS is still number one in teen-agers, but the odds are against our being able to dominate that audience in the future," said Gehron. "We're like the big department store left in town after all the people have moved to the suburbs. With WLS-FM, we're opening our store in the suburbs."

In addition to putting a station in a better position to deal with the uncertainties of AM radio, simulcasting allows for lowered overhead and increases in a station's rate card. For Gary Stevens, president of Doubleday Broadcasting, it was the bottom line that led his company to begin simulcasting 40 hours per week at its KWK(AM)-WWWK(FM) St. Louis in 1979.

According to Stevens: "Operating separate facilities produces duplicate overhead that can't be recouped by an ancillary facility that doesn't maintain more than a two or three share of its market. And there are few situations in the top 25 markets where commonly owned facilities are both profitable."

In the St. Louis market, KWK(AM) was the weaker half of the Doubleday two-some. Although the locations of the facilities, one east and one west of the Mississippi river, prevented them from assuming common call letters, they carry the same format and promotional campaigns; and, according to Stevens, the AM is a 24-hour commercial for the FM.

At Doubleday's KHOW-AM-FM Denver, the problem was reversed, with a strong

AM adult contemporary far outpacing a weaker FM beautiful music station. Starting Feb. 1, Doubleday will simulcast 25% of the AM station's programming each week on KHOW-FM and the rest of the time the FM will use an automated adult contemporary format.

The company's stations in Minneapolis, KDWB-AM-FM, are still programmed separately, although the FM, a rock station, has been scoring higher ratings than the top-40 AM in recent years. "KDWB(AM) is still strong as a top-40 station," says Stevens, "but because the AM and FM have separate formats, it costs twice as much to operate them as our other facilities."

Many owners of major-market AM-FM combinations are "kidding themselves" by accounting separately for each of their stations, according to Stevens. "We account on a combined basis in each market," he said.

Doubleday is currently considering simulcasting at KDWB-AM-FM Minneapolis. "If you have one station at or near the leading position in its market," said Stevens, "the station's gross rating points can be boosted well ahead of those of its competitors when combined with the gross ratings points of an ancillary facility."

Although companies experimenting with simulcasting have different reasons for doing so, they agree on one thing. In the words of Stevens: "You're going to see more companies trying it in the near future."

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## Lorimar asks critic to help save 'The Waltons'

Impending cancellation can make strange bedfellows.

Lorimar Productions, attacked by the National Federation for Decency over the content of *Dallas* and other shows, now has called upon the same group to help rescue another of its properties, *The Waltons*, from expected cancellation after this season. The NFD is cooperating.

According to the Rev. Donald Wildmon, head of the Tupelo, Miss.-based NFD, he received a letter from *Waltons* unit publicist, Kim Reed, asking that his organization "consider a letter-writing campaign" in support of the show. Wildmon said, "We're going to bat for them on this one." Letter writing to CBS-TV and local affiliates will be encouraged in NFD's publication, he explained, and perhaps by the new Coalition for Better Television that Wildmon chairs ("Closed Circuit," Jan. 19).

Wildmon also said he will lead a protest against NBC-TV's announced decision not to return *Disney's Wonderful World* to the schedule next season.

CBS has not officially given word of a *Waltons* cancellation, but Lorimar's Reed said he wrote Wildmon after hearing reports that it likely was not to return. Reed said that Lorimar is hoping that a letter-writing campaign now would be as successful as one eight years ago.

## Ratings Roundup

Despite its third-place showing for the week ended Jan. 18, NBC-TV in the new year continues to give ABC-TV a run for second place behind CBS-TV. Only a third of a rating point separated the two networks in prime time with ABC scoring an 18.6 rating and 29 share to NBC's 18.3/28. A week earlier the scores were closer still, with NBC ahead but just barely: 18.4/28 to 18.3/28.

First place again went to CBS-TV with a 20.0/31, making it three wins in a row and victory in nine out of the past dozen weeks including one tie with ABC. ABC took the other two weeks since Oct. 27, when both those networks claim their 1980/81 seasons began.

For the week through Jan. 18, NBC continued its "Phase III" premieres, coming up with no immediate blockbusters but claiming success-of-sorts even with numbers such as 14.7/23 for the launch of *Nero Wolfe*, scheduled against CBS's *Dukes of Hazzard* at 9 p.m. Friday. NBC said that was the best score it has had in that time period since last fall. Similarly, NBC's new *Walking Tall*, against ABC's *Love Boat*, was said to have brought the highest numbers Saturday at 9 p.m., since last March: 17.5/28.

Such explanation, however, wasn't necessary for *Harper Valley PTA*, which earned a 20.1/32 and won its time period as Friday's half-hour opener. On Tuesday, a special two-hour episode of the revamped *BJ and the Bear* also fared well with a 21.8/32. Less auspicious however were Thursday's two hours with a new *Buck Rogers*, 16.7/25, and the first regular half-hour of the new *Sanford*, which lost much of *Harper Valley's* audience and came through with only a 15.3/24.

### The First 20

1.	<i>Dallas</i>	CBS	33.4/55
2.	<i>60 Minutes</i>	CBS	32.6/49
3.	<i>Dukes of Hazzard</i>	CBS	27.8/43
4.	<i>One Day At A Time</i>	CBS	25.3/36
5.	<i>Little House on the Prairie</i>	NBC	24.2/34
6.	<i>M*A*S*H</i>	CBS	23.9/34
7.	<i>Bob Hope Anniversary Special</i>	NBC	23.8/35
8.	<i>Love Boat*</i>	ABC	23.5/38
9.	<i>Three's Company</i>	ABC	22.5/33
10.	<i>Magnum, P.I.</i>	CBS	22.3/33
11.	"Terror Among Us" (movie)	CBS	22.2/36
12.	"Dynasty" (premiere in movie form)	ABC	22.2/32
13.	<i>Waltons</i>	CBS	22.0/32
14.	<i>House Calls</i>	CBS	21.8/32
15.	<i>BJ &amp; the Bear</i>	NBC	21.8/32
16.	<i>Real People</i>	NBC	21.6/32
17.	<i>Too Close for Comfort</i>	ABC	21.2/31
18.	<i>Alice</i>	CBS	21.2/30
19.	<i>Fantasy Island</i>	ABC	21.0/37
20.	"The Choirboys" (movie)	ABC	20.6/32

### The Final Five

63.	<i>White Shadow</i>	CBS	13.5/20
64.	<i>Catastrophe! No Safe Place (special)</i>	ABC	11.0/17
65.	<i>Secrets of Midland Heights</i>	CBS	9.7/17
66.	<i>NBC Magazine</i>	NBC	9.4/15
67.	<i>Freebie &amp; the Bean</i>	CBS	9.1/15

## Monitor

**In the marketplace** . . . Group One Television's 30-minute comedy special, *Leave 'Em Laughing*, will be syndicated by Syndicable, Inc., Jericho, N.Y. to cable, subscription and pay TV markets while Video Tape Network, Inc., New York will syndicate program to college market. *Ms. Magazine* and Home Box Office are developing *Ms.* special on *The American Woman in the 29th Century* for fall entry.

**Tennis netted.** USA Network has signed "most extensive single contract in the history of professional tennis on television." Agreement with ProServ Television calls for USA to broadcast minimum of 14 tournaments in 1981 and 1982. New package will incorporate Masters and Colgate Women's Series for which USA had already secured coverage; other tournaments in deal are French Open, Suntory Cup, Seiko, *Washington Star*, Canadian Open and U.S. Pro Championships.

**Bravo in Houston.** Bravo, cultural pay-cable service included in Rainbow programming package, announced plans to tape two performances of Houston Symphony Orchestra Jan. 31 and Feb. 1.

**Disney promos home video.** Walt Disney Telecommunications has launched price-cutting dealer and consumer promotion campaign retroactive to Dec. 1, 1980. Disney has authorized home videocassette dealers are being offered "license one, get one free" option through March 31. Consumers are being offered free rental of Mickey Mouse program and discount on second program.

**Production split.** Viacom and Kelly Brothers have parted ways on planned *Weeknight* prime-access magazine strip, with Kelly expected to announce new distributor this week. Strip has been sold in 15 markets so far.

**Universal expansion.** Entertainment industry's leading prime-time network supplier is going into first run-pay TV and home video production. According to Universal Television President Donald Sipes, Universal is now developing programming to meet "the new challenges and possibilities of the booming TV marketplace." Universal, which will have nine hours of series on networks in January, will distribute to home market in both videodisk and videocassette formats. Sipes declined to provide specific details of new production effort.



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## AT&T asks FCC to allow it to provide satellite service for NBC

**Approval of tariff would pave way for network test using earth stations in New York, Burbank, Chicago and Houston**

American Telephone & Telegraph Co., the telecommunications giant that received more than \$55 million in 1979 from broadcasters for the distribution of programming over its extensive terrestrial communications networks, has taken a tentative first step into television distribution by satellite.

It has filed a tariff at the FCC offering television transmission services on its Comstar satellite system on a three-year trial basis. If the tariff passes muster at the FCC, it will become effective April 16.

The service's first customer is NBC-TV, whose request for service led to and shaped the tariff. If all goes well, AT&T will, on May 18, begin transmission of regular network programming, originating at NBC studios in Burbank, Calif., and its headquarters in New York, to two NBC owned-and-operated stations, WMAQ-TV Chicago and KNBC-TV Los Angeles, and to its Houston affiliate, KPRC-TV.

According to an NBC official, the satellite service will complement the terrestrial "round robin" network NBC now uses to distribute programming. NBC plans to overcome the problem of signal degradation caused by the long hops of the terrestrial network by inserting fresh signals by satellites at key locations.

The service is the result of a letter NBC sent major satellite carriers in the spring of 1979 asking for proposals for an "orderly changeover" from terrestrial to satellite distribution (BROADCASTING, May 21, 1979). Although the new service is experimental and designed to work with the terrestrial network, the NBC official did not dismiss the possibility of the service one day leading up to all-satellite distribution. "It's a strong consideration. But we'll have to be satisfied in a number of ways prior to a decision like that."

The crux of the AT&T tariff is full-time transponder service between two AT&T-built earth stations (at a site of the customer's choosing) for \$138,735 per month. Since the earth station can both transmit and receive, programming can be sent in either direction. Additional receive-only earth stations will be set-up by AT&T virtually anywhere for a one-



**Turned on.** Congressmen are to begin reception of the Cable News Network in their offices today (Jan. 26), courtesy of CNN's producer, Turner Broadcasting System, which paid for the installation of an earth station on Capitol grounds. Hidden amid the buildings of the Capitol power plant, the five-meter Microdyne dish was operational last Thursday, but was not to be tied into the House closed-circuit television system until today's formal ribbon cutting.

time charge of \$27,600 plus \$1,900 per month.

NBC has ordered 7-meter receive-only earth stations built at the Chicago and Houston stations and larger transmit-receive stations in Burbank and on AT&T premises in Corman, N.Y., to effect its plans. KNBC-TV will receive programming from the Burbank dish. An AT&T spokesman said the earth stations will be built from equipment supplied by Western Electric, Scientific-Atlanta and "other vendors." According to the tariff, "NBC has indicated that it intends to add several more receive-only earth stations in the near future."

Another feature of the service offering is a transportable earth station that can be interconnected from any location with AT&T's existing earth station in Hawley in northeastern Pennsylvania. The transportable will cost the users \$5,400 per day; time costs an additional \$550 per hour.

As a tariff filing, all the services within it are available to the other major television networks as well as to any cable programmer or any broadcaster seeking access to satellite on a full-time basis or on an occa-

sional basis using the transportable.

Although AT&T expects to garner \$9.5 million in revenues during the third year of the trial and make a substantial profit, the service is strictly experimental. The tariff said that a number of its features, including end-to-end system maintenance and operation and remote monitoring of unmanned earth stations, are unique. It also said that if demand dictates, other features will be incorporated into the service, namely centralized customer control of earth stations for switching between program sources on the same satellite to allow for "sectionalization."

Only five transponders are available for the trial, the tariff said, but they will be enough "to provide sufficient information to support the necessary development and market testing and forecasting activities."

The transponders, which will share Comstar D-2 with a host of cable programmers that were put there temporarily following the loss of Satcom III in December 1979, are available only on a preemptible basis (programming on them can be bumped "in the unlikely event of a catastrophic failure affecting services assigned to fully protected transponders"). Following the move of the cable programming back to an RCA bird in October, however, transponder service will be upgraded to "protected" service.

The AT&T service offering was a long time coming. The FCC lifted restrictions limiting AT&T to transmission of telephone and government services on its satellite system in July 1979 (BROADCASTING, July 23, 1979). Aside from the temporary cable programming, the new tariff is AT&T's first use of that freedom.

## NAB board to hear Lilley explain future technology and its effects on broadcasting

**TV must move to high resolution to compete with cable and others; radio faces stiff competition from new stations, he says**

If bandwidth compression for over-the-air TV is not adopted as an industry standard, broadcasters "face eventual obsolescence in the face of high-resolution cable systems. While high resolution may not become widespread before the 1990's, a clear path toward the final demise of over-the-air broadcasting could become apparent to Wall Street analysts by the mid-

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dle 1980's, resulting in an immediate impact on the market value of broadcast stocks." That is one of many projections the National Association of Broadcasters board of directors will hear at its meeting today (Jan. 26) in Scottsdale, Ariz.

It is part of a report being presented by TV board member William Lilley III, CBS vice president, Washington, and chairman of the NAB board's Science and Technology Committee. A lengthy outline of potential changes in radio and TV technology, the report offers a glimpse of effects those changes could have on consumers and broadcast licensees.

In radio, consumers are faced with the prospect of service from 4,000 new stations. It is uncertain how many of those will represent new facilities or the replacement of existing stations. "Destructive competition," undefined in the report, could lower the quality of service by radio as could increased interference. Both of these could be caused by a substantial increase in the number of stations, the intended result of proposed technological changes by the FCC.

Radio licensees face the prospect of vastly increased competition for listeners and advertising dollars, as well as increased costs, some of them temporary, for the technical and promotional changes involved in changing the proposed frequency spacing.

The only clear, positive note in the report on radio is sounded repeatedly in projections of new potential for software: "increased number of stations may enhance demand for prerecorded radio programming supplied by outside producers" and "might make additional network services feasible."

In television, consumers are faced with the loss of free TV to pay services. Licensees must change or become obsolete. Although cable is expected to draw national advertising dollars from radio rather than over-the-air TV, it will affect TV by siphoning its audience and programming. It will hurt licensees more directly by increasing costs: "Prices for popular program types will escalate for broadcasters who wish to use them prior to pay cable exhibition. If broadcasters are unwilling or unable to pay higher prices for exclusive, pre-pay cable exhibition, then exclusive purchase by pay cable could delay broadcast use or, in the case of singular events, preclude broadcast use entirely (except on a delayed broadcast basis, e.g., the recent Duran-Leonard bout)."

Subscription television is expected to fractionalize the available audience, to skim upscale demographics and to increase costs. With profits in STV businesses generally running at 15%-25% of revenues, "STV programmers, in conjunction with other pay TV operators, can often outbid commercial broadcasters for the rights to sports and movies."

The committee's report does not see a major threat from multipoint distribution service (MDS). "The growth of MDS will subject television licensees to greater competition from pay TV channels, but there is some possibility that it could have the

## In Sync

**Oak boxes.** Cox Cable Communications has awarded Oak Communications' CATV Division contract to supply it with Dimension II converters-decoders for use in its two-way addressable Indax system. Indax, Cox's answer to Warner Amex's Qube, is being installed by Cox at its existing system in San Diego and its new builds in Omaha and New Orleans. Oak will deliver first of Indax converters in February to San Diego where Cox hopes to have "several thousand" Indax subscribers on line by end of year. It also anticipates 20,000 Indax subscribers by end of year and 90,000 ultimately in Omaha and in excess of 150,000 in New Orleans when that franchise, awarded last month, is complete.

**Cash up front.** Society of Cable Television Engineers, faced with overdue invoices exceeding \$25,000, is now demanding payment in advance for its publications and videotapes. Amount of past due receivables "may not seem like much to others," said Judith Baer, executive vice president of SCTE, "but to SCTE it is staggering"

**Space place.** RCA Americom has received contract to install 10-meter earth station at Marshall Space Flight Center, Huntsville, Ala., from National Aeronautics and Space Administration. Downlink will be incorporated into communications network linking Marshall with other NASA facilities around country for space shuttle, which is due for first mission in March.

**A sine from Hauppauge.** Leader Instruments Corp., Hauppauge, N.Y., has introduced two CRT units designed for analysis of radio frequency and swept frequency response curves. Both models—LBO-801 single-trace unit and LBO-802 dual-trace unit—are compatible with most sweep generators and detectors, according to Leader. Former costs \$1,415; latter \$1,595.

**Optic topic.** General Cable Greenwich, Conn., has confirmed its commitment to development of optical fiber technology by creating division dedicated to it. Fiber Optics Division will be headed by Irving Kolodny as vice president and general manager. He had been vice president, research and technical services.

**Digital rental.** Scharff Communications, New York, announced joint venture with Audio Video Rents, San Francisco, and Record Plant West, Los Angeles, for rental of 3M Co.'s 32-track digital mastering and four-track digital recorders through United States and Canada. Scharff, which holds exclusive rental rights in Eastern Time Zone, is housing 32-track unit in special showroom in its New York headquarters.

effect of pre-empting the growth of cable in certain areas and thereby insulating licensees against the potentially more devastating effect of cable. Unlike cable, MDS is subject to retransmission consent by the copyright holder of televised programs and is thus unable to take a free ride on the backs of licensees."

The report sees low-power TV as primarily a purveyor of STV networks rather than locally originated programming. It sees it having "greater competitive impact on pay cable, regular STV stations, MDS and perhaps DBS."

Although VHF drop-ins would have small competitive impact on television licensees, according to the report, they could result in technical degradation. Interference to existing VHF stations and the substitution of short-spaced VHF stations for potential UHF stations are likely results.

Direct broadcast satellite technology, if established on the basis of high-resolution standards, "could set the stage for eventual conversion of the entire television industry," according to the report. Although a high-resolution system would cost more and probably arrive later than a conventional system, it "would generate more revenues per subscriber and would produce a benefit to society by setting the stage for a general upgrading in transmis-

sion standards."

Videotext is not expected to have a major impact on broadcast licensees. Neither is the proliferation of videocassette recorders and videodisk players. "A Nielsen survey of 516 videocassette recorder homes in November 1979 found that 39% viewed more over-the-air TV after purchase, 52% viewed the same and 8% viewed less."

As with radio, a proliferation of television outlets offers interesting prospects for software development. Increased demand for program product, additional markets for licensing of existing programs and enhanced feasibility of producing programming with narrow audience appeal should accompany the growth of cable and STV.

Software for videotext should be aimed at business users rather than consumers, since the former are expected to be the medium's primary users.

Videocassettes, videodisks and pay TV "are stimulating the production of more feature films: Twentieth Century-Fox plans to produce 25 films per year in the early 1980's, one-third more than in 1979, and MGM will triple its output."

The committee's report does not attempt to draw broad conclusions or recommend positions. It leaves those tasks to the board in Scottsdale.



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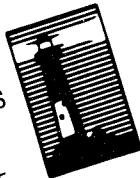
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## Cable wrestling in western Michigan

**Kalamazoo refranchising hits some bumps as citizen hopes rise, local government shuns oversight and Fetzer seeks to survive upgrading**

Rising expectations among a citizen group, a reluctance by the municipality to regulate cable television and a small cable operator skeptical of blue-sky promises are the ingredients of the current cable refranchising situation in Kalamazoo, Mich.

Kalamazoo, like many other midsize cities, is going through refranchising of sorts. Fetzer Broadcasting, which owns four Michigan radio stations, including WKZO(AM) Kalamazoo, has had the rights to the Kalamazoo franchise since 1966 but under unusual circumstances.

What Fetzer had was an informal agreement, renewed periodically, that allowed the company to offer cable to Kalamazoo plus four neighboring townships and two towns for a total of about 30,000 subscribers. Two years ago, Fetzer returned to the city council to get "renewed" with plans for expansion from 12 to 35 channels plus other improvements. The company wanted a more codified consent agreement, to give further protection for its planned investment.

Since then, as the city and community have become versed on cable, confrontation has taken place among the three parties over rate regulation, program offerings, divestiture questions and consumer complaints.

The city hired Michael Botein, an independent cable consultant, to clarify some of the issues and help draw up the new agreement.

The city has never collected any revenue from a cable operator even though it is entitled to 3%-5% of the company's gross revenues. Those percentages have been incorporated into the new agreement—3% for the city and 2% for the newly proposed four public access channels.

However the citizen group still has other concerns. Jim Walker, chairman of the Citizens Committee for Cable Television, sees problems in rate regulation and consumer complaints.

"The city sees rate regulation as heavy-handedness" on the part of the government, says Walker. But he wants to see language that would protect citizens from rate increases without public hearings.

William Robbins, secretary-treasurer of Fetzer, acknowledged the company is against rate regulation and added that

there has been only one rate increase in 15 years. Walker also wants an arbitration mechanism to handle consumer complaints.

Kalamazoo historically has shunned regulation and, as Robbins said, did not want to get involved in rate, program or complaints regulation at all. Joan Burke, of the city manager's office, said nonregulation is indeed the direction the city likes to pursue.

On rate regulation, she said the city is working with Botein and may institute some kind of penalties for improper increases. The city and Botein are also working on what a future divestiture might mean, though Robbins says neither the radio station or cable system is up for sale.

Programming is another area that is being negotiated. The citizen group would like to see on paper what services will be offered; currently HBO is the only pay service. The city is also discussing that with Botein with the possibility that the distant signals to be carried will be spelled out in the agreement.

As Robbins points out, Fetzer does not have the resources of an MSO and the privately held company cannot afford to buy a major program service and then find it doesn't have enough subscribers to keep it afloat.

Thus, Fetzer has adopted a wait and see attitude about what services will be offered, until after the rebuild has been completed in two years. Robbins, skeptical of the blue-sky promises of the major MSO's, admits those promises make it difficult for smaller companies to offer more modest improvements and services in their shadow.

Robbins says the citizen group is small and adds "the city has really done its homework" on the cable issue. Botein has reportedly said he prefers to work with the present operator, and Robbins is confident that an agreement can be reached. He describes the situation as a balance between business assurances and nonregulation by the government.

Two other companies have inquired about the franchise and although opening up the process to bidding is a possibility, it is not probable now.

Botein is to return in February for more meetings and is scheduled to give his written report March 2. Walker has scheduled public hearings to educate the public on cable. "The higher [education institutions] are organized," says Walker. (They will get one of the four access channels.) "But the major unrepresented body is the general public."

Frank Jamison, head of a citizen committee in neighboring Portage, has many of the same concerns as Walker, and has

"raised appropriate questions" about what he calls the sweetheart agreement between Fetzer and the local governments.

The other localities where Fetzer owns cable, the townships of Comstock, Cooper, Kalamazoo and Oshtemp and the towns of Portage and Parchment, will probably follow the lead of what happens in Kalamazoo.

## Time reshuffles its video deck

**Development unit is set up; ATC separated from HBO and Time-Life Films; Nicholas becomes VP, assistant to Levin**

Time Inc. last week reordered its Video Group staff, forming a new Video Group Development Unit that is designed, according to Gerald Levin, Time's group vice president-video, to give "backing, resources, stature and operational clout" to Time's effort to identify and launch new video-related businesses.

One such area of exploration, mentioned in last week's announcement, is teletext. And Levin iterated a suggestion he made several weeks ago that Time plans to introduce a consumer-oriented market test of teletext some time this year. The announcement also contained a new official update by Time of the subscriber figure for its Home Box Office pay cable subsidiary—the count is now more than six million, jumping from HBO's last stated figure of five million.

HBO was the principal source of the personnel recruited into the new development unit. The moves start right at the top of HBO—Chairman and Chief Executive Officer Nick J. Nicholas Jr., will fill the newly created post of vice president-video, serving as an assistant to Levin. Nicholas will retain the chairman position at HBO, but relinquish the chief executive officer duties to current president, James O. Heyworth. Heyworth will report to Nicholas in

### Intermedia

**Down to three.** Northwest Municipal Conference, amalgamation of 16 communities comprising 200,000 homes north of Chicago, has reduced number of franchise applicants to three (BROADCASTING, Dec. 8, 1980): Cablenet, Cablevision Systems Development and Warner Amex Cable Communications. Award could come as early as Jan. 31, when companies publicly respond to questions presented to them last week.

**Together again.** City of Sacramento, Calif., and surrounding Sacramento county are back together in effort to issue cable franchise. American Television & Communications, United Cable, Telecommunications Inc. and Teleprompter have reportedly shown interest. City and county will iron out some issues with applicants, according to assistant county executive William Freeman, before enabling ordinance and request for proposal are issued, not expected for few months. City-county area includes upward of 250,000 homes. Whether all will be passed depends on population densities.

his new post, as will Austin O. Furst, president and CEO of Time-Life Films (itself undergoing an internal reorganization).

HBO vice president and general counsel Peter Gold, becomes executive counsel for the Video Group, and Sean McCarthy, vice president and treasurer of HBO, was named director of development for the Video Group. No replacements for the two were named immediately.

Levin stressed that the mandate of the development unit is "separate from the needs of our current operations," which he called "very dynamic" with "their own growth characteristics." But new fields in video, Levin maintained, "need to be addressed on a coherent basis," a task he said warranted "a full-time, 24-hour preoccupation."

One organizational aspect of Time's video operations remains unchanged—president and chief executive officer of Time's cable system subsidiary, American Television & Communications, Monroe Rifkin, will continue to report directly to Levin. Part of the reason for leaving that line of command intact lies in ATC's Denver location—a distance removed from Time's New York base. But furthermore, according to Levin, "cable is fast becoming a separate business—a telecommunications business, in some ways a con-

sumer-marketing-driven business, a technology-driven business." HBO and Time-Life Films, in contrast, are programming businesses, Levin said, and "I want them managed separately." The organizational structuring announced last week, "enables Nick to concentrate on the programming side of the business," he said.

Examples of business expansion in ongoing operations that were cited by Levin included HBO's Cinemax introduction, ATC's new subscription television operations and two-way home security services that the cable operator has introduced in several systems.

In describing the genesis of the development unit, Time's video chief said that his staff had been "exploring development needs on a 'task force' basis for the last year and preparing an agenda for action; we now believe it is time to establish a permanent staff to address our long-range business opportunities."

## CPB EEO training programs receive in-house criticism

**Report says much of the money spent on two major grants was not used efficiently**

The Corporation for Public Broadcasting's training grant programs, which are aimed primarily at improving public broadcasting's EEO profile, haven't been faring too well. Or so seems to be the principal message of a CPB report that surfaced recently.

The 99-page report, product of a four-and-a-half-month internal investigation, has little good to say about the programs, which have consumed \$7.5 million in CPB funds since 1973.

Most of the report consists of in-depth criticism of the management—or lack thereof—of the programs.

Especially worrisome to the in-house investigators was that during 1976-78, 35% of the participants in the corporation's two major training grant programs dropped out before they had completed their training. And, the report says, the corporation



Time's Heyworth (l) and Nicholas

spent more than \$2.3 million on those dropouts. "This raises concerns about the cost effectiveness of the program," the report says.

Those two programs provide women and minorities with up to half of the cost of their salaries for on-the-job training at public broadcasting facilities.

Why the high dropout rate? According to the report, that's not clear. But, the report says, the reason offered most often was "dissatisfaction with the program itself and the perception by the trainees that stations were not sensitive to their special problems."

Also critiqued in the report was the corporation's "In-Service Training Grant" program, which is open to all public broadcasting professionals, regardless of sex or race, for, as the report notes, just about any "training need" conceivable. The report says that this program has "defied efforts to analyze it."

"The only thing that we can clearly state about the In-Service Training Grant program," the report says, "is that the administrative costs associated with processing applications in most instances probably exceed the actual cash value of the grant."

Steve Symonds, director of policy and administration at CPB, said the programs' problems are in large part a product of the programs' rapid growth. The first grant program was launched in 1973 as an experiment with a budget of \$30,000. This

year, the programs will spend more than \$2 million on training. The program simply grew too quickly, he said.

Nonetheless, Symonds said he thinks

the programs are valuable. He also said that the "practical impact" of the report will be insure that the programs are managed better in the future.

## Changing Hands

PROPOSED

■ **WFRV-TV** Green Bay, Wis., and satellite, **WJMN-TV** Escanaba, Mich.: Sold by Orion Broadcasting Corp. to Midwest Radio-Television Inc. for \$18-\$20 million. Stations are two of four that must be spun off to meet FCC ownership requirements and clear way for merger of Orion and Cosmos Broadcasting Inc., announced last summer (BROADCASTING, June 16, 1980). Others are **WAVE(AM)** Louisville, Ky., and **WMT-TV** Cedar Rapids, Iowa. Cosmos will absorb rest of Orion stations: **WFIE-TV** Evansville, Ind.; **WMT-AM-FM** Cedar Rapids, and **WAVE-TV** Louisville. Orion is owned principally by estate of George W. Norton. Norton's nephew, T. Ballard Norton, is president. Buyer of **WFRV-TV** and **WJMN-TV** is owned by descendants of W.J. and F.E. Murphy families, who published *Minneapolis Tribune* from 1900 to 1940. Tom Doar is president. **WFRV-TV** is NBC affiliate on channel 5 with 93.3 kw visual, 20

kw aural and antenna 1,192 feet above average terrain. **WJMN-TV** is on channel 3 with 100 kw visual, 20 kw aural and antenna 1,192 feet above average terrain. Midwest officials said company is looking for more stations to acquire.

■ **WKNY(AM)** Kingston, N.Y.: Sold by Kingston Broadcasters Inc. to Saw Mill Broadcasters Inc. for \$510,000. (Deal includes option to buy studio-office building at later date.) Seller is owned by Regional Broadcasters Group, principally owned by A.B. Martin. Regional also owns **WAMT(AM)-WAJX(FM)** Titusville, Fla.; **WGRD-AM-FM** Grand Rapids, **WTRU(AM)** Muskegon and **WTRW(FM)** Whitehall, all Michigan; **WAAL(FM)** Binghamton, N.Y., and **WMGW(AM)-WZPR(FM)** Meadville and **WPIC(AM)-WYFM(FM)** Sharon, both Pennsylvania. Buyer is principally owned by Richard Landy, who owns cable system in Palm Beach, Fla., and David Klemm, senior vice president, Blair Radio, radio representative. **WKNY** is on 1490 khz with 1 kw day and 250 w night. Broker: The Keith W. Horton Co.

■ **WQQT(AM)** Savannah, Ga.: Sold by WQQT Inc. to Kar-Whel Enterprises Inc. for \$500,000. Seller is owned by Robert A. Powers (51%), Leonard A. Morton (39%) and John W. Collins (10%). They have no other broadcast interests. Buyer is owned by Dale L. Karacostas, Hugh J. Wheeler and James H. Nettles, one-third each. Karacostas and Wheeler also own **WDLG(AM)** Douglasville, Ga. Nettles is Savannah businessman with interests in steel fabrication and heavy equipment rental. He has no other broadcast interests. **WQQT** is on 1450 khz with 1 kw day and 250 w night.

■ **WKSN(AM)-WHUG(FM)** Jamestown, N.Y.: Sold by Trend Broadcasting Inc. to Derrick Broadcasting Co. Inc. for \$441,209. Seller is principally owned by Warren A. Koerbell who has no other broadcast interests. Buyer is owned by E.P. Boyle and family, who own daily *Oil City Derrick* and banking and real estate development interests in Oil City, Pa. **WKSN** is on 1340 khz with 250 kw full time. **WHUG** is on 101.7 mhz with 2.9 kw and antenna 300 feet above average terrain.

■ **KFTN(AM)** Provo, Utah: Sold by Stallion Music Inc. to Mountain States Broadcasting Corp. of Utah for \$360,000. Seller is owned by James W. Anderson III (85%), country music recording artist on MCA records, and Dean Booth (15%). Anderson retains minority interest (25%) in

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buyer. Booth has no other broadcast interests. Other 75% in buyer is owned by L. Dan Lacey III, applicant for new FM in Durango, Colo. KFTN is on 1490 khz with 1 kw day and 250 w night.

■ For other reported station sales see "For the Record," page 74.

APPROVED

■ **WTAR-TV Norfolk, Va.:** Sold by Landmark Communications to Knight-Ridder Newspapers for \$48.3 million. Earlier deal to trade WTAR-TV for Scripps-Howard Broadcasting's WMC-TV Memphis fell through (BROADCASTING, June 30, July 7, 1980). Seller, which is under FCC mandate to dispose of WTAR-TV, is private held Norfolk, Va.-based newspaper publisher, station group owner and MSO. It owns one AM, one FM and three TV's and cable systems in 12 states. Frank Batten is chairman and principal owner. William Geitz is president of broadcast division but will leave Landmark to manage WTAR-TV for Knight-Ridder. Buyer is publicly traded Miami-based newspaper publisher and group owner of four TV's: WJRT-TV Flint, Mich.; WTBN(TV) Albany, N.Y., and WPRI-TV Providence, R.I. Bernard H. Ridder is chairman of parent company. Albert Gillen is president of broadcasting subsidiary. WTAR-TV is CBS affiliate on ch. 3 with 100 kw visual, 20 kw aural and antenna 980 feet above average terrain.

■ **KBLE-FM Seattle:** Sold by KBLE-FM Inc. to First Media of Washington Inc. for \$3.4 million. Seller is owned jointly by George A. Wilson and Lamar N. Ostrander Family Trust. They also own KASA(AM) Phoenix; KMLE(FM) Chandler, Ariz.; KBLE(AM) Seattle, and KARI(AM) Blaine, Wash. Buyer is owned by Richard E. Marriott and family. He is vice president of Marriott Corp., publicly held international hotel and restaurant chain. Marriotts also own WPGC-AM-FM Morningside, Md.; KAYK-AM-FM Provo, Utah; KOPA-AM-FM Scottsdale, Ariz.; KFMK(FM) Houston, and WZGC(AM) Atlanta. KBLE-FM is on 93.3 mhz with 100 kw and antenna 1,070 feet above average terrain.

■ **KWYQ(AM)-KLWD(FM) Sheridan, Wyo.:** Sold by Big Horn Communications Corp. to Community Media Inc. for \$937,000. Seller is William R. Sims who owns 51% each of KVSF(AM) Santa Fe, N.M.; KUGR(AM) Green River, Wyo., and KSAA(FM) Casa Grande, Ariz. Buyer is owned by David F. Palmerlee, Senator Malcolm Wallop (R-Wyo.) and Stan Huckaby (one-third each). Palmerlee is Sheridan attorney. Huckaby is a Washington political financial consultant. They have no other broadcast interests. KWYQ is on 1410 khz with 5 kw day and 500 w night. KLWD is on 96.5 mhz with 25 kw and antenna 13 feet below average terrain.

■ For other approved station sales, see "For the Record," page 75.

# Business

## Taft, TCI form two joint deals

**Taft-TCI Programs will develop basic and pay material for CATV; TCI-Taft Cablevision Associates will buy or build systems**

In a move that the financial community sees as a "logical" and "evolutionary" growth for both companies, Taft Broadcasting and Tele-Communications Inc. announced the formation of two joint ventures that will operate in the cable field. One will be called Taft-TCI Programs, the other TCI-Taft Cablevision Associates, with the first-named partner in each venture assuming the primary responsibility for its management and staffing. Taft-TCI, for example, is to be located in Taft's hometown of Cincinnati, TCI-Taft in Denver.

Taft-TCI will act to develop cable programming, both pay and advertiser-supported basic, according to the company's

statement. Taft Chairman Charles Mechem Jr. had recently told security analysts in New York that programming would be the company's route into cable involvement in the 1980's, and in making last week's announcement, he said the new arrangements would be "consistent with Taft's corporate goal of becoming a major supplier of software."

Taft owns Hanna-Barbera Productions, QM Productions, Taft International Pictures (which incorporated the 1980 acquisition of Shick Sunn Classic Productions) and the distribution company, Worldvision Enterprises (in addition to its broadcast involvements). In making its announcement, Taft indicated it plans an "in-depth study of a variety of programming alternatives," with first priority given to exploiting the Hanna-Barbera library of children's product.

Sources indicate that Taft is looking to put together a package of several hours of children's programming on a daily basis as its first step in testing the cable waters.

TCI-Taft Cablevision Associates will provide the opportunity to see what pro-

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### NORTHEAST

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### MIDWEST

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Class A-FM, Medium Market  
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graming concepts will succeed. The new partners indicated that the goal of the company will be to build a total of 200,000 subscribers within three years through either acquisitions or new franchises. According to the announcement, TCI-Taft will aim at areas outside markets where the one million-plus subscriber TCI is active. TCI's president, Dr. John Malone, further indicated that the partners have delineated two specific areas, one Michigan, the other several New England states, in which TCI is currently not active and where it will seek to identify potential opportunities for development. TCI will then invite Taft to participate as a partner in TCI-Taft. According to Malone's description, Taft will effectively have right of first refusal in such situations, with TCI retaining the option to proceed on its own in any situation where Taft declines to participate. According to Malone, the arrangement is structured to permit TCI to offer Taft the opportunity to participate in cable systems outside the two initial areas.

Calling the venture "an agreement to agree," Malone said that "we have some initial deals lined up" and suggested the announcement indicated "we're getting to the point to do some transactions." The two companies had been in contact for a long time, Malone said, and the venture they evolved "seemed like a natural match in filling some voids for each."

John Reidy, entertainment analyst with Drexel Burnham Lambert, views the ar-

rangements as "a good way for Taft to get more involved on a systems basis" in the cable field, something he thinks is necessary for the company to develop salable software products for the cable industry. And Dennis Leibowitz of Donaldson Lufkin & Jenrette notes that TCI finds itself facing certain limitations in existing lender agreements that make it advantageous for the company to bring partners to its franchising activity.

One question regarding the venture is how Taft-TCI will distribute its program services. Taft was saying last week that was something to be determined through its planned studies. However, Malone put a priority on satellite distribution, saying

one of the resources TCI brings to the deal is its "satellite skills." Malone suggested that one area for future cooperation that might be explored concerned Taft's Washington production facility and Black Entertainment Network, the satellite-distributed cable service in which TCI has a 20% interest. (BET is currently carried by USA Network.)

Neither partner would detail any specific financial arrangements. Analyst Reidy notes that even taking the lowest per-subscriber-estimates for new-build situations, it would cost the partners about \$100 million to reach their stated goal in cable subscribers. But that sum, of course, Reidy says, could come from borrowing.

## Cox and Wold join forces

### Atlanta-based MSO purchases 20% of satellite distribution firm for about \$2 million

Two major communications firms used the setting of the Association of Independent Television Stations convention in Los Angeles to announce a new financial relationship that may significantly affect the future development of both. At a Monday afternoon (Jan. 19) news conference, the Robert Wold Co. and Cox Broadcasting Corp. jointly disclosed Cox's acquisition of 20% of Wold's stock, valued at approximately \$2 million.

Although Clifford M. Kirtland Jr., president of Cox Broadcasting, and Wold founder and chairman Robert N. Wold were named officially as making the announcement, only the latter executive was on hand at the convention site. Cox was represented by William A. Schwartz, president of its broadcasting division.

"We are pleased to obtain the support of such a fine company," said Wold, whose Los Angeles-based firm is active in

satellite distribution and television program production. "This investment by Cox will provide us with capital resources necessary to continue our major expansion program in satellite communications and to pursue several exciting new business opportunities."

Schwartz, noting that Cox is the nation's fourth largest cable television company and a major group broadcast licensee, expressed "delight" at the new affiliation and the possibilities it poses for "tremendous growth potential" for the two firms.

Atlanta-based Cox earned revenues of approximately \$303 million last year on its combined broadcast and cable activities, in addition to some non-communications-related operations. Wold's estimated annual revenues are \$10 million, primarily derived from satellite-based interconnection activity.

Schwartz said that the negotiations leading up to signing of the financial agreement began nine months ago, adding that "the possibility of further equity acquisition by Cox is being discussed." He reiter-

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Signing. Cox's Schwartz and Robert Wold

ated Kirtland's prepared statement that "Wold's services in software production for broadcasting and cable TV operations and Wold's ability to provide live news feeds from around the country are particularly compatible with Cox's interests," indicating that Cox is interested in "more than just the distribution capabilities of Wold. In particular, they can help us develop the interactive capability of our cable systems, including teleconferencing, security services, data transmission and pay cable."

As for Wold's part, the company's founder (company is his namesake) referred specifically to a \$6-million capital expansion program under way, directed at upgrading technical facilities and production studios. Wold is constructing a technical operations center in the Empire State Building, New York, and has installed a number of transmit/receive earth stations around the country in recent months.

"We want to paint our own picture," said Wold, downplaying any suggestion that Cox may dramatically alter his company's current priorities. "We will remain an arm's length from Cox." He cited a recent instance in which Wold distributed a documentary produced by KRON-TV San Francisco, a competitor of Cox-owned KTVU(TV) San Francisco/Oakland. "That situation may come up again," said Wold.

The president of Wold's newly formed Communications Division, Gary J. Worth, outlined a variety of production and distribution plans, including the possible distribution of scheduled programming on a regular basis for two syndicators. Although he declined to name the syndicators involved, Worth estimated that such an offering could be cleared in at least 35 of the top 50 television markets via satellite distribution to independents.

## RAB prepares for sales management sessions in Dallas

More than 700 executives are expected to attend the Managing Sales Conference of the Radio Advertising Bureau to be held in Dallas at the Amfac hotel Feb. 1-3.

A highlight of the conference will be the results of two new studies commissioned by the bureau. One will focus on how advertisers and agencies perceive radio salespeople and the other on the ways radio sales staffs operate and how they plan to change.

The conference will consist of concurrent workshops exploring such sales management-related topics as rate card strategies, organizing co-op advertising, selling radio to national advertisers and agencies, productive sales meetings, sales training, developing and selling promotions and selling fringe time.

The keynote speaker at the conference will be Sam Cook Digges, president of the CBS Radio Division. Other speakers will be Fred Walker, Insilco Broadcast Group,

New Haven, Conn.; Dwight Case, RKO Radio, Los Angeles; Mel Abramovitz, WSB(AM) Atlanta; Mark Friedman, Personality Dynamics; Phil Roberts, Torbet Radio, New York, and Robert Coppinger, Bernard Howard Co., New York.

## Personnel changes at Filmways are hoped to help financial woes

The financial community has been taking particular note of some recent personnel changes at the financially troubled production company, Filmways. Gerald Arm-

strong, a former corporate banking senior vice president at Chase Manhattan Bank became executive vice president and chief operating officer of Filmways in December, and in early January Michael Garsin, a Chase corporate banking vice president, was appointed to the post of senior vice president and chief financial officer of Filmways. Chase is a principal lender of the corporation. Evidence of the continuing financial difficulties Filmways faces came in the third-quarter results the company has announced: In the three months ended Nov. 30, Filmways lost \$10.7 million, the year earlier it had a net profit of \$2.7 million. Losses for the first nine months of 1980 totalled \$20 million.



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## Low-power cut-off extension upheld by St. Louis court

**NAB request is approved, allowing networks, station licensees time to apply for new class of stations**

The FCC's order extending for one month—to Feb. 17—the cut-off date for applications for low-power television stations and translators has survived an initial court challenge. The U.S. Court of Appeals in St. Louis temporarily stayed the order on Jan. 16, a day after it was issued, but then lifted the stay five days later after reviewing pleadings by the parties involved. However, the court also scheduled oral argument for April 13 on the appeal, which was filed by 17 applicants for low-power facilities. All of the applicants are minority-group members.

The cut-off extension was granted at the request of the National Association of Broadcasters, which said the delay was “compelled” to give full-power stations the time in which to apply for low-power stations in their markets and for networks to apply for them anywhere. Until Jan. 8, when the commission revised its interim processing procedures, station licensees and networks had been informed by the commission staff such applications would not be processed.

The commission has yet to decide whether it will grant such applications. However, it decided that as a matter of “fairness” it would accept and process them, subject to the rules finally adopted.

The extension to Feb. 17 was the second the commission issued for one of two lists involved. Originally, it had set Dec. 5, 1980, as the date after which competing applications or petitions to deny would not be accepted. On Dec. 3, a second cut off list was issued, and Jan. 16 was set as the deadline for both. All told, the lists contained 420 applications, including those of the minority applicants appealing the commission's order.

They claimed, in their request for stay, that they would be “irreparably injured” by the delay since it would subject them to the possible expense and delay of dealing with competing applications. They also said that the commission erred in extending the cut-off date for everyone, rather than only for those who could allege they would be harmed by adherence to the Jan. 16 deadline.

The commission, in opposing the stay, contended that license applicants have no grounds for expecting protection against challenges. It said the burden of litigation is part of the price of doing business with

the government.

However, a key argument is procedural. The commission contends that the order is not final and thus not subject to judicial review. But, it said, the court—which serves the eighth circuit—is the wrong one to hear the case even if the order is considered final. The commission said the order involves a licensing matter and that the Communications Act specifies that such issues be reviewed by the U.S. Court of Appeals in Washington.

The court in St. Louis did not resolve that issue in its order last week. It said it would hear arguments on it at the time it hears the parties argue the case's merits.

## Latest twist in 'The Dial' story

**Merrill asks FCC to forbid public stations from airing promotions for magazine since he claims they are diverting viewer contributions to it**

The groundwork has been laid for another episode in what promises to be the continuing saga of Philip Merrill versus *The Dial*.

Merrill, publisher of *Washingtonian* magazine, has filed a petition for reconsideration with the FCC, asking once again that the commission bar public TV stations WNET-TV New York, KCET-TV Los Angeles, WTTW-TV Chicago and WETA-TV Washington, *The Dial's* publishers, from promoting the magazine on the air—but this time he's pursuing a new tack.

In December, the FCC denied Merrill's first filing, maintaining that the commission's rules didn't forbid on-air announcements in which *The Dial* was mentioned in conjunction with the stations' fund-raising activities. The commission also said there wasn't sufficient evidence to support the charge that promotions of *The Dial* had been anticompetitive.

Although in his new filing Merrill says he still thinks the FCC was in error for not deciding in his favor the first time around, he has now advanced a new argument.

Merrill says that, according to the calculations of a magazine consultant, *The Dial* is operating at a monthly deficit of about \$350,000. And Merrill maintains that the stations themselves must be making up the difference. By doing so, he says, the stations are diverting contributions from the public (or government funds) “to the continued financing of a losing business venture.”

Under those circumstances, he says, “on-air announcements promoting *The Dial* as a ‘premium’ or free benefit provided to noncommercial television

subscribers are at best misleading and at worst a fraud on the public.”

Although Merrill admits that FCC rules permit public broadcasting stations to engage in certain “commercial-like activities”—such as auctions and membership drives—those activities are only permitted because “their purpose—the raising of funds for the direct support of non-commercial broadcasting—is deemed to outweigh their otherwise inappropriate character.”

However, he said, using on-air announcements to solicit funds that will be used to finance “losing commercial ventures such as *The Dial* is a perversion of their purpose.”

“This is particularly the case where the announcements promoting *The Dial* do not disclose the fact that it is a commercial venture which must be subsidized in substantial part by the funds being solicited,” he says.

“For this reason,” he says, “further on-air announcements for *The Dial* should be prohibited. At the least, all such announcements, and all other nonbroadcast promotional material for *The Dial*, should be required to state that a designated portion of each annual contribution will be used to subsidize *The Dial* magazine.”

## House study examines opinions on broadcasts of floor proceedings

The Committee on House Administration has released a summary of a study it conducted on the impact of television broadcasting on the floor proceedings in the House of Representatives. Although the committee has not submitted the text of its report to the full House, it had to account for it in a summary report of its activities during the 96th Congress.

According to the summary, “there is wide acceptance of the current broadcasting policy” among members, and “almost all members monitor proceedings in their offices whenever they are not present on the floor.” Continuing, the summary states: “While there is a feeling that debate lasts longer and is more partisan in tone since the advent of television, there is no hard data to support such cause-and-effect theses. However, there has been a dramatic increase in the number of one-minute speeches delivered since television broadcasting of proceedings began.”

The study also recommends that the Committee on Rules look into three areas where potential problems exist: discrepancies between the printed record and video recordings; unauthorized copying of broadcast tapes for commercial or political uses and the use of exhibits to illustrate



remarks on the floor. Finally, the study recommends that the House make greater use of its closed circuit system by supplying additional informational and educational programming to members and staff.

The committee conducted its study at the request of House Speaker Thomas P. O'Neill (D-Mass.). It based it on the results of a questionnaire mailed to House members in late 1979, and to which 294 members responded.

The questionnaire solicited attitudes toward television cameras and about possible expansion of the system to include broadcasts of committee hearings and increased educational programming. The committee staff also conducted follow-up interviews and detailed analyses of the printed record, comparing one-minute speeches, special orders and regular debate, before and after the House began broadcasts of its floor proceedings in February 1979.

### 'Egregious' crossownership in Albany, Ga., resolved

In a case related to the Albany, Ga., market "egregious" crossownership situation of Gray Communications Systems, the FCC has granted the sale of WTSG(TV) Albany from Southeast Broadcasting Co. to Dr. W. Carl Gordon for approximately \$45,000.

Gray is the licensee of the only operating TV station in the Albany market, WALB-TV and owns the *Albany Herald* as well.

The commission ruled that if Gordon's WTSG is on the air within one year, Gray will not have to divest itself of one of its Albany media holdings but if Gordon is

## Washington Watch

**Starting lineups.** Senate Commerce Committee will have five minority staff members spending at least part of their time on communications legislation this Congress. John Smith and Gordon Fink, attorneys who worked for Democratic-controlled Communications Subcommittee during 96th Congress, will be joined by Peyton Wynns, economist who has been with full committee three years and has been working on communications issues for last 18 months, and William Ris, attorney who worked on airline and trucking industry deregulation and also has been with committee three years. Aubrey Sarvis, minority staff director, expects to spend more time in this Congress on communications legislation. Meanwhile, chief counsel and staff director at House Committee on Energy and Commerce is Frank Potter, former chief counsel and staff director to Subcommittee on Energy and Power since 1975.

**DBS filings.** FCC will probably ask for specific comments on direct broadcast satellite application of Satellite Television Corp. after reply comments are received Feb. 17 on FCC's notice on interim—pre-1983 Regional Administrative Radio Conference—DBS policy, according to one FCC staffer. FCC also expects to keep things rolling by issuing rulemaking on interim DBS policy "shortly after" Feb. 17 deadline. Deadlines for comments and replies on permanent DBS policy questions are March 31 and May 29, respectively.

**Combo ad rates.** FCC has ruled that its combination advertising rate policy applies only to "commonly controlled" AM-FM radio stations and not in ownership situations where one station holds only minority interest in other. Decision came in response to complaint filed by KSOP Inc. against KZAN(FM) Ogden, Utah, alleging violation of combination rate policy. KZAN was offering advertising rates in combination with KRGO(AM) Granger, Utah, which holds 20% of KZAN stock.

**RKO station aspirants.** Future Broadcasting Inc., Gold Coast Broadcasting Inc. and New South Media Corp. have appealed FCC decision that delayed start of hearings on 13 RKO stations until final decision has been reached by courts regarding licenses for WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles, yanked from RKO by FCC last June. Three appellants all seek to replace RKO as licensee of one or more of its stations.

not on the air within that time, Gray will have to divest.

Gray—through a subsidiary, Gray Communications Consultants Inc.—is constructing and leasing the WTSG facilities to Gordon. In addition, Gray is guarantor of a \$400,000 bank loan to Gordon. The FCC

staff questioned whether there could be "arms length" competition between those two entities given the financial connection between them. The commission decided that such competition could exist because it would be mutually beneficial to both parties.



**The N crowd.** NBC made the new administration welcome at a VIP brunch for 200 guests on Sunday, Jan. 18, at the Four Seasons hotel in Washington. Pictured (l to r): Johnny Carson and NBC President Fred Silverman in conversation with former Secretary of State Henry Kissinger, NBC General Counsel Corydon Dunham with the then Vice



President-elect, George Bush. Other administration figures present included James A. Baker III, President Reagan's new chief of staff; Edwin Meese III, counselor to the President; the new secretaries of defense and commerce, Caspar Weinberger and Malcom Baldrige, and Richard Allen, the national security adviser.

## WHO-TV criticized for handing over 'sting' tapes

**Paper editorializes against station's not fighting state insurance department subpoena**

By turning over its hidden-camera tapes of an undercover "sting" operation by the state insurance department, was WHO-TV Des Moines acting as "an arm of the government?" Or was the station defenseless to do otherwise in a state without a shield law on the books?

Those were among the questions that have been raised in Des Moines press circles since a local newspaper blasted the television station for allegedly working "hand-in-glove" with the Iowa Department of Insurance. In an editorial, the *Des Moines Register* accused WHO-TV of giving the courts "the misleading impression that the press is willing to serve as a fact-gatherer for the government if it gets something in return."

Philip Thomas, WHO-TV news director, denies that his news department had breached the line separating press from government. Rather, he explains, WHO-TV took advantage of a good journalistic opportunity to cover the investigation only to fall victim to a later subpoena. Furthermore Thomas sees the newspaper attack possibly stemming from a "jealous" print medium—as "backlash" against TV's ability to show "Abscam[-type] material ... as it happens."

As Thomas explains, WHO-TV reporter Theresa J. Beer, in a routine check with an insurance department contact, was informed that a set-up was being planned to uncover alleged pressure tactics to sell insurance to the elderly. Thomas said WHO-TV set up a hidden camera and was free to cover the investigation as it wished.

A five-part series on Medicare supplement insurance ran on WHO-TV Dec. 15-19. Thomas said he initially refused informal requests from the insurance department for the tapes. A subpoena followed for outtakes as well, and, according to Thomas, station attorneys said there were no grounds to refuse it because confidentiality wasn't an issue and there is no shield law in Iowa.

Thomas, in retrospect, says the whole situation "wasn't a very satisfactory experience" and that a shield law is necessary to "get some protection up front." However, he is glad the series made it to the air, citing positive feedback that has come from elderly Iowans and bankers handling trust funds for senior citizens.

Gilbert Cranberg, editor of the editorial

## NewsBeat

**Libel through the years.** Journalists have lost some protection against libel suits as result of Supreme Court decisions under Chief Justice Warren E. Burger, and are likely to lose more in years ahead. That is view that emerges from survey of 86 libel lawyers in 24 states and District of Columbia conducted last spring by Dr. F. Dennis Hale, associate professor of journalism at Bowling Green State University, in Ohio. Lawyers expressed view that journalists enjoy more protection than in days preceding landmark libel decision of *New York Times v. Sullivan*, in 1964. However, many agreed with statement of one lawyer who responded to survey with view that "Supreme Court will continue to chip away" at that decision "and may even overrule it." Nor did lawyers see much help from states. Most feel state courts and state legislatures will fail to create new protections. Thus far, attorneys saw Burger court as limiting, though not nullifying, gains press won in decisions of court under Burger's predecessor, Earl Warren.

**News on the march.** Cable News Network has topped four-million mark in subscriber households, according to Ted Turner, chairman and president of Turner Broadcasting System, who was predicting new year would see total of 4.3 million.

**Atlanta ruling.** WAGA-TV Atlanta's effort to obtain state supreme court ruling on authority of lower court to order station to broadcast statement of then-district attorney on its newscasts on primary election day, Aug. 5, has failed. High court dismissed as moot station's appeal of injunction by DeKalb County Superior Court. Then-District Attorney M. Randall Peek had obtained injunction aimed at forcing station to carry statement responding to investigative reports station carried on Peek's performance in office. State's supreme court, however, stayed order (BROADCASTING, Aug. 11, 1980), blocking Peek from seeking contempt order against station for not broadcasting statement. WAGA-TV, owned by Storer Broadcasting Co., appealed in effort to gain decision that trial court lacked jurisdiction to issue its order. But supreme court, in granting Peek's motion to dismiss appeal, said, "By the force of its own terms, the injunction granted by the trial court no longer orders WAGA-TV to perform any act."

**White House honor.** CBS anchor Walter Cronkite has been awarded presidential Medal of Freedom for having "reported and commented on the events of the last two decades with a skill and insight which stand out in the newsworld. ..." Cronkite, who turns anchor job over to Dan Rather in mid-March, was among 15 recipients of 1981 award bestowed by President Carter four days before he left office.

pages at both the *Des Moines Register* and *Tribune*, maintains that shield law or not, WHO-TV should have fought the subpoena and claims that it is his understanding that the insurance department, in effect, was making use of WHO-TV facilities to gather evidence.

## Assessing the state of world journalism

No more than 20 countries in the world have a truly free press, according to the International Press Institute, a London-based watchdog group.

In its annual review of journalistic freedom, the I.P.I. criticized both advanced and Third World countries. Among the Western countries, the United States is given a relatively clean bill of health. France and Australia are listed as the worst offenders.

French broadcast journalists have recently protested what they charge is

government interference in programs in both radio and television. The IPI denounced what it called "the climate of pressure, incompatible with the free exercise of the profession of journalism."

Journalists at the local radio and television stations in one region staged a one-day strike over what they said was pressure from a government junior minister concerning a Christmas program.

All television and radio stations in France are either directly financed by the authorities, or have the government as a major stockholder. Pirate radio stations, often operated by opposing political parties, have been raided and closed down in recent years.

Great Britain is also criticized by the IPI report for forcing Granada television to reveal the source of secret information from the state-owned British Steel Corp., during a strike last winter.

An unexpected bright spot, according to the IPI, is Poland where "much that was previously unpublished, now gets into print every day," it said.

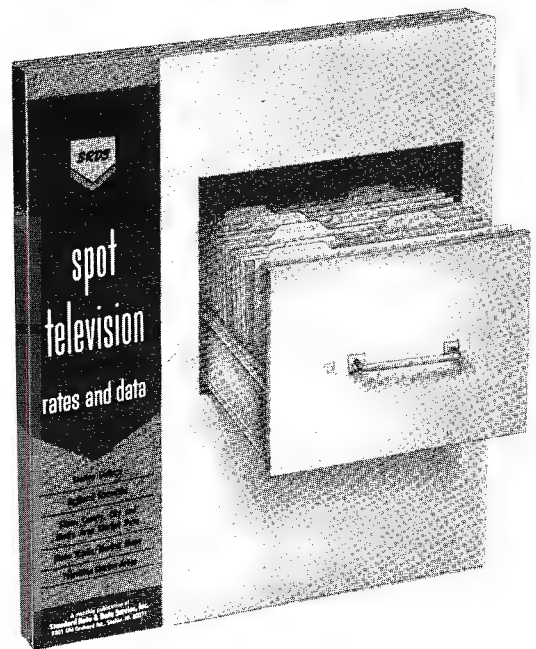
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# THE FIRST 50 YEARS



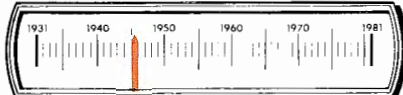
## OF BROADCASTING

As the prospects for peace improved in early 1945, broadcasters planned coverage of the war's finale from such places as Manila, Berlin, Tokyo and Potsdam. War news and on-the-spot reporting continued to be the main assignment for broadcast journalists. General MacArthur's forces liberated Manila in February and rescued several broadcasters from the Santo Tomas internment camp, including Bert Silen, NBC correspondent and manager of KZRH Manila, who 37 months before had his last broadcast cut off by Japanese bombs that destroyed the Philippine transmitter. Upon his liberation, Silen reported to an NBC audience: "As I was saying when I was so rudely interrupted over three years and a month ago..."

On the European front, the Army moved a 60 kw transmitter mounted on 17 trucks to the vicinity of Berlin in March, and CBS's Bill Downs was chosen to parachute into Berlin to make the first American broadcast as the Allies occupied the city.

As stations readied for the news of victory in Germany, a false report of peace—engendered by an overzealous reporter and a Keystone cops chain of events—was broadcast on the Don Lee-Mutual network. BROADCASTING urged, "A cool head... a dispassionate eye on that news wire... No matter what the source, check it" because the "... world's all-time, winner-take-all champion journalistic sap is going to be the chap who goes on the air and announces to a waiting audience that the war is over in Europe—before the war is over!"

When the real announcement of victory in Europe was aired, one journalist scooped everyone else by breaking a pledge. Ed Kennedy of Associated Press and almost 60 fellow reporters had witnessed Germany's surrender in the small schoolhouse in France that served as General Dwight Eisenhower's headquarters. All of the correspondents had agreed not to report the signing until General Eisenhower gave his approval; Eisenhower had agreed to announce the victory simultaneously with the other Allied leaders on May 8. However, on May 7 over an uncensored wire from Paris to London,



*The horror of the atomic bomb and the joy of world peace both were felt in 1945. The leadership of the world suddenly changed: FDR died unexpectedly; Mussolini was killed; Hitler died by his own hand, and Churchill resigned after V-E Day. Clement Attlee, a moderate socialist, took over as British prime minister. Harry S Truman, the 33d President, attempted to make the transition to peace as GI's began to return home. Unions, no longer bound by wartime pledges not to strike, began to flex muscles. Will Hays turned over the reins of the Motion Picture Producers and Distributors of America, soon to become the Motion Picture Association of America, to Eric Johnston. From his seat in the House of Representatives, New York Democrat Emanuel Celler demanded that the FCC crack down on broadcasters' commercial and programing practices and order more air time for educational and cultural fare. And elsewhere in BROADCASTING...*

Kennedy filed this report: "Germany surrendered unconditionally to the Western Allies at 2:41 a.m. French time today." Kennedy lost his credentials as a war correspondent and his fellow reporters brought an unprecedented resolution of censure against him. BROADCASTING in an editorial, "Radio: Life-Saver," noted: "It may be true that Mr. Kennedy violated journalistic ethics. ... It was news when the peace terms were signed. ... News has a way of leaking. ... The point we make is that Mr. Kennedy's story saved lives—American lives. It was picked up and rebroadcast by ABSIE throughout the war theater. If it saved a single life—premature or no—it served a purpose that means more to American mothers and fathers than a thousand news pledges."

With the real victory reported, radio took charge. BROADCASTING headlined: "Radio Prepared as Germany Collapses." The networks used pooled reports during the early stages of Germany's surrender to keep America informed. The networks canceled regularly scheduled programs to present reports, celebrations and specials. President Harry Truman, less than a month in office, appeared on all networks at 9-9:30 a.m., May 8, to proclaim victory in Europe (V-E Day).

NBC, during the day, broadcast statements by British Prime Minister Winston Churchill, Eleanor Roosevelt, Eve Curie and others. In the evening NBC broadcast Arturo Toscanini and the NBC Symphony playing Beethoven's Fifth Symphony, the so-called victory music of World War II, as well as an hour dramatization that traced the war from Pearl Harbor to victory in Europe. CBS also aired the statements of leaders, and ended its coverage with an hour presentation of Norman Corwin's *On a Note of Triumph*.

Mutual emphasized the theme of thanksgiving. Leaders of three religious faiths, the Right Rev. Henry St. George Tucker, presiding bishop of the Protestant Episcopal Church in New York; Rabbi Louis Finkelstein, president of the Jewish Theological Seminary, and the Rev. Robert I. Gannon, president of Fordham University, led Mutual listeners in prayer.

Mutual also presented the Westminster Abbey choir from London and broadcast from hospitals and canteens in the U.S.

The National Association of Broadcasters, at the encouragement of BROADCASTING's Sol Taishoff, urged all stations on V-E Day to play simultaneously a special recording of a ringing of the Liberty Bell, "amplified through the magic of radio."

V-E Day radio won a 63.1% Hooper rating, the highest since the American declaration of war on Dec. 8, 1941.

Victory in Europe brought new conditions for the government and for broadcasters. The Office of War Information, aware of both the high V-E Day listening and the inherent problems that a half-victory could bring, used V-E Day as the focus for a report and a re-education campaign. In late 1944 the OWI issued a report entitled "V-E Day: An Estimate of Home Front Information Problems in the Six-Month Period Following the Defeat of Germany." Chief among these problems, the OWI listed a sense of victory since "To many at home [V-E Day] will mean the virtual end of the war, instead of what it is—the conclusion of only half the war." To combat this and problems of manpower and production, the OWI, in conjunction with other government departments, created media campaigns, with radio the centerpiece. The Treasury Department, for example, circulated such ditties to sta-

tions for broadcast on V-E Day as:

"The job's half done but the war's not won." There's still the land of the rising sun. Buy more war bonds, everyone, and keep the Japs on the run."

For broadcasters, V-E Day meant new working conditions. The Office of Censorship removed the ban on man-in-the-street, ad-libbed and request programs. Foreign language stations no longer required special monitors and censors; however, the biggest wartime restriction, the freeze on new construction, remained in effect until the Allies achieved total victory.

For the Allied forces' American Broadcasting System in Europe, V-E Day was the beginning of its end. With victory, ABSIE lost its mission. ABSIE had broadcast eight hours a day in English, French, German, Flemish, Danish, Norwegian and Dutch. Its powerful transmitters had reached audiences as far away as South Africa, Russia, India, Australia and New Zealand. OWI estimated that at one time or another 80% of the people of occupied Europe listened to ABSIE.

On the farewell broadcast of ABSIE on Independence Day, Elmer Davis, OWI director, declared ABSIE "a weapon of war, an instrument that assisted in the Allied campaign of liberation. . . . Now we talk to a continent in reconstruction; and even though this powerful channel of the

Voice of America is closing down, that voice will still be carried by other transmitters, both shortwave and longwave, to the people of the liberated nations." W. J. Haley, director general of the BBC (the BBC aided ABSIE), praised ABSIE as "a most powerful and perpetual weapon. By its means the forces of truth have been sustained in places where and at times when they could have been kept alive in no other way. Thanks to broadcasting, truth has not merely survived; truth has prevailed."

Soon after ABSIE ceased broadcasting, the Allied Expeditionary Forces also ceased their radio operations. General Eisenhower, on the farewell broadcast for AEF recorded at Frankfurt on July 28, lauded the teamwork that gained AEF its goal: "To the field recording units that worked throughout the operational areas, recording . . . realities of war as experienced by the men who . . . faced . . . them, to the mobile transmitter units that have relayed the programs from the continent to the forces as they moved forward and into Germany, to the BBC . . . and . . . to all of you we owe a debt of gratitude for your efforts in making this Allied venture a success. . . ."

The U.S. broadcasting system at home expanded its news coverage as the war in the Pacific went on while this and other nations were preparing for peace at a San Francisco conference to organize the

## "My Friends"

—An Editorial

THE GREATEST voice in the 25-year history of American broadcasting is stilled.

To every man and woman of the 30,000 whose talents are devoted to broadcasting, the loss of Franklin Delano Roosevelt is a personal loss, and a grievous one in these times.

The only President of whom it can be truly said, "Radio elected him," Mr. Roosevelt had turned not once, but four times, to the microphone to appeal for votes in the face of a generally unsympathetic press. Tragically crippled in the middle of his political career, he found in radio a link with the people.

Mr. Roosevelt made nearly 300 major broadcasts to the nation during his lifetime. He died on the eve of another broadcast. He was to have spoken for four minutes on the combined American networks at 9:54 p.m. Friday, 29 hours after his death. His speech was to have climaxed a special hour-long Jefferson Day program in which Robert Hannegan, James V. Forrestal and President Truman were to participate. Oddly, on this broadcast, for the first time in his four terms as President, Mr. Roosevelt had asked that another, Mr. Truman, deliver the main address.

But his greatest broadcast never will be heard. It would have come on that glorious day when he could have announced on the air to the world that the last enemy of the United Nations had laid down his arms. It would have been the report of a magnificent soldier that his armies had been victorious. That he, who spent his great energies so relentlessly, has been denied this is most tragic of all.

With his passing, many broadcasters whose

contact with him had been intimate summoned memories of his respect for the power of the microphone. It was a ready instrument to him when he wished to talk, in a neighborly way, with his fellow citizens. In these "fire-side chats" Mr. Roosevelt discovered, first among us, that he was being transported into the family circle and could therefore converse quietly and convincingly, without histrionics.

None highly trained in studio technique had better timing than his; none could more cleverly interpolate, with sly insouciance, a mirth-shaking quip. Nor could others match his mastery of the barbed retort, which left his campaigning opponents bruised and bewildered. He was, on the air, a rare admixture of Disraeli and Barrymore, of Talleyrand and Lincoln, as keenly attuned as a Shakespearean actor, but by paradox if he willed, a "ham" in the oldest tradition of the theater.

Much of this which contributed so immeasurably to his stirring broadcasts was inherent in his naturally vibrant personality. But his knowledge of radio was not acquired accidentally. As Assistant Secretary of the Navy in the first World War, Mr. Roosevelt was in charge of naval communications. He encountered radio then, studied it, foresaw the gigantic influence it would exert. When nominated for the Presidency in 1932, he turned to the medium, then relatively new, to convey his program to the voters.

As early as 1936, one incident illustrated his intimate knowledge of commercial broadcasting. Conversing then with Carleton Smith, general manager of WRC Washington and

dean of Presidential announcers, Mr. Roosevelt announced that he was going on a few stations with a speech. "Not a network," he commented, "just a few stations in New York." He then proceeded to name off, by call letters, the numerous outlets which were to carry his address.

In those same days, when he was preparing a radio address with his colleagues at the White House, he would read it over aloud, interjecting such occasional remarks as: "I'll pause here. That'll get 'em." His instinct for radio showmanship seemed infallible.

His death brought to the stations of the nation a profound grief. Regular schedules on all networks and in studios from coast to coast were discarded. Programs were altered with feverish devotion. The voice of broadcasting reflected the saddened spirit of America in solemn tones.

Known to have expressed often a desire to own and publish his own newspaper (he was editor of the daily *Crimson* when a student at Harvard), Mr. Roosevelt once said to a friend, possibly with tongue-in-cheek: "I know what I'll do when I retire. I'll be one of these high-powered commentators."

He was, in fact, the highest-powered commentator of them all. He was the voice of humanity. That voice—now laughing, now jesting, now speaking with sincerity and conviction—lived in the homes and in the hearts of millions the world over. That this great, buoyant spirit is gone forever is difficult to comprehend. Those who gave wings to his words will miss him.

—Broadcasting, April 16

United Nations. Broadcasters estimated their out-of-pocket expenses for covering the United Nations Conference on International Organizations to be more than \$500,000, aside from the lost revenues of commercial programs canceled to permit the sustaining broadcast of conference sessions. In addition, NBC flashed news reports every hour and broadcast interviews by commentators H. V. Kaltenborn, Richard Harkness, Robert St. John and Ben Grauer. CBS commissioned Norman Corwin to produce a special work on the United Nations, *Word from the People*.

In the final days before the surrender of Japan on V-J Day, Aug. 14, radio played an integral role. On Aug. 9, President Truman drew a broadcast audience of 41.5 million adults for his report on the dropping of atomic bombs on Hiroshima (Aug. 6) and Nagasaki (Aug. 9) and on results of the Potsdam conference. At Potsdam, Germany, he and other Allied leaders, Stalin, Churchill and Clement Attlee, had outlined peace terms for Japan.

The Japanese on Aug. 10 had used radio, before they submitted a formal proposal, to announce that they would meet the Potsdam demands if Emperor Hirohito remained unharmed. CBS flashed the news first at 7:36 a.m., starting its day earlier than the usual 8 a.m. The other networks broadcast the news at 8 a.m., the normal opening hour for ABC and NBC, but an hour earlier than usual for Mutual. On Aug. 14 at 7 p.m., NYT, radio carried President Truman's announcement to a joyous nation that Japan had accepted the Potsdam terms. Four hours later at 11 p.m. New York time, Hirohito also used radio to inform his people.

The Sept. 1 surrender ceremonies on the deck of the U.S.S. Missouri were described in a pool broadcast recorded on acetate and wire and aired an hour and a half later to prevent wire services and newspapers from being beaten. Despite its performance as a news medium in World War II, radio was yet unable to hold its own in negotiations against print media.

A primary concern of broadcasters was the fate of surplus equipment with an estimated value of \$5 billion. Even before V-J Day, \$30 million worth of equipment had been released, some unusable, but some adaptable to commercial use. As BROADCASTING put it when commenting on the first shipments of surplus equipment, "While the transmitter part of the pile isn't much to get excited about, and the collection of microphones is mostly hand stuff, there are great stores of standard electronic components—resistors, capacitors, condensers, sockets, test equipment and 2,500,000 tubes. The standard items are coming in fast, and moving fast."

A major part of the move back to peace involved changes in programing and changes in allocations. In a post-victory editorial entitled "This Is Tomorrow," BROADCASTING warned: "The broadcasters who survive the accelerated competition of the future are those who, in the present, build to meet it. And there's one

THE WHITE HOUSE  
WASHINGTON

July 3, 1945

Dear Mr. Taishoff:

In my opinion, the free voice of radio never has faced a more important challenge in its 25-year history than that which lies before it now as Allied weapons are turned upon the last enemy of liberty. Broadcasters must direct their energies in the future, as they have so nobly in the past, toward the liquidation of all resistance to the principles upon which their own free charter is founded.

Our lawmakers demonstrated admirable foresight by decreeing that America, as the birthplace of radio, should have a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities. That this system has worked is demonstrated by radio's remarkable strides as a public service medium. The wisdom of that original policy, moreover, is reflected in radio's quick transition to full-fledged war service -- a task yet unfinished. Since Pearl Harbor, American radio has written its own Magna Charta. But beyond the day of final victory there lie myriad problems.


Radio, with the press, must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and the Government. For radio itself there are challenging days ahead. New services are in the offing -- services such as television and FM broadcasting, which will open new vistas of opportunity for public service.

American radio is in good hands. With many hundreds of new stations possible by virtue of the opening of these new frontiers by our scientists and engineers, the free competition of the present will become even freer.

The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Governmental regulation of a medium that by its very nature must be maintained as free as the press.

I salute America's broadcasters who have been, in their fashion, warriors for our common purpose and solicit their continued zeal in the cause of freedom and decency.

Very sincerely yours,



Mr. Sol Taishoff,  
Editor and Publisher,  
Broadcasting Magazine,  
870 National Press Building,  
Washington 4, D. C.

—Broadcasting, July 9

way to do that—improve programing. Some of our best production people are drifting back to stations now, after service in uniform. Their viewpoint is going to be fresh and vigorous. . . . We in broadcast- ing, and in all media for that matter, have talked during these years of the improvements we would make 'tomorrow'—tomorrow, when the war is over. This is tomorrow. This is the time for improvement."

FCC Commissioner Clifford J. Durr not only felt that way but went even further. Durr and his staff began to compare stations' promises of programing with actual performance. The process began generat-

ing FCC cases. The FCC said WBAL Baltimore, an NBC affiliate, had refused NBC's public affairs programs such as the *University of Chicago Round Table* and *Words at War*, but carried NBC's sponsored programs and crammed 507 spot announcements into its station time during one week.

Upon further investigation, the FCC said excesses were more the rule than the exception. KIEV Glendale, Calif., an independent, programed 88% of its week with recorded and transcribed music accompanied by 1,034 commercial spots and eight public service announcements, according to the commission. As a result,

the FCC began issuing temporary license renewals.

FCC Chairman Paul Porter called for the public to express its criticism of American programming. The FCC's Durr called for broadcasters to make public all their financial records since public service was the premise behind American broadcasting. BROADCASTING called for "every broadcaster to review his program structure, removing from it any fare that might embitter the listening public."

The usual plentiful staples of comedy, music, drama, and news were offered by the 1,004 stations broadcasting at the end of the year, up from 943 on Jan. 1, 1945.

The programming of 1945 changed with the times. CBS's winter schedule at the beginning of the year presented such programs as *We, the People, at War*, a half-hour, Sunday night portrayal of real-life war experiences; *Report from Overseas*, a 15-minute, Saturday foreign correspondent news spot; *Feature Story*, a 15-minute, Monday-Friday show aimed at uncovering the "human interest" beneath political and military events; *We Deliver the Goods*, a half-hour Sunday afternoon presentation of the 23 piece Maritime Service Band along with dramatizations of heroic deeds of U.S. merchant seamen; and *Service Time*, a half-hour, Monday-Friday early-evening focus on different branches of the service each week along with interviews with high-ranking service officials.

Postwar programming tended to escapism. Popular situation comedies included *Those Websters* and *Ozzie and Harriet*. *Maisie* was a single-character variation featuring Maisie Revere, a Brooklyn actress with a heart of gold and a boyfriend described as a "good-lookin', sweet-talkin', lovable, lazy, no-good bum."

There was a resurgence of quiz programs and an increase in westerns and adventure shows. *Break the Bank*, with Bert Parks, a returning soldier, as emcee, first aired on Mutual in 1945 and became phenomenally popular with its large, cash giveaways. *Truth or Consequences* increased its prize money after the war; Ralph Edwards, the emcee, began a hidden identity feature—guessing the identity of "Mr. Hush"—largely as a parody of the ever-increasing quiz shows, but the segment proved so popular that it became a regular feature for several years. *Queen for a Day*, the all-time misery-to-magic transformation in which disadvantaged women received prizes to mitigate their suffering, started in 1945 on Mutual with Jack Bailey as host.

The *FBI in Peace and War*, which debuted on CBS in late November 1944, became one of the most popular crime shows. It ran until 1958. *This Is Your FBI*, starting in April 1945, ran for eight seasons on ABC.

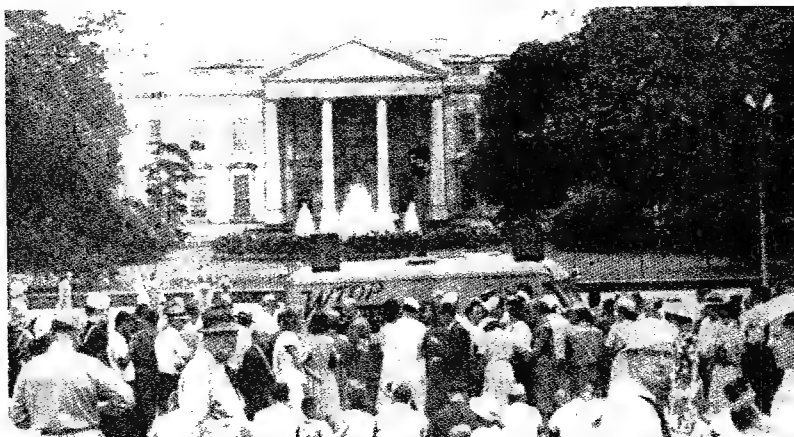
Another cold war progeny, the press conference with men in the news, achieved popularity. Two important shows debuted in 1945, *Our Foreign Policy* and

*Meet the Press*. On both respected journalists questioned leading American and foreign leaders.

Despite those changes, the list of the top-rated network shows after the war

resembled the wartime list if not the prewar ratings. At the end of 1945, the top 15 nighttime leaders were: *Bob Hope*, *Fiber McGee and Molly*, *Charlie McCarthy*, *Lux Radio Theater*, *Jack Benny*, *Fred*

## VIGIL—



**CBS KEPT LISTENERS** informed of surrender developments through its WTOP Washington mobile unit, stationed in Lafayette Square in front of the White House, from Aug. 10 until after the capitulation. This is a scene typical even before the historic Aug. 14 announcement.

## FLASH!



**RADIO CORRESPONDENTS** literally led pack in mad dash from President Truman's office to telephones Tuesday night when President announced surrender of Japs. Circled (l to r): Richard Harkness, NBC; William Gold, WINX Washington, and Jim Gibbons, American network (tongue out); Ralph H. Peterson, NBC; Fulton Lewis jr., WOL-Mutual.

## CELEBRATION!



**JUBILANT AMERICA** expresses its joy from New York's Times Square while NBC Announcer Ben Grauer fights mob to hang onto microphone and carry on program at same time, a few minutes after news broke.

—Broadcasting, Aug. 20



*Allen, The Red Skelton Show, Mr. District Attorney, Walter Winchell, Eddie Cantor Show, Kraft Music Hall, Screen Guild Players, Sealtest Village Store, Amos 'n' Andy, and Abbott and Costello.*

Total net time sales increased in 1945, to a new high of \$310,484,046. But this was only 7.3% over 1944 and was the smallest increase since 1942.

The resumption of peace also necessitated decisions about FM and TV. With the wartime freeze on construction lifted and a postwar boom in industry foreseen, the FCC faced a pile of station applications and a need to arbitrate the territorial feuds between FM and TV.

Early in January the FCC announced preliminary allocations proposals that would move FM "upstairs" to 84 mhz-102 mhz. It would also create a dual system of television with 12 channels, each 6 mhz wide, in the two portions of the band between 44 mhz and 210 mhz, but with the ultimate "haven" of TV to be above the 480 mhz range, where high definition and color would be possible. In its final allocations, the FCC allotted to FM the additional 106 mhz-108 mhz band that had been set aside for facsimile. The move "upstairs" for FM permitted 100 channels, 60 more than in the old band, and 20 channels were reserved for educational use. Existing FM stations were given the option of broadcasting on either the old or new bands until the end of 1948 when low-band transmission would be canceled. This move provided more FM channels—the FCC had more than 600 applications for new FM stations at the war's end—but it also would make the 400,000 FM receivers in use obsolete and cost the industry about \$75 million in conversion costs.

TV was making progress. In April, Philco dedicated the world's first multirelay network between Philadelphia and Washington. In August, Westinghouse unveiled its forerunner of communications satellites, called Stratovision. It used airborne television transmitters to relay TV and FM programs. In October, NBC demonstrated its new RCA-developed ultrasensitive image orthicon TV camera tube. In December, NBC telecast the Army-Navy football game on WNBT New York using a coaxial cable link from the Philadelphia game site.

The sale of Crosley's WLW Cincinnati, as part of a package of properties transferred to Aviation Corp., a manufacturing conglomerate previously not involved in broadcasting, was to create what came to be called the Avco rule. It established a procedure not followed in this case, but demanded in others. Three FCC commissioners, Clifford Durr, Paul Walker and Ray Wakefield, opposed the transfer on the grounds that such package deals gave too much influence to one group. And there were allegations that the Avco transfer was made despite evidence that its officers knew little of the public service obligations they were seeking to undertake. The resulting Avco rule required



**"GOOD LUCK"** said J. Harold Ryan, retiring NAB president (l) to his successor Justice Justin Miller, who today (Oct. 1) takes over the presidency of the NAB. His contract is for five years. Story on page 17.

—Broadcasting, Oct. 1

owners of stations to publicize their intention to sell, thereby soliciting competitive bids, with the FCC choosing the applicant best qualified to serve the public interest. However, the commission seldom applied the rule, usually going along with the seller's choice of buyer. The rule was repealed in 1949.

The U.S. Supreme Court issued a ruling in December that altered the ground rules for new station applicants. It reversed a new station grant to WJEF(AM) Grand Rapids, Mich., on the appeal of Ashbacker Radio Corp., which had applied for the same facility. Noting the grant was made as a separate action, the court ordered the FCC to hear all mutually exclusive applications before making a grant. WJEF eventually survived the process.

The development of television and FM provided new battlegrounds for Jimmy Petrillo's American Federation of Musicians. Petrillo in February ordered AFM members not to appear on television until further notice. In October, Petrillo informed the radio networks that simulcasts on FM and AM outlets violated AFM contracts. By the end of the year, AM, FM, and TV were searching for a way to live with Petrillo.

One result of the tremendous growth anticipated in all aspects of broadcasting—AM, FM and TV—was a shift in network personnel to get ready for the future. Frank Stanton became general manager of CBS and was elected to the board of directors; Mark Woods, president of ABC, resumed active direction of the network when Vice Chairman Chester LaRoche dropped all executive duties; and a fifth network, the Associated Broadcasting System, was started by Michigan broadcaster Leonard Versluis. However, ABS lasted less than a year.

In the spring of 1945 came an unexpected transfer of power in the White House. Franklin Roosevelt died April 12.

In the ensuing four days, all networks and most stations canceled commercial programs to broadcast news and to offer appropriate music and tributes to the first radio President. The schedule changes cost the industry more than \$2.5 million in lost revenues.

Harry Truman, the new President, endorsed radio by the American plan: "Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid governmental regulation of a medium that by its very nature must be maintained as free as the press. I salute America's broadcasters who have been, in their fashion, warriors for our common purpose and solicit their continued zeal in the cause of freedom and decency."

And so the transition from Roosevelt to Truman, from a wartime to a postwar world was completed as the nation celebrated the 25th anniversary of radio broadcasting.

### Stay Tuned

1. What was the message to broadcasters in the FCC's so-called Blue Book?
2. Who was the Zenith Corp. executive who pooh-poohed the idea that advertising could support a medium as expensive as TV?
3. Who was the propagation expert whose advocacy of "upstairs" FM was contested by Zenith and GE?
4. What steps did atheist Robert Harold Scott take after he was denied air time?
5. How did Congress try to tone down the AFM's Jimmy Petrillo?

**The answers next week,  
in "1946."**

As compiled by BROADCASTING Jan. 12 through Jan. 16 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New Stations

### AM applications

■ Sidney, N.Y.—Broadcast Facilities Co. seeks 1490 khz., .25 kw-N 1 kw-D. Address: 431 S. Wilbur Ave., Syracuse, N.Y. Estimated construction costs: \$25,900 first quarter operating cost: \$9,750; Format MOR. Principal: Robert Raide (100%) is Syracuse businessman. He is AM applicant for Penn Yan, N.Y., and UHF applicant for Utica.

■ Elloree-Santee, S.C.—Santee-Cooper Broadcasting Co. seeks 1370 khz., 5 kw-D. Address: Route 2, Box 537 Eutawville, S.C. 29048. Estimated construction costs \$47,000; first quarter operating cost \$15,000; revenue \$120,000. Format: Disco/soul. Principal: Clarence E. Jones (100%). Jones owns Eutawville based broadcast management-engineering & consulting firm; also former broadcast equipment manufacture company president.

■ Pleasant Prairie, Wis.—Metro Broadcasting Corp. seeks 1320 khz., 500 w-D. Address: 1020 Fifty-sixth St., Kenosha, Wis. First year operating cost: \$90,000; revenue \$185,000. Format: AC. Principal: Frank M. Falduto is president. He was former general manager WKZN(AM) Zion, Ill.-WKZN(FM) Kenosha, Wis.

### FM applications

■ Bentonville, Ark.—Rocky Haven Investments Inc. seeks 98.3 mhz., 3 kw, HAAT: 300 ft. Address: 114 N.W. Second St. Estimated construction cost: \$89,500; first quarter operating cost: \$17,250; first year revenue: \$72,000. Format: easy listening/religious. Principal: John Hutchinson (12.5%); son Asa (62.5%); daughter-in-law Donna (62.5%); Dale Mortenson (12.5%). John is retired U.S.D.A. inspector and Asa is Bentonville attorney. Donna is homemaker. Mortenson is local businessman. They have no other broadcast interests.

■ Morgan Hill, Calif.—Morgan Hill Unified School District seeks 89.9 mhz., .5 kw, HAAT: —256 ft. Address: P.O. Box 927 Morgan Hill. Estimated construction cost: \$31,955; first year operating cost: \$1,000; revenue: NA. Format: Educational. Principal: Dorothy Berney is president, Board of Trustees and Sidney Smith is vice-president. Berney is homemaker and Smith engineering manager. They have no other broadcast interests.

■ Yucca Valley, Calif.—Desert Radio Inc. seeks 106.9 mhz., 5.6 kw, HAAT: 1221 ft. Address: 55858 Twenty-Nine Palms Highway, Yucca Valley, Calif. 92284. Estimated construction cost: \$154,000; first year operating cost: \$189,000. Format: CW/contemporary. Principal:

John H. Gayer (50%); wife Dorothy (25%) and Jeanine Harrington (25%). Gayer is director of Radio Free Europe/Liberty Radio; 48% owner of AM station applicant in Vail, Colo.; 30% owner of UHF applicant in Omaha, Neb.; 50% of VHF applicant in Glenwood Springs, Colo., and 47.5% owner of AM applicant in Oceanside, Calif. Dorothy is 31.25% owner of KBCR-AM-FM Steamboat Springs, Colo., and 27% owner of AM applicant in Vail, Colo. Harrington has no other broadcast interests.

■ Madison, Fla.—Billy G. Walker seeks 104.9 mhz., 3 kw, HAAT: 300 ft. Address: Country Club Rd. Madison 32340. Estimated construction cost: \$77,800; first quarter operating cost: \$8,000; revenue: \$75,000. Format: AC/gospel. Principal: Billy G. Walker(100%). Walker is Perry, Fla. restaurant owner. He also owns WMAF(AM) Madison.

■ Coffeyville, Kan.—Montgomery County Broadcasters seeks 92.1 mhz., 3 kw, HAAT: 300 ft. Address: P.O. Box 391. Estimated construction cost: \$57,200; first quarter operating cost: \$13,175; revenue: \$14,000. Format: CW. Principal: M. Crawford Clark (51%), and John Shideler (49%). Clark is Kansas City advertising executive. Shideler is general manager of KIIIX(AM)-KTLC(FM) Fort Collins, Colo., and real estate developer.

■ Fayette, Miss.—Southern Broadcasting Co. seeks 97.7 mhz., 3 kw, HAAT: 370 ft. Address: P.O. Box 73 Batesville, Miss. 38606. Estimated construction cost: \$41,500; first quarter operating cost: \$12,000; revenue: \$100,000. Format: Soul. Principal: J. Boyd Ingram (50%); Carol F. Jackson (50%). Ingram is Batesville area broadcast consultant, and president of WESE Baldwin, Miss; WBLE(AM) and WWUN(FM) Batesville; also is president of local retail electronics firm. Jackson is manager of WJS advertising agency and 50% owner of WXXB(FM) Centreville, Miss.

■ Oxford, Miss.—Mississippi Authority for Educational Television seeks 90.3 mhz., 100 kw, HAAT: 1244 ft. Address: 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: \$213,245; first year operating cost: \$50,800; revenue: NA. Format: Cultural/General interest. Principal: The Mississippi Authority for Educational Television is the state educational radio-television agency. It holds licenses for WMAA(TV) Jackson; WMAB(TV) Mississippi State; WMAE(TV) Boonesville; WMAH(TV) Biloxi; WMAO(TV) Greenwood WMAU(TV) Bude; WMAV(TV) Oxford; WMAW(TV) Meridian. Forrest L. Morris is executive director of MAET, and Orvin C. Ray is chairman of board of directors.

■ Brookfield, Mo.—Hampro Wireless Inc. seeks 97.7 mhz., 3 kw, HAAT: 205 ft. Address: 901 Meade St., Brookfield 64628. Estimated construction cost: \$10,450; first-year operating cost: \$2,400; revenue: \$45,000. Format: popular. Principals: James Dunn and his wife, Anne (50% each), who also own KGHM(AM) Brookfield. Ann. Jan. 12.

■ West Plains, Mo.—Ambrose T. Walker, M.D. seeks 102.3 mhz., 3 kw, HAAT: 300 ft. Address: 414 South Sixth St. Thayer, Mo. 65791. Estimated construction cost: \$95,290; first year operating cost: \$66,000; revenue: \$131,000. Format: easy listening. Principal: A.T. Walker, M.D. (100%). Dr. Walker is a physician in Thayer. He has no other broadcast interests.

■ Moab, Utah—Moab Broadcasting and Television Corp. seeks 96.7 mhz., 3 kw, HAAT: 457 ft. Address: 840 Millcreek Dr. Moab 84532. Estimated construction cost: \$10,500 first-quarter operating cost: \$7,132. Format: Country. Applicant is owned by Randal J. Taylor (\$2.83%), T. Dee Tranter and 19 others. It also owns KURA(AM) Moab.

### FM actions

■ Winslow, Ariz.—KWVS Investors granted 95.1 mhz., 66.6 kw, HAAT: 102 ft. Address: Ste. 1830, First Nat'l. Bank Plaza, Phoenix 85003. Estimated construction cost: \$75,499; first quarter operating cost \$14,250; Format: MOR. Principals: Auburn Gerald Van Syoc II and Harold Webster Wales, each 50%. Van Syoc is president of Interface Communications Corp./Pro

Mark Enterprises and Wales is partner in law firm, both in Phoenix. They have no other broadcast interests. Action Jan. 13 (BPH-790810AD).

■ Ava, Ill.—Harold L. Lowder granted 103.9 mhz., 3 kw, HAAT: 300 ft. Address: Rt. 4, Box 176 Murphysboro, Ill. 62966. Estimated construction cost: \$108,147; first quarter operating cost: \$150,984. Format: Variety. Principal: Lowder owns coal transportation facility in Gorham, Ill. He has no other broadcast interests. (BPH 800225AS). Action Jan. 9.

■ Caldwell, Ind.—Dismissed application for CP for new FM station (BPH-800616AD). Action Dec. 24, 1980.

■ McCook, Neb.—Jerrell Kautz granted 103.1 mhz., 3 kw, HAAT: 158 ft. Address: 1015 Fifth Ave., North Holdrege, Neb. 68949. Estimated construction cost lease; first quarter operating cost \$1,350; revenue \$45,000. Format: Pop. Principal: Kautz is employed with NTV Network, Kearny, Neb., licensee of KHGI-TV Kearney. He has no other broadcast interests. (BPH-800602AA). Action Jan. 13.

■ \*Washburn, Wis.—Washburn Public Schools granted 90.5 mhz., .1 kw, HAAT: 251 ft. Address: 310 W. Fifth St. Washburn 54891. Estimated construction cost: \$7,700; first year operating cost: \$500; revenue: \$23,500. Format: Educational. Principal: Public educational institution. Eunice Schwenzler is president of Washburn school district. (BPED-800324AN). Action Jan. 9.

■ Monahans, Tex.—Texas Wireless Inc. granted 102.1 mhz., 100 kw, HAAT: 706 ft. Address: 9615 Kilrenny Dr., Spring Tex. 77379. Estimated construction cost \$232,797; first quarter operating cost \$17,500; first year revenue \$65,000. Format: C&W. Principals: Bruce Nelson Stratton (50%) and Lad J. Macha (50%). Nelson is disc jockey for KENR(AM) Houston. Macha is disc jockey for KIKK(AM) Houston. Neither have any other broadcast interests. (BPH-800602AA). Action Jan. 13.

### AM licenses

■ The following station was granted license: WKVL Clarksville, Tenn. (BL791227AK). Action Jan. 9.

## Ownership Changes

### AM applications

■ WQQT(AM) Savannah, Ga. (1450 khz; 1 kw-D, 250 w-N)—Seeks transfer of assignment of license from WQQT Inc. to Kar-Whel Enterprises Inc. for \$500,000. Seller is owned by Robert A. Powers (51%), Leonard A. Morton (39%) and John W. Collins (10%). They have no other broadcast interests. Buyer is owned by Dale L. Karacostas, Hugh J. Wheeler and James H. Nettles, each one third. Karacostas and Wheeler jointly own WDGL(AM) Douglasville, Ga. Nettles is Savannah businessman with interests in steel fabrication and heavy equipment rental. He has no other broadcast interest. Ann. Jan. 5.

■ WMYQ-AM-FM Newton, Miss. (AM: 1410 khz; 500 w-D; FM: 106.3 mhz; 3 kw)—Seeks assignment of license from William H. Webb, receiver, to Robert L. Tatum for \$283,634. Webb, as receiver, was instructed by Chancery Court of Newton County to sell station to satisfy creditors of Destiny Broadcasting, which holds license. Tatum, principal debtor of station, owned station 1972 to 1977. He has no other broadcast interests. Ann. Jan. 5.

■ KFTN(AM) Provo, Utah (1490 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Stallion Music Inc. to Mountain States Broadcasting Corporation of Utah for \$360,000. Seller is owned by James W. Anderson III (85%), country music recording artist (MCA Records) and Dean Booth (15%). Anderson owns minority interest (25%) in buyer. Booth has no other broadcast interest. In addition to Anderson, buyer is owned by L. Dan Lacey III (75%). Lacey is applicant for new FM in Durango, Colo. Ann. Jan. 5.

## AM actions

- **WNAG(AM)** Grenada, Miss. (AM: 1400 khz, 1 kw-D, 250 w-N)—granted assignment of license from Grenada Broadcasting Co. to Chatterbox Inc. for \$300,000. Seller: Birney Imes Jr., who also owns **WROX(AM)** Clarksdale, 97.4% of **WCBI(AM)** and 25% of **WCBI-TV** Columbus, all Mississippi. He is also 60% owner of Commercial Dispatch Publishing Co.—Columbus daily newspaper publisher—which owns **KDUB-TV** Dubuque, Iowa and 85% of **WBOY-TV** Clarksburg, W.Va. Buyer: Robert E. Evans and wife, Dorothy (50% each). They own **WQXB(FM)** Grenada. Action Jan. 7.
- **KWYQ(AM)-KLWD(FM)** Sheridan, Wyo. (AM: 1410 khz, 5 kw-D, 500 w-N; FM: 96.5 mhz, 25 kw)—Granted assignment of license from Big Horn Communications Corp. to Community Media Inc. for \$937,500. Seller: William R. Sims who owns 51% each of **KVSF(AM)** Santa Fe, N.M.; **KUGR(AM)** Green River, Wyo., and **KSAA(FM)** Casa Grande, Ariz. Buyer: David F. Palmerlee, Senator Malcolm Wallop (R-Wyo.) and Stan Huckaby (one third each). Palmerlee is Sheridan attorney. Wallop, who assumed office in 1977, also owns ranch in Sheridan. Huckaby is Washington political financial consultant. They have no other broadcast interests. Action Jan. 7.

## FM actions.

- **KBLE(FM)** Seattle (FM: 93.3 mhz, 100 kw)—granted transfer of control of **KBLE(FM)** Inc. from shareholders (100% before; none after) to First Media of Washington Inc. (none before; 100% after). Consideration: \$3.4 million. Principals: George A. Wilson and Lamar N. Ostrander Family Trust (50% each). They also own **KASA(AM)** Phoenix, Ariz.; **KMLE(FM)** Chandler, Ariz.; **KBLE(AM)** Seattle, and **KARI(AM)** Blaine, Wash. Buyer: First Media Corp. (100%) which is owned by Richard E. Marriott and family. He is vice president of Marriott Corp., publicly held world wide hotel and restaurant chain. They also own **WPGC-AM-FM** Morningside, Md., **KAYK-AM-FM** Provo, Utah, **KOPA-AM-FM** Scottsdale, Ariz., **KFMK-FM** Houston and **WZGC(AM)** Atlanta. Action Jan. 13.

## Facilities Changes

## AM applications

- **WABB(AM)** Mobile, Ala.—Seeks construction permit to change freq. from 1480 khz to 1160 khz increase power from 5 kw to 10 kw-D; decrease power to 1 kw-N; change SL: 1551 Springhill, Mobile Alabama and make changes in ant. sys. Ann. Jan. 12.
- **WMRO(AM)** Aurora, Ill.—Seeks mod. of CP to change freq. from 1280 khz to 1200 khz; increase D power from 2.5 kw to 10 kw; increase N power from 500 to 1 kw., change TL to Mill Road .22 Miles off state route 31. Ann. Jan. 12.
- **WFKN(AM)** Franklin, Ky.—Seeks CP to increase power from 250 w to 1 kw. Ann. Jan. 12.
- **WKCM(AM)** Hanesville, Ky.—Seeks CP to change hours of operation to U by adding N service with 1 kw, DA-N; change freq. from 1140 khz to 1160 khz and make changes in ant. sys. Ann. Jan. 12.
- **WLIB(AM)** New York, NY.—Seeks CP to change hours of operation to U by adding N service with 10 kw; change freq. from 1190 khz to 1200 khz and make changes in ant. sys. Ann. Jan. 12.
- **WJJQ(AM)** Tamahawk, Wis.—Seeks CP to change hours of operation to U by adding 1 kw-N service and change freq. from 810 khz to 640 khz and make changes in ant. sys. Ann. Jan. 12.

## FM applications

- **KSFH(FM)** Mountain View, Calif.—Seeks CP to change freq. to 87.9 mhz. Ann. Jan. 12.
- **WOKD(FM)** Arcadia, Fla.—Seeks CP to increase HAAT: 296.59 H&V. Ann. Jan. 12.
- **WCIE(FM)** Lakeland, Fla.—Seeks CP to change freq. to 91.1 mhz; change TL to 2.7 miles West of S.R. 35-A on Griffin Knight Station Rd. near Kathleen, Florida; increase ERP to 100 kw H&V. Ann. Jan. 12.
- **WRBB(FM)** Boston, Mass.—Seeks CP to change freq. to 104.9 mhz. change TL to 50 Leon St., Boston, Mass., change to .185 kw; and make changes in ant. sys. Ann. Jan. 12.
- **KMHD(FM)** Gresham, Ore.—Seeks mod. of CP to

change freq. to 89.1 mhz, and increase ERP to 50 kw H&V. Ann. Jan. 12.

- **KRRC(FM)** Portland, Ore.—Seeks CP to change freq. to 107.5 mhz. and change ERP to .0077 kw H&V; HAAT to minus 50.4' H&V, also changes in trans. and ant. sys. Ann. Jan. 12.
- **WTIJ(FM)** Bellows Falls, Vt.—Seeks mod. of CP to change TL to Mt. Kingsbury, Acworth, N.H. and change ERP to .820kw H&V and make changes in ant. sys. Ann. Jan. 12.
- **WPUV(FM)** Bellows Falls, Vt.—Seeks CP to change TL and SL; also change ERP to .180 kw H&V; HAAT to 1212.3' H&V, change type of trans. and make changes in ant. sys. Ann. Jan. 12.

## AM actions

- **KXEX(AM)** Fresno, Calif.—Granted mod. of CP to make changes in ant. sys.; change TL to Marks Avenue approximately 1150 ft. S. of Church Street, near Fresno, Calif.; and change type trans., conditions (BMP-800813AQ). Action Jan. 7.
- **WSDR(AM)** Sterling, Ill.—Dismissed applications for CP to make changes in ant. sys. (BP-20,953). Action Jan. 8.
- **WBME(AM)** Belfast, Me., Granted CP to change hours of operation to U by adding N service with 250 w; increase D power to 1 kw; conditions (BP-800619AF). Action Jan. 8.
- **KFOR(AM)** Lincoln, Neb. Dismissed application for CP to increase N radiation efficiency (BP-20,978). Action Jan. 8.
- **KENR(AM)** Houston, Tex.—Granted CP to make changes in ant. sys.; conditions (BP-800206AD). Action Jan. 7.
- **KCCR(AM)** Pierre, S.D.—Granted CP to change TL to Issac Walton Road, Pierre, S.D.; conditions (BP-801022AF). Action Jan. 13.
- **KIXX(AM)** Provo, Ut.—Dismissed application for request waiver of Section 73.1201(b)(2) of the Rules to identify as Provo-Orem, Utah. Action Jan. 9.

## FM actions

- **\*KLRE(FM)** Little Rock, Ark.—Granted request for SCA on subcarrier frequency of 67 khz (BSCA-801212A1). Action Jan. 9.
- **KXTC(FM)** Glendale, Ariz.—Granted CP to increase ant. height 880 ft. (H&V); change TL to Top of Shaw Butte, Phoenix, Ariz., and make changes in ant. sys. (BPH-800512AA). Action Jan. 9.
- **\*KKUP(FM)** Cupertino, Calif.—Granted CP to increase ERP .042 kw (H&V), ant. height 2270 ft. (H&V) and make changes in ant. sys. change type trans. and ant. change from Class "D" to Class "A" (BPED-791121AC). Action Jan. 9.
- **\*KPCF(FM)** Pasadena, Calif.—Granted CP to increase ERP 30 kw (H&V), ant. height 670 ft. (H&V); change TL to Flint Peak, South Chevy Chase Dr., and Linda Vista Streets, Glen Dale, Calif. (BPED-800201AK). Action Jan. 9.
- **\*KMSA(FM)** Grand Junction, Colo.—Granted CP to increase ERP 500 w (H&V), ant. height —382 ft. (H&V) (BPED-791226BD). Action Jan. 9.

■ **KYNR(FM)**, Pueblo, Colo.—Granted request for SCA on a subcarrier freq. of 67 khz (BSCA-800812AE). Action Jan. 9.

- **WWBA(FM)** St. Petersburg, Fla.—Granted request to identify as **WWBA(FM)**. Action Jan. 2.
- **WEAS(FM)** Savannah, Ga.—Granted request for SCA on a subcarrier freq. of 67 khz (BSCA-801212AH). Action Jan. 9.
- **WGLO(FM)** Pekin, Ill.—Granted CP to change TL to High Point Road, E. Peoria, Ill., ant. sys. (increase height), ERP .560 kw (H&V), antenna height 640 ft. (H&V) (BPH-110977). Action Jan. 9.
- **KJHK(FM)** Lawrence, Kan.—Granted CP to increase ERP to 100 w (H&V); antenna height 275 ft. (H&V) (BPED-791226AX). Action Jan. 9.
- **\*KSDB(FM)** Manhattan, Kan.—Granted CP to increase ERP 105 w (H&V), antenna height —38 ft. (H&V) (BPed-791226DH). Action Jan. 13.
- **\*KOVF(FM)** Kearney, Neb.—Granted CP to increase ERP 1 kw (H&V), antenna height 120 ft. (H&V) (BPED-791226BZ). Action Jan. 13.
- **WVNJ-FM** Newark, N.J.—Granted CP to make changes in ant. sys.; change type trans. and ant., increase ERP 28 kw (H), 27 kw (H); decrease ant. height 670 ft. (H&V); conditions (BPH-801105AE). Action Jan. 7.
- **KOZZ(FM)** Reno, NV.—Granted mod of CP to decrease ERP to 75 kw (H&V); increase ant. height 2180 ft. (H&V); and change TPO (BMPH-801028AO). Action Jan. 7.
- **KDDC(FM)**, Denton, Tex.—Granted request for waiver to identify as Denton-Dallas, Tex. Action Jan. 2.
- **WENA(AM)** Penuelas, P.R.—Granted CP to increase power to 1 kw; install new trans. conditions (BP-790514AA). Action Jan. 7.
- **WUSW(FM)** Lebanon, Tenn.—Granted request for SCA on a subcarrier freq. of 67 khz. (BSCA-801031AJ) Action Jan. 7.

## TV actions

- **KCBA(TV)** Salinas, Calif.—Granted CP to change SL to Sherwood Dr. at E. Carneros, Salinas, and operate trans. by RC. Action Dec. 9, 1980.
- **WESH-TV** Daytona Beach, Fla.—CP granted to operate main and aux. trans. by RC from 1501 Minnesota Ave., Winter Park, Fla. Action Dec. 3, 1980.
- **KNBN(TV)** Atlanta—Application granted to operate trans. by RC from 3333 Harry Hines Blvd., Dallas, Tex. Action Dec. 9, 1980.
- **WKHA(TV)** Hazard, Ky.—CP to change type of trans. Action Dec. 8, 1980.
- **WKPI(TV)** Pikesville, Ky.—CP to change type of trans. Action Dec. 8, 1980.
- **WNEM(TV)** Bay City, Mich.—CP to operate trans. by RC from 107 N. Franklin St., Saginaw, Mich. Action Dec. 11, 1980.
- **WKAR(TV)** East Lansing, Mich.—CP to operate trans. by RC from 600 Kalamazoo St., East Lansing,

## Summary of broadcasting

### FCC tabulations as of Nov. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,572	3	0	4,575	119	4,694
Commercial FM	3,267	2	3	3,272	137	3,409
Educational FM	1,085		1	1,086	72	1,158
Total Radio	8,824	5	4	8,833	328	9,261
Commercial TV						
VHF	517	1	0	519	10	528
UHF	233	0	0	233	92	325
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,006	4	9	1,019	123	1,122
FM Translators	344	0	0	344	179	523
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1,860

\*Special temporary authorization

\*\*Includes off-air licenses

Mich. Action Dec. 3, 1980.

■ KEYC(TV) Mankato, Minn.—CP to change SL to 1570 Lookout Dr. and operate trans. by RC from SL. Action Dec. 11, 1980.

■ WABC(TV) New York, N.Y.—CP to change SL to 7 Lincoln Sq., New York City and operate trans. by RC from SL. Action Dec. 10, 1980.

■ KFME(TV) Fargo, N.D.—CP to operate trans. by RC from 4500 South University Drive, Fargo, N.D. Action Dec. 3, 1980.

■ WBNS(TV) Columbus, Ohio—CP to extend completion date of mod. (BPCT-5081) to 6/9/81. Action Dec. 9, 1980.

■ WSFJ(TV) Newark, Ohio—CP to change SL to 8869 National Rd., S.W., Pataskala, Ohio, and operate trans. by RC from SL. Action Dec. 5, 1980.

■ K56BE(TV) La Grande, Ore.—CP to increase power output to 100 w. Action Dec. 10, 1980.

■ KSYS(TV) Medford, Ore.—CP to extend completion date to 6/5/81. Action Dec. 5, 1980.

■ KFDA(TV) Amarillo, Tex.—CP granted for changes: ERP vis. 302 kw 316 kw (M), aur. 30.2 kw; HAAT: 1530 ft.; TL: 37-17-34 101-50-42. Action Dec. 12, 1980.

■ KTRK(TV) Houston—CP granted to change vis. ERP to 224 kw (H&V) and 316 kw (M); aur. to 22.4 kw (H&V); HAAT to 1930 ft.; TL to 29-34-27 and 95-29-37. Action Dec. 12, 1980.

### In Contest

■ Beaufort County Broadcasting and Barnacle Broadcasting Ltd. for new FM station on 104.9 mhz at Beaufort and Port Royal, S.C., to determine whether Beaufort County Broadcasting has failed to comply with Rule 1.65 by not reporting an adverse determination by the FAA as to its proposed tower and, if so, the effect of such noncompliance on the applicant's comparative qualifications; which proposals would best provide fair, efficient and equitable distribution of radio

service, in the event it is concluded that a choice between the applications should not be based solely on considerations relating to Section 307(b), which of the proposals better serve public interest and which applications should be granted (BC Doc. 80-775-76). Action Dec. 31, 1980.

■ Communications Properties Inc., and Red River Limited Partnership for new FM station on 101.9 mhz at Fargo, N.D., to determine Communications Properties' ascertainment efforts; whether Red River is financially qualified, which proposals would better serve the public interest; and which, applications should be granted (BC Doc. 80-772-73). Action Dec. 22, 1980.

■ The School Board of Broward County, Florida and Boca Raton Christian School for new educational FM station on 88.5 mhz at Sunrise and Boca Raton, Fla., to determine number of other reserved channel noncommercial educational FM services available in proposed service area of each applicant, and area and population served thereby; whether Boca Raton is financially qualified, whether a share-time arrangement between applicants would result in most effective use of channel and thus better serve public interest, and the terms and conditions thereof; which proposals would better provide fair, efficient and equitable distribution of radio service in event it is concluded that a choice between applications should not be based solely on considerations relating to Section 307(b), the extent to which each of the proposed operations will be integrated into the overall educational operation and objectives of the respective applicants; or whether other factors in the record demonstrate that one applicant will provide superior FM educational broadcast service; and which applications should be granted (BC Doc. 80-777-78). Action Dec. 31, 1980.

■ Contemporary Television Broadcasting Inc., Florida Broadcasting Ministry Inc., 39 Broadcasting Company and Sun Belt Broadcasting Inc. for a new television station to operate on Channel 39 at Miami, Fla., to determine Contemporary Television's and Sun Belt's ascertainment efforts; whether Florida Broadcasting and 39 Broadcasting are financially qualified; which of proposals would, on a comparative basis, best serve public interest and which applications should be granted (BC Doc. 80-768-71). Action Dec. 17, 1980.

### Translators

#### Applications

■ Orangeville, Utah—Emery County seeks CP for new UHF translator on ch. 57 (TPO: 100 w, HAAT: 30— to rebroadcast directly KSTU(TV) Salt Lake City. Ann. Jan. 12.

#### Actions

■ K16AC Akron, Colo.—Board of Washington City Commissioners granted CP for new UHF translator on ch. 16 to rebroadcast signal of KOA(TV) Denver. Action Nov. 28, 1980.

■ K20AE Akron, Colo.—Bd. of Washington City Commissioners granted CP for new UHF translator on ch. 20 to rebroadcast signal of KRMA(TV) Denver. Action Nov. 28, 1980.

■ K14AE Akron, Colo.—Board of Washington City Commissioners granted CP for new UHF translator on ch. 14 to rebroadcast signal of KWGN(TV) Anton. Action Nov. 28, 1980.

■ K18AE Anton, Colo.—Board of Washington City Commissioners granted CP for new UHF translator on ch. 18 to rebroadcast signal of KBTV(TV) Denver. Action Oct. 31, 1980.

■ W61AN Neward & Brookside, Del.—Francis J. Tafelski granted CP for new UHF translator on ch. 61 to rebroadcast signal from WGCB(TV) Red Lion, Pa. Action Nov. 28, 1980.

■ K27AF Las Vegas—Las Tres Campanas Television granted CP for new UHF translator on ch. 27 to rebroadcast signal of KWEX(TV) San Antonio. Action Nov. 28, 1980.

■ K02KS Ryndon & Star Valley, Nev.—Elko Television District granted CP for new VHF translator on ch. 2 to rebroadcast signal of KOLO(TV) Reno, Nev. Action Nov. 28, 1980.

### Allocations

#### Actions

■ Rohnert Park and Sebastopol, Calif.—assigned 104.9 mhz to Rohnert Park at the request of Julh-White Broadcast (BC Doc. 80-119). Effective Feb. 9.

■ Eagle, Colo.—In response to petition by Gloria and George Jones, assigned 101.5 mhz to Eagle as its first FM assignment, effective Feb. 9 (BC Doc. 80-158). Action Dec. 9, 1980.

■ Defiance and Archbold, Ohio—Assigned 98.1 mhz to Defiance as its first FM assignment and reassigned 95.9 mhz from Defiance to Archbold, Ohio, effective Feb. 9. (BC Doc. 80-120). Action Dec. 9, 1980.

■ Poughkeepsie, N.Y.—Assigned 92.1 mhz to Pughkeepsie as its third FM assignment, (BC Doc. 80-94). Effective Feb. 9.

■ Kerrville, Tex.—In response to Hubbard Broadcasting Inc., proposed assigning ch. 35 to Kerrville as its first TV assignment, comments due Feb. 9, replies Mar. 2 (BC Doc. 80-759). action Dec. 9, 1980.

■ Manchester, Vt.—In response to petition by Northshire Communications Inc., assigned 102.7 mhz to Manchester as its first FM assignment, effective Feb. 9 (BC Doc. 80-147). Action Dec. 9, 1980.

### Cable

■ The following cable registrations have been received:

■ Cleveland Area TV Inc. for Parma, Parma Heights, Rocky River, Seven Hills, all Ohio (OH0271, 306, 305, 33) add signal.

■ Landmark Cablevision Assoc. for Levelland, Tex. (TX0070) add signal.

■ Audubon Electronics Inc. for Easthampton and Mt. Holly, N.J. (NJ0416, 356) add signal.

■ P J Cable Company Inc. for Minford, Rush, Morgan, Clay, Jefferson, Valley, all Ohio (OH0589, 630, 31, 38, 37) add signal.

■ Community Communications Company for Monte

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Vista, Co. (CO0099) add signal.

■ Teleprompter of Virginia Inc. for Harman, Maxie, both Va. (VA0091, 90) add signal.

■ Multimedia Cablevision Inc. for Tinker AFB, Valley Brook, Michols Hills, Yukon, Bethany, Del City, El Reno, Edmond, Warr Acres, Guthrie, all Okla. (OK0172, 179, 171, 115, 170, 154, 085, 138, 094) add signal.

■ Midcontinent Cable System Co. for Valentine, Neb. (NE0048) add signal.

■ Community Tele Communications Inc. for Carlsbad, N.M. (NM0002, 0066) add signals.

■ G-F Cable TV Inc. for Ruthville, N.D. and East Grand Forks, Minn. (ND0042, MN0047) add signal.

■ Athena Communications Corp. for Pineville and Four Mile, Ky. (KY0164, 199) add signal.

■ Teleprompter Corp. for Liberal, Kan. (KS0054) add signal.

■ Warner Amex Cable Communications Inc. for Oak Creek Canyon, Ariz. (AZ0016) add signal.

■ TRIBUNE Publishing Co. for East Pierce, Federal Way, Fort Lewis, Steilacoom, Gig Harbor, Peninsula, Sumner, Puyallup, Tacoma, Fife, Fircrest, Milton, West Pierce, all Wash. (WA182, 1, 256, 45, 27, 183, 050, 049, 262, 040, 41, 43, 180) add signal.

■ Tulsa Cable Television Inc. for Tulsa, Broken Arrow, Sand Springs, all Okla. (OK0065, 61, 64) add signal.

■ Bartlesville Video Inc. for Dewey and Bartlesville, Okla. (OK0062, 63) add signal.

■ Com-West Inc. for Muskogee, Okla. (OK0071, 160) add signal.

■ Nemont Cablevision Inc. for Scobey, Mont. (MT0087) add signal.

■ Sun Cablevision Co. for Newberry, Pentland, McMillan, all Minn. (MI0127, 164, 297) add signal.

■ Community TCI of Kansas Inc. for Lansing, Kan. (KS0260) new system.

■ Madison Cablevision Inc. for McColl and Bennettsville, both S.C. (SC0022) add signal.

■ Athena Communications Corp. for Tinsley, Ky. (KY0205) add signal.

■ Concord Cable Communication Co. Inc. for Concord, Tenn. (TN0184) new system.

■ Telcom Cablevision Inc. for Sycamore Hills, Mo. (MO0246) new system.

■ Service Electric Cable Inc. for Union, Pa. (PA1926) new system.

■ Genesee County Video Corp. for Alexander, Elba, Leroy, all N.Y. (NY0894, 895, 896, 97) new system.

■ Central Bucks Associates for Upper Merion, Pa. (PA1927) new system.

■ Belen Cablevision Inc. for Belen, N.M. (NM0092) new system.

■ Jacobson Normand Robert for Sundance, Wyo. (WY0101) new system.

■ Green Cove Springs Cablevision Co. Inc. for Green Cove Springs, Fla. (FL0509) new system.

■ Space Cable of Strongsville Ltd. for Strongsville, Ohio (OH0841) new system.

■ Miami Valley Cable Inc. for Middletown, Lemon, Franklin, Hamilton, Fairfield, St. Clair, all Ohio. (OH0249, 409, 252, 379, 251, 250, 634, 633) add signal.

■ Burwell Cable TV Inc. for Burwell, Neb. (NE0073) new system.

## Satellites

### Applications

■ Mickelson Media Inc. for Hutchinson, Minn. (5m; S-A; E2812).

■ Advocate Communications Inc. for Coral Springs, Fla. (7m; S-A; E2843).

■ American Television and Communications Corp. for Neosha, Kan. (5m; AFC; E2844).

■ Amvideo Cable Corp. for North Bergen, N.J. (4.3m; AFC; E2845).

■ Fitchburg Cable Communications Group for Madison, Wis. (4.6m; S-S; E2846).

■ Niall Communications Group for Belmont, Wis. (4.6m; S-A; E2847).

■ Graceba Total Communications Inc. for Ashford, Ala. (5m; S-A; E2848).

■ Theta Cable of California for Santa Monica (4.5m; Andrews and 6.1 Hughes; E2849).

■ Brandywine Cablevision Inc. for Toughkenamon, Pa. (5m; AFC; E2852).

■ Cablevision for Mokena, Ill. (5m; Microdyne; E2851).

■ Hi-Net Communications Inc. for Suffern, N.Y. (5m; AFC; E2853).

■ Hi-Net Communications Inc. for Houston (5m; AFC; E2854).

■ Hi-Net Communications Inc. for Des Moines (5m; AFC; E2855).

■ Hi-Net Communications Inc. for Sioux Falls (5m; AFC; E2856).

■ Hi-Net Communications Inc. for Topeka, Kan. (5m; S-A; E2857).

■ Sky Link Associates for Las Vegas, Calif. (5m; S-A; E2858).

■ Warner Amex Cable Communications Inc. for Farmers Branch, Tex. (6m; Hughes; E2821).

■ Videostar Connection Inc. for Atlanta, Ga. (4.6m; S-A; E2822).

■ Warner Cable Corp. of Pittsburgh for Pittsburgh (5m; S-A; E2823).

■ Wold Communications Inc. for Fairfax Station, Va. (11m; Harris; E2824).

■ C&R Cable System Inc. for Shadyside, Ohio. (5m; RF; E2825).

■ H.S. Anderson Co. for Trona, Calif. (5.6m; GCC; E2826).

■ Century Center Communications for Honolulu (5m; S-A; E2827).

■ South Baldwin Cablevision for Gulf Shores, Ala. (5m; S-A; E2829).

■ South Baldwin Cablevision for Gulf Shores, Ala. (5m; S-A; E2829).

■ South Baldwin Cablevision for Gulf Shores, Ala. (5m; S-A; E2829).

■ Hi-Net Communications Inc. for Atlanta (5m; AFC; E2830).

■ Hi-Net Communications Inc. for San Jose, Calif. (5m; AFC; E2831).

■ Hi-Net Communications Inc. for Milwaukee (5m; AFC; E2832).

■ Hi-Net Communications Inc. for Dallas-Ft. Worth (5m; AFC; E2833).

■ Hi-Net Communications Inc. for Cape Girardeau, Mo. (5m; AFC; E2834).

■ Hi-Net Communications Inc. for Orange, Tex. (5m; AFC; E2835).

■ Hi-Net Communications Inc. for Orange, Tex. (5m; AFC; E2835).

■ Hi-Net Communications Inc. for Atlanta (5m; AFC; E2836).

■ Hutchinson Community College for Hutchinson, Kan. (4.5m; Rockwell; E2837).

■ Community Communications Research Inc. for Baltimore. (5m; Anixter-Mark; E2838).

■ Satellite Business Systems for Phoenix. (5.5m; Hughes; E2839).

■ Cable TV of Hernada for Hernada, Miss. (5m; FWT; E2840).

■ Cablevision of Lucedale for Lucedale, Miss. (5m; FWT; E2841).

■ Fall City Cable TV Inc. for Fall City, Wash. (4.6m; S-A; E2842).

■ Cablevision of Lucedale for Lucedale, Miss. (5m; FWT; E2841).

■ Fall City Cable TV Inc. for Fall City, Wash. (4.6m; S-A; E2842).

■ Cablevision of Lucedale for Lucedale, Miss. (5m; FWT; E2841).

■ Cable TV of Hernada for Hernada, Miss. (5m; FWT; E2840).

■ Cablevision of Lucedale for Lucedale, Miss. (5m; FWT; E2841).

■ Fall City Cable TV Inc. for Fall City, Wash. (4.6m; S-A; E2842).

■ Fall City Cable TV Inc. for Fall City, Wash. (4.6m; S-A; E2842).

■ Continuing Objectives Inc. for Eccles, W.Va. (4.6m; S-A; E2859).

■ Cylix Communications Network Inc. for Lafayette, Calif. (4.6 m; S-A; E2861).

■ Continuing Objectives Inc. for Fairdale, W.Va. (4.6m; S-A; E2860).

■ Cylix Communications Network Inc. for Seattle (4.6m; S-A; E2862).

■ Cylix Communications Network for St. Louis (4.6m; S-A; E2863).

■ Cablevision Associates V for Albia, Iowa (4.6m; S-A; E28564).

■ Cablevision Associates V for Sac City, Iowa (4.6m; S-A; E2865).

■ Cablevision Associates V for Takio, Mo. (4.6m; S-A; E2866).

■ Hi-Net Communications Inc. for Annapolis, Md. (5m; AFC; E2867).

■ Cablevision Associates V for Denison, Iowa (4.6m; S-A; E2868).

■ Sierra Communications Systems Inc. for Smartsville, Calif. (5m; AFC; E2869).

■ Derry Decatur TV Line Inc. for Mifflinburg, Pa. (4.6m; S-A; E2870).

■ Kankakee TV Cable Co. for Kankakee, Ill. (10m; Andrews; WD42).

### Grants

■ Satellite Business Systems, San Francisco—E2550.

■ Satellite Business Systems, Hartford, Conn.—E2551.

■ Satellite Business Systems, Atlanta—E2581.

■ Satellite Business Systems, Chicago—E2552.

■ Satellite Business Systems, Baltimore—E2582.

■ Satellite Business Systems, Houston—E2583.

■ U.S. Satellite Corp. Inc., Salt Lake City—E2595.

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### HELP WANTED MANAGEMENT

**Can you do it?** Prove it and make yourself eligible for a new sales managers position with our young aggressive chain of stations. New AOR FM formatted station with state of the art equipment. Programming and promotional budget top shelf. All sales tools and beautiful compensation package will be given to person chosen to lead new sales staff. Send resume and salary requirements first letter. Box A-51.

**Take charge Sales Manager** needed for major Southeast station. Excellent opportunity for well experienced sales management expert. Excellent base, incentives and fringe benefits. Send complete resume immediately. EOE. Box A-63.

**General Manager** for dynamic Spanish language station in major western city. Must be strong in both selling and administration. Send resume to Western Radio Recruiters, 2425 Alamo S.E., Albuquerque, NM 87106.

**AM-FM GM opening.** Good opportunity for general manager to operate an AM-FM combination in a significant midwestern market. Good background in Sales preferred. Previous top management experience a plus but not essential. Good pay and excellent opportunity for advancement with growing broadcasting company. An equal opportunity employer. M/F. Send full resume to Box A-78.

**Sales Managers:** Dissatisfied with life in big markets, but want to keep big challenges and big money. We're extremely successful people-oriented AM-FM with strong 10-person sales staff in burgeoning market. New leadership needed to develop sales people to their fullest. Must be experienced, enthusiastic, highly ethical, skilled in teaching, and learned in all aspects of creative professional selling. Resumes to Jim TerLouw, KQIL-KQIX, Box 340, Grand Junction, CO 81502. E.O.E.

**Religious Radio General Manager** needed immediately for top twenty market in lower midwest, experience in local commercial sales. Managing sales force a must. We are the largest inspirational chain in the country. This is a once in a lifetime opportunity. Contact Dick Marsh, Vice-President Universal Broadcasting at 3844 East Foothills Boulevard, Pasadena, CA 91107 213-577-1244. I will be at the NRB convention. Universal is an Equal Opportunity Employer.

**General Manager**—Corporate promotion creates an opening at Northwest AM/FM group operation for sales oriented G.M. with prior track record. Excellent opportunity with a growing broadcast/entertainment company. No calls. Resume in confidence to: Cliff Hunter, SRO, P.O. Box 1723, Bellevue, WA 98009.

**Manager, qualified;** versatile; experienced in sales, announcing, board operation, public relations. Small market east. EOE. Box A-167.

**Station manager**—small market AM/FM eastern North Carolina. Strong background sales. EOE. Send resume to Box A-169.

### HELP WANTED SALES

**Michigan resort area** powerhouse needs three additional salespeople, each capable of billing over \$150,000 per year. Great opportunity to grow with established market leader. EOE Respond immediately to Box P-173.

**Small market Arkansas station** needs Sales Manager with RAB, Welch, or Jennings training. Must be experienced and able to lead present staff. Prefer middle age family person, with southern background, willing to be community involved. Position could lead to Manager-Sales Manager with buy in opportunity. Based on performance, first year's salary should be between 28 and 32 thousand. Box A-77.

**We're Expanding!!** Rare opening for two super qualified local radio salespeople. Must be experienced and a true self-starter. Station located in one of the fastest growing cities in Arizona, just an hour from Tucson. If you're ready to make the move to the sun belt, send resume to Bob Boysen, Sales Manager, KSWA-AM Radio, P.O. Box 2050, Sierra Vista, AZ 85635. No phone calls please. EOE M/F

**Retail Sales Professionals.** Sell AM or FM in Southern California's fastest growing market. Good base. 20% Benefits. Fabulous living conditions. Desire to manage expected. E.O.E. Contact: David Rickman, KOWN AM/FM, P.O.B. 398, Escondido, CA 92025. 714-745-8511. Do it now!

**Strong medium market AM/FM combination** seeks a creative, problem solving sales person on the way up. Good selling and writing skills a must. Recent college grad with commercial selling experience and/or one to two years small market experience desired. Write or call Sales Manager, WYFE/WKKN, 1901 Reid-farm Road, Rockford, IL 61111 EOE.

**Experienced Salesperson** needed for new FM station in Southern New Mexico. 20% commission, warm weather, good working conditions. Call 505-434-1414.

**Southeastern major market station** looking for powerful national sales manager. Needs to work well with station rep. and to be able to develop outside national sales dollars as well. Good opportunity for right person. Box A-105.

**Expanding Group Wants top sales people,** You should have a track record that averaged minimum sales of \$15,000 per month and you are capable of more. We are an expanding group broadcaster with stations currently in Amarillo and San Angelo, TX and Colorado Springs, Co. We offer top commissions, benefits and management opportunity. If you qualify, please don't call, but send complete resume and earnings history to: Wiskes/Abaris Communications, Suite 508, 600 W.Van Buren, Chicago, IL 60607.

**Growing Broadcast group** looking for experienced sales people for east Tennessee fulltime AM/FM operation. Immediate openings due to facility expansion. Opportunity for advancement limited only by your ability to produce. Draw against commission/ company benefits. EOE. Send complete qualifications, references, and salary requirements to Box A-119.

**Experienced Radio Salesperson,** good draw, expenses and Commission based on sales, in Charlottesville, Va. Resume to: General Sales Manager, P.O. Box 1230, Charlottesville, VA 22902. EOE.

**Street Salesperson**—Immediate opening for an experienced, aggressive person. 1000 Watt station in the beautiful Golden Isles of Georgia. Base plus commission. Please send resume to WMOG P.O. Box 100 Brunswick, GA 31521 or call William Powley 912-265-5980. EEO.

**KROK (FM 94), Shreveport, LA** is looking for two people to join our growing staff. Must be personable, ambitious, able to provide own transportation, and have minimum two years experience in radio sales. Mail resume to Gene Dickerson, General Manager, P.O. Box 31130, Shreveport, LA 71130. Equal opportunity employer.

**Opening in sunny south** Georgia for self starter. Valdosta's leading country station is looking to give established account list to salesperson with on air ability, too. Salary plus commission and fringes. Send tape and resume to: WJEM P.O. Box 368, Valdosta, GA 31601.

**WSDR wants two of you.** We gross one million dollars in a rural Illinois market. We know we can do much more with two additional advertising specialists. You must be good. CRMC's preferred. Send complete information to: Don Oberbillig, Local Sales Manager, WSDR Radio, P.O. Box 399, Sterling, IL 61081. E.O.E.

**California** Outstanding adult MOR in beautiful growth market has opening for local sales pro. \$1300 per month versus 20 per cent. EOE/M/F Resume to Sales, Greentree Group, Box 68, Moraga, CA 94556.

**Sales Pro.** ... We are a one year old company, with three stations, owned and managed by broadcast professionals with major market and group experience. Our goal is to grow rapidly into multi-market ownership. We are looking for a sales professional who understands that real success comes from hard work and professional growth, regardless of market size. We want a sales manager to start by challenging the existing sales staff with his own performance and then grow into station management with us. If your experience and objectives match ours, I'd like to talk to you. We offer a good base salary, excellent commission on your own sales and an override on station collections. Resume and salary requirements to William J. Clark, President, General Communications, Inc., 622 Hudson Avenue, Jonesboro, LA 71251. No phone calls.

**Account Executive**—New Eastman Radio owned and operated station in Florida. Local, regional, and major agency accounts. Work for one of the top established stations in the south. Excellent opportunity and compensation for experienced persons. Contact Michael Anapolsky-WAPE, Box 486, Orange Park, FL 32073, 904-264-4523. E.O.E.

**Are you the number 2 salesperson** with nowhere to go? Growing Great Lakes AM-FM needs sales pro's to cover expanding metro-market over 725,000. Wide open market-place for the experienced aggressive street pro. Your chance to grow with an expanding broadcast group. Tell us where you've been and where you want to go. Box A-177.

**If you've got** at least three years experience in radio, with a proven track record, we need you. You'll be selling two different kinds of stations, an MOR, personality FM plus a news/talk station. Full benefits. Compensation is flexible. Send resume and sales figures to Bob Staley-KLYD/KNTB, P.O. Box 1499, Bakersfield, CA 93302. EOE.

**AOR Superstar** expanding sales department. Solid growth market, established station, excellent earning potential and benefits. Experienced self-starters only, no calls. Send resume to: Sales Manager, WROQ, 400 Radio Road, Charlotte, NC 28216. EOE.

**Houston**—Top Contemporary Station has exceptional opportunity for proven professional salesperson. Established accounts, outstanding facility. EOE. Box A-183.

### HELP WANTED ANNOUNCERS

**Our midwest group** needs top talent for immediate and future openings requiring experience in one or more of the following formats: adult contemporary, modern country and album rock. Send tape, detailed resume and a letter outlining your career and salary expectations to R. B. Rogoski, 710 Hackley Bank, Muskegon Mall, Muskegon, MI 49440. EOE.

**Texas Panhandle City** of, 30,000 seeking announcer, with strong production background. One year experience, minimum. Send: Tape and resume to: Brad Mink, KGRO Radio, Box 1779, Pampa, TX 79065. Or call 806-669-6809.

**Want To Play** one-on-one with your audience? If you have a first and like one-to-one communications, I might have a job for you. We are a 24 hour MOR/pop country station in a growing community with a successful 23 year history. Good sound. Working conditions, equipment and staff and management. Need someone for a very important shift. Start at \$975 a month depending on ability, and experience. EOE. Butch Luth or Paul True 1-307-682-4747.

**Immediate opening** for adult personality at WBZ Boston. Weekends, swing and production. No phone calls; send tape to Program Director, WBZ Radio, 1170 Soldiers Field Road, Boston, 02134. EOE.

## HELP WANTED ANNOUNCERS CONTINUED

**West Central Indiana** station looking for morning drive personality with creative production skills. Automation experience helpful. Send tape and resume immediately to Rick Beers, P.O. Box 603, Crawfordsville, IN 47933.

**Metro Washington, D.C. Area.** Beautiful Music Format. We don't talk much but when we do it must sound great. If you can deliver the news with an authoritative sound, offer a friendly, interesting back-announce, and have professional commercial delivery, let us hear from you. Tape, resume to: Jules Henry, EZ Communications, Inc., 10380 Democracy Lane, Fairfax, VA 22030. EOE.

**Anticipate an opening** in our announcing staff. Minimum 3 years experience. Adult Personality. Medium market mid-Atlantic. Very involved station. Don't apply if you're afraid of hard work. Box A-127.

**Experienced disc jockey** needed for small market country music station. Production skills required. Send tape, resume and salary requirements to WAFL, Box 324, Milford, DE 19963. EOE.

**KROK (FM 94) Shreveport, LA** has an opening for an experienced air personality. We're looking for someone with good production skills, wants to work hard, willing to take direction, and can talk to today's adult audience. Minimum three years experience. We're a young, fast growing company, with the best broadcast facilities in the area. Send complete resume and an honest air check to Hal Harrison, Program Director, P.O. Box 31130, Shreveport, LA 71130. No calls. Equal Opportunity Employer.

**Mature night announcer** needed for one of the most reputable stations in Iowa. Shift is a/c music, heavy on sports. PBP helpful. Good benefits. Experience necessary. Tape and resume to KMA, Box 500, Sherrandoah, IA 51603. No calls. EOE, M/F

**Morning drive personality**—Immediate opening for morning announcer. MOR 1000 Watt station. Please send resume to WMOG P.O. Box 100 Brunswick, GA 31521 or call Mr. William Powley 912-265-5980. EEO.

**Opportunity—Morning Announcer**—Experienced only apply. You'll be part of an established number one, two-man show. You'll do a phone show and production. Knowledge of automation a plus. E.O.E. Contact—Tom Parker, Operations Manager, KTRR/KZNN, PO Box 727, Rolla, MO 65401. 314-364-2525.

**Experienced AOR morning DJ** needed in one of Northern Rockies most beautiful resort areas. No smokers. Like the mountains? Tape & resume to KMTN-FM, Box 927, Jackson Hole, WY 83001.

**50 KW Southern AM** Country powerhouse has immediate opening for an all night host 6 days a week. If you are looking for your final move send air check, resume, references and salary requirements to Tom Williams, Program Director, KWKH, P.O. Box 31130, Shreveport, LA 71130 or call 318-688-1130 after 1 p.m. Apply now if you would like to join an organization committed to doing it right! Equal Opportunity Employer.

**Religious** middle-of-the-road music and information station has opening for professional, personable, all-night announcer seeking stable employment. WNWC is part of the nine station northwestern college radio network headquartered at KTIS, Minneapolis. WNWC is an Equal Opportunity Employer. Send resume, references, and tape to Carl Ramsey, WNWC, 3250 Gammon Road, Route No. 2, Madison, WI 53711.

**Hot Springs Ar.** Need adult contemporary jock experienced in production-copy writing. Must be flexible regarding schedule and responsibility. Past experience will be carefully checked. Resume to KXOW-KACQ, Hot Springs, AR 71901. EOE

**Classical Announcer/Producer** for public station near Los Angeles. Salary range \$908-\$1,107 mo. plus full benefits. One year full-time, paid, experience required with classical music background. Applications must be postmarked by February 14, 1981. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 So. Mount Vernon Ave., San Bernardino CA 92410. An equal opportunity affirmative action employer.

**WELA**, 50,000 watt fm, modern country station, located between Pittsburgh, Steubenville, and Youngstown markets, seeks D.J. Play-by-play and sports experience helpful but not necessary. Experience in production a must. Send Tape and Resume with references to Ronald Aughinbaugh, GM, WELA, PO Box 949, East Liverpool, OH 43920.

**PD/morning D.J.!!** I want the best! If it's you, send tape, resume and salary requirements. Bob Parks, KELD, 2525 North West, El Dorado, AR 71730 (EOE)

**We have a immediate need** for an experienced personality, must be bright and personable. We would like M.O.R. experience, however if your ready to make the move up to M.O.R. we welcome your resume and tape. Larry Crawford, KYLD, P.O. Box 1499, Bakersfield, CA 93302. EOE.

## HELP WANTED TECHNICAL

**Sharp? Capable?** Want to get ahead and do things? Come grow with us. Head our engineering department. Midwest group, three stations, with outstanding record and reputation. Small town living. All replies in strictest confidence. E.O.E. Box A-82.

**If you are a take-charge,** hands-on Chief Engineer, we'd like to talk to you. Don't call unless you can supply good references who can highly recommend you. You should be up on FCC regs, FM, automation, STL and AM directional systems. Good opportunity on his way up. Call Manager, KGAK, Gallup, NM An EOE employer.

**Chief Engineer** for AM/FM in Kennewick, Washington. Present C.E. moving to larger station in group. KOTY, Box 6127 Kennewick, WA 509-586-4165.

**Chief engineer needed** for two New England A.M.'s located within 40 miles of each other. Must have knowledge of automation and be able to maintain good equipment. Send resume immediately to: WIKE Box 377, Newport, VT 05855 E.O.E.

**Chief Engineer/Production Supervisor** for central Ohio suburban FM automated stereo station. EOE. Transmitter/studio experience preferred. 1-614-967-6776.

**Chief Engineer.** AM-FM combination, near Washington, DC. Must be crackerjack hands-on type with management ability for 2-3 man department. EOE. Send resume and salary requirements to Box A-192.

## HELP WANTED NEWS

**Newsperson needed immediately** to gather, write and air local news for country music station in Delaware. Call 302-422-7575. EOE.

**Assistant Radio News Director.** University of Florida. Assistant Radio News Director needed for commercial AM-FM Station to supervise day-to-day operation of the largest radio news team in North Central Florida. Position requires good organizational and reporting skills and a desire to work with and train journalism students. Minimum qualifications: Master's Degree in Broadcasting or Journalism or similar related study and one year of radio news broadcasting experience; or a Bachelor's Degree in Broadcasting or Journalism or similar related study and two years of radio news broadcasting experience. Salary \$11,520 to \$14,500 commensurate with qualifications, plus excellent fringe benefits. Send complete resume and tape by February 12, 1981 to: Mr. George P. Bradley, Employment Manager, University of Florida, 337 Stadium, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

**One of Vermont's largest** and most respected news operations now seeking tapes and resumes for future opening. No beginners. Ken Bringenberg, News Director, WCFR, P.O. Box 800, Springfield, VT 05156.

**Central Virginia College Town** seeks experienced news director who is aggressive and imaginative, with good voice, to lead established news team. Send tape, resume and references to WXAM, P.O. Box 1294, Charlottesville, VA 22902. E.O.E.

**New England AM/FM** automated station seeks experienced News Director to handle all phases of news, including a morning air shift and meetings. Send resume and tape to: Dawn P. Gaffka, Operations Manager, WSME, P.O. Box 1220, Sanford, ME 04073. 207-324-7271. Equal Opportunity Employer.

**Immediate opening** for mature, experienced news director/morning anchor. Tapes and resumes to KKOA, Box 10, Minot, ND 58701. Call first! 701-852-4646 ask for Allan Rau.

**KKDQ-FM** is looking for a morning news anchor who can hit the streets in the afternoon. Experience required but talent more important than long resume. Tape, resume, writing samples to Tim Burke, KKDQ News, Box 997, Grand Forks, ND 58201, EOE.

**No. 1 Medium Midwest** News Dept. needs full-time Farm Director. Exp., NAFB affil. pref. Salary negot. Tape and resume to: Mike Waring, KWVL Radio, Box 1330, Waterloo, IA 50704. EOE.

**News Reporter needed.** Early morning shift. Some experience. AM/FM Station, Three man News Department. Good salary and fringe benefits. Send resume or call 319-263-2512. KWPC/KFMH, Box 116, Muscatine, IA 52761. Vince Beckey or Iris Hahn.

**Grow with us** in Western New England. WPOE is the largest AM station in Western New England. We're looking for an experienced digger with proven anchor and reporting skills. Good growth potential, pleasant working environment. Tape, resume, references to: WPOE, P.O. Box 823, Greenfield, MA 01301 E.O.E.

**Radio News Reporter.** Must be able to gather, process, write, and deliver local news. Journalism degree, minimum two years on-air experience, and good voice quality required. Mail resume to John Lee, News Director, P.O. Box 31130, Shreveport, LA 71130. Equal Opportunity Employer.

**Wanted**... lifestyle-oriented newspeople for possible future openings. Send tape, resume to Mark Elliott, KEYN/KQAM, 2829 Salina, Wichita, KS 67204.

**Reporter/Anchor** for eight-person staff. Two years experience. Tape and resume KRAV, P.O. Box 746, Tulsa, OK 74101.

**Heavy-hitting** newsroom needs aggressive afternoon anchor/reporter. Work hard, exercise creativity, style and judgment. Grow with 13 station group. Local news makes our name, join us and make a name for yourself. 90 miles from Chicago. 85,000 metro, 175,000 TSA. Tape to Mark Belling, ND, WSJM-WIRX, Box 107, St. Joseph, MI 49085. 616-983-3991. EOE. M/F

**Aggressive Newsreporter/top 50** market. Two years experience desired. Send resume tapes to News Director, PO Box 2009, Durham, NC 27702. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Creative and enthusiastic** copywriting, production person wanted for New England AM/FM automated station. Position includes air shift, serious applicants need only apply. Send resume and tape to: Dawn P. Gaffka, Operations Manager, WSME, P.O. Box 1220, Sanford, ME 04073 207-324-7271. Equal Opportunity Employer.

**Production Director/copy writer**—great voice, weekend airshift. Tapes and resumes to Doug Wilson, WAPE, PO Box 486, Orange Park, FL 32073. EOE. No calls.

**Outstanding Southern** adult contemporary AM needs PD. Must be good, imaginative, and know how to build audience loyalty. Future duties may include operations manager of sister station, FM beautiful music. Includes AM air shift. EOE. Box A-186.

**Program Director** for radio station in the beautiful Napa Valley of California, 45 miles from San Francisco. Station enjoys number one share of market. Seeking sound management and leadership ability plus quality on air performance. Salary requirements in first letter to Tom Young, KVON, PO Box 2250, Napa, CA 94556. Phone 707-252-1440. EEO

**Program Director** for promotionally active AOR station near NYC. Must be strong in AOR format, able to supervise and train jocks, plan and execute on and off air promotions. Can be Music Director or Promotion Director on the way up. EOE. Send complete qualifications, references and salary requirements to Box A-29.

## SITUATIONS WANTED MANAGEMENT

**Fifteen year programing pro** desires first General Manager position. Excellent track record and references. Box A-24.



## SITUATIONS WANTED MANAGEMENT CONTINUED

**General Manager available.** Documented performance, demonstrated ability in major markets. Currently employed, and seeks change with total P and L responsibility. Experience in Country, AOR, Rock and MOR. Heavy experience in programming, local and national sales. Previous position, 50,000 country giant. Salary commensurate with responsibility. Available on short notice. Great references. Reply Box P-181.

**General Manager:** A Dedicated professional broadcaster with 17 years experience all in management. Small, medium major markets. Both AM and FM. Very strong sales and sales motivator. Heavyweight in promotions and programming. Presently employed as GM. Looking for an opportunity with an expanding and growing organization. Excellent track record can be checked. Box A-134.

**Ambitious individual,** with nine years experience in small and medium market radio, interested in a position as General Manager/Station Manager of a small market radio station. Phone Martin Garbus, 213-842-3364.

**People and Program Development,** extensive industry involvement to match 10-year Washington, D.C. & Los Angeles documentary, news director, program director experience. Previous national newspaper reporting and college-teaching background. Winner Peabody, SDX, Am. Bar Assn., RTNDA Board awards. Frequent industry speaker and publication contributor, numerous management and human-resources training seminars. Will consider network, group, TV as well as radio management. Prodigal son would love Washington homecoming but open to other major markets. Family man seeking long-term association. Ted Landphair, 204 Larsson St., Manhattan Beach, CA 90266. Call 213-372-4870.

**Tune your station** into your market. I offer the high-level programming expertise you may have thought was only available through the services of a consultant. My concept and methodology will work in any music format. My nationally-recognized name will strike fear in the hearts of your competitors. For ratings action, invest a call to Jack, 317-923-6710. Phone answered 24 hours.

**Eight year** professional in management, DJ production, critique with degree (West) Box A-172.

**25 year experienced** General Manager willing to relocate in midwest or west. In 9 months I have increased present station gross from 270K to 400K plus. Present salary \$40,000, plus percent of net. Reason for leaving, station being sold. Box A-160.

**Operations Manager** 6 years same place desire new challenge. Professionally capable minority with production, supervisory, and team spirit skills. Use to hard work, remotes, logs. Non-commercial/commercial. Reply Box A-154.

**18 years programing country!** Versatility for small/medium southern "home." Box A-153.

**AM Doctor.** Proven GM can fire up sales, ratings, community image. Box A-152.

**Winning Program Director.** 8 year PD, experience. Presently No. 1 from 4th place. Other turnarounds include No. 1 from 11th and No. 1 from 4th in million market. Also have handle on good available contemporary and adult contemporary talent. Box A-73.

**Revenue production spoken here.** Young broadcast professional with successful background in ownership, management, sales, and programming available, now. Also experienced in print and video. Mike Hassan 413-584-0934.

**Attention Owners:** I am currently managing a multi media east coast recording agency and feel the call to go back to broadcast management. Sales, programming, engineering, accounting, and FCC work in my background. Ready to organize a winning team for you. Box A-194.

**Aggressive and hungry**—ready for major group. Let me take your challenge with respectable salary and incentives. I run a business operation with financial, administrative, and programming expertise. If you're looking for someone to shake up your market, you need to write. Box A-191.

## SITUATIONS WANTED SALES

**Sales Manager—Sportscaster** heavy experience. Dedicated broadcaster over 20 years in industry. Excellent qualifications, references. Prefer mid west and non-chain operation. Contact E. Johnson, 9851 Woodsmall Drive, Indianapolis, IN.

## SITUATIONS WANTED ANNOUNCERS

**Triple Threat**—Top flight announcer, newsman, copywriter. Can prove tall claim. Tape and resume available: S.G. Quast, 312-348-3314, 1952 N. Seminary, Chicago, IL 60614.

**Creative, lots of personality** ready to roll! Tape and resume available. Rick Canton, 1727 W. Thorndale, 1A, Chicago, IL 60660 or 312-728-5312 after 7 p.m.

**I'm hungry** and have a craving to rock. I'm hard working innovative and dependable. Satisfy my hunger. Johnny Rock 312-525-4614.

**Black, male announcer** excellent educational background 3rd good delivery will go anywhere 312-477-2318 Doni Reed, 558 West Aldine, Chicago, IL 60657.

**Female 22 AOR.** Dependable hard working. 3rd will locate immediately. Tape and resume available. Carrie Robin 312-376-5843. Hours 2pm-8pm Monday thru Friday, 4354 So. Kedvale Ave. Chicago, IL 60632.

**To Northeast U.S.** and Texas Gulf Area Stations: How 'bout a trade? Hard work, dedication and talent for decent pay and working conditions? Interested? Call 414-769-6966.

**Triple Threat** Top flight announcer, newsman, copywriter. Can prove tall claim. Tape and resume available: S. G. Quast, 312-348-3314, 1952 N. Seminary Chicago, IL 60614.

**Experienced PBP Announcer** looking for full time sports job. Trained and talented with third ticket. Wants to do more PBP and double on news. Has sold radio time. Any size market, willing to travel. Sal Genovese, 1505 Alta Vista Court, Seaside, CA 93955. Call 408-394-7635.

**Infinite marketing possibilities**—shortest broadcaster in U.S. Philadelphia's answer to Herve Villechaise. Trained performer would like to become your station's trademark and possible living legend. My audition tape is even taller than me. Telephone Kerry at 215-566-1550.

**Personality**—If you need it, I got it, don't miss this tape by hardworking, gifted jock, excellent play by play man, relocate immediately. Al 815-449-2229.

**Over 2 yrs.** major mkt. experience, talk, news, music, strong prod., tape/resume upon request. PO. Box 651132, Miami, FL 33165.

**College grad,** BA Masscom, commercial and Christian radio experience, 3rd. Box A-125.

**Honest, dependable, man** seeks job as D.J., for tape and resume write: Fred Denton, 5756 S. Monitor Chicago, IL 60638 (or) call: 312-585-3542.

**Veteran Morning Man Available.** 25 years experience including Major Market PBP in addition to DJ. 45 year old do it all type looking for nice area and last job. Call John Parker 417-887-8576.

**What happened?** I have a superior tape, excellent training and you still haven't called. Remember! The last thing a fish sees is salt water. Don't overlook. Call Dwight 516-422-3599.

**Home is** where the heart is. Currently Wyoming. Want back to California. Seeking medium market A.S.A.P. Jeff 307-686-2519.

**Twenty three year old** experienced broadcaster can take heat, cold and extreme pressure, will work for PD who is a storm trooper that won't settle for mediocrity. Andy 516-781-6288.

**Sportscaster:** Play by play baseball, football, basketball, major college conference level. Experienced interviewer for pre-post game and sports news shows. Available to relocate after March first. Box A-155.

**The Weasel** wants a job in radio. Creative, hard-working, serious, intelligent. For resume and tape call or write Ron Wenzel (The Weasel), 15224 S Millard Av. Mid Lothian, IL 60445. 312-371-3951.

**Need more money.** Eight years radio experience not being justly rewarded. Need move in Carolinas, Virginia, maybe Georgia. AC MOR Top 40 tight board. Call this evening 919-973-4470.

**Professional Jock** in Chicago area, currently AM drive with PM drive experience seeking new full time position. If offer is right, will relocate. Box A-165.

**Dependable, Aggressive,** good pipes, A.O.R. preferred. Call for resume and tape. Mark 219-844-3431 or 219-844-2849.

**Radio Personality** available. 20 years experience on country-western stations. Will produce all night, or wake-up show on your station. 50,000 watt experience. Work closely with sponsors. Will answer all replies with audition tape and resume. Box A-178.

**On Your Radio** Hard-working, dependable person with good pipes wants to bring personality and higher ratings to your station. Call Tom Nolli at 312-455-4904-5, for tape and resume.

**Top 50 Markets:** Seeking position with Beautiful Music, Easy Listening, Mellow contemp or other adult format. Experience includes some programming, management, news writing. Knowledge of FCC Rules. 3rd endorsed. Now employed. Reply Box A-184.

**Versatile Announcer** Five years experience. Music, news, sports, talk, production. First phone southwest U.S. John Comforti 401-596-2992.

**Former Los Angeles D.J.,** PD, GM. Also TV first phone. Details, salary to A-187.

## SITUATIONS WANTED TECHNICAL

**Have first will relocate.** Switcher, engineer entry level, available immediately. A.F.A. 12/80 Call Paul 616-965-7658.

**Experienced All Phases AM-FM** directionals, FCC matters plus news and production. Quality and rules oriented. Upper midwest. Box A-138.

## SITUATIONS WANTED NEWS

**Sportscaster/Talk Host** 9 years experience, some PBP Bill Douglas (Douglas Nagy) 313-534-0251.

**Seeking job as reporter,** writer, researcher in news, sports, or public affairs in radio or t/v. Hardworking, aggressive, knowledgeable, writes good copy. Syracuse—Newhouse School of Communications. Worked in cable t/v, worked in production. Also disc jockey. Willing to relocate. Box P-105.

**Sportscaster:** Young, exciting, college grad. PBP talk, reporting; all sports. Available now. Steve Long, 716-374-2473.

**Experienced journalist** with good voice and writing skills seeks position with a medium market station. Am aggressive with a strong desire to move up in the radio world. Also have P-B-P experience. Call Mike before 1pm at 201-454-6717.

**Award Winner** on the legal beat, 5 yrs Radio/TV experience, and BA. Streetwise, dependable, aggressive. Will relocate. Doug Cummings, 1025 Hill Rd. Winnetka, IL 60093. Or try Topeka KS 913-272-5765.

**High Level Entry Level** Reporter/writer/researcher seeks position-northeast preferred. Distinctive voice, solid writing skills. Broadcast & news writing trained. Tape, resume, references available. Box A-100.

**Experience news/sports anchor.** 4 months just completed in top 30 market, looking for medium to major market position, excellent reporting, play-by-play sportstalk and delivery BA in communications, call Jim at 614-436-6133.

**Want Bob Costas** doing your sports? Sorry, taken by NBC/KMOX. Copy is available. Major college PBP award winning reporter. Box A-162.

**15 Years.** Last 6 News Director. Seeking final career move. Reliable, dedicated, self-starter. Prefer Northern Illinois. Day shift. Commercial or educational operation. Will consider other than news positions. Married. Two children. Box A-174.

## SITUATIONS WANTED NEWS CONTINUED

**Newsman with 3 years experience** looking for reporter spot with northeast station call Gregory Bresiger 717-264-1936.

**Proud of news quality?** Experienced news director brings the responsible, professional attitude you want. Strong voice, prod. skills. B.S. Communication. N.E./Mid-Atlantic station, any size. Tim Eigo 201-342-1811.

**Tireless, enthusiastic,** responsible journalist seeks reporter position. Self-starter, experienced. Amanda Gazlay 518-642-1263.

**Dedicated Radio Newsman** seeks full-time job as reporter/writer/anchor. Great tape gathering, solid copy, A-1 delivery. Aggressive NYU Journ. School grad with studio and field experience. Full-time intern at CBS all-news flagship. Will relocate. For resume/tape, contact: Dan Coben, 5C, 225 West 12th Street, NY, NY 10011 212-243-4715.

## SITUATIONS WANTED PROGRAMMING PRODUCTION, OTHERS

**Program Director/Operations Manager** available. Extensive experience, including motivation, administration, planning and marketing. Good references and ratings. Profit oriented. Looking for a long term dedication. Box A-35.

**Major Market PD** with successful track record getting back into programming after short vacation. Strong research background. Available immediately. Call 303-366-3934.

**Creative Music Director**—Very experienced in Adult Contemporary, Soul and Top 40 formats. Multi-award winner. Mature and out-going on-the-air personality. Excellent Copywriter. Jerry "DJ" Strothers 814-269-3788.

**Experienced traffic** manager seeks position with a midwestern station call Diane at 414-675-6607 after 5:30 p.m.

**Operations-Program Director** 8 years experience, track record, and administrative capabilities. Detail oriented/dependable. Proficient in promotions, airstaff supervision, community involvement. Bill 803-226-1408.

**Down 'N Dirty** or intelligent and uptown ... Major market, sales-oriented, money-making News/Talk Program Director and Talk Host available for the "right" offer in the East. Now trapped as Program/News Director at a major southwestern station playing music. Only information oriented stations need reply. Please call 717-547-6289.

## TELEVISION

### HELP WANTED MANAGEMENT

**Business Manager**—Challenging position available as part of the management team with TV/AM/FM operation in the Southeast. Accounting degree with broadcasting experience required. Management skills a must. Send resume with salary requirements to Box P-123.

**National Sales Manager**—Top 75 CBS affiliate, group owned TV station seeking an individual with a minimum of 2-3 years successful local or national TV sales experience. Previous management experience. Equal opportunity employer. Send resume to Box A-76.

**Business Manager**—very challenging position with new UHF independent in beautiful Albuquerque, New Mexico. Station signs on the air April of this year. This position is a once in a lifetime chance to set up your own department at a new station in the growing sunbelt. Broadcasting business experience and management skills required. Send resume and salary requirements to Erick B. Steffens, General Manager, KGSW-TV, P.O. Box 25200, Albuquerque, NM 87125. An equal opportunity employer.

**Assistant to Division Treasurer**—Top forty growth market network affiliate has opportunity for Assistant to Division Treasurer willing to work with details of day-to-day operation, as well as innovate improvements in financial management. Desirable sunbelt location. EOE. Respond to Box A-141.

**Station Manager** to supervise a new production studio in North Jersey. Must have TV production/management experience. Salary: \$24,000-\$32,500 (EOE). Send resume to Gordon MacInnes, Executive Director, NJPTV, 1573 Parkside Ave., Trenton, NJ 08636, before February 13, 1981.

**Program Promotion Supervisor for WHA-TV,** Madison, WI. Responsible for all public information functions for the station. Supervises the creation, production and distribution of materials that inform the public about WHA-TV programs and projects. B.A. in communications, journalism or a related field required, masters preferred. Must have management, supervisory and budgetary experience, and at least four years of full-time experience in writing, editing and/or public relations. Knowledge of the broadcast medium preferred. Should have knowledge of Nielsen and Arbitron ratings data, and should have experience with graphic art services. Salary, \$18,000 per annum. Deadline for completed applications, February 16, 1981. For a formal application and complete position announcement, write Ms. Pat Wiczorek, WHA Radio-TV Administration, 821 University Avenue, Madison, WI 53706. An affirmative action/equal opportunity employer.

### HELP WANTED SALES

**Local Sales Manager:** Progressive group-owned midwest station seeking professional salesperson with minimum 3 to 5 years experience in all aspects of direct and local agency sales. Must be well organized and capable of motivating experienced sales team. Excellent benefits and growth opportunity. Send resume to Dick Hayes, WANE-TV, P.O. Box 1515, Ft. Wayne, IN 46801. EOE.

### HELP WANTED TECHNICAL

**Maintenance Technician.** Excellent opportunity for experienced person to work with large progressive group owned station. Advancement possibilities. Good state of the art equipment. Starting salary range \$20 to \$24K. Write or call Arthur Bone, B.P. Engineering, WPRI TV, 25 Catamore Boulevard, East Providence, RI 02914. Telephone number 401-438-7200. An E.O.E.

**Southern California Opportunity**—Experienced videotape maintenance engineer for rapidly expanding successful postproduction facility. Knowledge of 2" Quad, 1" VTR's, and CMX editing systems required. Salary negotiable. Send resume or call Dick Wellman, the Post Group, 6335 Homewood Avenue, Hollywood, CA 90028, 213-462-2300.

**Beautiful VHF station** in Nevada has immediate openings for assistant chief engineer and qualified ENG maintenance man. Submit resume and references to: Director/Engineering, Donrey Media Group, P.O.B 550, Las Vegas, NV 89101 or phone 702-383-0245. An equal opportunity employer.

**Maintenance Engineer**—Rocky Mountain area. Familiar with studio and transmitter maintenance. First phone. Contact Ken Renfrow, KOAA-TV, 2200 7th Ave. Pueblo, CO. 303-544-5782.

**Chief Engineer** for KQCD-TV, Meyer Broadcasting Company, Dickinson, North Dakota. Seeking individual with a First Class FCC License and at least 3 years operating experience. Responsible for all technical operations of studio, transmitter, microwave and department budgets. An Equal Opportunity Employer. Send resume to: Steve Skjelvik, Station Manager, KQCD-TV, Box 1577, Dickinson, ND 58601.

**Chief Engineer** for Chicago U.H.F. Experienced with administration, maintenance, and design background. E.O.E. Submit resume, references, and salary history to: Personnel, WCFC-TV, Christian Communications, Inc., 20 North Wacker Drive, Chicago, IL 60606.

**Experienced Video Tape Operator** with 1st class FCC license. EOE. Contact: Chief Engineer, P.O. Box 510, Palm Beach, FL 33480. Ph. 305-655-5455.

**Chief Engineer** for Long Island PTV. Duties: administer 15 member engineer dept., supervise equipment repair, maintenance and system planning, direct master control operations and production operations. Minimum five years supervisory experience. Position available immediately. Salary negotiable. Contact: R. Civiello, Director of Broadcasting, WLIW-TV, 1425 Old Country Road, Plainview, NY 11803. Equal Opportunity Employer.

**Operations Engineer:** Master control operations. FCC First Class License required. Training and experience desired. Good pay and benefits. Call or send resume to Lee Watkins, WMFE-TV, 11510 East Colonial Drive, Orlando, FL 32817. 305-273-2300. Equal Opportunity Employer.

**TV Engineer:** Independent Houston UHF station has openings for licensed engineers. Duties include on-air switching, transmitter operation, and video tape editing. 1st Class FCC license required. Send resume and salary requirements to KRIV-TV, Metromedia, 3935 Westheimer, Houston, TX 77027. We are an equal opportunity employer.

**Southern California.** KOCE-TV (PBS) Huntington Beach, CA seeks maintenance engineer with broadcast experience VTR, UHF, transmitter microwave and digital equipment. FCC first class phone license required. Xint benefits. Salary range \$1967-2396/mo. For technical info: Bob Moffett 714-895-5623. Written notice must be received on or before 5:00 p.m., January 30, to Coast Community College, 1370 Adams Avenue, Costa Mesa, CA 92626. 714-556-5947. EOE M/F.

**Exp. E.N.G. Maintenance Engineer** to repair TK76 cameras, Sony BVU 50 recorders, BVE 500 editing equipment and operate news van. Must have 1st phone license and valid drivers license. Major market EEO employer. Send resume and references to: Chief Engineer, KXAS-TV, P.O. Box 1780, Ft. Worth, TX 76112.

**Chief Engineer,** Reno, Nevada. Would you like the opportunity to install a new UHF TV station from the ground up? If you believe you can handle this kind of challenge call Bill Kessel at 817-731-8637 or write: Business Communications Inc., Suite 910, Ridglea Bank Building, Fort Worth, TX 76116.

**Sun Belt Maintenance Engineer,** for expanding videotape production facility. Experience with sophisticated electronic trouble-shooting and design. Competitive salary, profit-sharing and company paid medical benefits. Salary requirements and resume to: Oliver Peters, General Manager, Florida Production Center, 150 Riverside Avenue, Jacksonville, FL 32202.

**Mobile Unit Supervisor:** WGBY seeks FT technical supervisor for operation & maintenance of 4 camera mobile unit. Experience in remote, maintenance of switchers, camera chains and audio and First Class FCC license a must. Resumes only: Joanne Magdalenski, WGBY, 44 Hampden Street, Springfield, MA 01103. EOE.

**Prominent middle** market community PTV station seeks FT Director of Engineering. Applicant must have broad technical background in state of art equipment, including microwave and satellite distribution systems. Cable knowledge helpful. First Class FCC license and management experience a must. Resumes: Joanne Magdalenski, WGBY, 44 Hampden Street, Springfield, MA 01103. EOE.

### HELP WANTED NEWS

**TV News Director.** Excellent opportunity with growing communications company. We're looking for a person with a good background in news, ability to deal effectively with people and a desire to grow with our company. Managerial ability and potential primary, on-air skills secondary. An equal opportunity employer. M/F. Send resume to Box A-50.

**Photographer.** We are looking for an experienced photo-journalist. If you have a good attitude and know ENG, send tape, resume and references to Jim Cairo, WNGE-TV, Nashville, TN. EOE.

**Reporter** for small Northwest market affiliate. Journalism skills must be strong. Anchor ability is a plus. Send tape and resume to Steve Fetveit, News Director, KECI-TV, P.O. Box 5268, Missoula, MT 59806. EOE.

**Major Market** wants to hire experienced sportscaster. E.O.E. Send resume to Box A-120.

**Anchor.** If you can report as well as read with equal style, if you are concerned about the community in which you live, if you are a conscientious journalist, and if you are a proven ratings winner, then we are looking for you. This is a weekday position at a station with a commitment to news. Contact Jim Cairo at WNGE-TV, Nashville, TN. EOE.

## HELP WANTED NEWS CONTINUED

**Assignment Editor**—News management responsibilities for visually oriented editor who knows a story and understands television. Must have track record of staff motivation and strong communications skills. No. 2 post in fast growth sunbelt market with latest and best ENG and live set-up. EOE. Write with resume to Box A-146.

**Producer/Co-Anchor** to join Midwest CBS Affiliate news team of 13. Resume, audition tape, salary requirements, first reply, Tom Maxedon, News Director, WLFI-TV, Box 18, Lafayette, IN 47902. EOE.

**Meteorologist** for radio-tv station in medium market where weather is very important. Well equipped weather lab. Strong station commitment to providing the best weather information. AMS seal (or ability to obtain it) required. EOE. Box A-171.

**Reporters who can write**, present and promote—and who'd like to live and work in a desirable southern resort locale. All ENG net affiliate in sprawling growth market is looking for people who can think visually, make sense when they speak either off a script or off the cuff and who are enthusiastic on-air presenters, from the set, the scene or the newsroom. Write with resume which includes salary requirements, and convince us you're the one whose tape we need to see. Box A-148.

**Bureau Chief**. We are a major market sunbelt station looking for an exceptional person. Must have savvy of a reporter, polish of an anchor and the initiative of an assignment editor. If you are a rookie, forget it. Box A-108.

**Weathercaster**—Anchor two prime shows daily for Top 100 market station. Must be strong communicator with personable delivery and visual program. Broad knowledge of weather essential. Meteorologist preferred. Salary negotiable. EOE. Send resume immediately to Box A-144.

**News photographer** to join all-ENG department. This is an entry-level job. Applicants should have basic knowledge of photography and editing techniques. Salary \$9,000. Resume to News Director, WEAU-TV, PO. Box 47, Eau Claire, WI 54701. An equal opportunity employer.

**Outdoor Reporter** to produce and host weekly half-hour program. Applicants should be knowledgeable about hunting and fishing and have experience editing 3/4 inch videotape. Salary based on experience. Resume and tape to News Director, WEAU-TV, 1907 S. Hastings Way, Eau Claire, WI 54701. An equal opportunity employer.

**TV Weather Person**. AMS seal preferred, but not required. Weather is big news here. The person we are looking for should be professional, enthusiastic, aggressive, accurate and promotion minded. EOE—M/F. Box A-195.

**News Director**—Excellent opportunity for person interested in a step up. Position also involves Early and/or Late News Anchor. Send tape, resume and salary requirements to Tom Hagner—KYEL-TV, PO. Box 592, Yuma AZ 85364. An Equal Opportunity Employer.

**Weekend Reporter/Co-Anchor** wanted immediately for station in 38th market. Excellent benefits. Person should have solid journalistic background, good communication abilities, creative background, and degree. Salary negotiable. Send resume, VTR cassette, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE/M/F.

**We need** aggressive, self starting journalists who realize every story is an investigative story. No beginners, please. If you are interested in joining a station with a large staff, hour of local early news, live capabilities and much more, send resume to: Michael Bille, News Director, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265.

**Reporter/Anchor** for major independent news operation. Looking for reporter with unique approach and proven anchoring ability. Send tape with sample stories and anchoring along with resume to Tony Burden, News Director, KMSP-TV, 6975 York Avenue South, Minneapolis, MN 55435.

**Co-Anchor/Reporter**. Minimum 2 years commercial TV anchor experience. Resume and audition tape to Robert Allen, News Director, KOTV, PO Box 6, Tulsa OK 74101. No phone calls. E.O.E. M/F.

**News Director**—Immediate need for administrator/anchor with television experience—excellent benefits—will throw in the climate—please call 904—372-3543 or write General Manager, WCJB-TV (ABC) PO. Drawer 13414, Gainesville, FL 32604. We may be small, but we're growin' places. We are an Equal Opportunity Employer.

**Electronic News Gathering Shooter**. Qualified candidates should have a thorough knowledge of ENG tape production and techniques along with considerable experience in a daily television news operation. Applicants should have experience in cinematography and be able to work well with producers and reporters. Must also be able to respond to spot news pressure and have the ability to work on highly produced specials for the news department. Applicants must have a working knowledge of all ENG equipment presently used in the news department, and must also be able to edit tape pieces. An EEO employer. M/F Letter and resumes to: Box A-150.

**Lifestyle feature reporter** to do stories for 6 and 11 Monday-Friday that focus on cultural, civic and social events, and people. Must have journalism experience and be willing to develop contacts. EOE-M/F. Send resume to Box A-157.

**Week end news producer**. Experienced, energetic producer to take over top rated programs. Please send tape and resume to News Director, KDKA TV 1. Gateway Center, Pittsburgh, PA 15222.

**Anchor needed** to join aggressive East Coast news team. Experienced broadcaster only need apply. Tape and resume to Bob Palmer, Box 2429, Savannah, GA 31402. EOE.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Senior Producer/Director**, Albany area, New York State. PTV Station seeks creative, experienced individual with national credits to play key role in developing quality local, regional, and national productions. Excellent benefits, including dental plan. Send resume by February 15th to: Personnel, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

**Director of Operations—Programming**. Prefer Production background and Programming experience. Must be responsible for film buying and scheduling, license renewals, ascertainment, FCC reports. E.O.E. Resume to Bob Southard, WFRV-TV, PO. Box 1128, Green Bay, WI 54305.

**Senior Producer-Director**. Extensive experience in studio, EFP, ENG and documentary production required. Demonstrative skills in writing, lighting, set design, audio production, video and film editing, crew supervision and budget preparation required. B.A. degree, three (3) years directing and one (1) year producing experience minimum. Salary \$18,500-\$25,000. D.O.E., plus benefits. Send resume to: KAKM TV, 2651 Providence Drive, Anchor, AK 99504. Deadline for applications is February 2, 1981. KAKM is an EEO employer.

**Director of Operations**: To head Production and Engineering Division of major South Florida Public TV Station, housing one of the largest production facilities in the Southeast. Require eminently qualified take charge individual with strong production and leadership capabilities. Must have minimum of five years heavy and diversified production house experience, engineering background, thorough working knowledge of technical operations and latest sophisticated state of the art techniques such as multi-track audio and CMX editing. Salary open. Excellent company benefits and working conditions, plus great South Florida climate. Send resume and salary requirements to: Manager of Administrative Services, WPBT/TV 2, PO. Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

**Coordinating Producer/Host** for strip magazine program with emphasis on consumer affairs and leisure. Resumes and cassettes to: Gary Nenner, Program Director, NJPTV, 1018 Whitehead Rd., Ext., Trenton, NJ 08636.

**Program Director**: For Midwest ABC Affiliate. Responsible for budgets, Network and syndicated programming, personnel, production, buying and license requirements. Must have good ability to guide and motivate air talent. Strong personal commitment to producing excellent local shows. Salary commensurate with background and market size. Send resume and salary requirements to Geoffrey Pearce, General Manager, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. An Equal Opportunity Employer.

**Host/Producer** for new, daily, half-hour, community-oriented, entertainment program. Must be mature, have comfortable presence, be able to generate ideas, write, produce, and interview a wide range of people. Ability to think is more important than a handsome face. Send resume and videotape to: Executive Producer, WTVN-TV, PO. Box 718, 1261 Dublin Rd., Columbus, OH 43216. EOE.

**TV Program Director**. Denver's PTV station seeking qualified person to manage TV programming and TV production. Need a seasoned professional with PTV experience. \$34,000-\$38,000 depending on experience. No phone calls, write a letter and resume to: Harold Stetzler, Executive Director, Department of Personnel Services, 900 Grant Street, Denver, CO 80203.

**Executive Producer/Cultural Affairs**. Manage producers, directors, production assistants; produce on a program series basis. Requires demonstrated ability to produce musical and dramatic performances. Experience in managing talent, negotiating contracts, proposal writing, management of a production team. Salary negotiable. EOE, M/F. Send resume to Mary Sullivan, CPTV, 24 Summit Street, Hartford, CT 06106.

**TV Operations Manager**—International firm seeks a full-time, top-notch manager for its team oriented television operation. He/she will be responsible for a staff of 30 professional writers, directors, and production assistants and an annual budget in excess of one million dollars. The successful candidate must have a proven track record of leadership and exceptional creativity, but need not have previous full-time managerial experience. Qualifications include: heavy experience in film and/or TV writing and high-level business training. The production facility utilizes a 1-inch recording system and Mach I computerized editing. Should be available soon but no later than August 1. Only qualified applicants should apply. We are an Equal Opportunity Employer. Send resume to Box A-189.

**Production Manager** wanted for television station and its sophisticated video production operation. Our studio and production facilities are outstanding, and we produce everything from live, in-studio and remote programs to national-quality commercials and post-production. This is an excellent opportunity for applicants with administrative and marketing credentials who are experienced in all facets of production. Send resume to: Operations Manager, KAKE-TV, Box 10, Wichita, KS 67201. KAKE is a division of The Chronicle Broadcasting Co. and an EOE.

**Cameraperson and Editor**: Two (2) positions; outstanding people wanted for variety of program production. Cameraperson must be able to handle all aspects of field lighting and fast-paced production. Editor must be familiar with DATATRON and able to utilize large amount of music. Heavy experience only. Send resumes only. E.O.E. Box A-193.

## SITUATIONS WANTED MANAGEMENT

**People and Program Development**, extensive industry involvement to match 10-year Washington, D.C. & Los Angeles documentary, news director, program director experience. Previous national newspaper reporting and college-teaching background. Winner Peabody, SDX, Am Bar Assn., RTNDA Board awards. Frequent industry speaker and publication contributor, numerous management and human-resources training seminars. Will consider network, group, TV as well as radio management. Prodigal son would love Washington homecoming but open to other major markets. Family man seeking long-term association. Ted Landphair, 204 Larsson St., Manhattan Beach, CA 90266. Call 213—372-4870.

**Television Executive**, medium market, seeks increased earnings opportunity. Program excellence, profit orientated, top organizational and administrative ability. Box A-182.

## SITUATIONS WANTED TECHNICAL

**Maintenance Tech.** with 1st phone. Experience in audio visual as well as broadcast and industrial equipment. Experience includes announcing and communications prefer sunny climate. Walter Lee, 4356 Alla Road, Los Angeles, CA 90066. 213—821-8660.

**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.

**FCC 1st Class Licensed Technician 27.** Creative, versatile, artistic, experienced with maintenance of audio broadcast equipment, Audio-Visuals, TV receivers, TTL digital, programing & production, stage lighting, produced successful Rock & Roll Oldies program. Desires work in TV-Radio combo, relocate to warmer climate. Resume available. Charles Weisel, 232 Wayne Avenue, Springfield, PA 19064, 215—543-3848.

**Engineer** with first phone seeks challenging position in ENG/EFP or operations. Experienced with ENG, 2 inch quads, master control switcher, etc. Call Tom 203—762-5838 or write Box A-159.

## SITUATIONS WANTED NEWS

**Reporter/Photographer,** recent graduate (BS in Radio-Television-Film) eager to start working. Seeks entry level position in TV news. Will relocate to any market to join your news team. David Strobel 317—966-7220 or 317—935-4019.

**Sports Director.** Talented professional seeks new challenge in productive operation. Currently holds similar position in medium Midwestern market but willing to relocate. Creative, personable, and energetic. Impressive "involvement" packages. Tape shows versatility. Box A-62.

**Black male**—aggressive and experienced—seeks challenging reporting position. 513—871-0867.

**Small Markets**—Want quality and dominance? Experienced, knowledgeable journalist will develop both as ND. I seek permanence in a good working and living environment. Experience includes newspaper, AP, television. Prefer New England, Missouri, Arkansas. Will consider others. 515—277-2595, nights.

**Dynamic, dedicated television meteorologist** seeking challenging position in medium-large market. My no nonsense approach, personality and strong presentation has made me the weather authority in my area. Must have state of the art equipment. Box A-107.

**Sportscaster** with major market on air experience seeking position with a stable news operation. Four years of television sports anchoring, reporting, and producing. Solid organizational skills. Tape available. 213—943-3017.

**Weather personality.** Pro with knowledge and over 5 years experience. Seeks position in top 50 market. Experienced in radar, satellite and computerized graphics. Currently employed. Ready for move up. Tape and resume available promptly. Box A-117.

**Award Winning** radio newsman in NYC metro area seeks job as TV reporter. Hard worker who loves news. Prefer northeast, but all offers considered. Box A-170.

**Intelligent female** with good writing skills seeks first break. Radio News Director, Degree'd. Will relocate. Videotape available. Box A-179.

**Female radio news director** seeking a start in television. Willing to start from the bottom. Available for TV auditions and interviews at your convenience. Major market news experience including Atlanta, San Francisco and Washington. Good appearance and a quick learner. 26, attractive and anxious to get going. Resume and references available upon request. Box A-190.

**Major Market Writer** seeking medium/small market start reporting. Young female with energy, quality commitment, and solid experience. Box A-176.

**Veteran Sportscaster Available.** 25 years experience including San Diego Padres and Chargers on radio-TV. Looking for that last job in a nice area. 20 years on camera doing it all! Call John Parker. 417—887-8576.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Producer-Director.** 9 years of top forty market experience in news directing, creative directing, producing, switching and floor managing available to any television station in top fifteen markets needing young ambitious talented director. Resume and presentation cassette available. Interested? Contact Box A-118.

**Non-DGA TV Director** Emmy winner and his favorite producer available for cable assignments, either coast. Variety, music, dance, magazine or talk shows. Strong in Chroma and special effects. 212—397-5887.

**USC Broadcasting graduate,** First phone, seeks production or engineering position. Bob 412—835-0545.

**Woman,** 12 years on-air exp., DJ & News in NYC market, produced Cable TV shows, seeks challenge, prefer NY metro area. 212—752-8067.

## CABLE

### HELP WANTED TECHNICAL

**Engineer.** Major MSO seeks a top engineer to supervise its growing Northeast technical operations. Limited travel only from New Haven base. Company car and excellent benefit package. Send resume, salary requirements and reasons why you want it to: Storer Cable Communications, 260 Amity Road, Woodbridge, CT 06525.

### HELP WANTED WANTED PROGRAMING, PRODUCTION, OTHERS

**Production Manager.** Wanted: Individual to supervise live, phone-in community oriented cable TV productions and field productions in New York City. Must have experience in training and supervising interns and volunteers, and have community experience. Salary range: \$16,500 to \$17,500. Deadline: Feb. 13, 1981. Send resume to Box A-173.

### SITUATIONS WANTED MANAGEMENT

**Five Years Marketing/Sales** experience in broadcasting and advertising in NYC. Looking for a growth opportunity (anywhere) selling cable programing and/or advertising. Box A-151.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Assistant Professor.** Tenure track position. Telecommunications and Film, San Diego State University. \$17,964-21,600 academic year. Start August 24, 1981. Ph.D. preferred with professional experience in TV. Teach all phases of TV producing, directing, and art direction. Quality of professional experience important. Contact Dr. Hayes Anderson, Chairman, Telecommunications and Film, San Diego State University, San Diego, CA 92182. Closing date: March 24, 1981. SDSU is an affirmative action, equal opportunity, title IX employer and does not discriminate against handicapped people.

**Mass Communication:** Assistant Professor to teach courses in broadcast management and other areas of expertise. Terminal Degree, professional experience, and demonstrated teaching ability, at undergraduate and graduate levels. Interest in cable TV and corporate communication. Position begins August, 1981. Apply by February 15, 1981 to Chairman, Broadcast Search Committee, Department of Communication, PO. Box 248127, University of Miami, Coral Gables, FL 33126. AA/EEO Employer.

**Broadcast News Faculty Position:** University of Illinois at Urbana-Champaign seeks experienced broadcast newsperson to teach courses in television news production and editing. Teaching experience and research interest preferred. Ph.D. or master's degree. Assistant professor rank. Salary open. Start August 21, 1981. Send resumes to Chairperson, Broadcast News Search Committee, 119 Gregory Hall, University of Illinois, Urbana, IL 61801. Phone 217—333-0709. For full consideration, applications must be received by March 1, 1981. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.

**University of Nebraska** at Omaha seeks instructor or assistant professor to teach broadcast journalism, including courses in radio and TV news writing, reporting of public affairs and other courses in mass communication. Ph.D. and broadcast journalism experience preferred, master's and substantial professional experience required. Tenure-track position, minimum \$14,000 with good possibility of summer teaching at 18% of nine-month salary. Application deadline March 1, 1981; starting date August 17. Send resume to Dr. Hugh Cowdin, Chairperson, Department of Communication, University of Nebraska at Omaha, Omaha, NE 68182. UNO is affirmative action and equal opportunity employer; minorities, women, handicapped and Vietnam-Era veterans are encouraged to apply.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000** and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Turbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

**Instant Cash For TV Equipment:** Urgently needed 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.)

**Mirror in the lid** and other pre-1946 television sets wanted for historical collection. Especially interested in RCA TRK-5 and 359 test set, General Electric "HM" series. Parts and literature also wanted. Arnold Chase, 9 Rushleigh Road, West Hartford, CT 06117. 203—521-5280.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

**Satellite Television Equipment.** Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713—776-0542.

**10 KW FM RCA** 100D w/exc. & ster. gen., exc. condition, spares. M. Cooper 215—379-6585.

**GE TT-25 UHF-TV Transmitter,** 2 ea \$35,000.  
**RCA TT-10AL VHF Transmitter**—\$5,000.  
**RCA TT-35CC VHF Transmitter**—\$20,000.  
**RCA TT-50AH VHF Transmitter**—\$12,000.  
**Complete film island**—\$30,000.  
**Sharp XC-700 Color Cameras**—\$11,950 (New).  
**IVC 500A Color Cameras**—ea. \$7,500.  
**Panasonic AK920 Color Cameras**—\$15,000.  
**GE PE-350 Color Cameras**—ea. \$4,000.  
**GE PE-240 Film Camera**—\$8,000.  
**CVS 520 Time Base Corrector**—\$8,500.  
**CVS 504B Time Base Corrector**—\$5,500.  
**CDL VSE-741 Switcher**—\$2,500.  
**RCA TK-27A Film Camera**—\$12,000.  
**RCA TP-6 Projectors**—\$1,000.  
**Ampex 1200 A VTR's**—ea. \$22,000.  
**New Garrard Turntables,** \$100.  
**New Edutron CCD-2H Time Base Corrector**—\$5,800.  
**TR-22 RCA Hi-Band** \$16,000.  
**BUP-100 Sony** New-Call.  
**UHF Antennas**—Various Models and Prices.  
**New 1000 foot TV Towers**—best 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. Frank Frolick or Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

**1 KW AM CSI T1A,** 1 1/2 yrs. old, mint condition. M. Cooper 215—379-6585.

**Remote Production Cruiser:** Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (3) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$145,000 takes it all. Call Frank Frolick, Quality Media Corporation 404—324-1271 for further details.

**5 KW AM RCA 5U-1,** 11 yrs. old w/huge list of spares. Proof and guarantee. M. Cooper 215—379-6585

**FOR SALE EQUIPMENT  
CONTINUED**

**Equipment for sale.** IGM automation-500 series with 3 carousels, 2 scully 270, time announce, single cart deck and more. Works in excellent condition. Priced to sell! Steve Dinkel 816--279-6346.

**For Sale:** 700' of rigid 6 1/8" transmission line. 19 1/2 foot sections. E McClellan 419--684-9496.

**3 RCA TR-600 video recorders** with AE-600 edit controller, internal time code generators and readers, monitor bridges, HB/SHB option, five headwheel panels, air compressor. Machines have less than 1000 hours on head meters. Three of the five heads have been recently refurbished by Spin Physics. Available immediately. Will consider cash or equipment trades. Will sell one at a time for \$60,000 or \$152,000 for all three. Let's talk. Contact Bob Olsen--Chief Engineer, Fred Niles Communications, 1058 West Washington Blvd., Chicago, IL 60607. 312--738-4181.

**SMC DP-1 Digital Programming** Automation System, 7 carousels, 4 reel to reel, time announce, 2 single plays, switcher with remote control, cart record equipment with video display, EXTEL English text logger. Totally reconditioned in factory 2 years ago. In excellent condition. Call Jim at 414--324-4441.

**IGM 740 Automation**, Instacart, 2 Scully 270, 4 carousels, Revox, time announce with 2 cart decks, 2 ASR teletypes, 5 racks, storage cabinet. Presently in operation, LeRoy Wolniakowski 414--453-4130.

**Complete one-inch** color-framed editing system. 3 NEC TT-3000 VTR's, 3 NEC NTC-5000 TBC's. Tempo 7630 editor, 3 readers. Excellent condition, top quality. \$85,000 803--242-5100, ext. 5376.

**Continental 5 kw A.M. & RCA 10 kw FM.**, solid-state exciter. Other 1 kw-5kw-10kw A.M. & FM's. All units in stock--ready for delivery. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214--630-3600.

**Complete computer terminal** for Grotton program logging and bookkeeping system. Considerable savings. LaVern Garton 714--885-6555.

**(4) RCA TR600's** complete with AF600 editors and remote edit panels. Machines have monitor bridges (2) with r-mods. Contact Howard Zuckerman, Prime Time Post, 6410 Santa Monica Boulevard, Los Angeles, 90038. 213--464-7151.

**Broadcast 3-Tube Camera**--ASACA No. 3000/ complete, cable, cases, Canon 1-10 lense-auto tuned 12/3/80 \$4900. Steve Strange, 5415 N. Sheridan Rd., Chicago, IL 60640 312--728-2400.

**For Sale**, Towers for FM, TV, 750', 1,000', 1,425', 1,700'. Available this year. Call 901--274-7510.

**Marti Stereo STL** with cable and dishes. Excellent condition. 1--614--967-6776.

**Fidelipac No. 300 Carts**--All lengths-rewound with new tape and new pads. In stock. Guaranteed. 601--563-4664.

**Ampex VR-2000** Videotape Recorders. Contact Jim Richards, ABC, 40 West. 66th Street, 3rd Floor, New York, NY 10023. 212--887-4906.

**SMC automation system**, including one-year-old ESP-1 digital control, DT-4 data terminal, CRT display, Extel printer, all tape source units. \$17,000. Call 209--383-1580.

**Equipment For Sale:** 5 JVC 8500 LU, 3/4" Machines, 2 JVC RM 85 U Control Units. Total Price: \$22,500. Contact Tom Wise, WOWK-TV, P.O. Box 13, Huntington, WV 25706. 304--525-7661.

**Used broadcast television equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213--641-2042.

**COMEDY**

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

**Free Sample** of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

**"Phantastic Phunnies"**--month's 500 hilarious, topical 'phunnies' ... \$2.00! 1343-B Stratford, Kent, OH 44240.

**MISCELLANEOUS**

**Artist Bio Information**, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213--438-0508.

**Call letter items**--Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

**FM Frequency Search**, \$200. Larry D. Ellis, PE. Box 22835, Denver, CO 80222.

**Having Trouble** making vital programing decisions? Want to be on target for you next ARB? Call us today 216--826-1433.

**As little as a dollar** a spot will buy the voicing of your copy by a semi-retired, long-time pro broadcast communicator! Free information. Mandrake Productions, 149 West 88, New York City 10024. Call 212--787-4824 for "audition" via answering machine.

**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**

**"Photo Tips"** radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local sponsor Barter basis. Call 800--547-5995 ext. 181. Reynell Associates, Inc., Box 10250, Chicago, IL 60610.

**Bill's Car Care**, 260 2-minute shows of car repair on the air. Exclusive. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312--579-9578.

**From Jerusalem to you**--including live Q&A with news people at your station. One of Israel's most respected English-language radio journalists--proven track record in major markets such as Boston, Los Angeles and Washington, D.C. First come get the exclusive for market area. Rates and tape from The Israel Connection, Box A-92.

**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.

**EMPLOYMENT SERVICES**

**Radio Jobs!!! Placement!!!** "Anywhere in the U.S.A." Guarantee; Write: NYMO Consultants, Box 852, Saco, ME 04072.

**PUBLICATIONS**

**Farm Broadcasters!** Hundreds of stories about more than 1200 farm broadcasters and their unique contributions to their profession. Order your copy of *Farm Broadcasting: The First Sixty Years* today. Send \$17.95 plus \$1.00 per book for handling charges to Box 229, ISU Press, Ames, IA 50010.

**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.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813--955-6922.

**FCC "Tests-Answers" manual!** Free information: Command, Box 26348-B, San Francisco 94126.

**KIIS Broadcasting Workshop** in Hollywood Announcing. Disc Jockey, News. Plus top rated account executive program--all taught by top LA. radio-TV teaching broadcasters. Evenings or day sessions. KIIS Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 212--462-5600. "Where tomorrow's broadcasters are today!"

**RADIO  
Help Wanted Announcers**

**TALKRADIO HOST**

Informed, responsible, fluent, interesting, interested, creative. If this describes you and you have a background in two-way talk radio we might get together. Send resume and unedited air check to Bob Gifford, Program Director.

WHO Radio  
1100 Walnut  
Des Moines, Iowa 50308  
515-288-6511  
Equal Opportunity Employer M/F

**TALK RADIO  
HOST  
WFAA  
Dallas/Fort Worth**

Top 10 major market newstalk station needs a good general talk show host. Ability to handle current events, issues, controversy and lifestyle. Must have a good sense of humor on-the-air and be able to work well with and relate to callers.

Send unedited cassettes of complete hours of interviews and open lines to:

P.D./Talk  
WFAA-Radio  
Communications Center  
Dallas, TX 75202

\*no reels-to-reels or edited cassettes will be considered. No phone calls.

EOE/HMF

**Help Wanted Sales**

**GROWING FM POWER HOUSE  
GROUP**

Medium markets New England, Colorado and central Iowa need jocks, PD's, engineers and sales people by mid-March. Highly motivated, energetic. Impeccable credentials and references. No calls. Bob Fuller, Box 398, Cumberland, Maine 04021. EEO employer.

**Help Wanted Sales  
Continued**

**LOCAL SALES MANAGER**

Needed for KARM/KFIG radio located in Fresno, California. Please send resume to KLOK radio, Box 21248, San Jose, 95151, Attn: Judy Currier.

Davis Weaver Broadcasting Corporation  
Owners of:

KLOK, KWIZ am/fm, KARM/KFIG am/fm  
An Equal Opportunity Employer

**Situations Wanted News**

**NEWS DIRECTOR  
OPERATIONS MANAGER**

Seeking major or large medium market station, with management that cares about people as much as making money. I offer more than 20 years solid broadcasting experience... A First Phone... and the ability to get the most from a staff. If you're building, I can put it together. If it's built, I'll keep it together and make it better. Let's talk. Box A-130.

**Hello Major Market TV & Radio Stations!**

Please hire my husband, Gene Steinberg! He's an incredibly talented newsman and talk-show host with 12 years of multimedia experience. You won't be disappointed.

*Sincerely,  
Barbara Steinberg*

P.S. You may call Gene at 212-631-9290. Thanks!

**Help Wanted Management**

**GENERAL MANAGER**

Sunbelt Top 50. Great new powerhouse AM and FM facilities. Tremendous opportunity for serious hands-on Professional who can motivate, train, lead, and still be willing to learn along the way. Tell us about your—

- expertise in Sales; Direct and Agency
- knowledge of Program concept and execution
- Marketing/Research experience

Please put it all in your letter, together with your personal profile. Strictest confidence; no background calls on you until you're informed.

Box A-196

AN EQUAL OPPORTUNITY EMPLOYER

**Help Wanted News  
Continued**

**MAJOR MARKET**

News/talk station in the Midwest needs intelligent and courteous host with a sense of humor. Also looking for experienced talk show Producer. EOE M/F. Letter and resume to Box A-163.

**NEWS DIRECTOR  
WSNE**

We have an immediate opening for a News Director for our full-service Adult Contemporary FM station serving Southern New England. We're looking for an experienced broadcast journalist with good management skills who can direct an aggressive six person department. Send aircheck & resume to:

Peter Mokover  
WSNE Radio  
111 Dorrance Street  
Providence, R.I. 02903

Equal Opportunity Employer



**TELEVISION**

**Help Wanted Sales**

**TV SALES**

Major rep firm seeks candidates for sales development program. Previous business experience required. Must be organized and detail oriented. Team-work, conceptual ability are necessary. Ability to make quick decisions, necessary. E.O.E. Send resume to Box A-136.

**WANTED GENERAL  
MANAGER**

Presently a strong sales manager in medium midwest market. Must have top sales record. New class B-FM in quality midwest market. Only midwest applicants. Call Packerland Consultants 414-233-2026 After 10AM. Have sales figures of past and present that will be verified. Salary 22-25M

**DVP**

A Division of WBRE-TV which produced commercials, seeks a top-flight salesperson. Knowledge of metropolitan agencies and accounts a plus. Resumes to Charles Baltimore, DVP, Box 28, Wilkes-Barre, PA. 18773.

**Help Wanted Technical**

**15M to 20M PER YEAR**

... plus insurance and other benefits for a capable chief engineer to assume complete responsibility for Non-D AM and class A FM in mid-size Ohio valley market. Successful applicant must have minimum of 3 to 5 years experience and be well versed in latest equipment. Exceptional growth opportunity with expanding young company. Box A-110.

**TALK HOST**

Creative, personable, knowledgeable, issue-oriented—4 hrs. midday M-F—Send tape and resume to Don Bell, WSOC NewsRadio 93 Box 34665, Char., N.C. 28234. An E.O.E. M/F

**Help Wanted Technical**

**TELEVISION  
TECHNICIAN**

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields  
Personnel Mgr.  
WMAR-TV  
6400 York Rd.  
Baltimore, MD. 21212  
E.O.E. M/F

**Help Wanted News**

**GROWTH OPPORTUNITY**

Morning drive newscaster needed immediately for regional adult news and information station in scenic Fingerlakes region of New York. Looking for a real "digger" with degree and strong delivery to join energetic staff with large market facility. Rush T&R to Tim Akers, OM, WKRT/WNOZ, 292 Tompkins Street, Cortland, NY 13045.

**Situations Wanted Management**

**ALL AROUND  
BROADCASTER**

Current General Manager in small market with many years in major markets on air, in sales, programming and management. GOOD STREET FIGHTER. Looking for real growth management opportunity. INTERESTED??? Box A-106.

## Help Wanted Management

### CONTROLLER TV Station Group

Major religious broadcaster desires an experienced controller for its station group, headquartered on the East Coast. Must be an outstanding individual having at least ten years of finance and accounting experience, of which at least five years should be in TV station operations. Must have excellent ability and creativity in financial analysis, budgets, and fiscal controls. Should be a shirt-sleeves manager, especially in terms of analyzing operations. MBA preferred.

If you have a desire to serve, please send complete resume in confidence to

Box A-156

An Equal Opportunity Employer

## Help Wanted Programing, Production, Others

### VIDEO PRODUCTION SPECIALIST

Piper Aircraft Corporation seeks talented individual who can write, direct, and produce quality industrial video programs for marketing and training. This is a "hands-on" technical position. Applicant should have 3-5 years experience in broadcasting or related field; some college and a private pilot's license is preferred. Piper Aircraft is located in Central Pennsylvania which offers year round recreational opportunities. Send resume and salary requirements to:

Howard Russell

### PIPER AIRCRAFT CORPORATION

Lock Haven, PA 17745  
Equal Opportunity Employer m/f

## NOVA

### Producer

NOVA, PBS' science documentary series, seeks an experienced Producer/Writer/Director for a six month project contract. Knowledge of state of the art electronic field production techniques and computerized 1" video editing an absolute must. Position will require working out of Boston office to research, write, produce, and direct one hour science documentary. Requires 2-5 years experience producing documentaries and a demonstrated interest in science and allied fields. Send resume and tape to: Personnel Department/(A-74), WGBH-TV, 125 Western Avenue, Boston, MA 02134. Deadline, February 2, 1981.



## Help Wanted News Continued

### WEATHERCASTER

Top 20 market in sunny Florida looking for weekend weathercaster with ability to make weather interesting and informative science reports remainder of week. Experience preferred. Send resume and on-air tape to:

Richard W. Roberts  
Corporate Personnel Director

### WFLA, INC.

P.O. Box 1410  
Tampa, Florida 33601

Equal opportunity employer M/F

### NEWS PRODUCER

Previous TV News production experience required. Must be familiar with use of live micro-wave technology, film, and tape production. We will look for strong references, an excellent journalism background, and excellent writing skills. Send tape and resume.

Send resume to: Nancy Fields

WMAR-TV  
6400 York Road  
Baltimore, MD 21212  
E.O.E./M/F

## Help Wanted News



### PHOTOGRAPHER/EDITOR

Number One PM Magazine in Kansas City is losing a photographer/editor to PM Magazine in New York. Immediate outstanding opportunity for a creative, talented and energetic videographer. PM experience desired. Equal opportunity employer. Send resume and cassette to Mike Jerrick, KMBC-TV 1049 Central, Kansas City MO 64105.

### ASSIGNMENT MANAGER

Take charge individual to work under assignment editor coordinating assignments, schedules, duties, etc. of news crew. Individual must have previous television desk experience, excellent references and a strong journalism background. Must be well organized, must be able to work effectively with others, and must know how to make the right news decisions.

Send Resume to:

Nancy Fields  
WMAR-TV  
6400 York Road  
Baltimore, MD 21212  
E.O.E. M/F

### METEOROLOGIST

38th market ... immediate opening. Degree and experience in broadcasting required. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI. 49501. EOE/MF.

### TV News Director

Excellent opportunity with growing communications company. We're looking for a person with a good background in news, ability to deal effectively with people and a desire to grow with our company. Managerial ability and potential primary, on-air skills secondary. An equal opportunity employer. M/F Send resume to Box A-50.

**Help Wanted News  
Continued**

**Sunbelt—West Coast  
Television News**

Top 25 market, network and group station planning additions to quality news operation. Interested in experienced, professional on-air talent, primarily anchor. If you are strong and personable, present position, market size and ratings results are secondary. Unusually pleasant constructive working conditions and sound financial opportunity for a solid contributor. An equal opportunity employer, M/F. Complete, careful details first letter to Box A-95.

**POLICE BEAT  
REPORTER**

Top 20 market station seeking experienced police beat reporter. Journalism degree preferred. Salary & fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. Please send resume to Box A-161, EEOE, M/F.

**Ziff-Davis Broadcasting**

of Tennessee seeks experienced weather forecaster. Meteorologist, AMS Seal preferred. Excellent facilities in scenic center of the South. Send tape, resume to WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. Equal Opportunity Employer.

**Situations Wanted Management**

**TV Operations VP**

programming, production, engineering, sales, news and public affairs experience. Seeks group operations or station manager post. Box A-188.

**Situations Wanted Programing,  
Production, Others**

**PRODUCER/DIRECTOR**

Strong in musical shows, comedies and filmed documentaries recently settled in this country from Italy is looking for position with growing company searching a very imaginative and experienced professional. PhD degree in Spanish literature. Having airline lost luggage with demo-tape and films can prove his professionalism with written documentation and of course willing to personal interview anywhere. I am not an ordinary one. I do have 20 years experience directing people with charm, diplomacy and successfully. Resume available upon request. Box A-168.

**ALLIED FIELDS  
Help Wanted Technical**

**video  
engineer**

Quality corporate TV studio, 15 miles from NYC, needs experienced engineer to maintain and operate equipment including Ikegami HL-77, Type C-1" and 3/4" VTR's. This is an ideal opportunity to gain exposure to all facets of in-house VTR production.

Salary commensurate with exposure and attractive company paid benefits package.

Send resume, or contact

**Blance Cordero  
AIRWICK  
INDUSTRIES, INC.  
111 Commerce Road  
Carlstadt, N.J. 07072**

An Equal Opportunity  
Employer M/F



**Radio Programing**

**The MEMORABLE Days  
of Radio**

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
...included in each series



Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



**Just get the book?**

Bad news? Thinking about going country? We've got expert help. Major market track records. For information write "The Country Doctor" Suite 1, 1105 DePauw, Arlington, TX 76012.

**Employment Service**



**BROADCASTER'S  
ACTION LINE**

The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Service \$40.00

Call 812-889-2907  
R3, Box 84, Lexington, Indiana 47138

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"Media Placement Professionals"  
Confidentially Requests Your Resume

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(213) 467-8151  
100% FREE  
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6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



**Business Opportunities**

**LOW POWER TELEVISION**

"INSIDE REPORTS"—the how-to guide with quarterly updates—timely info you need to know to keep abreast of this new opportunity. A must for LPTV applicants and potential applicants. Write for subscription rates.

"INSIDE REPORTS"  
TRA, INC.

2900 N. Dixie Hwy. Suite 102  
Ft. Lauderdale, Fla. 33334

**MAJOR MARKET MIDWEST**

Corp. forming for the purpose of acquiring and managing broadcast properties. Interested parties must possess thorough knowledge of broadcast investment and subsequent profitability. Reply in confidence to Box A-180 (This ad is neither an offer to sell, nor a solicitation of an offer to buy any security whatsoever.)

**Miscellaneous**

**AUTHORS WANTED BY  
NEW YORK PUBLISHER**

Leading subsidy book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. Send for free, illustrated 40-page brochure V-68 Vantage Press, 516 W. 34 St., New York, N.Y. 10001

**SYSTEMS/PROJECT  
ENGINEER**

We are a high technology electronics manufacturing systems and service company providing quality audio and video equipment for the broadcast industry.

We are currently seeking candidates with 3-10 yrs. exp. in fixed and/or mobile electronics broadcast systems who will participate in equipment development from concept through installation and final testing.

A desirable requisite is at least 2 yrs. electronics education or a B.S. degree.

Qualified applicants, please send resume and salary requirements to:

Corporate Recruiter  
PO Box 7760  
Burbank, CA 91505

**Instruction**

**BROADCAST JOURNALISM**

Are you an experienced newspaper journalist for whom a career in broadcast journalism is sheer fantasy? Well, the Frank E. Gannett Center at Northwestern University now has a program that can help you translate your fantasy into reality. Our Continuing Professional Program will teach you broadcast techniques and give you a chance to practice those skills while reporting in Chicago and Washington D.C. The deadline for applications is March 1. For more information call (312) 492-5228, or write:

Continuing Professional Program  
Northwestern University  
1845 Sheridan Road  
Evanston, IL 60201



## Public Notice

### Public Notice

The town of Carmel in Putnam County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a request for proposal available from the undersigned. Applications will be accepted until March 31, 1981, and all applications received will be available after March 31 for public inspection in the office of the Town Clerk, Town Hall, McAlpin Avenue, Mahopac, New York, between the hours of 9 AM and 5 PM, Monday through Friday. By order of the Town Board of the Town of Carmel, Ann T. Crookston, Town Clerk, Town Hall, McAlpin Avenue, Mahopac, New York, 10541, telephone 914-628-1500.

### February 12, 1981 EXECUTIVE COMMITTEE MEETING BOARD OF TRUSTEES

The Executive Committee of the National Association of Public Television Stations will meet Thursday, February 12, 1981, in the Sandpiper Room, Lake Buena Vista Conference Center, (Disney World), Orlando, Florida, from 9:00 a.m. to 3:00 p.m. In addition to general business and staff reports the agenda will include matters of the NAPTS budget, and the Association's agenda for 1981, including federal legislation.

### PUBLIC NOTICE

The Villages of Salem, Cambridge, Greenwich, Schuylerville and Victory Mills, Washington & Saratoga Counties, New York, invite applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned. Applications will be accepted until April 13, 1981 and all applications received will be available for public inspection during normal business hours at the Village Office in each Village. All correspondence should be directed to the undersigned.

Mrs. JoAnn Latulippe  
Village Clerk  
Village Office  
Salem, New York 12865  
518-854-3433

### Public Notice Application For Cable Television License Newbury, Massachusetts

The town of Newbury, Ma. will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Television Commission. Five copies of each application may be filed at the address below until 4 p.m. on March 27, 1981. Applications must be filed on the Massachusetts C.A.T.V. Commission form 100, and must be accompanied by a filing fee of \$100, non-refundable, payable to the Town of Newbury. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commissioner. All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed.

Board of Selectmen  
Town Hall  
25 High Road  
Newbury, Ma. 01950

## For Sale Equipment

### FOR SALE

2 RCA TT50AH Transmitters  
Call (202) 686-6052

## Consultants

*It's tougher to score  
when you're playing defense.*

**J.A. RYMAN** 214-696-1353  
**COMPANY**

RADIO PROGRAMMING & MANAGEMENT CONSULTANTS  
5944 Luther Lane • Suite 505 • Dallas, TX 75225

### LOW POWER TV!

Broadcast engineer will assist you with engineering portion of FCC form 346, help you choose equipment, etc. Fee is only \$1,000 plus travel expenses (if required). Write: Meyer Gottesman, PO Box 4234, Napa, CA 94558.

## Wanted To Buy Equipment

### WANT TO BUY USED EQUIPMENT

to fully equip class C FM stereo station. Need everything including 100,000 watts of transmitter power, 1,000 foot antenna, marti remote etc. Call Bill or John 612-222-5555.

## Wanted To Buy Stations

### WANT TO BUY CP's

Will buy 100% of your CP for cash. Box P-65.

## For Sale Stations

### BEST IN CITY

100,000 watt FM

Profitable in large sunbelt market, low down payment, 12 yr. payout or must accept real estate in trade.

Box A-195

### AM FULLTIME

in the first 122 metro midwest market. Close to Mason Dixon Line. Large amount depreciable assets. Grossing over 600,000. Asking \$1,350,000. Box A-158.

### IN FIRST 75 MARKETS

By population, full-time, A.M. Very low frequency—excellent assets. Grossing over half of asking price of \$1,100,000. Exclusive. Box 30, Lake Forest, IL 60045. J.D. Stebbins Co.

## For Sale Stations

- E. Ky. 1000 watt daytimer. \$280,000.
- FM in Texas. \$250,000. Terms.
- Spanish speaking S.C. California. \$520,000.
- VHF-TV in Wyoming. \$740,000. Terms.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Sales oriented working partner to buy minority on terms in big town. FM in NW AL. \$50,000.
- S. Ala. 1000 watt fulltime. \$200,000. Terms
- 1000 watt daytimer. SE KY. \$300,000.
- 1000 fulltimer. Tenn. Chattanooga area. \$350,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse. \$1,000,000.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 3,000 watt FM. Southern Arkansas. \$380,000.
- AM/FM in NE Oklahoma. \$1,100,000.
- 250 watt daytimer. NE La. \$250,000.
- 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 Idaho. \$660,000 terms.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Northern Michigan. \$430,000. Terms.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Drop by our hospitality suite No. 811 at the NABOB, ClearWater Beach Hilton Inn

Let us list your station. Confidential!

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

**E B S EDEN BROADCAST SERVICES** 919-623-3000 P.O. BOX 647  
**MEDIA BROKERS**  
A DIVISION OF EDE REALTY COMPANY INC.  
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**MEDIA BROKERS · APPRAISERS**  
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

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**SHAHEN** INC.  
435 NORTH MICHIGAN AVE. · CHICAGO 60611

312/467-0040



**CHAPMAN ASSOCIATES®**  
media brokerage service

STATION					CONTACT
W Small Fulltime	\$375K	\$108K	Dan Rouse (214) 387-2303		
MW Small FM	\$385K	29%	Jim Mackin (312) 323-1545		
S Small AM/FM	\$795K	\$225K	Bill Cate (904) 893-6471		
W Small AM/FM	\$1060K	Terms	Ray Stanfield (213) 363-5764		
S Metro AM/FM	\$775K	\$125K	Bill Cate (904) 893-6471		
S Metro Fulltime	\$1100K	\$319K	Bill Chapman (404) 458-9226		
S Metro AM/FM	\$1550K	\$406K	Bill Chapman (404) 458-9226		

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

**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

**WALKER MEDIA & MANAGEMENT, INC.**  
William L. Walker  
President  
Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
(202) 223-1553  
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**R.DHANNA COMPANY**  
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5944 Luther Ln., Suite 505, Dallas, TX 75225 214•696•1022

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East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**Dan Hayslett & associates, inc.**  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

**Lee Wilkins AND ASSOCIATES**  
MEDIA BROKERS  
P.O. BOX 850 3500 S. PHILLIPS  
ALBANY, GA. 31702 SIOUX FALLS, S.D. 57105  
TEL. (912) 883-4917 TEL. (605) 338-1180

NC	Daytime AM	186K	Small
SC	Daytime AM	400K	Small
TX	AM & FM	750K	Small
NC	Daytime AM	405K	Medium
OH	Daytime AM	525K	Suburban
NY	FM	700K	Small
OH	FM	450K	Medium
AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
SC	AM—Down payment	\$25,000	
TN	AM—Down payment	\$30,000	

**UNUSUAL 1st TIME OFFER!**

- **Midwest AM/FM—Chicago/Milwaukee Vicinity**
- **Only Stations Licensed To Small Market With Substantial Population Adjacencies**
- **Excellent Coverage In Trade Area Of Over 200,000**
- **Great Potential For A Good Operator In A Solid Growth Market**
- **\$1,400,000**
- **Valuable Real Estate And Building Included**
- **20-YEAR PAYOUT!**

Call 901/767-7980  
In Complete Confidence!



5050 Poplar Ave. • Suite 816 Memphis, TN 38157  
700 New Hampshire Ave., N.W. • Watergate South  
Suite 1003 • Washington, D.C. 20037

**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.

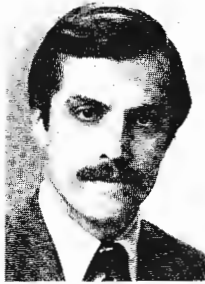
# Fates & Fortunes

## Media

**Richard Beesemyer**, VP of ABC-TV Network, named VP and general manager, ABC Owned Television Stations, responsible for day-to-day operations and management of division, including its five stations and spot sales department.



Beesemyer



Johnson

**David Johnson**, VP, ABC Owned Television Stations, appointed VP and general manager, planning and development. They report to **Richard A. O'Leary**, president of division.

**Paul Wagner III**, assistant to president of NPO Task Force, New York public relations firm, joins ABC Inc. there as manager of corporate affairs.

**Raymond Schonbak**, station manager, WRGB(TV) Schenectady, N.Y., joins WTCN-TV Minneapolis-St. Paul as VP-general manager.

**Constance Balthrop**, VP-finance and administration, WYJZ(AM)-WAMO(FM) Pittsburgh, named VP-general manager, succeeding **Thomas McKinney**, who will remain with parent, Sheridan Broadcasting, to research corporate ventures.

**Frank DiProsa**, general manager, WOKR(TV) Rochester, N.Y., joins WROC-TV there as VP-general manager, succeeding **Lemuel Schofield**, who becomes VP-station manager.

**Joseph George Jr.**, co-manager and director of marketing, KAUZ-TV Wichita Falls, Tex., joins WXVT(TV) Greenville, Miss., as general manager.

**Nancy Reynolds**, station manager, KTKT-AM-FM Tucson, Ariz., joins co-owned KENO-AM-FM Las Vegas as VP-general manager, succeeding **Jerry Roy**, named assistant to president of stations' parent, Lotus Communications.

**Robert Ordenez**, VP of Donrey Media Group's broadcast division, Las Vegas, joins KCBN(AM)-KRNO(FM) Reno as VP-general manager.

**Ken Maness**, general manager, WKIN(AM) Kingsport, Tenn., joins co-owned WDDO-AM-FM Chattanooga in same capacity.

**Alan Risener**, executive VP of Horne Industries Inc., licensee of KWCK(AM)-KSER(FM) Searcy, Ark., joins KFPW(AM)-KXXI(FM) Fort Smith, Ark., as VP-general manager.

**John Atkinson**, general manager, WHBU(AM)

Anderson, Ind., retires after 40 years. **Louis Disinger**, general manager, WGOM(AM)-WMRI(FM) Marion, Ind., succeeds Atkinson.

**David Kenin**, VP-director of broadcast operations, KMBC-TV Kansas City, Mo., joins KBMA-TV there as station manager.

**Bill Wright**, operations manager and air personality, WMOH(AM) Hamilton, Ohio, named assistant manager and director of sales.

**Kenton Morris**, assistant program director, WGN(AM) Chicago, named operations manager.

**Robert Munoz**, VP-general manager, KDTV(TV) San Francisco, joins WCIU-TV Chicago as director of corporate development.

**John Moitoza**, from WADK(AM) Newport, R.I., joins WOTB(FM) Middletown, R.I., as operations director.

**Carol Michaud**, with WZZC(FM) East Moline, Ill., named operations manager.

**Danny Luell**, program director, KTNT(AM) Tacoma, Wash., joins KACY-AM-FM Oxnard, Calif., as operations director.

**Ritschard Homberg**, assistant program director, WMCA(AM) New York, joins WINS(AM) there as research director.

**Robert English**, general manager, WUBE-AM-FM Cincinnati, named VP of parent, Plough Broadcasting, based in Memphis.

**Tom Kanarian**, president of Theta Cable, Teleprompter's Los Angeles CATV, assumes additional duties as VP-regional manager responsible for Teleprompter's California, Nevada, Arizona, and Hawaii systems. **Mady Land**, producer, Independent TV News Association, New York, joins Teleprompter there in newly created position of VP of new services development. **Kazie Metzger**, director of business analysis, Teleprompter, named VP of business analysis.

**Lisa Connor**, director of marketing for Viacom's San Francisco cable system, named associate director of marketing for Viacom Communications, cable system division of Viacom International. Connor will be based at corporate headquarters in Dublin, Calif.

**Richard Young**, VP-operations, Times Mirror, Irvine, Calif., joins cable MSO, Falcom Communications, Los Angeles, as regional manager of its southern California systems.

**Lenny Melamedas**, from noncommercial KTCA-TV St. Paul-Minneapolis, joins UA-Columbia Cablevision, Oakland, N.J., as director of studio operations.

## Advertising

**Joseph O'Sullivan**, controller, Needham, Harper & Steers, New York, named VP. **Alexis Young**, chief engineer and operations manager, WFCF-TV Chicago, joins NH&S there as director of its audio-visual facility, Comm 3.

**Harold Griffin**, VP-account supervisor, Ke-

nyon & Eckhardt, New York, joins Shaller Rubin Associates there in same capacity.



O'Brien

**Richard O'Brien**, senior VP in charge of General Foods and Kayser Roth accounts, Grey Advertising, New York, named executive VP.

**Judith Goldstein**, copy supervisor, DDB Group II, subsidiary of Doyle Dane Bernbach, New York, and **Joan C. Niborg**, art supervisor of DDB Group II,

named VP's.

**Robert Cole**, co-group creative director, **Tom Kirmayer**, account supervisor, and **Vincent Ioele**, senior TV commercial producer, Cunningham & Walsh, New York, named VP's.

**Doris Kahn**, VP-creative supervisor, and **Rudi Seligman**, VP-creative supervisor, Compton Advertising, New York, named senior VP's.

**Valerie DeSanti**, network broadcast supervisor, Ketchum MacLeod & Grove International, New York, named VP of TV programming.

**William MacFarland**, account supervisor, W. B. Doner, Baltimore, named VP.

**Thomas Kuhn**, senior VP, Post, Keyes, Gardner, Chicago, joins Keller-Crescent, Evansville, Ind., as group VP-director of client services.

**Michael Duclos**, copywriter, Bernard Hodes Advertising, Encino, Calif., and **Milo Flynn**, copywriter, NW Ayer, New York, join D'Arcy-MacManus & Masius/deGarmo, New York, in same capacities.

**Alexandra Boris**, copywriter, Image Advertising, Roanoke, Va., joins Abramson/Himelfarb, Washington, in same capacity.

**Kathleen DeLauro**, assistant art director, Ross Roy, Detroit, joins Simons Michelson Zieve Advertising, Troy, Mich., as art director.

**James Bloom**, VP-New York ABC/green sales team, Blair TV, named VP-manager of Blair's new New York independent sales team.

**Murray Berkowitz**, assistant manager of ABC/green sales team, New York, succeeds Bloom. **Michael Norten**, account executive, Blair's Chicago CBS sales team, named manager of independent sales team there. Account executives named to new independent sales team in New York: **Chuck Gelini**, **Faith Tilson**, and **Bob Bishop**, former account executives, ABC/green sales team; **Ron Castelli**, account executive, Blair's New York CBS sales team, and **John Hannington**, from WPHL-TV Philadelphia. Account executives named to Chicago independent sales team: **Mary Carnahan**, from RKO-TV Sales, Chicago; **Thomas MacArthur**, from WSB-TV Atlanta, and **Peter Walker**, from TeleRep, Chicago.

**Sandy Gasman**, VP-sales manager, Katz Radio Network, New York, named VP-manager.

**Mike Disney**, VP-manager, Major Market Radio, Atlanta, named VP-regional manager for Midwest and South, based in Chicago. **Ray Napier**, general sales manager, WGST(AM) Atlanta, succeeds Disney.

**Doug Christie**, manager of Detroit office of RKO-TV Sales, joins Harrington, Richter & Parsons there as manager of that office.

**Joan Lascari**, group research manager, Petry Television, New York, named senior group research manager. **Lorraine Harris**, assistant to national sales manager, KTLA(TV) Los Angeles, joins Petry, New York, as research analyst.

**Peggy Schiavo**, account executive, Roslin Radio Sales, Los Angeles, appointed sales manager of Roslin office in San Francisco.

**Vicki Thomas**, VP of national advertising and marketing, Credit Union National Association, Madison, Wis., joins ABC-TV Network Sales, Chicago, as account executive.

**Brenda Holland**, account executive, KNX-FM Los Angeles, joins Radio Advertising Representatives there in same capacity.

**Walt Adler**, account executive, KGO-TV San Francisco, joins KBHK-TV there as general sales manager.

**John Maybin**, account executive, WVUE(TV) New Orleans, named national sales manager.

**David Garrison**, assistant to senior VP of Susquehanna Broadcasting, Arlington, Tex., named national sales manager of Susquehanna's KLIF(AM)-KPLX(FM) Dallas.

**Bob Bradley**, local sales manager, KCOY-TV Santa Maria, Calif., named general sales manager.

**Michael Hillstrom**, senior account executive, CBS Radio Spot Sales, Chicago, joins WZZX(FM) Louisville, Ky., as VP-general sales manager.

**Robert Glassburn**, general sales manager, KOLO(AM) Reno, joins KCBN(AM)-KRNO(FM) there in same capacity. **Jack Costello**, from KRAK(AM) Sacramento, Calif., joins KCBN-KRNO as account executive.

**John Hughes**, national sales manager, and **Katy Elliott**, local sales manager, KTTV(TV) Los Angeles, named VP's.

**Duane George Kell**, general sales manager, WJRT-TV Flint, Mich., appointed local sales manager, WDIV(TV) Detroit.

**Jane Doherty**, account executive, WEEI-FM Boston, named local sales manager.

**David Summers**, local sales manager, WTAJ-TV Altoona, Pa., joins WXII(TV) Winston-Salem, N.C., in same capacity.

**Yube Levin**, senior account executive, WMCA(AM) New York, named retail sales manager.

**Edd Hoyt**, general sales manager, KSJO(FM) San Jose, Calif., joins KMEL(FM) San Francisco as retail sales manager.

**Samuel Stowell**, account executive, WBCN(FM) Boston, joins WYNZ-FM Portland, Me., as sales manager.

**Richard (Chico) Kurzawski**, sales representative, Group W Television Sales, Chicago,

named sales manager.

**Delores Blount**, account executive, WKZQ(FM) Myrtle Beach, S.C., named sales manager of its parent, Grand Strand Broadcasting, also licensee of WTGR(AM) Myrtle Beach.

**Claire Ziegler**, community relations manager, *Seattle Post-Intelligencer*, joins KIRO-TV Seattle as television sales co-op coordinator. **Bruce Wingate**, account executive, KIRO-TV, named assistant local sales manager.

**Tom Petersen**, from KVOA-TV Tucson, Ariz., and **Phil Stigers**, VP, Buildersmith Inc., Hilton Head Island, S.C., join KPNX(TV) Mesa, Ariz., as account executives.

**Bob Kramer**, professional golfer, joins WOTB(FM) Middletown, R.I., as account executive.

**Debbie Davis**, art director, Haines Art Studio, Los Angeles, joins KTLA(TV) there as senior art supervisor.

## Programing

**Jonathan Axelrod**, VP of dramatic series development, ABC Entertainment, Los Angeles, named VP and senior executive, prime-time development.

**Aniello (Neil) Bianco**, partner, Arthur Young & Co., New York, public accounting firm, joins PolyGram Corp., entertainment company there, as executive VP and chief financial and administrative officer. **Brian Pike**, director of special projects, Columbia Pictures Television Distribution, Los Angeles, joins PolyGram Television there in its sales, product acquisition and operation activities.

**Leonard T. Giarraputo**, executive VP of Post-Newsweek Stations, Washington, named VP, sales, Group W Productions, New York.

**Joseph D'Agosta**, with MGM Television, Los Angeles, named to newly created post of director of talent.

**Edith Bjornson**, associate director of programing, Teleprompter, New York, named VP-programing.

**Scott Kurnit**, director of programing and studio operations, Warner Amex Cable Communications' Qube service in Columbus, Ohio, named director of Qube and local programing, based in New York.

**Helaine Ciporen**, communications marketing manager, Manhattan Cable Television, New York, joins Warner Amex Satellite Entertainment there as Eastern regional sales director for Warner's Nickelodeon and The Movie Channel.

**Paul Simon**, director of research, Warner Bros. Television Distribution, Burbank, Calif., named VP-research.

**Neil Sargent**, general sales manager, TM Special Projects, Dallas, named VP-general manager. **Gerard Ferri**, senior account executive, RKO, Los Angeles, joins TM Special Projects as national sales manager. **Jody Alexander**, sales coordinator, TM, named sales manager.

**Andrea Cetera**, director of research and client services, Petry Television, New York, joins Viacom Enterprises there as director of market strategy.

**Meryl Marshall**, senior attorney, law depart-

ment, NBC, West Coast, Los Angeles, named director of program and talent contracts for NBC Entertainment.

**Henry Kimmel**, story editor, Goodson-Todman Productions, Los Angeles, and **John Huddy**, entertainment editor, *Miami Herald*, join NBC-TV, Los Angeles, as producer-writer, and segment producer, respectively, of *Tomorrow Coast-to-Coast*.

**Vic Hurwitz**, producer/director for WDIV(TV) Detroit, has resigned to form his own film and videotape production company, Hurwitz Productions, Detroit.

**Craig Smith**, operations manager, KGW-TV Portland, Ore., named program director.

**Daniel Fabian**, assistant general sales manager, WGN(AM) Chicago, named program manager, succeeding **Richard Jones** (see "Promotion and PR," page 93).

**Bill Conly**, production manager, WIBW-TV Topeka, Kan., named program director of co-owned WIBW(AM) there. **Kirk Weillepp**, assistant production manager, WIBW-TV, succeeds Conly. **Doug Gillan**, announcer, co-owned WIBW-FM Topeka, promoted to program director. **Randy Kahle**, camera operator, WIBW-TV, promoted to director.

**Mark Williams**, from Kentuckiana Radio Information Service, Louisville, Ky., joins WZZX(FM) there as VP-program director.

**Chuck Bushong**, air personality, KFSA(AM) Fort Smith, Ark., named program director.

**Brian O'Donnell**, air personality, WMOH(AM) Hamilton, Ohio, named program director.

**Tim Drake**, air personality, WITY(AM) Danville, Ill., named program director.

**Stephanie Gray**, executive producer of programs, KNBC(TV) Los Angeles, joins co-owned WRC-TV Washington and Post-Newsweek Productions there as executive producer of *The Charlie Rose Show*, syndicated talk-interview show produced by both groups.

**Eugene Filip**, director of community affairs, WGN(AM) Chicago, named manager of traffic and communications services, WGN's traffic reporting system.

**Richard Miner**, broadcast operations supervisor, WOR-TV New York, named continuity, clearance and acceptance manager.

**Matthew Bass**, director, KDKA-TV Pittsburgh, joins co-owned WPCQ-TV Charlotte, N.C., as producer-director.

**Randy Rhinehart**, production assistant, WBTH(TV) Cincinnati, named assistant production manager.

**Gary Travers**, air personality, WIVY-FM Jacksonville, Fla., joins WGBS(AM)-WLYF(FM) Miami as production director.

**Sharon Smith**, assistant to program director, KBBC(FM) Phoenix, joins Plough Broadcasting, Memphis, as national music coordinator.

**Sandi Turton**, national sales administrative assistant, WMAL(AM) Washington, joins WFSH(AM) Valparaiso, Fla., as director of traffic and continuity.

**Terry Black**, air personality, KJJJ(AM) Phoenix, joins KCBQ(AM) San Diego as music director and air personality.

**Mike Metzger**, air personality and assistant

Director, WNCI(FM) Columbus, Ohio, joins KAKZ(AM) Wichita, Kan., as program director.

**Chris Layne**, from WKSJ(AM) Jamestown, N.Y., joins WLAM(AM) Lewiston, Me., as music director and air personality. **Kirk Allen**, production director and air personality, KIXY-FM San Angelo, Tex., joins WLAM in same capacity.

**Jim Heubach**, continuity director, WZZC(FM) East Moline, Ill., named chief announcer.

**Rosemary Haddad**, talk show host, WDAE(AM) Tampa, Fla., joins WLCY(AM) St. Petersburg, Fla., in same capacity.

**Frank Marrero**, head of network production, SIN National Spanish Network, New York, received Gold Agueybana Award from Agueybana Awards Academy of Puerto Rico for superior artistic achievement.

## News and Public Affairs

**Don Ross**, news director, KGNR(AM) Sacramento, Calif., joins KTXL(TV) there in same capacity.

**Steven Hammel**, assistant news director, WHTM-TV Harrisburg, Pa., named news director.

**Gregg Mace**, assignment editor and weekend sports anchor, WHTM-TV, named sports director.

**Bob Janis**, from WTPA-FM Harrisburg, joins WHTM-TV as assignment editor. **Mark Shull**, with WHTM-TV, named ENG news editor.

**Brian Bracco**, with WTVN-TV Columbus, Ohio, named managing editor.

**Jim Childress**, Kalamazoo, Mich., bureau chief, WOTV(TV) Grand Rapids, Mich., named consumer affairs director.

**Janice Arthur**, production assistant, WBTI(TV) Cincinnati, named staff director of public affairs productions. **Kevin Zimmerman**, from WISH-TV Indianapolis, joins WBTI as producer-director of news and commercial productions.

**Mary Curran**, executive news producer, KSDO(AM) San Diego, named managing editor.

**Dave Marash**, ABC News correspondent, joins WCBS-TV New York, as news correspondent and anchor.

**Nancy Holland**, weekend anchor, WDSU-TV New Orleans, named co-anchor of weekday 6 and 10 p.m. newscasts.

**Stephen Anthony Mosier**, reporter, WAYS(AM) Charlotte, N.C., joins WPCQ-TV there as sports anchor.

Staff changes and additions, KDFW-TV Dallas: **Carol Beaudreaux**, night assignment editor, KDFW-TV, to news producer; **Patti Wallace**, news producer, KOCO-TV Oklahoma City, to weekend news producer-writer; **Caryn Carlson**, news writer, KDFW-TV, to weekend reporter; **Vicki Monks**, from KWTW(TV) Oklahoma City, to cover Texas state legislature in Austin; **Nancy Montoya**, health and medical reporter, KDKA-TV Pittsburgh, to same position, and **Wayne Shattuck**, weatherman, KOCO-TV, to same position.

**Curt Fonger**, news director-anchor, WOTV(TV) Grand Rapids, Mich., joins WKRQ-TV Mobile, Ala., as producer-anchor.

**Linda Douglass**, political editor-reporter, CBS-owned KNXT(TV) Los Angeles, joins CBS News there as reporter.

**Gary Franklin**, reporter, KFWB(AM) Los

Angeles, joins KNXT(TV) there in same capacity.

**Larry Sturholm**, news assignment editor, KOIN-TV Portland, Ore., and **Lynne Easton**, reporter-producer, WOWT(TV) Omaha, join KIRO-TV Seattle as feature reporter and reporter, respectively.

**Roberto Villanueva**, from KMXX(FM) Austin, Tex., joins Spanish Information Service, Texas State Network, Fort Worth, as reporter-anchor.

**Don Carson**, from WDIV(TV) Detroit, joins WTVN-TV Columbus, Ohio, as meteorologist.

**Dr. Joseph Sisco**, former president and chancellor, American University, Washington, joins Cable News Network there as foreign affairs analyst.

**Curt Gowdy**, baseball analyst and commentator, CBS Sports, will anchor CBS Radio weekday evening sports commentary program based in Wellesley Hills, Mass.

**Gail Christian**, Washington correspondent for Chronicle Broadcasting, San Francisco, joins Public Broadcasting Service, Washington, as director of news programming.

**Alton Morris**, news-sports photographer, WVEC-TV Norfolk, Va., joins WMAR-TV Baltimore as news photographer.

**Roone Arledge**, president, ABC-TV News and Sports, New York, awarded Poor Richard Club's annual Gold Medal Award in Philadelphia.

**Walter Cronkite**, CBS news anchor, will receive University of Arizona's annual John Peter Zenger award, for "distinguished service in behalf of freedom of the press and the people's right to know."

## Technology



Selenko

**John Selenko**, VP, technical services, Warner Amex Cable Communications, named senior VP of new system construction and start-up operations, including Amex's interactive Qube service.

**Charles C. Ellis**, senior VP for long-range planning, RCA Corp., New York,

named executive VP.

**Michael Alfieris**, president, digital processing division, Adams-Russell Co., Waltham, Mass., named VP.

**Richard Fuller**, VP-technology, Emerson Electric, St. Louis, joins General Instrument Corp., New York, as VP of digital communications systems. **Dr. Robert Davis**, director of personnel development and staffing, ITT, New York, joins General Instrument there as VP of human resources.

**Frederick Seitz**, special projects engineer, WNEW-TV New York, joins Philips Test & Measuring Instruments, Mahwah, N.J., as field sales engineer.

**Nancy Hanagan**, manager of Electronic Industries Association's accounting department, Washington, named director of financial services.

**Frank Christel**, chief engineer, KAKC(AM)-KCFO(FM) Tulsa, Okla., joins noncommercial KWGS(FM) there in same capacity.

## Promotion and PR

**Fifi Booth**, director of promotion and publicity, *Mike Douglas Show*, Los Angeles, joins HBO there as Western public relations director.

**John Sykes**, promotion manager, CBS Records, Chicago, joins Warner Amex Satellite Entertainment, New York, as director of promotion for music program development.

**Jack Sellati**, information systems manager, Insilco Broadcast Group, New Haven, Conn., named director-information systems and government relations.

**Bruce White**, associate editor, *Burlington County Times*, Willingboro, N.J., joins RCA Commercial Communications Systems division, Cherry Hill, N.J., as administrator of news and information services.

**Amy Krakow**, New York copy manager, *U.S. News & World Report*, joins WINS(AM) there as promotion manager.

**John Lisanti**, president, The Creative License, Boston-based broadcast promotion consulting firm, joins WNAC-TV there as director of advertising and promotion.

**Richard Jones**, program manager, WGN(AM) Chicago, named manager of community and cultural affairs.

**Yvonne Forston**, director of Pennsylvania Film Promotion Bureau, Philadelphia, joins

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## Books

**T421. HOW TO SELL RADIO ADVERTISING** by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear of all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment," and how to convert a "No" to a "Yes." 320 pages. **\$12.95**

**T420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE** by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—(creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. **\$12.95**

**T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION** by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$29.95**

**T419. HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship, this book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 256 pages, illustrated. **\$12.95**

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WCAU-TV there as director of communications.

**John Lyons**, creative services director, WPTF-TV Durham, N.C., joins WDTN(TV) Dayton, Ohio, as promotion manager.

**Flettene Parks**, manager of promotion and advertising, Television for All Children, Los Angeles, joins noncommercial KCET(TV) as advertising manager.

**Daniel Baileys Jr.**, account supervisor, W.B. Doner, Baltimore, named director of promotion.

**Donald McGibbon**, account executive, Hill & Knowlton, Chicago, named VP. **Thomas Sommers**, account executive, Carl Byoir & Associates, Chicago, joins Hill & Knowlton there in same capacity.

**Connie Rudolph**, public relations director, Cannell & Chaffin Commercial Interiors, Los Angeles, joins Harshe-Rotman & Druck there as account executive.

**Brian Moore**, reporter, WSM-TV Nashville, joins Rutledge Public Relations there as account executive.

## Allied Fields

**James Ridings**, Eastern division manager, Arbitron Radio station sales, named VP, advertiser/agency sales.

**Larry Speakes**, former press aide to Presidents Nixon and Ford, and later VP, Hill & Knowlton, Washington, officially named deputy press secretary in Reagan White House (BROADCASTING, Jan. 12). **David Prospero**, 27, and **Mark Weinberg**, 23, Reagan campaign aides, named assistant press secretaries.

**Joe Tiernan**, advertising manager, WDCATV Washington, joins National Radio Broadcasters Association there as project manager.

**Dell Henry**, VP-production manager, A.C. Nielsen's scanning services, Northbrook, Ill., named national production manager for market research group.

**Stuart Brotman**, special assistant to assistant secretary of commerce, communications and information, National Telecommunications and Information Administration, Washington, joins Communication Strategies Inc., Cambridge, Mass. research and planning firm, as president.

**Matthew Lasky**, research account executive, McCann-Erickson, New York, joins Lee Slurzberg Research there as research manager.

**Robert Rosencrans**, president and founder, UA-Columbia Cablevision, Westport, Conn., elected to International Radio and Television Foundation's board of directors.

New officers, Radio Executives of Baltimore: **Joseph Cahill**, WCAO(AM)-WXYV(FM), president; **Harold Deutsch**, WCBM(AM), VP; **John Cross**, WMAR-FM, secretary, and **Carl Brenner**, WBMD(AM)-WKTK(FM) treasurer.

## Deaths

**David Moss**, 53, director of operations, SJR Communications, New York-based group owner, died of cancer Jan. 12 at University hospital, New York. Moss, who began his broadcasting career in 1948 as announcer for WCTC(AM) New Brunswick, N.J., also served as general manager of WHWH(AM) Princeton, N.J.,

and WPST(FM) Trenton, N.J. Moss was also manager, WFAS(AM) White Plains, N.Y., and communications for Princeton, N.J., Surveys and Research Corp. He is survived by his wife, Helen, two daughters and son.

**Melvin Singer**, 68, retired VP and management supervisor at Grey Advertising, New York, died of heart attack at his home in Clearwater, Fla., on Jan. 11. He is survived by his wife, Janice, and four children.

**Kenneth Wall**, 36, VP of Western Communications, Walnut Creek, Calif.-based MSO, died of cancer Jan. 8 at Mount Diablo hospital, Concord, Calif. Wall was also former chief engineer at Concord TV Cable, one of Western's five CATV operations. He is survived by his wife, Carolyn, and two sons.

**Harry Eisenhauer**, 82, head of own radio frequency control consulting firm in Washington before his retirement in 1967, died of cancer Jan. 12 at Doctors hospital, Lanham, Md. He is survived by wife, Florence, two sons and daughter.

**Paul Lindsay**, 55, VP-general manager, WOHN(AM) Herndon, Va., died Dec. 20 of cancer at Fairfax hospital, Fairfax, Va. Lindsay went to WOHN from WACK(AM) Newark, N.Y., where he was general manager. He is survived by his wife, Julie, and three sons.

**Jo-Ann Paige**, 27, Associated Press reporter in New York and previously writer for broadcast desk there, died of cancer in New York on Jan. 12. She is survived by her parents and two brothers.

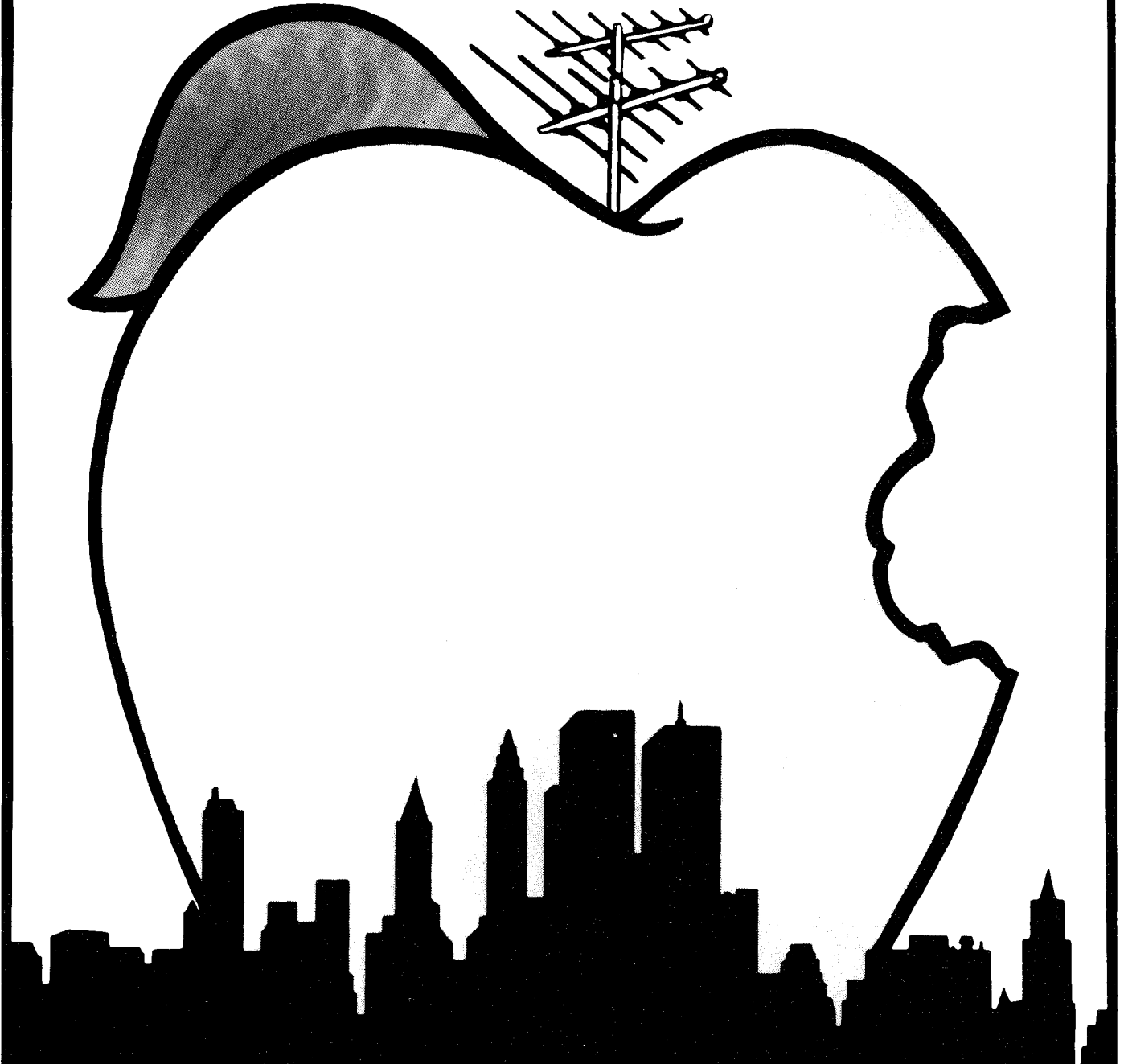
**Emanuel Celler**, 92, former Democratic Congressman from New York, died Jan. 15 of pneumonia at his home in Brooklyn. Celler, former chairman of House Judiciary Committee and its Antitrust Subcommittee in mid-50's, led investigation, sometimes acrimonious, of alleged monopoly in television and business practices in such related areas as music licensing and advertiser/agency relationships (BROADCASTING, July 2, 1956, et seq.; June 10, 1957). He also held hearings on broadcast/newspaper crossownerships in 1960's and was one of first sponsors of copyright law revision. He served in Congress from 1922 to 1972. He is survived by his daughter.

**Gordon Russell**, television writer for daytime dramas, died of cancer Jan. 19 at St. Lukes-Roosevelt hospital, New York. Russell wrote for *One Life to Live*, *The Doctors*, and *Dark Shadows*. He also received award from Writers' Guild of America for adaptation of play, "Masterpiece" which aired on NBC-TV in 1962. He is survived by his wife Merri, and four daughters.

**Sydney Zelinka**, 74, comedy writer for radio, television and films, died of cancer Jan. 17 at his home in Amagansett, Long Island, N.Y. He began his career in radio writing for *Jack Oakie's College* and later wrote for comedians Groucho Marx, Sid Caesar and Jimmy Durante. He also authored such Marx Brothers' films as "A Night in Casablanca" and "Copacabana." Zelinka began writing for TV in 1950's for *The Honeymooners* and *Sergeant Bilko*, for which he shared an Emmy Award for an episode and was also honored by Writers Guild of America for program. In addition to his early television credits, Zelinka worked on television specials for Jerry Lewis, Carol Burnett and Perry Como. He is survived by his wife, Cora and daughter.



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# Profile

## United Video's Bliss: A whole new ball game of services via satellite

Roy Bliss sometimes claims to have crawled under every home in northern Wyoming. Cable in hand, he was helping his father bring CATV service to the Worland area several decades ago.

But that was a promotion for the younger Bliss, now executive vice president of United Video Inc., Tulsa, Okla. With a twinkle in his brown eyes, he recalls that even earlier, at age 10, he provided janitorial services at the elder Bliss's cable system office. From that, he was graduated to brush and shovel—to painting headend buildings and doing installation work on weekends and during summer months.

His father (Roy E. Bliss) retired last year and now lives in Arizona. However, the pioneer spirit lives on in a son who is breaking ground with new programming and services for cable systems via United Video's satellite facilities.

The 38-year-old Bliss discusses those projects with relish. One just came off the Hot Stove League when WGN-TV Chicago, the superstation carried by United Cable, acquired rights to the baseball games of the Chicago White Sox. It'll be a first on cable for the American League, says Bliss, and he points out that WGN-TV already is a long-time rights holder to the games of the National League Chicago Cubs.

Now, Bliss savors the prospect of a 1981 season in which selected White Sox games and 146 Cubs contests will add up to a package of about 220 games.

"A unique feature is that a majority of the Cubs contests are in the afternoon—they have resisted lighting in Wrigley Field—and most of the White Sox games are in the evening," Bliss said. "That will allow two games the same day."

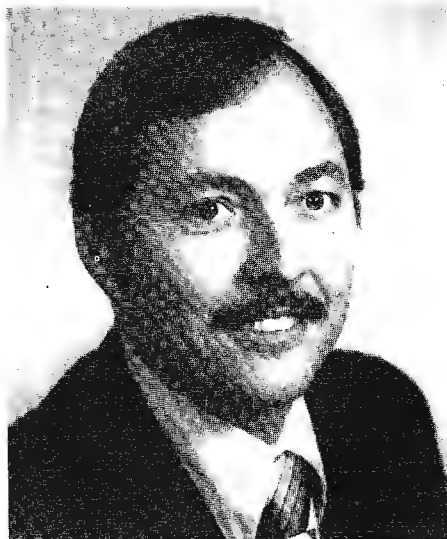
Bliss also talks of a handshake deal with Dow Jones to provide an exclusive cable business news, "soft business news as opposed to much of the hard business news out of the *Wall Street Journal*. The news will be made more appealing to the mass audience and use the *Journal* and *Baron's* as background information," says Bliss.

And there's an aural aura in United Video's future:

"We intend to do more audio services like our carriage of WFMT(FM) Chicago's stereo music," Bliss says. "We're the only people in the world doing stereo on the satellite on a full-time basis."

"In addition, we have a deal with Seeburg to carry background music for them on our subcarrier."

Bliss sums up United Video's priorities:



Roy Lee Bliss—executive VP and chief operating officer, United Video Inc., Tulsa, Okla.; b. Dec. 20, 1942, Casper, Wyo.; BS with major in business administration, Arizona State University, 1966; Ameco Inc., Phoenix, 1966-67; Sperry Rand Flight Systems, division of Sperry Rand Corp., Phoenix, in marketing of military avionics equipment, 1968-69; United Cable Television Corp., in cable management and later general manager of microwave divisions, 1969-1976; remained with subsidiary United Video when it was sold by United Cable, 1976 to present; assumed current position, 1977; m. Cheryl Lambert, Feb. 2, 1965; children—twins Wendy and Monique, 13; Jennifer, 4.

"We want to be on the leading edge of services in the satellite environment—data transmission, audio transmission, video transmission . . .

"The core of our business now is the video satellite distribution system, and in the long run, we're going to have to be competitive with other video programmers."

Bliss feels that United Video, with its broad services, "will compete primarily with the networks, just as independent TV stations have done, as opposed to narrowcasting that others have been doing." He explains further:

"Everyone's trying to figure out a narrow niche to get into. We plan to continue in the broad mode. There's still a tremendous need—probably not recognized by people in the big cities who are used to 12-channel TV—for more basic services. But the hinterlands still lack basic broad services such as independent-type fare."

Bliss acknowledges that United Video, as a common carrier, has been relatively unrestricted in the marketplace. But he does see beneficial ripples for his company in deregulation of cable. One example: the distant-signal rule that the FCC ordered

removed but that has been stayed by the courts. Bliss figures ultimate repeal could mean a doubling of present subscribers to WGN-TV within a matter of months.

And what's down the road for Roy Bliss personally? He parries that and says he's perfectly happy in Tulsa: "a super town," the people he works with, and "the friendly competitors" he works against. Of the last he remarks: "There's lots of business out there, enough for all of us."

He also puts down any pretensions that his is an Alger story that stemmed from a burning boyhood desire to be in the new technologies.

"It was just a matter of economics," he laughs. "I just went in the direction I understood. In college, I did all kinds of odd jobs. But when I needed to really make money, I figured I could make the most at Ameco, a cable place."

Bliss says his next stop, at Sperry-Rand, was enjoyable but due to the size of the organization, "it was somewhat stifling. So when I got the opportunity to get back into cable with United Cable, I jumped on it."

Bliss credits his father with prodding him to call Gene Schneider, who was putting the company together at the time. Schneider had been a business and personal acquaintance of the family for many years.

Bliss's first years at United Cable were in cable management and then as general manager of the microwave division. When Lawrence Flinn Jr. bought the United Video subsidiary in 1976, Bliss stayed on and became its executive vice president and chief operating officer in 1977.

Scrambling up the corporate ladder has posed no physical problems for Roy Bliss who has kept in shape by racquet ball and skiing. He sadly notes that this winter's mild weather ("just four inches of snow a couple of weeks ago in Colorado") has kept him off the slopes.

Roy Bliss's co-workers at United Video regard him as a personal friend. They feel, as one said, "he believes in people, a great asset for any company; and that in a professional manner he sets goals for himself and requires people to set goals for themselves." Through it all, however, he keeps his sense of humor and remains even tempered.

So much so, one friend recalls: "I've seen Roy lose his cool only once in six years . . . and then he later went back and apologized."

That calm demeanor may have left Roy Bliss yesterday when he planned to tune in Super Bowl XV. It may have been because of Eagle-Raider heroics. But then again it may have been excitement as his mind's eye envisioned the White Sox and Cubs on that screen, courtesy of United Video.

## Politics 1A

The difficulties faced by Ronald Reagan in wrestling the federal budget into submission were vividly illustrated last week by developments at the FCC.

On the day that the new President issued an order reducing government travel by 15%, the departing chairman of the FCC was making a speech at that favorite site of winter speakers, Honolulu. Chairman Charles D. Ferris had been accompanied, lest alone he couldn't find his way, by a colleague and frequent companion on travels to exotic spots, Commissioner Joseph Fogarty. They were on an official mission to a meeting of something called the Organization for the Protection and Advancement of Small Telephone Companies.

On second thought, it may have been inappropriate in the paragraph above to describe Ferris as the departing chairman. While he was in the regulatory trenches on the western front, an ingenious retirement plan of his invention was under study at the White House. As explained in more detail elsewhere in this issue, Ferris had figured out a way to go on a federal pension of \$25,000 a year for life beginning at the age of 48.

It took chutzpah, as sheer gall is called in some circles, for Ferris to submit his plan to a President whose transition leaders had vowed to depose Ferris and others like him on inaugural day. It also took political chips that could be traded to the advantage of the White House. It is more than doubtful that the Ferris ploy would have gotten through the White House door if the FCC chairman were not a protege of the Speaker of the House, Thomas P. O'Neill Jr. of Ferris's home state, Massachusetts. An administration bent on persuading a Democratic House to go along with a Republican Senate on legislation that both bodies may find distasteful will need all the help it can get from Tip O'Neill. And O'Neill has a reputation of doing nice things for people who take care of his boys.

Such are the ways of Washington that nobody loses. Except, of course, the taxpayer.

## Both ways

Once again the Senate is talking about admitting television to its chamber, as Aunt Matilda might mull an invitation to a wayfaring stranger to come into the kitchen for soup. There are senators who scent personal danger in the prospect or fear the intrusion of an unwelcome presence that would be reluctant to leave, once inside. The violation of a privileged sanctuary is ever in some minds.

This time, television may have more going for its admission than it has had in the past. The new majority leader, Senator Howard Baker (R-Tenn.), has introduced the ticket of admission. With reservations from Senator Charles Mc C. Mathias (R-Md.), its chairman, the Senate Rules Committee voted last week to take the Baker resolution up. Mathias said he wanted to hear how those people on the other side of the Capitol were getting along with the television system that was introduced in 1979 in the house.

Mathias's answer is already available. Unless the members lied or dissembled in their answers to a questionnaire distributed by their own Committee on House Administration, congressmen think television is just fine. They have suggestions for enlarged use of the television facility and comments on their colleagues'

hamming it up on tapes to mail home, but the comment is in the main favorable.

The House, of course, runs its own television system, which C-SPAN, the cable service, takes in its entirety and which other television services can use as they wish. Broadcast journalists would prefer the admission of their own crews and correspondents, and no doubt will make that desire known during the Senate consideration of TV.

As has been suggested here before, with little effect, sad to say, there is no practical reason why either house should not install and run its own system for its own purposes and admit outside television journalists with crews and gear of reasonable number and bulk on newsworthy occasions. Maybe the Senate will show the way.

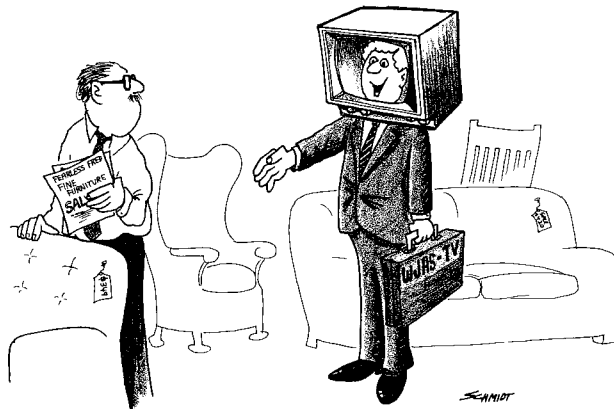
## Age of global ENG

Anyone watching the American television networks on Tuesday, Jan. 20, was witness to a journalistic feat of unprecedented virtuosity. Either story, a presidential inauguration or the release of American hostages, would have been big enough to tax facilities and editorial competence. The two developing together created a third that was bigger than their sum. When in history had the Presidency changed hands while a foreign nation toyed with the fates of 52 kidnapped Americans on the 444th day of their captivity?

All day long scenes shifted, from site to site in Washington, to American places big and small where hostage families lived, to foreign points as far apart as Teheran, Algiers, Weisbaden. Still, continuity was maintained as the unplanned story unfolded. Unflustered anchors, directed and supplied by professionals off screen, turned the changing pictures into a disciplined mosaic. The tapes should be preserved as the best of television journalism circa 1981.

As noted elsewhere in this issue, the monetary cost cannot easily be estimated, but it unarguably exceeded a figure that any organization smaller than a network could afford. It takes a television system as big and healthy as that now in operation here to support established news divisions with the resources that were deployed last week.

Something to think about when Washington talks about dismantling the system.



Drawn for BROADCASTING by Jack Schmidt

"Hi, I'm Don Watson, WJAS-TV sales."

# OOPS!

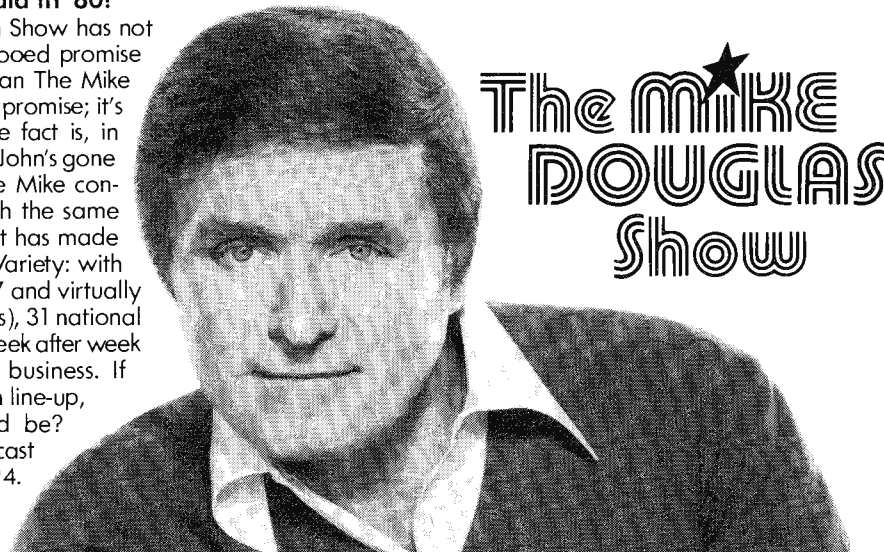
## Looks like we caught John with his numbers down!

Here's a direct comparison of John Davidson's share of market in November, 1980 compared to Mike Douglas' share in November, 1979 in the 21 out of the top 50 markets in which their shows ran in the same time period.\*

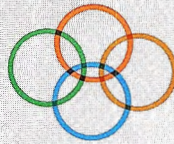
CITY	DOUGLAS SHARE	DAVIDSON SHARE	RESULTS
New York	19	14	Mike up 5
Philadelphia	17	13	Mike up 4
San Francisco	18	22	John up 4
Boston	23	24	John up 1
Washington	22	21	Mike up 1
Pittsburgh	33	31	Mike up 2
Minneapolis	22	23	John up 1
St. Louis	22	18	Mike up 4
Miami	25	31	John up 6
Atlanta	26	25	Mike up 1
Tampa/St. Pete	38	27	Mike up 11
Baltimore	24	23	Mike up 1
Indianapolis	13	14	John up 1
Denver	15	14	Mike up 1
Sacramento	24	16	Mike up 8
Portland	24	19	Mike up 5
San Diego	19	26	John up 7
Kansas City	24	7	Mike up 17
Buffalo	33	23	Mike up 10
Providence	13	11	Mike up 2
Dayton	25	13	Mike up 12

### In 15 out of the 21 markets, Mike did better in '79 than John did in '80!

Clearly, The John Davidson Show has not lived up to its much ballyhooed promise to deliver higher ratings than The Mike Douglas Show. (It's easy to promise; it's delivering that's hard.) The fact is, in the great majority of cases, John's gone down, down, down! While Mike continues to deliver today with the same consistency and quality that has made him the #1 Choice in Talk/Variety: with more stations than ever (117 and virtually every one firm for 52 weeks), 31 national advertisers (the most) and week after week of the best names in the business. If Mike's not in your afternoon line-up, don't you think he should be? For information call Syndicast Services, Inc. (212) 751-3394.



\*Source: NSI: Nov. '79 & Nov. '80



# McGAVREN GUILD RADIO

154 EAST 46TH STREET, NEW YORK, NEW YORK 10017 (212) 599-6500

RALPH GUILD  
President

January 26, 1981

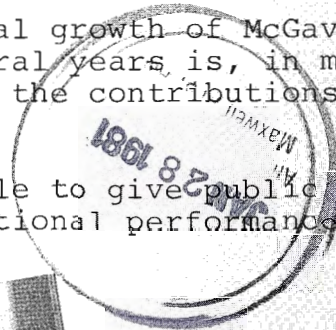
Dear Radio Broadcaster:

I know you will join me in congratulating the six members of the McGavren Guild Radio executive committee, in recognition of their contribution to our company over the last decade. Each is being elevated to the position of Executive Vice President, effective today.

The "EXCOM", as we call it, is, in effect, the Board of Directors, and, therefore, the chief policy making body for all corporate decisions as they affect the company's growth and future.

The solid, professional growth of McGavren Guild Radio over the past several years is, in my opinion, directly attributable to the contributions made by the EXCOM.

I am pleased to be able to give public recognition to them, for their exceptional performance individually, and as a team.



Sincerely,

Ralph Guild  
President



I to R:Top, Anthony Durpetti, Exec. VP/Cent., Anthony Maisano, Exec. VP/South, Richard Sharpe, Exec. VP/East - Bottom, Les Goldberg, Exec. VP/West, Ellen Hulleberg, Exec. VP/Mktg., Vincent Bellino, Exec. VP/Finance