

**NATPE 80: Kickoff for the decade's  
changing media marketplace**

# Broadcasting Feb 25

The newswEEKly of broadcasting and allied arts

Our 49th Year 1980

**AND  
THE SHOW  
IS A FIRM GO  
FOR FALL 1980!**



## **THE TONI TENNILLE SHOW**

A new, daily 60 or 90-minute program of lively conversation, comedy and music!

**MCA TV**

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**PAPER**

**New game plan  
for Fall 1980!**

# Strip "Family Feud!"



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The highest rated game show in syndication expands to a strip next season. Offering bigger-than-ever rewards as a nightly fixture in stations' access schedules.



Now playing on a once or twice-a-week basis in 117 markets, Goodson-Todman's "Family Feud" ranks Number One among all game shows in:

<b>Rating!</b>	<b>Men!</b>
<b>Households!</b>	<b>18-49 Men!</b>
<b>Women!</b>	<b>Teens!</b>
<b>18-49 Women!</b>	<b>Children!</b>

Seldom has a show demonstrated such strength among all key demographic groups.

**That's why the 5 NBC Owned stations made an unprecedented move. In scheduling Goodson-Todman's "Family Feud" for Fall, they become the first o&o group ever to strip in access time.**

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For broadcasters, by broadcasters



# The Week in Brief

**TOP OF THE WEEK**

**NATPE IN SAN FRANCISCO** □ It was a week of superlatives with record numbers of delegates and exhibitors. It also was a time when the weathervane indicated changes in the offing for the organization and the programing marketplace. Complete coverage begins on **PAGE 31**.

**THINGS TO COME** □ One NATPE panel agrees that the existing media structure will not only survive but will prosper in the decade ahead. They feel programing will be the key to the success of the emerging technologies. **PAGE 32**.

**LIFE AFTER SATCOM III** □ To accommodate its customers who had counted on the now-lost satellite, RCA leases transponders for cable service on AT&T's Comstar D-2. **PAGE 34**.

**STAGGERS HEADS FOR THE HILLS** □ His decision not to seek re-election in fall means that chairmanship of the House Commerce committee could pass to Dingell or Van Deerlin. **PAGE 35**.

**PROGRAMING**

**TALK OF THE TOWN** □ Talk shows and the competition among returning vets and rookie hopefuls dominate the NATPE marketplace. Operation Prime Time goes beyond specials to series. *Family Feud* stripping and the proliferation of *P.M. Magazine* put pressure on prime-access competitors. **PAGE 38**.

**NEW TRENDS** □ One panel in San Francisco turns thumbs down on the quality of syndicated offerings for prime access. **PAGE 42**.

**RISING PRICES** □ Broadcasters at NATPE complain that escalating program costs are forcing them to re-evaluate their methods and ratings goals. **PAGE 48**.

**NETWORK ROADS AHEAD** □ ABC affiliates, meeting during the programing conference, are given the network's battle plans and a look at its fall projects. **PAGE 46**. CBS affiliates, pleased at the network's ratings ascendancy, hear Daly discuss seven new series in the

works. **PAGE 48**. NBC affiliates are assured a Carson signing is near, briefed on eight new comedy programs and filled in on daytime strategy. **PAGE 52**.

**SEX** □ Panelists in San Francisco conclude that TV is middle of the road in its handling of the subject. **PAGE 59**.

**BUSINESS**

**SQUARING OFF** □ TVB's comparative ad campaign characterizes radio as an invisible medium. RAB fires back that radio should be the prime medium of advertisers concerned about TV costs. **PAGE 69**.

**IT WAS A GOOD YEAR** □ ABC reports profits were up 17.5% on revenues that increased 15.1% in 1979. Network and TV stations post records, but radio's earnings drop. **PAGE 70**.

**MEDIA**

**MOMENTUM FOR DALLAS** □ Although the NCTA's convention is nearly three months away, exhibit space is already sold out and the agenda is brimming with people and topics to reflect cable's broader worlds. **PAGE 73**.

**LAW & REGULATION**

**LEGAL AID** □ NATPE delegates get tips on such matters as EEO, political spots and libel. **PAGE 78**.

**DISAGREE** □ At a San Francisco press conference, the FCC's Washburn predicts the RKO General TV revocations will be overturned. Van Deerlin doesn't see it that way. **PAGE 78**.

**TECHNOLOGY**

**AMPEX TO SIGNAL CO.'S** □ The major broadcast equipment maker agrees to a \$415-million stock deal that will put it under the Los Angeles holding company. **PAGE 81**.

**PROFILE**

**THE WRIGHT WAY** □ Back in the 1940's, U.S. District Court Judge James Skelly Wright became known for his idealism and sensitivity to the moral imperatives of cases that he handled. And in the 40 years en route to becoming chief judge of the U.S. Court of Appeals in Washington, he has not departed from those principles. **PAGE 105**.

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# Closed Circuit®

Insider report: behind the scene, before the fact

## Real renewal relief

Big reduction in FCC paperwork may be in offing for both radio and television broadcasters. Nearing completion is draft of short-form license renewal application that may ask fewer than half-dozen questions of AM, FM and TV licensees. Richard Shibben, Broadcast Bureau chief, hopes to get proposal before FCC in next three weeks, but number of kinks still need to be worked out, among them phrasing of questions that FCC thinks need to be answered to determine whether "public interest" has been served. As planned, short form would be used by all renewal applicants. Minimum sample of 5% would be asked to complete longer form or submit to field audit.

Proposal is expected to be adopted by commission as rulemaking. Broadcast Bureau has tested idea on citizen groups which so far have indicated no resistance, although some have questioned how new form could affect petitions to deny.

## Shake-up as sequel

FCC adoption of simplified renewal form (see above) would mean less work for Broadcast Bureau's Renewal and Transfer Division and probable reorganization of bureau staff. Bureau Chief Richard Shibben has told staff members of long-range plan to merge Complaints and Compliance Division, now headed by Arthur Ginsburg, into Renewal and Transfer Division, headed by Roy Stewart. Contention is that functions of divisions now overlap. It's assumed Stewart would be surviving chief of consolidated operation.

Political broadcasting and fairness unit that is now part of Complaints and Compliance Division and headed by Milt Gross would become autonomous, reporting to Broadcast Bureau chief. Any surplus personnel left over from consolidation of complaints and renewal would possibly be assigned to Policy and Rules Division or Facilities Branch, said to be undermanned.

## One go, all go

Next May's three-week trip to Republic of China by five FCC commissioners (BROADCASTING, Feb. 18) is still in planning stages, with Chairman Charles D. Ferris's office doing all planning, but party is expanding. It's all but certain that Ferris and Commissioners Tyrone Brown, Joseph Fogarty and Robert E. Lee will take wives at own expense. (Anne Jones, fifth commissioner on trip, is unmarried.) Chinese suggest upper limit of 20 in delegations of this kind, leaving room for

11 FCC staffers, but word is that total may go to 25.

Unless FCC can convince State Department to pick up part of tab, trip will put big enough drain on FCC's travel budget to require some reductions in domestic trips—or reappropriation of money from other projects. (Other delegation from executive branch and Congress to be headed by Henry Geller of National Telecommunications and Information Administration and in China just ahead of FCC is also growing. At last count it numbered 23.)

## Added attraction

Study of A.C. Nielsen Co.'s voluminous first study of pay cable viewing, made public late last summer (BROADCASTING, Oct. 1, 1979), continues to yield nuggets. Among them: Pay cable households are larger than average TV households. They watch TV about four hours per week more than average. Pay gets 15%-20% of their viewing during pay cable hours. But much of this seems to be "add on" viewing, on top of average household viewing. Pay household viewing of top commercial network shows is on par with that in average household.

## Full houses

If size of principal conventions is also measure of industry growth, both cable and broadcasting are booming. National Association of Broadcasters reports advance registration for its April 13-18 convention in Las Vegas running 25-30% ahead of bookings at similar period for last Las Vegas convention two years ago. Hotels on famous Strip are all but certain to be sold out, leaving some delegates housed in downtown area.

National Cable Television Association reported last week exhibit space sold for its next convention in Dallas, May 18-21, exceeds last year's by 40% (see page 73). National Television Program Executives conference in San Francisco last week was that organization's biggest (page 31).

## Yes but

Three commercial television networks have agreed to go through exploratory stage of FCC's inquiry into their equal employment opportunity practices (BROADCASTING, Feb. 18). In revising its EEO processing guidelines, FCC decided to take look at network employment practices to determine presence of women and minorities at decision-making levels, specifically in programing. However, question of FCC jurisdiction over networks has never been tested, and

networks, in agreeing to preliminary meetings with FCC staff, have reserved right to challenge investigation later on. Meetings, initiated by Broadcast Bureau, are scheduled for first week in March. Networks are now selecting personnel to send.

## More FM's in future?

FCC this week is expected to issue notice of proposed rulemaking to open spectrum for additional FM stations. Under present rules, channels assigned to various communities are restricted to either Class A, B or C stations, differences being 3 kw, 50 kw and 100 kw, respectively, all with differing antenna heights. Under proposed rules, lower power facilities would be allowed in communities formerly restricted to stations with higher powers. New classes of stations—B-1, C-1—would be formed. Proposal was initiated by National Telecommunications and Information Administration.

## Fruitful fallout

Possibility that John Dingell (D-Mich.) will succeed retiring Harley O. Staggers as chairman of House Commerce Committee (see page 35) won't hurt FCC Commissioner James H. Quello's quest for reappointment. Dingell friendship goes back to Quello's years as Detroit broadcaster. Dingell is already on record at White House as supporting Quello nomination.

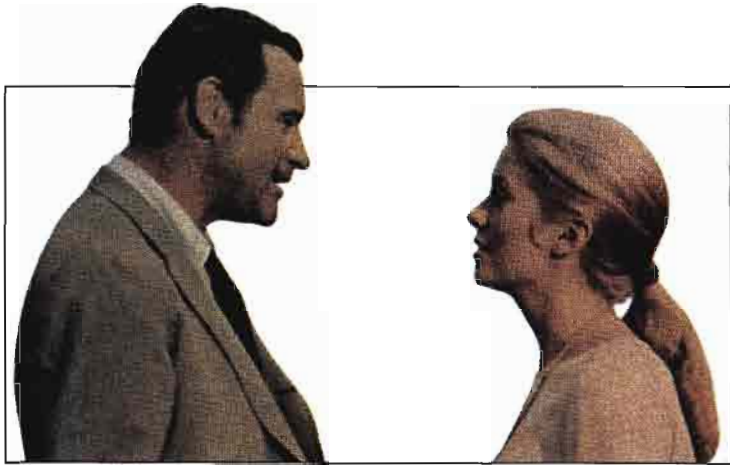
## At cabinet level

When NAB's executive committee meets this week at Washington headquarters, it will pick up where full board left off last month in Palm Springs (BROADCASTING, Jan. 28). No announcement of new top engineering executive is expected until April (George Jacobs, Board of International Broadcasting, is very much in running), but emphasis will be on technology in 1980's. George Bartlett will retire as vice president, engineering, following Las Vegas convention in mid-April.

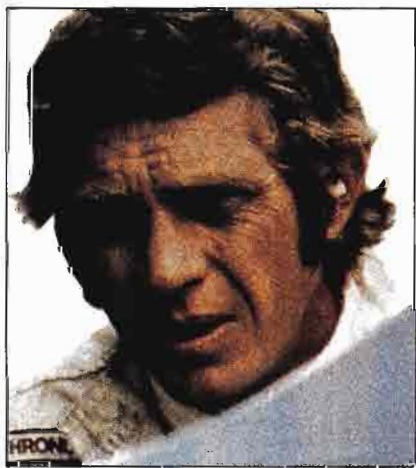
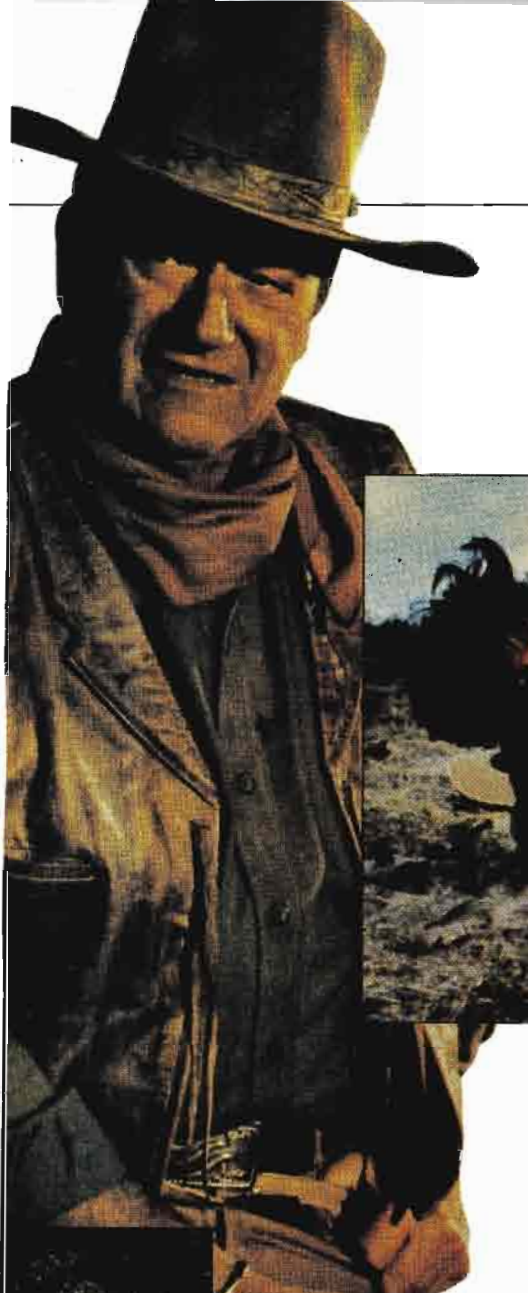
As was case at Palm Springs, study of public attitudes toward human sexuality and contraceptive advertising will be considered, with NAB's research director, Larry Patrick, briefing committee on \$50,000 basic study, plus \$35,000 for study of public attitudes toward personal-care product advertising. Also in works is plan whereby Canadian and U.S. broadcasters, through committees to be named, will try again to settle differences over Canadian government's denial of tax deductions for Canadian advertising placed on U.S. border stations.

# Viacom!

## Out in front with the biggest movies for 1980!







**Big Jake**  
**Helter Skelter (Part I)**  
**Helter Skelter (Part II)**  
**With Six You Get Eggroll**  
**Rio Lobo**  
**Le Mans**  
**A Man Called Horse**  
**Summer of My German Soldier**  
**Something Big**  
**The Reivers**  
**Hell in the Pacific**  
**Flight to Holocaust**  
**Dallas Cowboys Cheerleaders**  
**Monte Walsh**  
**Adam at Six A.M.**  
**The Royal Hunt of the Sun**  
**Little Big Man**  
**Love at First Bite**  
**The Revengers**  
**The April Fools**

**Viacom Features VII**



# Business Briefly

TV ONLY

**Pantene** □ Second-quarter campaign for shampoo begins in early March and runs through July in about 10 markets including Los Angeles. Some spots will run in fringe times. Agency: Leber Katz Partners, New York. Target: women, 18-49.

**Pirelli** □ Second-quarter campaign for tires begins April 1 in at least 10 markets with heavy concentration on West Coast including Los Angeles and San Francisco. Agency: David, Oksner & Mitchneck, New York. Target: men, 25-54.

**Perdue** □ Campaign for chicken begins March 1 in eight markets including Washington. Spots will run during day and fringe times. Agency: Scali, McCabe, Sloves, New York. Target: women, 18-49.

**Turtle Wax** □ Six-week campaign for car polish begins April 21 and runs alternating weeks through July in top 25 markets. Spots will be placed during late

## Rep Report

KADN-TV Lafayette, La.: To Spot Time Ltd. (no previous rep). □

WGNA(FM) Albany, N.Y.: To Torbet Radio (no previous rep).

fringe and sports times. Agency: Kenyon & Eckhardt, Chicago. Target: men, 18-54.

**Ponderosa** □ Four-week campaign for restaurant begins March 3 in 52 markets including Albany-Schenectady-Troy and Buffalo, all New York, Kansas City, Mo., and St. Louis. Spots will run during day, fringe and prime times. Agency: Doyle, Dane Bernbach, New York. Target: adults, 18-49.

**White Labs** □ Four-week campaign for X-14 mildew remover begins March 10 in about 15 markets. Spots are placed during early fringe, early news and prime

times. Agency: Bozell & Jacobs, Atlanta. Target: women, 25-54.

**Orkin Exterminating Co.** □ Sixteen-week flight for pest control begins March 3 in 67 markets. Spots will run during news, prime, prime access and weekend times. Agency: J. Walter Thompson, Atlanta. Target: adults, 18-49.

**Rich's** □ Six-week campaign for stores to promote Silver Blitz begins March 9 in Atlanta. Spots will run in day, fringe and prime times. Agency: Liller Neal Welton, Atlanta. Target: women, 18 plus.

**Bostik** □ Six-week campaign for Thermo Grip glue gun begins March 24 in 12 markets including Cincinnati and Minneapolis. Spots will run during late fringe, news and sports times. Agency: Creamer, New York. Target: men, 25-54.

**Dannon** □ Five-week campaign for yogurt begins March 10 in more than 15 markets including Los Angeles. Some spots will run during early fringe times. Agency: Marsteller, New York. Target: adults, 18-49.

**ABU-Garcia** □ Four-to-six-week campaign for fishing tackle begins March 24 in about 38 markets. Spots will be placed in news/sports times. Agency: Keenan & MacLaughlin, New York. Target: total men.

**Brown Shoe** □ Four-week campaign for

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**DELTA IS READY WHEN YOU ARE<sup>®</sup>**



**When Watson talks ...** Benton & Bowles, New York, has unveiled two new E. F. Hutton commercials featuring golfer Tom Watson. The network and spot TV campaign uses the familiar theme "When E. F. Hutton talks, people listen" on a golf course where spectators stretch to hear Watson's advice from his E. F. Hutton broker. Credits: Jack Reynolds, copywriter; Phil Snyder and Rod Capawana, art directors; Jane Haerberly, producer, and Tibor Hirsch, director.



**WHAT YOU  
DON'T KNOW  
CAN  
HURT YOUR  
PROFITS.**

# AP BROADCAST

If all you know about us is our wire service for

## What you don't know about us can hurt your product and your profits.

Everyone knows we're the largest newsgathering organization in the world. But some broadcasters don't realize we're also the largest broadcast news service.

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But, we're a lot more than that. We're a comprehensive package of services specifically designed to meet the needs of broadcasters today.



We supply you with tremendous programming opportunities far beyond the scope of just news. Programming which you can use just as it arrives, or which you can tailor to special needs and interests. Programming to give you a competitive edge to attract advertisers.

## We've made dramatic changes in our service—to make it work harder for you.

In case you haven't kept up with the changes at AP Broadcast Services, here's a rundown on what we provide and how you should be using us.

### AP Radio Wire

Started in 1942, our basic broadcast service was literally reinvented in 1979 to be totally flexible. Programming is in short segments to fit any format and provide spots for commercials. The language is specially written for the ear. Hourly news summaries are complete scripts, not just separate stories. And, the basic hourly summary provides three minutes of news. Weekday programming is on a regular schedule, providing excellent strip opportunities. Special weekend programming is available as well, plus strong sports coverage.

24 hours a day, every day, AP Radio Wire gives your station news and programming in its most usable, saleable form.

### AP TV Wire

Our newest service is a high speed (1200 wpm) wire designed exclusively for television stations. It is basic in-depth source data critical to the development of high-rated newscasts. The AP TV Wire gives you in-depth, detailed national and international news reports, story updates as events change, major stories from your state, hourly updates to keep you abreast of the top stories, sports reports, and a complete business report.



The incredible speed of the AP TV Wire makes it easy to keep you up to the minute on fast-breaking stories. 24 hours a day, every day, the AP TV Wire provides a vital source of in-depth news to your station.



# SERVICES

broadcasters, you don't know much about us.



## AP Radio Network

AP Radio Network is a 100% sound network news service that brings the voices and sounds of the world to your station. Loaded with actualities, it lets the smallest station in the most remote market compete with anyone, anywhere.

The key advantage of AP Radio Network is its unparalleled flexibility and broad programming. In addition to newscasts every hour, it offers a host of features each day, as well as regional news reports.

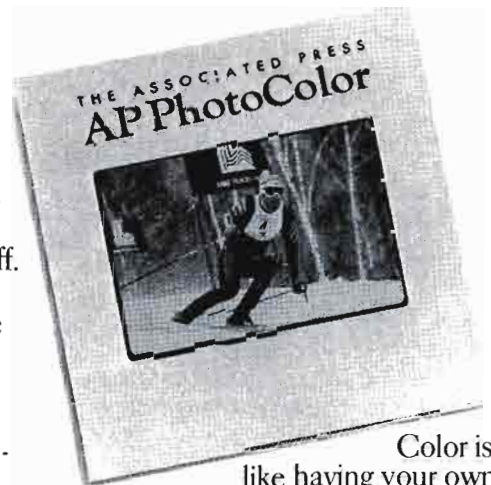
Each week AP Radio Network offers you over 1000 opportunities to sell in-program news spots or adjacencies. That revenue potential is why so many stations, independent and affiliated, rely on AP Radio Network for rating-building news programming.

## AP Photo Services

Both color and B&W stills are available from the AP's world-famous photographic staff. AP Photographers have been awarded 14 Pulitzer Prizes since the broadcast services were started.

AP LaserPhoto represents very simply the best quality electronic B&W still photo service in the world. The amazing speed and versatility of AP LaserPhoto makes it perfect for covering fast-breaking stories.

AP PhotoColor provides timely 35mm slides for TV broadcasters that tie in with AP TV Wire programming. AP Photo-



Color is like having your own photographic service with coverage of all the world's events and personalities, plus many usable graphics.

## AP Newscable

AP Newscable is a 24-hour-a-day video service that brings national and international events, sports, business, market quotations, weather, television highlights, show business news and a lot more into cable subscribers' living rooms.

Instead of shutting down, a number of UHF-VHF stations are letting AP Newscable work the night shift, keeping that tuner right where it should be all night long. This represents an excellent opportunity for extra sales revenue at very low cost.

## Problem-Free Technology

AP Broadcast Services uses state of the art technology — and backs it up with a nationwide staff of technicians to service and maintain all equipment. →



## The key to our services is flexibility

AP Broadcast Services are designed to give your station flexible, ready-to-use news programming. Originating from the prestigious Associated Press—the broadcast services are renowned for accurate, objective and fast news reporting.

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## AP Broadcast Services.

**What you don't know about us...  
can hurt your profits.**

**But what you know about us now  
can build your product,  
your ratings, and your profits.**

**AP Broadcast Services**

***INNOVATION for better news programming***

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Naturalizer shoes begins April 7 in about 30 markets. Spots will run in day and fringe times. Agency: D'Arcy MacManus & Masius, St. Louis. Target: women, 25-54.

**Acme Burgess** □ Three-week campaign begins in March-April for lawn feeder in 34 markets including San Francisco. Spots are placed in day, fringe, and news times. Agency: Marsteller, Chicago. Target: adults, 25-49.

## AdVantage

**Radio targets.** Evaluation by Blair Radio, New York, of spot radio business opportunities in 1979 shows that 25-54 age group was most sought-after classification, representing 23.8% of requests. This demographic rose by more than four percentage points over 1978. In second place with 19.9% of spot radio business opportunities, Blair said, was 18-34 grouping, which rose from 13.5% in 1978. Dropping to third place from its leadership perch last year was 18-49 category, which represented 17.3% of requests, down from 20.7% in 1978. Opportunities for teen-ager audience also showed a decline, falling to 4.9% from 7.8% in 1978.

□

**Target: movies.** Advertising on cable television and satellite networks for new motion picture releases was advocated last week by Gene Secunda, director, Entertainment Division, J. Walter Thompson Co., New York. In speech before Oakland (Calif.) Ad Mart, Secunda said that in this era of spiraling advertising-promotion expenditures, these newer media can be cost-cutting devices. He cited specialized programming offered by cable TV and satellite networks and said advertising for new feature films would have advantage of commercials targeted to specific interest group, "where everyone watching is qualified prospect."

□

**How things have changed.** Theater owners, once archenemies of television, are now substantial TV investors. According to Arthur Trudeau Jr., Television Bureau of Advertising vice president—northwest sales, theaters were part of motion picture industry category that invested \$131 million in TV in 1978. He told 2,000 theater owners at SHOWEST conference in Las Vegas that in past five years, TV spending by exhibitors, studios and distributors has increased by 200%. He said motion picture field must continue to invest in TV to maintain its share of individuals' discretionary income in competition with other leisure-entertainment outlets, such as restaurants, hotels and resorts, and sporting goods/toy stores, which spend heavily in TV.

**Thal Airlines** □ Four-week campaign for air travel begins March 31 in Seattle-Tacoma, Wash. Spots will run during fringe, sports and news times. Agency: Mediasmith, San Francisco. Target: men, 25-54.

**Finlay Jewelry** □ Five-day campaign for leased jewelry operators begins March 17 in 12 markets. Spots will be placed in day and fringe times. Agency: Marschalk, New York. Target: women, 25-54.

### RADIO ONLY

**Kraft** □ Second-quarter campaign for various products begins in March in more than 25 markets on black formatted radio stations. Agency: Procter & Gardner, Chicago. Target: total black adults.

**Vick Chemical** □ Eight-week campaign for Topex blemish medicine begins this week in about 25 markets including Baltimore, Chicago, Detroit, Cleveland, Houston, Phoenix and Salt Lake City. Spots will be placed in afternoon drive times, evenings and weekends. Agency: La Marca Group, New York. Target: total teen-agers.

**Victoria Station** □ Six-week campaign for restaurants begins March 3 in about 10 markets including Boston,

Minneapolis and Detroit. Spots will run during morning drive times and daytime. Agency: Regis McKenna, Palo Alto, Calif. Target: adults, 25-49.

**Velsicol** □ Four-to-seven-week campaign begins late this month for various Ban Vel agricultural products in over 20 Southern markets. Agency: Kenrick Advertising, St. Louis. Target: farmers, men 25 plus.

**Dime Savings** □ Four-week campaign for bank begins this week in various New York markets. Spots will run in all dayparts. Agency: Allscope, New York. Target: adults, 25-49.

**Jacobsen** □ Four-week campaign for lawn products begins in March in about 19 markets including Boston, Philadelphia, Baltimore, Detroit, Denver, Cleveland and Columbus, Ohio. Spots will run in morning drive, daytimes and afternoon drive times, plus Saturdays. Agency: Benton & Bowles, Chicago. Target: men, 35-64.

**City Loan & Savings** □ Three-week campaign for bank begins March 10 in about 45 markets including Cleveland and Toledo, Ohio. Agency: William B. Doner, Baltimore. Target: men, 25-49.

Let's read it.

I pledge allegiance to the flag of the United States of America and to the Republic for which it stands, one Nation under God, indivisible, with liberty and justice for all.

Part of Allegiance

Let's work for it.

the gilmore group

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Rockford (HR)

KODE-TV  
Joplin (HR)

KODE  
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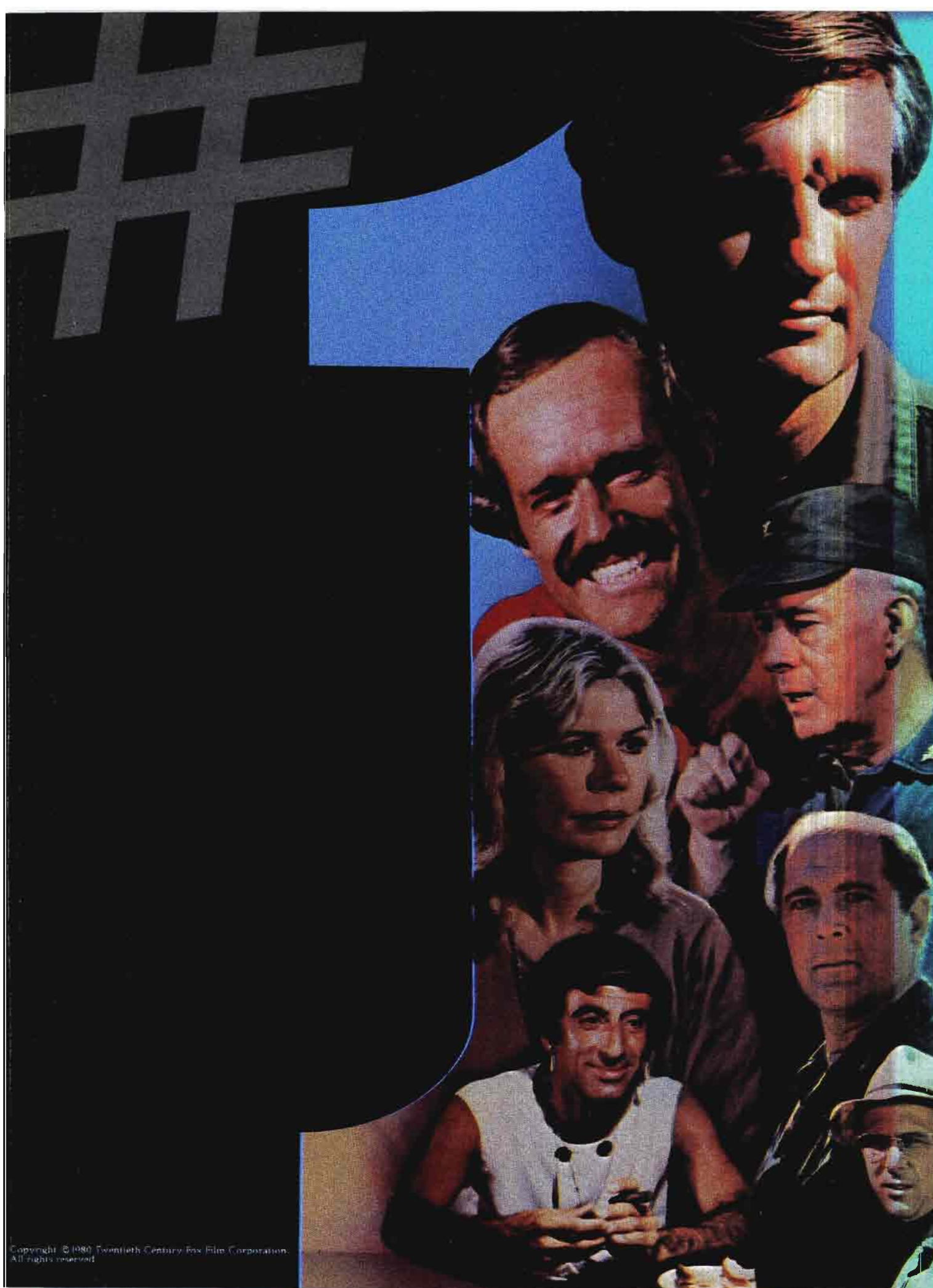
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# M\*A\*S\*H

**Television's highest rated off-network series.**

#1 in Prime Access

#1 in Early Fringe

#1 in Late Night

#1 in Households

#1 in Total Women

#1 in Women 18-49

#1 in Total Men

#1 in Men 18-49

And one of the most honored series  
in television history.

Source: 11/79 NSI Report on Syndicated Programs and  
Cassandra Program Management Systems, Inc.  
Rank among off-network programs



**A lot of good things are going on**

# Monday Memo®

A broadcast advertising commentary from R. Overlock Howe, president, Overlock Howe & Co., St. Louis

## Importance of packaging to television advertising

When advertising on TV, the main objectives are to get good brand recall from the commercial and to increase immediate sales. So how can you narrow the gap between the commercial message and the actual purchase?

Few rules, if any, exist for effective TV advertising, but one measure stands out in keeping your message memorable at the moment of truth: at the point of purchase. Show the package clearly, give it close-up attention, treat it as the embodiment of the product and, as we'll see, use it for long-term marketing strategy.

Many brand advertisers, especially those with new products, practice this "rule" in varying degrees by incorporating the package into their TV storyboards—and for good reasons.

Stan Ullman, director of marketing for Louis Rich, world's largest processor turkey products, feels the package system we designed and the TV spots created by Gardner Advertising worked hand-in-hand right from the start.

"We employed a new agency and a new package design consultant," he says, "and adopted a new brand name all at the same time. We knew we wanted to use the new packaging on the commercials and even pictured how to use it. I knew they must work together; one creative development could not be separated from the other.

"The basic creative strategy, and a strong secondary objective for our TV commercials, was to establish a family brand identification. Since our new packaging indicates one strong brand name with a new turkey logo over a vast array of unfamiliar new products, we feel showing the packaging on TV is extremely important. We use a full view of the product, a full view of the logo and a full view of the wide range of products by showing a montage of packages at the end of the commercial."

The package design is one of the most potent, continuous forms of advertising. Packages can get an estimated 15 billion potential exposures annually. You can improve the message delivery, increase brand recognition and approximate that maximum exposure by showing the package on the air. The package design, with only cautious modifications, is the instant brand identifier throughout the successful brand's life and through every successive ad campaign.

But beware of a potential advertising/packaging departure as your brand gains a share stronghold, as the market defines itself and as the pace of advertising claims and campaigns quickens in response to competition. I've noticed some packages



R. Overlock Howe, who founded Overlock Howe & Co. in 1958, counsels corporations on visual marketing strategy. Since 1973, he has been a member of Package Designers Council, the professional organization of design consultants who specialize in package design and the corporate image.

that mimic the current TV ad campaign. This compensates for a misunderstanding of the real role of packaging in advertising. The package should support and enhance the product's long-term positioning through its total imagery. To do less can be embarrassingly short-sighted, costly and even destructive to brand continuity.

Many seasoned marketers would agree in principle and in practice: Plan the package to fit the broad marketing strategy (the positioning, the target audience), so it will be flexible enough to get positive residual effect from the tactics of changing TV advertising (the new claims, the new formulations). Because, in the buyer's mind, the image of the package—whether two-dimensionally on the air or three-dimensionally on the shelf—is the image of the product. Both can work together to reinforce brand attributes and familiarity. A well conceived package sustains a brand and fulfills larger goals. Ullman also says, "We are trying to develop the concept of personal identity with the Louis Rich name and with turkey, and use every opportunity we can in the total marketing program. This concept plays a large part in our packaging, in our advertising and in all our corporate communications."

On the practical side, making the package hero in TV advertising makes it easier for the buyer, already conditioned

favorably by a commercial, to locate and sort out a product in the selling environment. Because, unfortunately, the cost alone spent on TV does not necessarily give a brand a distinctive edge in the selling environment. Tens of other brands without TV support usually compete in the same compact space, so that even well-advertised brands can lose to a newcomer with a more appealing, informative package. Conversely, if TV support is withdrawn, the package will have to continue to sell your product alone.

Since the package is so important because it's common to TV, print and in-store advertising, and expresses your product's positioning, then who is best to design the package?

I've just conducted a national mail survey of a cross-sampling of brand advertisers and posed to them, among other questions, "Who would you turn to for package design?" The first-choice answers: in-house 40%, ad agency 23%, out-of-town design firm 19%, local design firm 18%. Second-choice answers: out-of-town design firm 60%, ad agency 22%, local design firm 13%, house 5%. No absolute conclusions can be drawn, but I'd like to speculate.

In-house design staffs are probably perceived as both politically and economically safe, and hence, used most often. But, since they usually operate under the muscle of more powerful company members, they may not have your product's best interests foremost in mind. Can the in-house staff provide clear objectivity and challenge management with sufficient authority?

Ad agencies hold the next most popular, stable position in both choice categories, complying with their image as full-service creative resources. Indeed, many clients ask their agencies first to create package designs to fit specific ad campaigns. As I've cautioned, however, this solution could be short term and two dimensional. Can an agency risk creating a package that might cause discord and chance losing the larger media billings?

It appears that the outside package design consultant is used the least, but, in the second-choice category, it's overwhelming. Can this mean that brand marketers would like to use the professional package design consultant more than they do now, and are able to?

The best possible package design results from objective analysis of the marketing problem, and a solution with strong consumer appeal that supports long-term marketing objectives.

Compared to the other costs of the marketing mix, the right package—the one that works on TV, in print and at point-of-purchase—is priceless. Whereas, the wrong package is worthless.





**Torbet Radio**

**NOW**

**PROUDLY REPRESENTS  
GREAT TRAILS BROADCASTING'S**

**WBCS AM/FM, MILWAUKEE**

**Combined 12 + 9.1 share\***

**#3 18-49 Adults\***

**#3 25-49 Adults\***

**WKJJ AM/FM (KJ-100) LOUISVILLE**

**Combined 12 + 14.9 share\*\***

**#1 Persons 12 + \*\***

**#1 18-34 Adults\*\***

**#1 18-49 Adults\*\***

Source: Milwaukee\* and Louisville\*\* Arbitrons, Oct-Nov 1979, Mon-Sun 6 AM-Mid, Metro AQH, AM-FM Combined ratings

Audience data noted herein are estimates and subject to the same limitations as published by the research company.

New York Philadelphia Boston Chicago St. Louis Detroit Atlanta Memphis Dallas Denver Los Angeles San Francisco Portland Seattle



# New diet for insurance executives!

Eating crow is not our favorite gastronomic experience.

But we've recently discovered that hearing you out, even on very unpleasant matters, can be healthy for both of us.

Last year, for example, Ætna sat down with the National People's Action coalition to digest complaints about the way property



insurance is sold — and *not* sold — in inner-city neighborhoods.

That dialogue produced results you should appreciate.<sup>1</sup> Just as other consumer contacts have encouraged changes like our Privacy Protection hotline. And the new, lower-cost Æconomaster life insurance.<sup>2</sup>

Our 91,000 discussions last year with often less-than-chummy consumers indicate, however, that there are still answers we haven't found.

A lot of you aren't happy about who pays what for auto insurance. So we're taking another look at how rates are figured by age, sex, and marital status.<sup>3</sup>

And absolutely *none* of you out there is happy about steadily-rising health care costs. Which is why we're taking a hard look at the entire health care system, including health policies themselves.<sup>4</sup>

The point is simple: *If we're going to offer the kind of insurance you need and want today, we have to listen — and not just to what we like to hear.*<sup>5</sup>

Ætna may not agree with your every gripe. If not, we'll tell you so. But we promise you'll get action, not words, when we do.

# Ætna wants insurance to be affordable.

<sup>1</sup> Talks with the NPA—a consumer coalition of over 100 inner-city neighborhood groups—led to a three-fold test program now underway in sections of Chicago, Cleveland, New York, and Philadelphia. We're encouraging agents there to help us write more homeowner's insurance. In two of these cities, we're offering a new "Home Value Policy" that makes inner-city insurance affordable. And we've put up a \$225,000 grant to help reclaim rundown areas, backed by a commitment of up to \$15 million in higher-risk urban development loans.

<sup>2</sup> The hotline is just the most recent expression of our long-standing concern. If you want to know what information we have about you on file, just ask. If you tell us something's wrong, we'll reinvestigate and respond. As to Æconomaster, it not only offers lower premiums to start with, it can lower them even further when interest rates go up—a hedge against inflation.

<sup>3</sup> Our studies so far show that about half of you think the traditional rating criteria are unfair. When told that new criteria could mean more money out of your

pocket, however, only about a third still thought change was a good idea. In the real world, decisions often involve some tradeoff between costs and benefits. What we have here are two problems to solve at once.

<sup>4</sup> Ætna recognizes we've helped fuel rising costs by selling health insurance that doesn't always give the consumer a reason to be concerned about them. Deductibles and co-insurance while effective aren't always popular. Unfortunately we too often give the customer what he wants without looking at the tradeoffs. We

also haven't done enough to educate people to take better care of themselves or know when they're sick. Prevention is still cheaper than treatment.

<sup>5</sup> It's now company policy to invite representatives from groups like the National Consumers' League up to Hartford. And Ætna now has 21 of its own consumer representatives who respond to your questions, suggestions, and complaints—somewhat unusual for an industry that's spent the last hundred years mostly listening to itself.

# The Professional

## He Works For You: Dick Shafer

Dick Shafer travels from one end of the world to the other: From New York City to upstate New York's most bucolic little towns.

He's the AP Broadcast Executive for New York State, a job that requires a lot of versatility. He knows the problems and the pleasures of stations in the smallest markets and the largest.

With his experience in all facets of news and sales, there's not much Dick can't handle.

We like that. We're like Dick Shafer. Professional.



**Broadcast Services**  
(212) 262-4011



# Datebook

■ Indicates new or revised listing

## This week

**Feb. 24-26**—North Central Cable Television Association annual convention. Hilton Inn, Des Moines, Iowa.

**Feb. 24-26**—CBS Radio Network Affiliates board meeting. El Conquistador, San Juan, P.R.

**Feb. 25-27**—Radio-Television News Directors Association "Management for Performance" seminar. Marriott Airport hotel, Chicago.

**Feb. 26-29**—National Association of Broadcasters conference of State Association Presidents and Executive Directors. Four Seasons hotel, Washington.

**Feb. 27**—Radio Advertising Bureau sales success clinic. Peachtree Plaza, Atlanta.

**Feb. 27**—House Communications Subcommittee hearings on H.R. 5430, legislation requiring disclosure of station financial information.

**Feb. 28**—Southern Baptist Radio and Television Commission's 11th annual Abe Lincoln Awards banquet. Wilson C. Wear, Multimedia Inc., will be keynote speaker. Green Oaks Inn, Fort Worth.

**Feb. 28**—Radio Advertising Bureau sales success clinic. Drawbridge Motor Inn, Cincinnati.

**Feb. 29**—Deadline for entries in Action for Children's Television Achievement in Children's Television Awards. Information: ACT, 46 Austin Street, Newtonville, Mass. 02160; (617) 527-7870.

**Feb. 29-March 1**—National Oceanic and Atmospheric Administration Spring Snowmelt Media workshop. NOAA National Weather Service River Forecast Center, 6301 34th Avenue South, Minneapolis.

**Feb. 29-March 2**—Oklahoma Broadcasters Association annual meeting. Skirvin hotel, Oklahoma City.

## March

**March 1**—Deadline for entries in American Bar Association's Gavel Awards competition for "outstanding contributions to public understanding of the American legal and judicial systems." Information: Dean Tyler Jenks, ABA Gavel Awards, 77 South Wacker Drive, Sixth floor, Chicago 60606.

**March 2-4**—Ohio Cable Television Association annual convention. Sheraton-Columbus hotel, Columbus.

**March 3**—Deadline for entries in competition for National Broadcast Editorial Association's Award for Excellence. Information: Susan Veatch, WCBS-TV, 51 West 52d Street, New York 10019.

**March 4**—Association of National Advertisers television workshop. Plaza hotel, New York.

**March 4**—Ohio Association of Broadcasters "Salute to Congress" dinner and White House briefing. Hyatt Regency, Washington.

**March 4**—Colorado Broadcasters Association/Denver Advertising Federation advanced sales seminar. Writers' Manor, Denver.

**March 5**—International Radio and Television Society anniversary banquet and presentation of IRTS Gold Medal to John W. Kluge, chairman and president of Metromedia Inc. Waldorf-Astoria, New York.

**March 5**—Association of National Advertisers media workshop. Plaza hotel, New York.

**March 5**—National Association of Broadcasters workshop on "Dollars and Sense Law—Using Contracts to Solve Business Problems"; Hyatt Regency O'Hare, Chicago.

**March 5**—Radio Advertising Bureau sales success clinic. Pittsburgh Hyatt House, Pittsburgh.

**March 6**—Radio Advertising Bureau sales success clinic. Hyatt Regency Dearborn, Detroit.

**March 8**—Panel discussion of *American Women in Radio and Television* on "You Can Own Your Own Radio and Television Station." Summit Hotel, New York, 9:30 a.m. Speakers: Allen B. Shaw, radio consultant, New York; Bruce Houston, media broker, C. L. Richards Co., Falls Church, Va.; Allan Griffith, VP, Bank of New York.

**March 10**—Washington Association of Broadcasters annual meeting. Red Lion Inn, Seattle.

**March 10-29**—Region 2 conference of International Telecommunications Union for medium frequency broadcasting. Buenos Aires.

**March 11**—Television Bureau of Advertising regional sales seminar. Seatac Red Lion Inn, Seattle.

**March 12**—Hollywood Academy of Television Arts and Sciences luncheon. Speaker: Frederick Pierce, president, ABC Television. Century Plaza hotel, Los Angeles.

**March 12**—New York Market Radio Broadcasters Association "Big Apple" awards for "creative excellence in radio advertising." Sheraton Centre, New York.

**March 13**—Television Bureau of Advertising regional sales seminar, Sir Francis Drake, San Francisco.

**March 14**—Deadline for entries in annual Radio-Television News Directors Association awards

**March 14-15**—11th annual Country Radio Seminar on "Answers to the Questions of the 80's." Hyatt Regency, Nashville. Keynote speaker: Paul Harvey, ABC Radio.

**March 16**—Public Radio in Mid-America business meeting. Crown Center hotel, Kansas City, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

**March 16-17**—Kentucky CATV Association spring convention. Hyatt Regency, Lexington.

**March 16-18**—First Amendment Congress, sponsored by 12 organizations including National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi. Williamsburg, Va.

**March 16-20**—National Public Radio annual conference. Crown Center hotel, Kansas City, Mo.

**March 17-18**—Society of Cable Television Engineers addressable technology seminar and live system demonstration. Holiday Inn, San Jose, Calif.

**March 17-19**—Advertising Research Foundation's 26th annual conference and research exposition. New York Hilton.

**March 18**—Radio Advertising Bureau sales success clinic. Red Lion Inn Sea Tak, Seattle.

**March 19**—Radio Advertising Bureau sales success clinic. San Francisco Hyatt Regency, San Francisco.

**March 19-20**—Action for Children's Television eighth national symposium, "Children and Television: The Health Connection." Shoreham Americana hotel, Washington. Speakers include NBC vice chairman Richard Salant, Norman Lear, Michael Kievmann, Surgeon General Julius Richmond, and Secretary of Education Shirley M. Hufstедler. Registration information: Denise Recht, (617) 527-7870.

**March 20**—Radio Advertising Bureau sales success clinic. Travel Lodge, Los Angeles.

**March 20-21**—Georgia Cable Television Association annual meeting. Atlanta Sheraton. Information: George Paschell, Cablevision of Augusta, Box 3576, Augusta, Ga. 30904.

**March 21-23**—Intercollegiate Broadcasting System annual convention. Sheraton Centre, New York. Information: Jeff Tellis, (914) 565-6710.

■ **March 22-29**—Third Annual International Public Television Screening Conference, hosted by Corporation for Public Broadcasting. Dupont Plaza hotel,



Shoot our newest cameras at the NAB Show.

A hands-on demonstration will reveal some major advances across the line. Like an extended-performance camera that reaches previously unattainable levels of picture quality.

You'll see that pounds have been trimmed off our newest ENG/EFP cameras. New features have been added.

We've built performance and stamina second to none into every one of our cameras for the studio and field.

You get a lot of RCA with every RCA camera: RCA technology, to help you deliver the very best on-air product.

And RCA TechAlert service, unmatched anywhere, to keep you out of trouble and on the air.

RCA is with you on every shoot.

Shoot us at the show. RCA Broadcast Systems, Building 2-2, Camden, N.J. 08102

# SHOOT US.



Can you really afford less?

Washington.

**March 23-26**—Advertising financial management workshop. *Association of National Advertisers*, Sea Pines Plantation, Hilton Head Island, S.C.

**March 23-29**—International public television screening conference, under auspices of *Rockefeller Foundation and various North American and European broadcasters*. Dupont Plaza hotel, Washington. Information: David Stewart, Corporation for Public Broadcasting, (202) 293-6160.

**March 24**—Conference on Communications Law and Principles of Regulatory reform, sponsored by *Regulated Industries and Communications Law Committees of Federal Bar Association*. Speakers: Henry Geller, assistant secretary of Commerce, National Telecommunications and Information Administration; Charles D. Ferris, chairman, FCC; Representative Lionel Van Deerlin (D-Calif.), and Charles Brown, chairman, AT&T. Panel on broadcast matters include Pluria Marshall, National Black Media Coalition; Nina Cornell, Office of Plans and Policy, FCC; Ralph Jennings, Office of Communication, United Church of Christ; Charles Firestone, University of California at Los Angeles; John Lyons, broadcast program manager, NTIA, and Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters. Marriott Key Bridge Motel, Rosslyn, Va.

**March 24-25**—*Society of Cable Television Engineers* mid-Atlantic technical meeting and workshop. Hyatt House, Richmond, Va.

**March 25**—New deadline for comments on FCC's radio deregulation rulemaking proceeding (Docket 79219). Reply comments due June 25. FCC, Washington.

**March 25**—*New York State Broadcasters Association* annual membership meeting. Essex House, New York.

**March 26**—*International Radio and Television*

*Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

**March 26**—*Ohio Association of Broadcasters* "Preparing-for-Political Season" workshop. Fawcett Center, Columbus.

**March 26-28**—Viewdata 80, international exhibition and conference on video-based systems and microcomputer industries, sponsored by *British Post Office*. Wembley Conference Center, London. North American coordinator: TMAC, 680 Beach St., Suite 428, San Francisco.

**March 27**—*Radio Advertising Bureau* sales success clinic. Sheraton Airport Inn, Minneapolis.

**March 28**—*Alabama UPI Broadcast Advisory Board* meeting. Holiday Inn-Airport, Birmingham.

**March 29**—*Alabama UPI Broadcasters Association* annual convention and awards banquet. Holiday Inn-Airport, Birmingham.

**March 31-April 1**—*West Virginia Broadcasters Association* spring meeting. Charleston House, Charleston.

**March 31-April 1**—*Alaska Association of Broadcasters* annual meeting. Anchorage Westward Hilton.

## April

**April 1**—Deadline for entries in competition for Community Service Awards of *National Broadcast Association for Community Affairs*. Information: Tom Roland, WTAR Radio and TV, 720 Boush Street, Norfolk, Va. 23510; (804) 446-2600.

**April 2**—*Radio Advertising Bureau* sales success clinic. Arlington Park Hilton, Chicago.

**April 3**—*Radio Advertising Bureau* sales success clinic. The Regency, Denver.

**April 4**—Deadline for nominations for *American Legion's* Fourth Estate Award. Information: Fourth Estate Award, Public Relations Division, The American Legion, Box 1055, Indianapolis 46206.

**April 8**—*Television Bureau of Advertising* regional sales seminar, Hilton Plaza Inn, Kansas City, Mo.

**April 8-12**—*Satellite 80*, international satellite conference and exposition. Palais des Expositions, Nice, France.

■ **April 9**—*New England Cable Television Association* spring meeting. Sheraton-Wayfare, Bedford, N.H.

**April 9-11**—*American Forces Radio and Television Service* world-wide joint workshop. Sportsmans Lodge, Los Angeles.

**April 9-12**—*Alpha Epsilon Rho, National Honorary Broadcasting Society* national convention. Imperial Palace hotel, Las Vegas. Speakers include Don Hewitt, *60 Minutes*; Charles Osgood, CBS News, and Gordon Jump, *WKRP in Cincinnati*.

**April 10**—Research workshop of *Association of National Advertisers*, Plaza hotel, New York.

**April 10**—*Television Bureau of Advertising* regional sales seminar, Loew's L'Enfant, Washington.

**April 10-11**—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Marriott hotel, New Orleans.

**April 10-13**—*Broadcast Education Association* annual convention. Convention Center, Las Vegas.

**April 13**—*Association of Maximum Service Telecasters* annual membership meeting. Las Vegas Convention Center.

■ **April 13-15**—*Illinois-Indiana Cable TV Association* annual convention. Ramada Inn Convention Center, Champaign, Ill.

**April 13-16**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center.

**April 15**—Pioneer breakfast sponsored by *Broadcast Pioneers* during National Association of Broadcasters convention. Las Vegas Convention Center.

**April 15**—*Radio Advertising Bureau* sales success clinic. Sheraton Inn International Airport, New Orleans.

**April 17**—*Radio Advertising Bureau* sales success clinic. Le Baron hotel, Dallas.

**April 18-20**—*Carolinas UPI Broadcasters* annual meeting. Ramada Inn, Wrightsville Beach, N.C. Information: Bill Adler (704) 334-4691.

**April 18-24**—*MIP TV* international program market. Cannes, France. U.S. office: John Nathan, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

**April 20-24**—*American Institute of Aeronautics and Astronautics* eighth Communications Satellite Systems conference. Orlando Hyatt House, Orlando, Fla.

**April 22**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

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

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

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

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

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

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

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

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

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

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

## Major Meetings

**March 18-20**—*National Public Radio* annual conference. Crown Center hotel, Kansas City, Mo. Future conferences: Phoenix, May 3-7, 1981; Washington, April 18-22, 1982.

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

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

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

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

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

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

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

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

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

**June 11-15**—*Broadcasters Promotion Association* 24th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York;

June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

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

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

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

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

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

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

**Jan. 18-21, 1981**—*Association of Independent Television Stations (INTV)* convention. Century Plaza, Los Angeles.

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

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

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



## May

**May 2**—1980 Midwest Acoustics Conference on microphone techniques for recording and broadcasting sponsored by *Audio Engineering Society, Chicago Chapter of Acoustical Society of America, Chicago Section of Institute of Electrical and Electronics Engineers, Chicago Acoustical and Audio Group and IIT Research Institute*. Hermann Hall, Illinois Institute of Technology, Chicago.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Open Mike®

### In defense of the DSA

EDITOR: With due respect to Phil Lombardo's position on Don Thurston receiving the Distinguished Service Award from the National Association of Broadcasters, I disagree. I was on the committee which chose Dick Chapin to receive that award several years ago. We spent considerable time debating the pros and cons of a former joint board chairman getting the award. As I recall, it took quite a few ballots before Dick was finally chosen. I believe that what has transpired in recent years shows the merit of not disqualifying an NAB joint board chairman of recent vintage from getting the award. I left the NAB board six years ago, and Dick won it prior to my term expiring. Since that time,

the committee has not selected a person in that position. Therefore, it shows no abuse of power and obvious careful consideration of those formerly associated with the NAB board.

Dick was selected for heading the effort to get the NAB itself turned around, plus getting the deregulation process started.

And certainly Thurston, whom I have known for over 20 years and have worked with closely, has made numerous contributions over a lengthy period, not just the years he was joint board chairman or an NAB director.

I have high regard and deep respect for all the nominees, each of whom is worthy, but assuredly Thurston deserves the DSA and although no longer involved in the NAB, I'm positive it was no "set up."—*Philip Spencer, president and general manager, WCSS(AM) Amsterdam, N.Y.*

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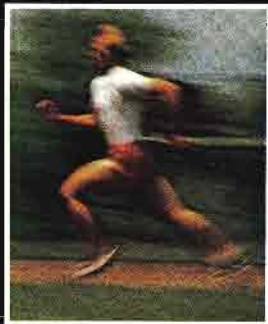
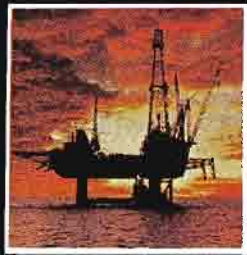
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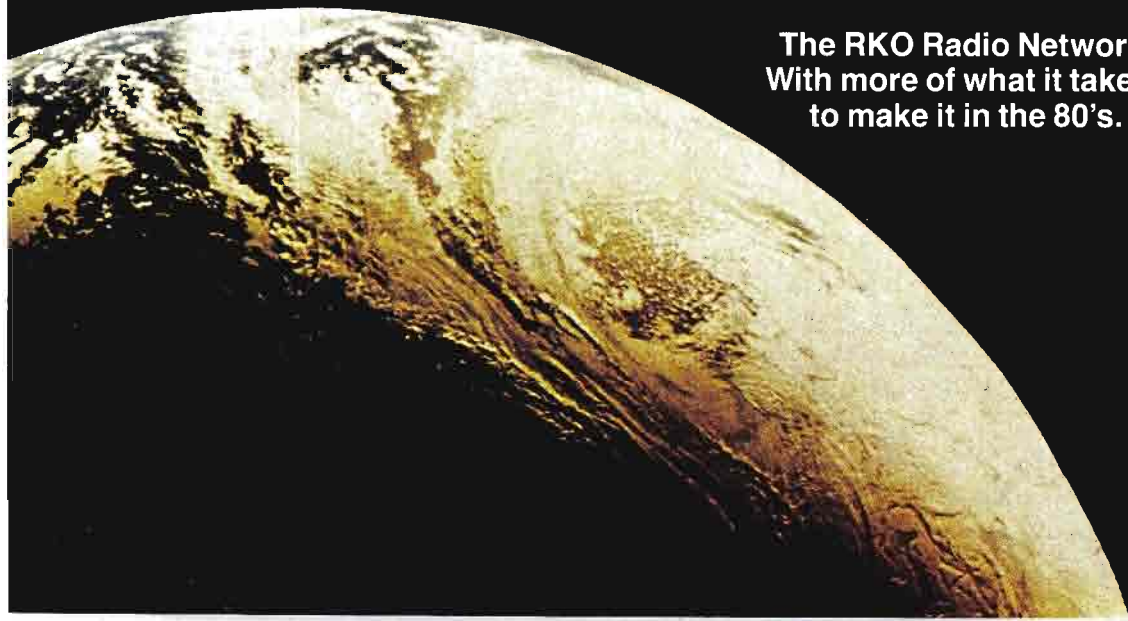
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## Lesson for the learning

EDITOR: I hope your article in the Feb. 11 issue ("\$40 Million Each Week For Prime-Time") will wake up some of the networks' executives.

60 Minutes, one of the highest rated shows each week, is the second least expensive show to produce each week, costing only \$140,000 per show. According to your article only ABC's 20/20 costs less (\$135,000 per show). Meanwhile, NBC continues to flounder around in the ratings and spends \$800,000 for each episode of *Buck Rogers in the 25th Century!*

As my father, the railroad man, would say, "Someone's asleep at the switch."—*Terry L. Burrington, Prairie du Chien, Wis.*

## Now more than ever

EDITOR: As a member of Congress and the House Communications Subcommittee from 1969 to 1979, I strongly advocated legislation in the broadcasting area. It was my feeling that license renewal standards should be established by the Congress and not left to the FCC or the courts.

I think the recent RKO decision points out the correctness of my position. I would hate to say I told you so, but I told you so. Congressional action is more important than ever.—*Lou Frey Jr., Pepper, Hamilton & Scheetz, attorneys at law, Washington.*

## The short of it

EDITOR: I was somewhat fascinated and intrigued by your Jan. 28 "Closed Circuit" item, "Still More Radio?"

With respect to domestic shortwave as being the next possible frontier of American broadcasting, fellow broadcasters might not be aware of the fact that private, domestic, commercial shortwave broadcasting was permitted by the FCC prior to the attack on Pearl Harbor. Private organizations—CBS, NBC, Westinghouse, General Electric, Crosley, and Worldwide Broadcasting Foundation—owning and operating 13 U.S.-based shortwave transmitters—were broadcasting regular shortwave programs before World War II.

However, during the war those shortwave (international) transmitting stations were taken over and programed by the government's Office of War Information for use as vehicles for propaganda in aiding our war efforts. As a consequence, commercial shortwave broadcast ownership became silenced in the U.S.

Nearly four decades have passed since then, and I now read of Joseph Costello's efforts in obtaining a permit to build a commercial shortwave station in southern Louisiana, with a targeted signal to Canada and western Europe. How fascinating. I wish him good fortune.—*Francis Chick Powers, president, The Music Sound Review Ltd., Brooklyn, N.Y.*

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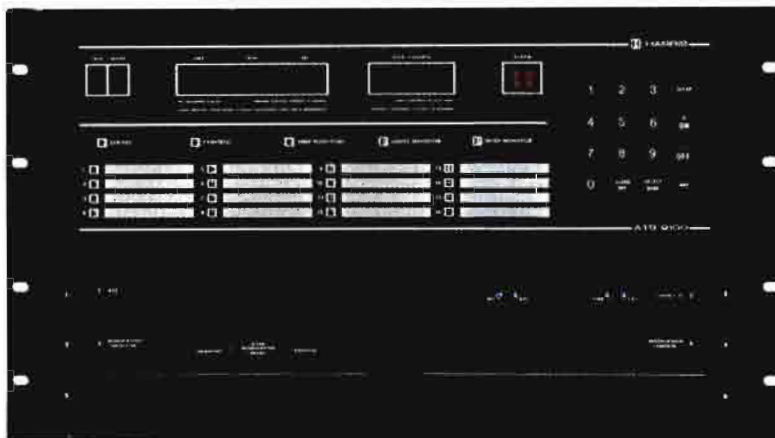


For example, the TV-50H VHF 50-kilowatt High Band color TV transmitter combines a solid-state driver with a three-tube design for field-proven dependability and reduced tuning requirements. Harris transmitters provide many other state-of-the-art features for proven superb color performance.

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# Broadcasting Feb 25

Vol. 98 No. 8

## TOP OF THE WEEK

*The weather was a scandal, the horror stories about getting to San Francisco were legion, elevator service was abominable and most thought the conference lasted a day too long. NATPE 80, nonetheless, was a smash success. By the time it all ended last Thursday—having begun officially the preceding Saturday and for many participants days before that—both delegates and exhibitors were weary but satisfied. They had been in on a turning-point television conference, one that seemed to make official television's change from a marketplace of scarcity to one of multimedia abundance. Only a few seemed to mind. Indeed, even those broadcasters who had benefitted most from the way things were seemed as eager as the rest to get on with the new ways things will be.*

## NATPE faces up to future shock

**Record San Francisco conference begins transition to exhibition format, wrestles with problems of absorbing new media, welcomes burgeoning business from abroad**

In many respects, it was an annual convention in keeping with NATPE's 17-upward-years tradition. Throughout the Hilton marketplace, there were the usual reports of booming business among the 251 syndicators—and this year the sales behind the rhetoric seemed even more solid. Sessions, even through the sixth and final convention day, were well attended as NATPE continued its record-breaking growth: 2,647 paid registrants and 3,939 conventioners in all.

The marketplace flavor, thanks to stripping, saw the end of prime-time access as NATPE's dominant draw. But the vacuum was filled with the battle of the talk-show hosts and a stronger than ever concentration on early fringe and other dayparts.

The new off-network entries may not have been commanding the dollars handed over for the blockbusters of previous years, and at least among the majors, movie packages were sold before NATPE. But elsewhere, buyers generally seemed more willing to make program commitments; they had plenty of time prior to NATPE to decide what they wanted, with station visits from syndicators coming earlier each year.

Creative breakthroughs weren't apparent. The blending of proved forms was. Nowhere was this more visible than in the merging of the magazine format into several new talk-show entries.

All in all, NATPE last week stepped smoothly into the 80's. Future shock, however, could be right around the corner. In NATPE's own demographics, in marketplace structure and in organizational leadership, change was brewing.

Conspicuous was the foreign attendance, estimated to have tripled to about 300 buyers and sellers. New to NATPE this year were Brazil, Switzerland, Indonesia, Saudi Arabia, Finland, Argentina, Kuwait, Costa Rica and Colombia, joining such returning countries as Australia, Canada, Great Britain and Japan, among others. Time-Life alone reported some \$2 million in foreign sales. And there were many other suites claiming strong foreign action, particularly from Latin America.

Add to that contingent the programing scouts from the cable industry and even some from the home video market. How NATPE will deal with the influx from abroad and from the alternative media in its own backyard remains to be seen. But it stands as one of the key challenges to the 1980 NATPE Futures Committee.

So does the reshaping of the marketplace itself as NATPE now begins to phase in the exhibition-hall style known to veterans of the Marche International des Programmes de Television in Cannes, France. The transition begins next year in New York as some 15%-20% of the distributors will be setting up shop in modules on the convention floor.

And, for the first time, NATPE no longer will be directed only by member-



**Genius remembered.** A special Iris for his contributions to communications—not the least of which was development of the iconoscope tube that is at the heart of television—was awarded to Vladimir Zworykin at NATPE's closing session in San Francisco last Thursday (Feb. 21). Presenting the Iris statuette: NATPE President Chuck Gingold of WABC-TV New York, who presided over the six-day conference. Dr. Zworykin, who still serves as a consultant to RCA ("Profile," Jan. 7), seized the occasion to refresh memories about the past and to share some of his further "dreams" for the medium. Excerpts of his remarks:

"Although in 1900 there was an electric cable on the ocean floor connecting Europe and America, Marconi in 1901 set up a radio communication which was not only more reliable but had a much wider range. Some 40 years later American ingenuity achieved transmission of pictures through the air. In 1964 the NASA satellite established the possibility of global communication... All my life I have been a dreamer and now, at age of 90, I dream of the next step in global communication. The worldwide reception of television is now a reality. This, coupled with present-day speech recognition and language translator capabilities brings a dream of worldwide communication translated into one's own language on an instantaneous basis a practical present-day reality. Why not start now with this organization of program producers and present some meaningful programs for all countries to view and hear simultaneously in their own languages? Could not such an accomplishment bring a better understanding and peaceful relations among the many national groups on this speck of the universe called Earth?"

ship volunteers and part-time consultants. Introduced to his new constituency last week was George Back of George Back Associates, a former syndicator who now takes over as NATPE's first executive director (BROADCASTING, Feb. 18). Decisions remain to be made about the move from the former offices in Lancaster, Pa., but NATPE will soon headquarter in the heart of the syndication business, New York.

Back, without organizational precedent to guide him, is expected to establish his own territory. But clearly a major part of his mandate will be to move NATPE away from a one-function organization as it takes on such projects as an upcoming National Association of Broadcasters/NATPE children's conference. There are no plans, however, to turn NATPE into a lobbying force.

As Lew Klein, former NATPE president and now chairman of the Futures Committee, summarized NATPE's past year: "I don't think there's been a year when there's been more movement."

Much of the groundwork had been laid under the tenure of outgoing NATPE President Chuck Gingold of WABC-TV New York. The initial fruits or consequences of those decisions will be faced by new President Lucie Salhany of Taft Broadcasting. And likely in future years by the first vice president, John Goldhammer of KABC-TV Los Angeles, and the newly elected second vice president, Steve Currie of KOIN-TV Portland, Ore.

Elected with Salhany, Goldhammer and Currie last week were new board members Ed Jones, WDM-TV Washington; Ray Alexander, WBRZ-TV Baton Rouge; Gregg Nathanson, KTLA-TV Los Angeles, and Linda Des Marais, WPLG-TV Miami.

A new board member representing the distributors is Joe Indelli of Metromedia. And in a newly created board position to serve those NATPE members that are neither buyers nor sellers is Gene Swerdloff of the PGW rep firm.

## A dozen divine the next decade

**NATPE futurists see free TV remaining the mainstay and programing, not technology, being the force for change**

Rhetoric and hyperbole aside, the over-all impression emerging from NATPE's examination of "Television in the Next 10 Years" was surprisingly conservative. Despite all the certain changes of the prospective decade, there remained a sense that the existing media structure not only will survive but that it may prosper in greater degree than some of the new competitors.

If there was a consensus among the dozen panelists at last week's closing session, it was that programing, not hardware, will remain the key element in determining the success or failure of the new media technologies.

The session began with presentation of a study on media futures commissioned by NATPE from Management Analysis Corp. of Cambridge, Mass. That organization's David Butterfield, paraphrasing the Lincoln Steffens comment on the Russian revolution, said that "the future works, but I'm not yet sure who it works for." He did offer estimates that by 1985 all the new media together would total only 10%-12% of all TV viewing. By mid-decade, cable penetration would be at 34%, he reported, with homes passed at 54%. Of the new cable homes, 70% would take pay cable, resulting in pay penetration of 17% of the total TV universe with 52% of homes passed by pay service.

Over-the-air pay TV (STV) will be on 36 stations in 30 markets by 1985, Butterfield said, with an average market penetration of 9% and a total U.S. penetration of 4%. Neither DBS (direct broadcast satellite) nor MDS (multipoint distribution service) will have made significant

market impact by 1985, he said. Videodisks and videocassettes will by then have reached only 10% penetration.

Robert Shultz, of Video Probe Index, Bayside, Calif., presented a companion study on changing patterns of television viewing. He offered an acronym to describe the general change: "From LOP to MPE-MCT." That is, from "least objectionable program" viewing to "most preferred event" at the "most convenient time."

Schultz cited studies showing that viewing of network stations diminished from 99% in noncable homes to 87% in basic cable homes and to 78% in those with pay cable. But the impact of those percentage losses is offset, he said, by an increase in total viewing in both categories of cable homes.

Dick Belkin of Lee Enterprises was the most optimistic of the panelists in predicting that conventional TV would successfully hold off competition from the new media. Among his reasons: a tightening economy will force the consumer to make significant decisions about which of the media he can afford. "Free over-the-air TV will be the biggest bargain of all" in the 1980's, he said.

Joel Chaseman, president of Post-Newsweek Stations, raised the possibility that modular programing might become important in conventional TV during the decade. "We may end up with video disk jockeys," programing from a number of segmented programing sources such as radio DJ's do today, he said. None of the new media, he said, will be able to assemble a national audience to match that of the current system, and just as major print media (*Time*, *Newsweek*, the *Washington Post* and the *New York Times* were among his examples) have survived the trend toward specialized publications, so will conventional TV survive as a mass medium among more targeted ones.

"Keep an eye on the telephone company," Chaseman advised, noting that

## InBrief

In latest chapter in story of sponsorship of political debates, **candidate himself ended up paying for one.** Ronald Reagan was to have shelled out estimated \$3,000 for last Saturday's planned confrontation between him and fellow Republican presidential contender, George Bush. Debate was to have been sponsored by *Nashua* (N.H.) *Telegraph*, but Federal Election Commission threatened to cite newspaper for illegal corporate campaign contribution. That action was prompted by complaints from other Republicans who had been excluded from Reagan-Bush debate. Newspaper proposed that candidates finance their forum, but Bush refused to pay, saying Reagan had challenged him. Reagan then agreed to put up money, although he is close to spending limits for New Hampshire. FEC eventually will have to face matter of sponsored debates more squarely: It has submitted proposed rules on matter to Congress and is awaiting action. Meanwhile, National Association of Broadcasters and Radio-Television News Directors Association have protested to Senate committee handling FEC proposals that they exceed commission jurisdiction and are contrary to First Amendment. *Nashua Telegraph* case came in week in which **first League of Women Voters-sponsored 'Presidential Forum'** was held, on Wednesday.

That debate included all major Republican contenders and went off without hitch. It was carried on delayed basis by three commercial networks (NBC ran it latest, at 1 a.m.) and Public Broadcasting Service (which carried it at 9 p.m.; it started at 8:30). Next league forums are set for Chicago (Illinois primary) next month on 12th for Democrats, 13th for Republicans.

Broadcast Bureau of FCC has found that **wcvb-TV Boston "acted unreasonably"** when it denied Democratic presidential candidate Senator Edward Kennedy (Mass.) half hour of prime time for campaign. Station policy had been to refuse to sell time to all candidates, but offer free time—at station's choosing—to them. Consequently, station offered Kennedy choice of four half-hour slots on Friday and Sunday nights. According to Kennedy spokesman, reached Friday afternoon, Kennedy will pass on Friday night, but may use time on Sunday. Action has caused ripples: California Governor Jerry Brown, another candidate for Democratic nomination, has bought 11:30-midnight NYT slot on Sunday night.

ABC said **first nine nights of Olympics coverage**, totaling 21.5 hours of prime time through Feb. 20, had **average 23.0 rating and 35 share**, up from 22.1/34 four years ago. Taking increase in number of TV homes into account, ABC spokesman said, this 4% gain in rating represented 14% gain in household audience. Late-night Olympics wrapups were



the largest advertising-supported print vehicle in the country was the Yellow Pages.

Chaseman voiced one disappointment with TV's performance in the 1970's he hoped to see corrected in the 1980's. "The cultural explosion [that saw increased interest in art, music and other esthetic forms] was hardly reflected in the public media," he said. And remarking on what he perceives as a notable increase in pressure groups trying to keep "so-called offensive programing" off television, he repeated this advice from the late Elmer Davis: "Don't let the bastards scare you."

James Fiedler, representing MCA DiscoVision, one of the competing videodisk systems, said that manufacturers have not been able to agree on compatibility among themselves and thus the battle would be waged in the marketplace. Two or possibly three disk systems will be there by the end of 1981, he said, with one or two new tape formats coming along to complicate the

sion of leisure time will expand viewing hours for the supplementary services, he said, while network TV will continue to be the mass audience medium and local stations will remain in the best position to serve local needs.

Examining all the predictions about media change in the 1980's, Public Broadcasting Service President Larry Grossman declared himself the least certain about what would happen next. "I subscribe to the 'wandering accident' theory of media development," Grossman said, saying change will have more to do with the spirit of society—and with program leadership—than with technology. He senses a growing taste for quality on the public's part. "Hyperbole aside, I suggest something's going on," he said, pointing out that NBC's Fred Silverman had pledged his network to a quality course in the decade. "To leave change to the technologists will be to see nothing change," Grossman said.

ter if it's the same more." Valenti also called "free broadcast TV ... an endangered species" because of the importation of distant signals.

Tom Wheeler, president of the National Cable Television Association, challenged the Valenti position while setting out his own view that "there's more of a market out there than any of us now envision." He argued that the existing TV system will neither slip away nor disappear, and said he had more confidence in the competitive ability of conventional broadcasters than they seemed to have in themselves. "You're too smart to be obsoleted," he said.

Wheeler said most television viewing is done by one-third of the total audience, and said that third would remain conventional TV's marketplace while cable went after the rest. Program and time diversity are the major attractions cable has to offer, he said, adding that the mass audience will always go with the broadcaster while cable appeals to smaller and smaller fragments.

Robert Wormington, of KBMA-TV Kansas City, Mo., and chairman of the Association of Independent Television Stations, offered an "if you can't beat 'em, join 'em" approach for consideration by broadcasters. "As cable penetration increases, stations will start programing cable channels," he said, urging the delegates to start doing so. "You can't hold back progress," he said, "but you can steer it." Wormington, a pioneer satellite user among broadcasters, predicted that every station would have its own earth station by decade's end. As for independents, three things will be changing for them during the 1980's, he said—"programing, programing and programing." Ad hoc networks will become a daily fact of life, while new regional networks will be created to compete with the national networks. Such arrangements will affect network-affiliated stations as well as independents.

Speaking from the viewpoint of the ad-



Chaseman



Granath



Koehler



Wheeler



Wormington

videocassette field. The next 12 to 24 months will be crucial to MCA's progress, he said.

One of the companies committed to supplying the new disk medium—along with other video media—is ABC Video Enterprises, whose Herbert Granath told the NATPE audience: "The 1980's will be the prime access time for new ideas," and that technology will allow viewers to vary TV's fare to their own tastes. The expan-

George Koehler of Gateway Communications and Jack Valenti of the Motion Picture Association of America both came on strong with anticable positions—specifically arguing for both retransmission consent and syndicated exclusivity as necessary to protect the existing TV system and the market for program producers. "Many smaller operations will be turned to the wall" during the 1980's, Koehler said, adding that "more is not bet-

averaging 13.1/34. ABC also said 'Good Morning, America' in week of Feb. 11-15 **bested NBC's 'Today' for fifth week in row and took year-to-date lead**, with average of 5.0/28 to *Today's* 4.9/27.

□

**Schurz Communications**, South Bend, Ind.-based publisher-group broadcaster, **has purchased ch. 26 WATV-TV Augusta, Ga.**, from J. Thomas Jones and Francis Robertson **for \$5 million**. Buyer, principally owned by Franklin Schurz, also owns WSBT-AM-TV and WWJY(FM) South Bend and WDBJ-TV Roanoke, Va. Sellers have no other broadcast interests.

□

After two years of hearings and negotiations, 16-member **Commission on International News**, sponsored by UNESCO, released report last Friday **condemning press censorship and urging that journalists everywhere be allowed to talk with political dissidents**. Report also endorsed "**new world information order**" to replace what Third World countries view as West's "colonialist domination" of international news distribution. 292-page document, expected to raise controversy, is just one of five commission will issue, but it is most important as it contains conclusions and recommendations. Other reports are due this week.

□

Lorimar Productions **ran full-page ads** in *New York Times*, *New York*

*Daily News*, *Los Angeles Times*, *Los Angeles Herald Examiner*, *Chicago Tribune* and *Chicago Sun-Times*, starting last Thursday (Feb. 21), asking readers to contact NBC-TV in Burbank and **urge network to keep 'Skag' series on air**. Lorimar said series will be canceled unless public speaks up. (NBC has not renewed it, in fact.) In 1972, similar advertisements were carried in support of another Lorimar series, *The Waltons*, and company pointed out in its latest ads, *Waltons* "is still with us."

□

Reports persisted last week that NBC is **close to agreement with Johnny Carson** whereby he would remain as host of *Tonight* but **show would be cut from 90 minutes to 60**. NBC declined comment, citing long-standing agreement that neither side would discuss negotiations in progress since he disclosed last spring he would like to be relieved of *Tonight* duties. His NBC contract runs to spring 1981.

□

U.S. Court of Appeals in Washington has upheld FCC action **banning certain citizen-band radio amplifiers** that were causing interference to television reception.

□

**Chester M. Lauck**, 79, Lum of old radio series, *Lum and Abner*, died Thursday (Feb. 21) in Hot Springs, Ark., after brief illness. With late Norris Goff as Abner, rural comedy series began nightly on NBC Red Network in 1931 and ran until 1954.

vertiser, Marvin Koslow of Bristol-Myers said a wide range of social factors will provide a "fertile environment for the emergency of new technologies" during the 80's. Two of the most important: (1) changes in audience composition, with the audience getting progressively older, and (2) a trend to social pluralism that contrasts with previous notions of conformity, and that will make for more fluid, less loyal and less consistent audiences. Magazines have already felt the impact of that audience change, he said, and television's turn is coming. He forecast an ever-growing need for special interest media, and the likelihood of TV becoming more of a background medium. "The sum of your sources will be the source of your dominance," Koslow declared.

## The immediate future

Next year it's "mini-MIP." In 1982, it's "mini-MIP plus 1," followed by "maxi-MIP" in 1983 and a "full MIP" in 1984.

Those were the catchwords used to explain NATPE's plans for a four-year transition from the current hotel-suite marketplace to the exhibition-hall style of the Marche International des Programmes de Television held yearly in Cannes, France.

The phase-in begins next year at the New York Hilton when some 15%-20% of NATPE's distributors will be moving out of the suites and on to a convention floor. Among the companies said to have expressed interest in making the move are Viacom, Time-Life, Metromedia Producers Corp. and Gold Key Entertainment.

As John Goldhammer of KABC-TV Los Angeles explained at NATPE's close last week, it is a matter of contending with the organization's growing numbers. Goldhammer said NATPE has been experiencing a 23% annual growth rate.

Consulting NATPE on the move to modules is Neil Harris, president of

Planned Facilities Design & Development Corp., New York. Harris told NATPE members that module styles will be available for screening, meeting and hospitality.

With a decision still awaited from next month's NATPE associate members meeting, prices were not discussed. But according to Lucie Salhany of Taft Broadcasting, NATPE's incoming president, the deal is to "lease the modules for three years and after that you get them." Transportation and storage costs are to be factored into the yearly lease.

At next year's New York NATPE, about 32,700 square feet of exhibition hall space were said to be available. (The conference on March 14-18, will return to a five-day schedule, down from this year's six.) The Las Vegas conference in 1982 will bring space up to 44,000 square feet. And according to Goldhammer (who is slated to succeed Salhany as president at that convention), there is a possibility that the annual banquet could be held outside the main hotel, which could mean doubling the exhibition hall.

The 1982 and 1983 NATPE conventions both are booked in the Las Vegas Hilton; the 1984 site is still open.

Asked why NATPE changed its earlier plans and switched next year's conference from New Orleans to New York, Salhany said that the first hotel was "just too small" and "the Marriott was ripping us off." She explained that the Marriott in New Orleans was requiring that distributors in hotel suites pay for a day when they wouldn't be using the rooms.

For those who choose to go to the exhibition floor next year, Salhany said it will be first-come, first-served. For those remaining in suites, she added that if "they [the hotel] don't strip bedding, we will."

Chuck Larsen of WNBC-TV New York, and next year's conference chairman, explained that the Hilton will be the site for registration, hospitality suites, exhibition area, meetings and luncheons. Meeting rooms and other overflow from the agenda will be handled across the street at the Sheraton, he added.

## RCA ducks issue of who gets on Satcom; all offered AT&T bird

**Comstar transponders leased as carrier sets up CATV-1 and CATV-2 services; for programmers and cable systems, the bad news is separate earth stations will be needed to receive different satellites**

"It's a whole new ball game," was the message RCA Americom President Andrew Inglis had last week for cable programmers that had been counting on the now-lost Satcom III to boost the number of available satellite transponders.

RCA plans to lease up to 11 pre-emptible transponders for cable services from AT&T on Comstar D-2. Those 11 will be made available to the 10 customers (HBO wants two transponders) whose "firm orders for cable TV service we [RCA] accepted prior to the loss of Satcom III," said Inglis. He acknowledged that there were "quite a number" of other services that were seeking transponder space but would now be left out in the cold.

The accepted customers have until March 5 to notify RCA that they still want to lease transponders, with service scheduled to become available April 1.

RCA billed its announcement as the start of a second cable network, CATV-2, with the 20 channels remaining on Satcom I to be CATV-1. For the time being, the company sidestepped what had been looming as a thorny issue: which services would get the remaining two working transponders on Satcom I.

The significance of being on the primary (CATV-1) satellite is that CATV operators will have to acquire an additional receiving dish in order to get the signals of services carried on a second satellite. And observers of the cable industry's financial patterns raise questions as to how swiftly system operators will add those \$25,000 dishes.

John Reidy, an analyst with Drexel, Burnham, Lambert, stressed that operators are "in it to make the best bucks with the least outlay." He believes they'll defer making antenna purchases as long as they can. Dennis Leibowitz of Donaldson, Lufkin & Jenrette, expressing a similar view, thinks the development of CATV-2 will depend in large measure on the programming offered through it. "There will have to be a good reason to buy a second [dish]," he says, particularly in light of his belief that the provision of an increasing number of services is already cutting into some CATV operators' profit margins.

Four services had generally been regarded as in the running for the two Satcom I transponders: Home Box Office, Viacom, Southern Satellite Systems (on



**Looking forward.** Detailing NATPE's convention plans in 1981 and beyond were (l to r) Chuck Larsen of WNBC-TV New York, John Goldhammer of KABC-TV Los Angeles, Neil Harris of Planned Facilities Design & Development Corp. and Lucie Salhany of Taft Broadcasting, the incoming NATPE president who takes office April 1.



which Ted Turner's Cable News Network was counting) and National Christian Network.

Had Satcom III taken its planned place in orbit, RCA was going to make it the primary cable satellite, with 24 channels, and those four had been promised space there.

Faced with the potential legal risks of selecting two from those six to go on Satcom I, one source said RCA "found it easier to screw everybody a little than screw some people a lot," and so offered them all space on the secondary bird.

This may simply be postponing the inevitable: When the replacement Satcom III begins scheduled operation in late 1981, RCA says two of the 11 channels of CATV-2 will be switched to CATV-1. (At that time, CATV-1 will be shifted to Satcom III, and CATV-2 will go from Comstar D-2 to Satcom I.) Selection will be determined by lottery.

In a prepared statement, the Cable News Network, apparently none too pleased by RCA's plans, intimated that it would take legal action against RCA, but said that it would nonetheless have a transponder on Satcom I in time for its planned June 1 start-up.

"Negotiations," it said, "are . . . progressing satisfactorily with another Satcom I leasor who will sublet a Satcom I channel to [CNN] until legal problems are resolved."

HBO, which stood to have five channels on the primary satellite and one on the secondary under the original plan, is now being offered both additional channels on the secondary. The company would have preferred additional space on the primary bird, but it's reached the conclusion that "given the difficult circumstances, RCA's offer of space appears reasonable."

Although RCA's deal with AT&T will produce a significant business loss, it appears that the company will not fare badly in the long run. RCA will pay \$70,000 per month per transponder, and lease them to service providers at its regular tariff rate for pre-emptible transponders, \$40,000 a month.

For the 18 months that Americom anticipates it may need the 11 AT&T transponders, the loss would total about \$5 million, according to Inglis. Americom had a \$70 million insurance policy on the satellite, and when premiums and the launch cost are subtracted, Inglis said \$25 million would remain to cover losses.

RCA also used the occasion to announce its plans eventually to provide protected service to all CATV customers. To begin in early 1982 when Satcom IV goes operational, the plan calls for operational satellites to have 22 protected transponders and two pre-emptible, and an in-orbit spare to have the converse. The pre-emptible channels on the spare will be available only for short-term or occasional service. As a provision against individual transponder failure, there will be at least one on-board spare for each six active transponders, on satellites starting with the new Satcom III.

## Staggers retiring; Dingell or possibly Van Deerlin seen as likely successor

**Commerce chairman for 14 years who battled with CBS and killed license legislation will not stand for re-election; creation of Energy Committee, if accomplished, could mean Communications chief will step up to head parent**

After 32 years in the House of Representatives and 14 years as head of the powerful Commerce Committee, Harley Staggers of West Virginia has decided to call it quits. At a press conference last Tuesday, Staggers announced that he would not seek re-election in November. The time has come, he said, "to go back and do more of the things I've wanted to do."

With Staggers gone, the road to the chairmanship of the Commerce Committee, parent of the Communications Subcommittee, will be open to long-time Michigan Democrat John D. Dingell. But there is some question as to whether he will take that road. A House Select Committee is currently working on a resolution to create an Energy Committee. Should that resolution pass, Dingell, who is chairman of Commerce's Energy Subcommittee, might choose to head the new unit. And if he does, the leadership of the Commerce Committee will probably pass to the next ranking Democrat, Lionel Van Deerlin (Calif.), chairman of the Communications Subcommittee.

Staggers, first elected to Congress in 1948, rose to the chairmanship of Commerce in 1966. From that post he made his most significant contributions on health, guiding passage of the Cancer Attack Act, the Heart, Lung and Stroke Act and legislation establishing the National Health Service Corp. He is also closely identified with the railroads and is credited with a large role in the creation of Amtrak.

Although he co-sponsored the bill creating the Corporation for Public Broadcasting, he is best known by broadcasters for his battle with CBS and his burial of

license-reform legislation. In 1971, he subpoenaed outtakes and other materials from the CBS documentary, *The Selling of the Pentagon*. When then-CBS President Frank Stanton refused to turn over the materials, citing the First Amendment, Staggers induced the Commerce Committee to recommend that Stanton and CBS be cited for contempt. But when the recommendation was brought to the floor, the House rejected the move by returning it to committee, where it died a slow death (BROADCASTING, July 19, 1971).

Staggers' other run-in with the broadcasting industry occurred in 1974, when he managed to kill license renewal legislation passed in different forms by the House and Senate by refusing to appoint conferees to iron out the differences in the bills (BROADCASTING, Dec. 16, 1974).

As chairman of the Energy Subcommittee, Dingell is best known for his efforts on energy conservation legislation and his leadership role in the fight against deregulation of natural gas. Neither the liberal nor conservative labels stick to the man: The liberal Americans for Democratic Action, for instance, rates him at 50 on a scale of 100.

If Dingell takes over the chairmanship of the full committee, Van Deerlin, who is primarily responsible for generating communications legislation, foresees no problems in working with him. "He's a fine guy who's been around a long time and he knows the ropes thoroughly. . . . He's absolutely his own man," said Van Deerlin.

Broadcasters, however, shouldn't expect much help from Dingell in loosening regulatory reins. It was no secret that he opposed the Communications Act rewrite attempts of Van Deerlin's subcommittee in 1978 and 1979.

Whether Dingell heads Commerce may ultimately depend on the fate of the full Energy Committee, which is far from certain. As Dingell's legislative aide, Bob Howard, said: "It's one of the murkiest issues that have been in front of the House in some time."

Although the formation of an Energy Committee is backed by House Democratic leadership, including Speaker Thomas P. (Tip) O'Neill, there is much opposition, especially from members of the Commerce Committee who see it as a raid on their authority.



Staggers



Dingell



Van Deerlin

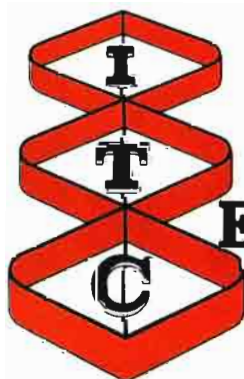






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# Programing

## NATPE is verbose with talk shows

**Programing marketplace dominated by genre as returning veterans and rookie hopefuls vie for slots all over the schedule; other interest centers on game-show strips and OPT's entry into series production**

■ *The Mike Douglas Show*, generally given up for lost, pulled off the surprise comeback of the NATPE conference.

■ Operation Prime Time took the next step beyond specials and began the drive to series.

■ The squeeze on prime-access accelerated as stripping put *Family Feud* on top and a significant number of others out in the cold.

For the first time since the creation of the prime-time access rule in the early 70's, the National Association of Television Program Executives marketplace wasn't primarily "an access convention."

If anything, NATPE 1980 was the year of the talk show, dominated by the hopeful new conversationalists of the 80's. The domain of Merv, Phil, Mike and Dinah was assaulted by Toni, Steve, Bert, Don, John, Gary, Vidal, Ed and Jerry—not to mention the triple effort of F. Lee, Dr. Toni and Richard.

The new crop of talk-show hosts was available in 30-, 60- or 90-minute forms and in enough abundance to build dayparts into a press agent's paradise. Some producers were going the conventional format route, be it desk and couch. Others were following the lead of *P.M. Magazine* and *Good Morning America* with short segments in and out of the studio and with families of experts. Even Angel the chimp was among the co-hosts entered into the field.

Defining the talk genre became more difficult than ever. One show was characterized as a "hybrid" between *Donahue* and *Good Morning America*. Another was

boasting, talk and a 16-piece orchestra as well as "crazy stunts." Still another was described as a cross between *Carol Burnett* and *Real People*. One half-hour was an "energy and self-awareness show."

Of the veterans, Metromedia Producers Corp.'s *Merv Griffin Show* and Multimedia Program Productions' *Donahue* were the steadiest in the storm—the envy of those seeking a piece of the multimillion dollar action. Instead of declining with age, *Griffin* went into 1980 with 106 markets, up from 66 three years earlier. *Donahue's* 204-station count spoke for itself.

*Dinah & Friends* was another story. Despite rumors of the show's demise throughout the San Francisco Hilton marketplace, her backers insisted there still was life. 20th Century-Fox Television, however, no longer was coming up with production money; its new responsibility was just for distribution. Word was "she's determined to stay on the air," but many doubted her determination would be enough. *Dinah's* market count was 67 last week as Fox waited to see what would happen with renewals.

*Douglas*, dropped by Group W Productions in favor of *The John Davidson Show*, appeared to have accomplished an unexpected recovery. Now in the hands of Syndicast Services as a barter show, *Douglas* was reported as a go. Syndicast was claiming clearance in some 40-45 markets midway during NATPE. And, according to Syndicast's Len Koch, it already had passed the 50% clearance mark prospective national advertisers had asked for.

Among the stations said to be going with the new barter arrangement were WCBS-TV New York, KTLA(TV) Los Angeles, WGN-TV Chicago and the entire group of Cox Broadcasting TV's. There was talk in the corridors regarding just about every talk entry. In *Douglas's* case, word was that its new niche would be in

the morning. Syndicast, however, vehemently denied that *Douglas's* barter appeal was limited to any specific daypart.

Newcomers *The Toni Tennille Show* and *The John Davidson Show* both went to NATPE with the security of strong station commitments.

*Tennille's* station list prior to the convention packed the punch of the NBC owned-and-operated TV's as well as the McGraw-Hill group. Distributor MCA TV/Universal would not reveal any stations that might have been picked up during the NATPE week. MCA scoffed at talk that momentum was not as strong as had been expected and guaranteed that the show had a definite production commitment. To give the show an extra push, MCA TV resisted taking any minutes back for national advertising.

As for *Davidson*, Group W Productions had the momentum from the network of stations it already had in place for *Douglas*. According to Group W's Ed Vane, more than 90 stations had agreed to fill out their contracts with *Davidson* when *Douglas's* commitment ends June 30. For most, that only amounts to a matter of a few months.

But Vane added that slightly more than 25 stations—including WCBS-TV (now also with *Douglas*) and KMOX-TV St. Louis—had committed for a year. Group W anticipates about 90 stations will be on board, the same as it had with *Douglas*. The *Davidson* deal has Group W keeping two national advertising minutes per show.

Elsewhere potential talk/variety hosts were looking toward NATPE for make-or-break signs and some were scouting the territory for futures should one of the "definites" fall on its face.

*The Bert Convy Show*, through Barry & Enright and Colbert Television Sales, had an advance deal with KTLA but midway through NATPE was unable to give word whether or not the show would make it in 1980.

To push *Convy* along, however, backers were talking about forgoing salaries and



Griffin



Donahue



Douglas



Dinah



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Tennille



Davidson



Convy



Edwards

taking a \$500,000 deficit. According to Jack Barry, efforts were being made to find a station group (or groups) to share in the costs. Whether now or later, Barry was confident that Convy will have his day.

This is not the first talk-show effort for Barry & Enright and Colbert. Two years ago, Bob Crane was being promoted. Last year it was Lonny Shor.

Most unusual was the proposition Columbia Pictures Television was tossing around to introduce *The Steve Edwards Show*. Given marketplace conditions ("absolute turmoil" in the talk arena, according to CPT's Ken Page), the company wasn't offering *Edwards* for a fall start. Rather, it was letting stations know the Los Angeles television personality was available should a replacement be needed for this season or a new face for next year.

Instead of just offering a pilot, CPT said it was willing to deficit several hundred thousand dollars and give stations a month of programs in August to test *Edwards*'s appeal. According to Page, stations were being asked only to "put up whatever they are willing" because they would have to pre-empt other shows already paid for.

A problem CPT could face with the offer—and one that was acknowledged—is that a station might not want to take a show in August that wouldn't follow into the new September line-up, particularly if it was going to premiere another talk personality.

A late entry coming into the marketplace and therefore drawing programmers to the screening room was *The Jerry Van Dyke Show*, a Merv Griffin Production through Metromedia Producers Corp. Van Dyke is in a living-room set with a chimp as a co-host, a family of regulars, animals and guest stars.

Competition was not limited to home-grown product. Worldvision Enterprises, with Hal Golden, was offering *The Don Lane Show*, an hour talk/variety strip imported from Nine Network in Australia. Lane, a native New Yorker enjoying his fifth year on Australian television, was said to be easily translatable to American audiences since the two countries have similar tastes.

A new syndication company, trying to make its first mark at NATPE through

talk, was ICM Television Marketing, an arm of International Creative Management. ICM introduced *Morning Affair*, a barter project involving three separate half hours: a clinical psychologist with *The Toni Grant Show*, a health expert in *The Richard Simmons Show* and a prominent attorney in *The F. Lee Bailey Show*.

Producer of all three is Woody Fraser (who also handled Convy) in association with Golden West Television. ICM went into NATPE with a deal at KTLA. The prime *Morning Affair* target is adult females on independent stations. ICM was looking for barter deals.

Another barter entry was SFM Media Service Corp.'s *Your New Day*, with Vidal Sassoon the host to guests and regular experts covering subjects ranging from beauty to legal rights.

Group W Productions, enjoying success from Davidson and the ever-growing *P.M. Magazine*, also was at NATPE with *Hour Magazine* with host Gary Collins in the studio and co-host Pat Mitchell on the road. *Hour* was getting considerable praise not only from Group W sales people but in NATPE corridors as a way of bridging the talk and magazine concepts. Among the initial *Hour* stations were WCCO-TV Minneapolis, WPEC(TV) West Palm Beach, Fla., KPNX-TV Phoenix, KBTW(TV) Denver, KUTV(TV) Salt Lake City and KHQ-TV Spokane, Wash.

*P.M.* itself was said to have picked up 30 stations since the November ratings sweeps results came out showing the newsmagazine on top in access, and Group W was expecting to leave NATPE with a total tally of more than 80 stations. In November, during the sweeps, *P.M.* counted 46.

Another prominent entry in the magazine genre was Jim Victory Television's *Wide World of People*, from Bill Hillier (who was the creator of the Group W *Evening/P.M.* consortium). The technicalities were understood still to be under consideration but at NATPE, Victory was promoting *Wide World* basically as a 5:30 p.m. lead-in to the news since Hillier's contract with Westinghouse includes a covenant not to compete with the *P.M.* consortium.

And for futures, another magazine

show planned for January 1981 is Post Newsweek/Viacom's *Hittin' Home*.

■ While the market was deluged with talk/variety shows, so too was there a plethora of game strips. Here, Viacom clearly was on top with *Family Feud*, buoyed by an NBC O&O deal, and to a lesser extent with a remake of *To Tell the Truth*. During the convention, Viacom was able to claim 23 strip markets for *Feud* and 21 for *Truth*. That, compounded with the proliferation of *P.M. Magazine* means the availability of strip positions is diminishing.

It led to a less-than-optimistic picture for entries ranging from Post-Newsweek/Paramount's *Phrase It* to Time-Life's *Mismatch*. At Firestone, the wait was still on for *Card Sharks*, which was said to have reached a little more than half of the clearance it needed. (Firestone also was offering *Camouflage*, a new once-a-week game. Once a prominent tradition at NATPE, such offerings are now a rarity due to stripping).

Not all of the new game strips outside of Viacom's, however, were being put on hold or dropped. Colbert's *Bullseye*, for example, was said to be a go, with WOR-TV among the takers. Optimistic reports were coming from Claster Television for *Bounce Back* and from Air Time International for *Fantasies Fulfilled*.

Most prominent among the Firestone line-up and one of the strongest half-hour strips in the marketplace was *Prisoner: Cellblock H*, an Australian serial coming into NATPE with sales in all of the top-10 markets except Cleveland and San Francisco. The market total was said to be up to 26 with still a couple of days left in the convention. Another offering an Australian serial as well was the Tandem/TAT/PITS organization with *The Sullivans*, said to have picked up more than 15 markets.

■ On the Operation Prime Time front, the formal push began to turn the upcoming *Solid Gold* music special from Paramount into a weekly series. At an OPT meeting, Telerep President Al Masini informed stations that more than 50% of the stations in the consortium had, prior to NATPE, indicated they would go with it. The option was offered for either cash or a





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barter arrangement in which stations would get five local minutes to sell each hour. If OPT goes the barter route, Masini reported that he already has more than enough national advertising support.

The series, a flashy, contemporary music show featuring guest acts and a countdown segment, comes from Bob Banner Productions and would feature Dionne Warwick as host and different co-hosts each week from music and comedy fields. Converting *Solid Gold* into a series would be a less expensive proposition for the stations than going with previous projects that have been aired as specials. *Solid Gold*, as a two-hour special, according to Paramount, cost about \$700,000 to produce.

While the first, *Solid Gold* isn't the only vehicle OPT sees with series possibilities. Upcoming OPT projects also under consideration (depending on the performance of their specials) are *The Gossip Columnist*; *The Girl, The Gold Watch and Everything*; *Tourist*, and *Mom, the Wolfman and Me*.

■ Elsewhere in the marketplace, short insert features were increasing their presence. Newsweek Broadcasting returned with the now veteran *Cartoon-A-Torial*, as well as others including *Coffey Break* fashion tips with Francine Coffey; *What's Cookin'* with Burt Wolf, and *You & the Law* with Paul J. Lavine. Among others was Alcare Communications' *How About ...* with Don (Mr. Wizard) Herbert in a series of 52 free 80-second shorts backed by the National Science Foundation and General Motors. JWT Syndication had *The Nooze Report*, with puppets offering 30- and 60-second tips on subjects ranging

from seatbelts to selective TV viewing.

Then there were the music game strips, the *\$100,000 Name That Tune* and *Face the Music*, from Sandy Frank. But significant too were the rock music variety shows; no longer was disco dominant on the NATPE music scene. Among the new entries was ITC Entertainment's *Rock A Mania*, which is in its first season on Britain's ITV network.

Variety entries ranged from *Palace Presents*, Gold Key Entertainment vehicle with Jack Jones (reported at about 58% clearance midway through NATPE on 38 stations), to 20th Century-Fox's *Monte Carlo Show* with host Patrick Wayne (said to have achieved more than 60% clearance). Among the stations going with *Monte Carlo*, generally for Saturday night hours, are WPIX(TV) New York, KTTV(TV) Los Angeles, WGN-TV Chicago and WBZ-TV Boston. Even the late Ed Sullivan was back, with Syndicast offering half-hours of *The Best of Sullivan*.

Movie packages abounded from veterans such as United Artists and those newer to the field like Telepictures. Titles ranged from Filmways' "Frogs" to Paramount's "Saturday Night Fever," under umbrellas from *MGM Theater 15* to Teleworld's *Prestige I*. Interest in off-network product ranged from shows such as Warner Bros. Television's *Wonder Woman* to TAT's *The Jeffersons* to shows no longer on the networks such as Air Time International's *Sonny & Cher Comedy Hour*.

In the children's and young people's realm: Time-Life was claiming its hottest property over-all to be the Danny Wilson specials it picked up from ABC and was re-

porting to have some 30 market sales. Others included Multimedia, back with its *Young People's Specials*, United Children's Television rolling out its *Rolling Doughnuts* series with Stubby Kaye and M.A. Kempner offering Post-Newsweek's *Arthur & Co*.

M.A. Kempner's main draw, however, appeared to be "Barney," an electronically animated character for station use in everything from news programs to station promos.

Both Fox and American Television Syndication had boxing, which led more than one program director to think it could be a sleeper that will emerge big in coming months. All told, NATPE's range was from the light to the heavy—where, in one suite, programers could see an MGM animated *Pogo* special, or in another, BBI Communications *Denise*, a personal story about child abuse.

## Prime access: Is it dead or just sleeping?

**One session at NATPE has both station programers and syndicators agreeing that there's a dearth of creativity at 7:30, but they point the blame at each other**

Although deals were struck and hands were shaken last week, a NATPE panel session, "New Trends in Syndication," demonstrated that neither the program directors nor the syndicators were entirely pleased with the shows they had, respectively, bought and sold.

Speaking from the audience at the panel, outgoing NATPE President Chuck Gingold of WABC-TV New York said of the shows he had seen while walking through the programers' suites: "I think we've perfected something—mediocrity."

And Joel Chaseman, president of Post-Newsweek Stations, also derided the quality of the programs for sale—although there was an overabundance of programs that had the possibility of ratings successes. "I can't find the programs," Chaseman said. "We're so involved in the business of business." Chaseman also said there was a lack of input from the creative



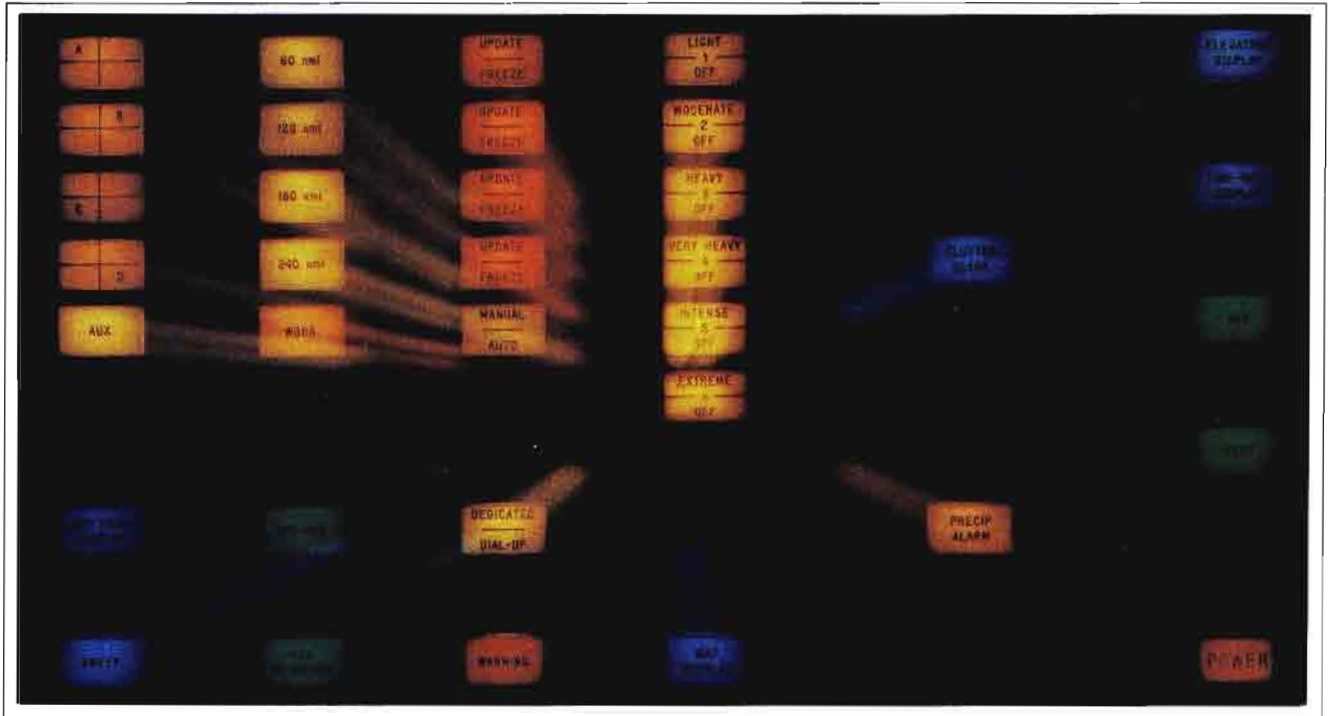
*Morning Affair's* Bailey, Grant and Simmons



*Hour Magazine's* Mitchell and Collins



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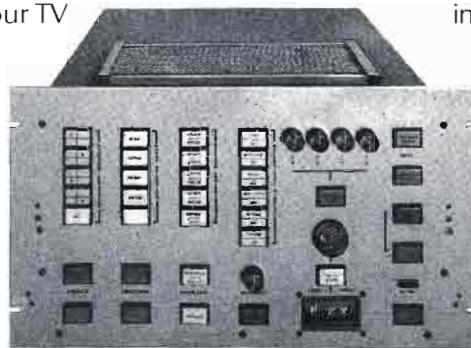
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**Airing their differences.** Participants in Wednesday's "New Trends in Syndication" panel were (l to r): Tay Voyer, Post-Newsweek Stations; Len Koch, Syndicast Services; John Goldhammer, KABC-TV Los Angeles; Harvey Seslowsky, Film Service Corp., and Madelyn Goldberg, Time-Life Television.

community at the convention. "There has to be room at these panels for producers and creators," he said.

Representatives from the syndication and creative worlds also let their dissatisfaction be known. They chided the broadcasters for their unwillingness to invest in quality programs and to undertake the expensive process of program development.

John Goldhammer, program director for KABC-TV Los Angeles, had the hot seat. He was moderator of the panel, which included Tay Voyer of PNS, Len Koch of Syndicast Services, Harvey Seslowsky of Film Services Corp. and Madelyn Goldberg of Time-Life Television.

Goldhammer led the group through an evaluation of the current state of the art in a number of programming categories. The consensus: In prime access, game show strips are here to stay for at least the next two or three years. The talk shows will dominate early fringe (afternoon), but only a few of the current crop will survive. Off-network situation comedies are getting too expensive for the audiences they attract, and foreign programs may be moving in to take some of those time slots. Barter and time-banking are likely to continue and may increase as the national economy softens. Stations are going to have to look at the various pay television services as possible originators of syndicated programming. And commercial television in America is still unable to produce a quality children's show for syndication.

It was Goldhammer's question of the panelists that set the tone for the discussion of prime access. Excluding game shows, he asked, "Is prime access dead?"

Goldberg answered first: "I want to say prime access is not dead because it cannot be dead. We're not going to give access back to the networks."

Next, Seslowsky said it's "not dead, it's sleeping." He forecast that in a period of two or three years more than 100 new television stations would be going on the air (largely because of subscription television), and prime access will flourish as a result.

Koch pointed out that it was not altogether fair to exclude game shows—since

those are what are occupying access. "If it's stripping that the stations think is right, then we're going to strip."

And Voyer, who was perhaps the most pessimistic of the group throughout the session, said: "It is virtually impossible to develop any quality prime access programming."

One of the hotter program types last week was the talk show. PNS's Voyer, however, found a problem with them—they all look alike, he said. And that, he said, was going to lead to the real innovation in talk shows. "In the 80's, the talk-variety show is going to require some adjustments," Voyer said. He sees a trend toward localism, perhaps in the forms of local cutaways or inserts, and a move away from the single performer-host. Voyer let it be known that PNS has a talk show in development, and he strongly intimated that it may have more than one host.

Goldberg carried the innovation idea another step and spoke of a blending of the talk show and the magazine, again using inserts.

And Seslowsky said he envisioned Home Box Office or one of the other pay services also getting into the talk show business.

Switching to off-network programming, again it was Goldhammer who set the tone of the discussion, saying that he has found that "those very expensive sitcoms that were supposed to have such an impact this year didn't."

From that point, the discussion quickly segued into the new emphasis on foreign programs—especially the Grundy Organization's *Prisoner: CellBlock H* and D.L. Taffner's British import, *Benny Hill*, which in some markets is now being moved from its late-night time slot into afternoon.

Columbia's *L.A.T.E.R.* failed, Goldhammer noted, and 20th Century-Fox Television's new *THE Hospital* was still an unknown while the imports have managed to carve significant program niches for themselves. And imports, because they are substantially less expensive to acquire than American-made first-run shows, are likely to continue making inroads in the syndication market. "There

will be larger and larger selection increases in imports," said Seslowsky.

That, too, was evident from the convention. In addition to a major panel session on the international market (see page 56), representatives from a number of foreign companies were on hand. Their ranks included CTV Television, Canada; six French television networks; Globo TV of Brazil; Granada TV of Great Britain; Grundy of Australia; ITC Entertainment of Great Britain; Visnews of London, and others.

Seslowsky also pointed out the growing importance of France's *Marche Internationale des Programmes* as a place for American stations to buy product. At next year's MIP, he said, "we're going to see a large importation of children's programming. We can't produce it."

Why not? According to Voyer and Koch, it is because producers have been unable to come up with a high quality first-run children's program attractive to advertisers. There was an abundance of children's product last week, ranging from Time-Life's off-network *Danny Wilson's After School Specials* (most of which first appeared on ABC-TV) to Gold Key Media's *Gigglesport Hotel*, to Claster's *Romper Room*, to *Big Blue Marble* and others.

But at least one producer, Henry G. Saperstein of UPA Productions, put the onus on the stations. "I've never heard such goody-two-shoes crap," he said from the audience, accusing the stations of refusing to take chances with children's product.

The panelists also addressed the opening market of off-pay programming. Goldberg, whose company is heavily committed to both free and pay television, said pay services "absolutely" would become a source of syndicated programming. "Whoever is going to be able to pay the most money will get the program," she said.

Added Seslowsky: "Pay, STV, disks and cassettes are the biggest threat broadcasters have ever faced. Why do you think the networks have started video enterprises divisions?"

## The problem of rising prices

**Escalation of program costs is weighed against value of aiming for No. 1 in ratings**

Broadcasters holding the short end of the supply-and-demand programming stick tried to launch a counteroffensive at a NATPE panel asking: "Can You Afford To Be Number One?" The implied suggestion: that it may be better to settle for less audience dominance than to pay too high a penalty on the bottom line.

The lead-off witness, Ken Bagwell of Storer Broadcasting, at first hedged the question. The broadcaster can't afford not



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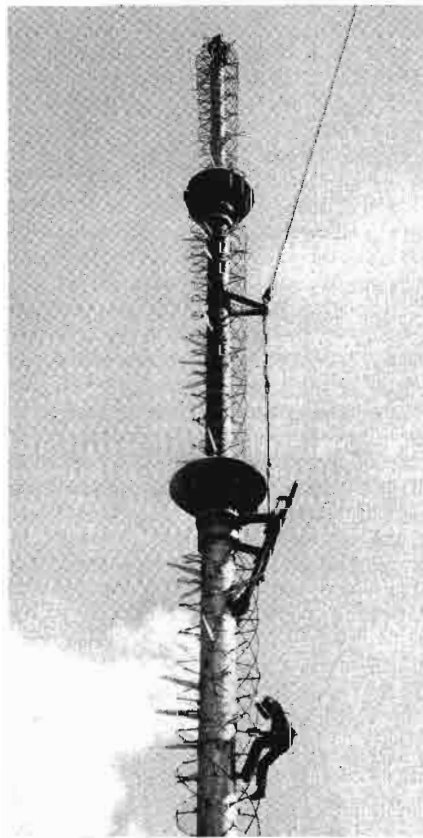
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trying to be number one, he said, as long as he can "retain sole possession of the company vault." But then he came down more forcefully on the "hold that line" side. As an example, he said: "I am more inclined to invest extra dollars in the news operation itself" than to invest in high-priced syndicated programing that might produce a strong lead-in.

The problem is compounded, Bagwell said, when stations that have taken "a reasonable chance" on a new property are hit by "huge" price increases when the show produces solid numbers. While willing to allow syndicators more dollars in such situations—"and sometimes a lot more"—he nevertheless cited increasing incidence of what he termed "price gouging" in this area.

One of the fallouts of high syndication prices has been the impetus to local production—a situation that has given rise to the current success of Westinghouse's *PM Magazine* concept. Bagwell anticipates continued expansion of such local efforts to provide station uniqueness against the competition of cable and emerging media technologies.

Tony Cassara, of KTLA(TV) Los Angeles, answered the "can you afford" question with a flat "no." He told the story of "George," the general manager of "KSOB," the "fourth station in a three-station market," who decides that he has to have "Supershow" no matter the cost. He often gets it, Cassara said—and in the process drives the price for other properties in the market out of sight. The dual equation of shrinking profits (due to program cost escalations) and audience loss (due to media competition) will pose major problems for broadcasters in the next decade, he said.

Robert King, of Capital Cities Communications (and TV board chairman of the National Association of Broadcasters), was less pessimistic about program cost versus performance. His answer-in-a-question: "Can you afford to be anything else but?" Some managers spend more time justifying their not making major investments in programing than in trying to improve their competitive posture, he said. Among the dangers: sending a negative message to the "all important" staff about the station's aggressiveness. His conclusion: that the "well managed" station "can't be number one in ratings with-

out being number one on the bottom line as well."

Speaking from the viewpoint of an outside observer—but one whose opinion weighs heavily in the public marketplace—Ellen Berland Sachar, senior security analyst of Goldman, Sachs & Co., New York, predicted that the race to be number one "will only be intensified" by the coming market competition of the 1980's. "Being number one is now and will continue to be important to a station's viability," she said even though "financial necessity will make realists of us all." She noted that investors have already reacted negatively to the prospect of lower broadcast profit margins, and that publicly held cable stocks are selling at price/earnings ratios two and three times those of the publicly held group broadcasters and four and five times those of the network companies.

The vigor of broadcaster complaints about program cost escalations is muted by the facts and figures of past broadcaster earnings, Sachar noted. Comparing profit figures released by the FCC for 1978 against 1974, she noted that pretax profit margins of all VHF network affiliates had risen from 28.2% to 36%, that those of independent V's had risen from 5.4% to 27.2%, those of network-affiliated U's from 4.3% to 16.4% and independent U's from no profit at all to 20.4%. Against that background, she suggested broadcasters would have a hard time justifying their complaint that revenue increases weren't sufficient to offset high program costs.

But tougher times may well lie ahead, she said. The more recent—and greater—cost escalations are not yet public record. The solution, in her view, is the classic one of increasing supply and lessening demand. She said many stations are now refusing to run off-network series in the early access period, and are competing effectively from extensive film libraries. And the movement toward station-supported production—again, *PM Magazine* was cited—is now beginning to get traction. Sachar, recalling broadcasters' success in accommodating earlier economic reversals (the loss of tobacco advertising at the beginning of the 1970's, for example), expressed confidence that the same kind of adjustment can, "and probably will," take place again, should there be a true softening of TV's economy.

## Spring offensive

**ABC affiliates are given the network's battle plans and a look at its fall projects**

ABC-TV will be mounting a spring programing offensive at the conclusion of the February ratings sweeps. There will be a strong promotional effort for the new programs joining its schedule that month as well as a new emphasis on its made-for-television movies. The network has also let it be known that it has over 30 program pilots in various stages of development for fall.

Speaking to ABC affiliates at NATPE, Anthony Thomopoulos, president of ABC Entertainment, said, "This is a very competitive season, but we will retain our leadership." He also said that ABC's "over-all philosophy has always been one of being aggressive" and that the network will continue to remain "extremely aggressive."

Heartened by the apparent success of its new Sunday night entry, Stephen J. Cannell Productions' *Tenspeed and Brown Shoe*, which the network introduced last month with what may have been the heaviest promotional effort ever for a regular series ("Closed Circuit," Feb. 4), ABC appears determined to win big in the first quarter of 1980 and to conclude the television year in April well in front of its competition—especially CBS-TV.

With its coverage of the winter Olympics virtually assuring ABC a win of the February sweeps, the network plans to use what it hopes will become a more solid lead to carry it through March and April to a season's victory. "Yes we are mounting a spring offensive," Thomopoulos said in response to a reporter's question last week. "We are intensifying our efforts." He added, however, that he believed ABC usually mounted strong efforts toward the conclusion of the year.

Thomopoulos told the affiliates last week that ABC's March schedule will be promoted with the same vigor that the network used to introduce *Tenspeed*. "We have taken a very aggressive posture with the introduction of our new shows," he said. "We will be demanding that the audience watch these new shows."

It was said in the fall that ABC Television President Fred Pierce had been especially critical of the network's promotional efforts. At the time, it was reported that Pierce had given Thomopoulos and other programing executives a stern appraisal of their promotional campaign ("Closed Circuit," Oct. 8, 1979).

Spring will also see an increased emphasis by the network on its made-for-television movies—whose generally poor performance has been cited as a major contributing factor to ABC's ratings decline this season.

In an interview two weeks ago in his Los Angeles office, Len Hill, the entertainment division's vice president for motion



**Bottom-liners.** Panelists (l to r) Bagwell, Cassara, Sachar and King at the NATPE sessions entitled "Can You Afford To Be Number One?" In the background: moderator John Atkinson of WNAC-TV Boston.





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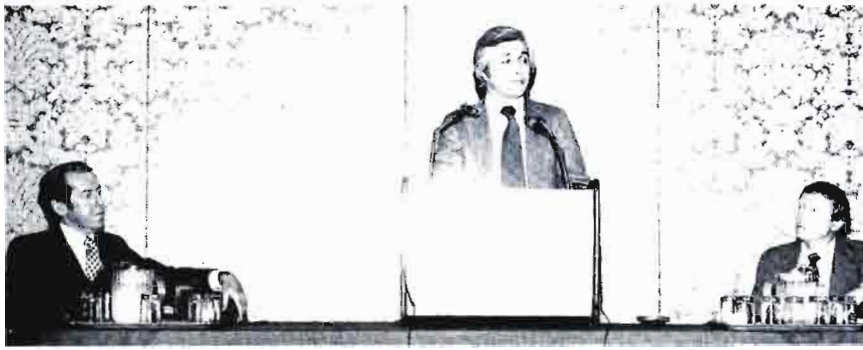
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**Getting on top and staying there.** Anthony Thomopoulos, president of ABC Entertainment, outlines his network's plans for winning the 1979-80 television season, as well as its development projects for fall.

pictures for television, described a four-film package ABC will be running under the over-all title of "Movies for March." The group will be promoted with a common theme—their relevance to what network executives are calling "the American experience."

Hill said the films will offer a "range of style and diversity" that some critics have said has been lacking on the ABC schedule this year.

*Attica*, based on *New York Times* associate editor Tom Wicker's "A Time to Die," will recreate the 1971 prison revolt in New York. Louis Rudolph produced the two-hour film for ABC Circle Films. It will lead off the film group on March 2.

On March 9, the network will air Time-Life Television's *Amber Waves*, an examination of the modern upheaval in traditional values set against the Midwestern wheat harvest. Dennis Weaver will star; Philip Mandelker is executive producer.

*Where the Ladies Go*, a Universal Television production about a bar open to housewives during the day, will carry on the movie assault March 14. George Eckstein and Alan Balter are executive producers.

*City in Fear* (originally titled *Panic on Page One*) will star the late David Janssen and Robert Vaughn as a has-been newspaper columnist and a circulation-hungry publisher, respectively, who make a psychotic killer into a page-one star. Trans World International produced the film that will air March 30. Peter Masterson is executive producer.

(The network will carry over the package into April with Blinn/Thorpe Productions' *All God's Children*, which will examine the impact of forced school busing on a black and a white family. Bill Blinn and Jerry Thorpe are executive producers.)

In addition to the spring offensive, Thomopoulos unveiled an unusually heavy fall development package last week. Included:

*Omnibus*—Marble Arch Productions will attempt to re-create the high-quality series of old with two one-hour pilots consisting of five segments of varying lengths drawn from the worlds of drama, music, comedy, literature and science. Martin Starger is executive producer.

*Buckshot*—ABC is producing this comedy-variety hour made up of eight to 10

unrelated pieces tied together by animation. Each segment will have a different producer. Bernie Brillstein, Sandy Wernick and Eric Lieber are producers.

*Semi-Tough*—Universal Television's new half-hour based on its film leads ABC's list of eight situation comedies for fall. David Merrick is executive producer.

*Katmandu*—From the folks at Paramount Television who created *Mork from Ork*, "Katmandu is an exotic, sensual beauty who comes to America as the bodyguard to the exiled teen-aged king of Pahimir and his little sister, the princess." Garry and Tony Marshall are executive producers.

*It's a Living*—Witt-Thomas Productions is working on this "female gang comedy about waitresses up against it." Paul Witt and Tony Thomas are executive producers.

*Best of the West*—John Charles Walters Productions is putting together this half-hour about "a sheriff who brings his genteel Southern wife and cantankerous 10-year-old son to live in the wild west." Ed Weinburger is executive producer.

The Diana Canova project—Susan Harris of Witt-Thomas-Harris is writing and producing this character comedy starring Diana (Soap) Canova and Danny Thomas. She plays a recently divorced blue-collar mother who moves with her 9-year-old daughter back into her father's house.

The Dale McCraven project—Dale McCraven is producing and writing a comedy for Paramount Television.

The Joan Rivers project—Joan Rivers is writing and Edgar Rosenberg is producing this comedy about teen-agers for Rugby Productions.

The Rhinegold Weege project—Warner Bros. Television is preparing this half-hour about a young man who finds himself reluctantly endowed with super-human powers. Weege is executive producer.

*The Yeagers*—Paul Witt and Tony Thomas are producing this hour drama about a conservative family who own and operate a lumber company in the Pacific Northwest.

*Waikiki*—Aaron Spelling Productions' adventure of two young and action-loving detectives who work out of a disco in Waikiki. Spelling and Doug Cramer are executive producers.

*Foul Play*—Tom Killer, Ed Milkis, Bob

Boyett and Paramount Television are making this hour based on the film.

*American Dream*—BNB Productions has signed Ned Beatty to star in this drama of a suburban family that moves into an inner-city neighborhood. Mace Neufield is executive producer.

*Breaking Away*—Peter Yates is 20th Century-Fox Television's executive producer of this hour based on the motion picture.

*Gabe and Walker*—Henry (Fonz) Winkler and Alan Mannings are making this program about two modern cowboys for Paramount Television.

*Mac St. Clair, M.D.*—Bill Blinn Productions has an hour about "a street-wise surgeon" in a big-city medical center. Blinn and Jerry Thorpe are executive producers.

*Once Upon a Spy*—David Gerber Productions and Columbia Pictures Television have teamed for this tale of a computer scientist who "reluctantly becomes a spy and partner to a sexy, top secret agent."

*Oil*—Set in Denver, this is an Aaron Spelling Productions' "story of a powerful and corrupt family set against the politically charged atmosphere of the energy business."

*Reward*—Lee Rich and Jerry Adler of Lorimar are executive producers of this story of a "frustrated cop" who resigns from the force to become a modern-day bounty hunter.

Finally, Thomopoulos reconfirmed to the affiliates that *Fridays*, the network's new late-night comedy show, will premiere on April 8 at 11:30. "For those of you who think we're ripping off *Saturday Night Live*, 'yes, we are,'" he quipped.

## CBS affiliates breathe easier

**Meeting at NATPE finds stations pleased at ratings performances, upset over 'Exorcist'; Daly tells of seven new series in works**

If the mood was not euphoric at the CBS-TV affiliate meeting during NATPE, it was at least relieved. The network's ratings comeback—and its strong showing going into the February sweeps—had quelled any affiliate uprising in advance. The most serious questions raised had more to do with program acceptability than with popularity.

The most vigorous criticism concerned the "Exorcist" movie. WCCO-TV Minneapolis reported receiving 7,000 calls; KOIN-TV Portland, Ore., counted 4,000. Adverse reaction seemed to be in direct proportion to the distance from New York, where only 70 calls were registered (half of those complaining about editing deletions). Network president James Rosenfield told the affiliates that "the real crux of our mutual problem [is] the organized campaigns waged with fierce abandon [and] based on misinformation." More



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**CBS affiliating.** L to r: Network and CBS Entertainment executives Steve Sohmer (production), Arnold Becker (research), Mike Ogiens (daytime and children's programming), Robert Daly (president of CBS Entertainment), James Rosenfield (president of CBS-TV), moderator Steve Currie of KOIN-TV Portland, Burton Benjamin (CBS News), Bob Hosking (station relations) and Donn O'Brien (program practices).

often than not, he said, after-the-fact-reaction is nothing or little. That perspective notwithstanding, one affiliate—while not unhappy with the network's editing or scheduling—took the network to task for leading into "Exorcist" with cartoons.

Another major block of questions concerned the choice of Dan Rather to succeed Walter Cronkite as managing editor of the evening news. Rosenfield reported affiliate reaction as positive. CBS News Vice President Burton Benjamin said it was "insufficiently understood" that Cronkite had wanted a date certain for his departure from the anchor role, and that, "if he had his druthers," would have stepped down even sooner. The changeover is likely to occur in February or March 1981, Benjamin said. What about Roger Mudd? "We've seen no signs that he's delighted with this decision," Benjamin said, repeating CBS News's "fervent hope" that Mudd—who was the other principal contender for the Cronkite job—would stay with CBS News.

Questioned about the "talent drain" at CBS News, Benjamin also said it was "insufficiently reported" that a number of newsmen wooed by competing networks had elected to stay put: Ray Brady, Bruce Morton and Bill Plant among them. Echoed Rosenfield: "Most that we have wanted to stay have stayed." The drain has slowed down but hasn't stopped, said Benjamin.

The announcement of ABC's decision to inaugurate a late-evening news strip had not been made by the time CBS held its affiliate meeting, but it had been anticipated. Commented Benjamin on such a project: "We obviously can do it and we have an appetite for it." Rosenfield: "It's something worth thinking about."

The network reported great satisfaction with the *Sunday Mornings* series, anchored by Charles Kuralt, which Rosenfield labeled an "extraordinary success story." The most recent rating—based on a line-up of approximately 100 stations—was a 3, which research projections indicate would be a 5 on a full network line-up. "It's a demonstration of what can be done by operating creatively in a vacuum," Rosenfield remarked.

Reaction to the West Coast edition of the evening news was not so positive, and the network executives admitted to serious questions about the talent involved (Terry Drinkwater). Nevertheless,

CBS News still feels the decision to offer the independent feed was correct.

CBS Entertainment President Robert Daly said the network would have seven new series ready for announcement by the first of May, and that most would be programmed as limited series in the summer, with hopes that at least two or three might make it into fall. There were only nine weeks left in the regular season (as of Feb. 17), Daly said, and CBS anticipates ending within half a rating point of ABC. Whether ahead of or behind was too close to call now, he said. Research vice president Arnold Becker predicted that the winter Olympics would boost ABC's performance 15% above normal.

Responding to other questions:

□ Rosenfield said *Captain Kangaroo*

would remain on the network in the morning for a long time to come and that the morning news hour would be expanded. How to accomplish those twin goals hasn't been determined.

□ Daytime and children's programming vice president Michael Ogiens said the revised schedule in effect the past three weeks would show "an immediate improvement in the ratings." Eight out of 12 half hours have been changed in what he called a "major gamble." He said the network was in a "development posture" with the Children's Television Workshop and others for what could be a children's strip series, with hoped-for adult appeal.

□ Rosenfield, to affiliate applause, announced that CBS would have a new network-affiliate communications system on



**Yet again.** In what is becoming something of a NATPE tradition, Paramount Television producer Garry Marshall was the featured speaker at the Monday luncheon honoring past presidents of the association. The man who has found the funny bone of the nation with *Happy Days*, *Laverne & Shirley* and *Mork & Mindy* demonstrated why last week. A selection of Marshallisms:

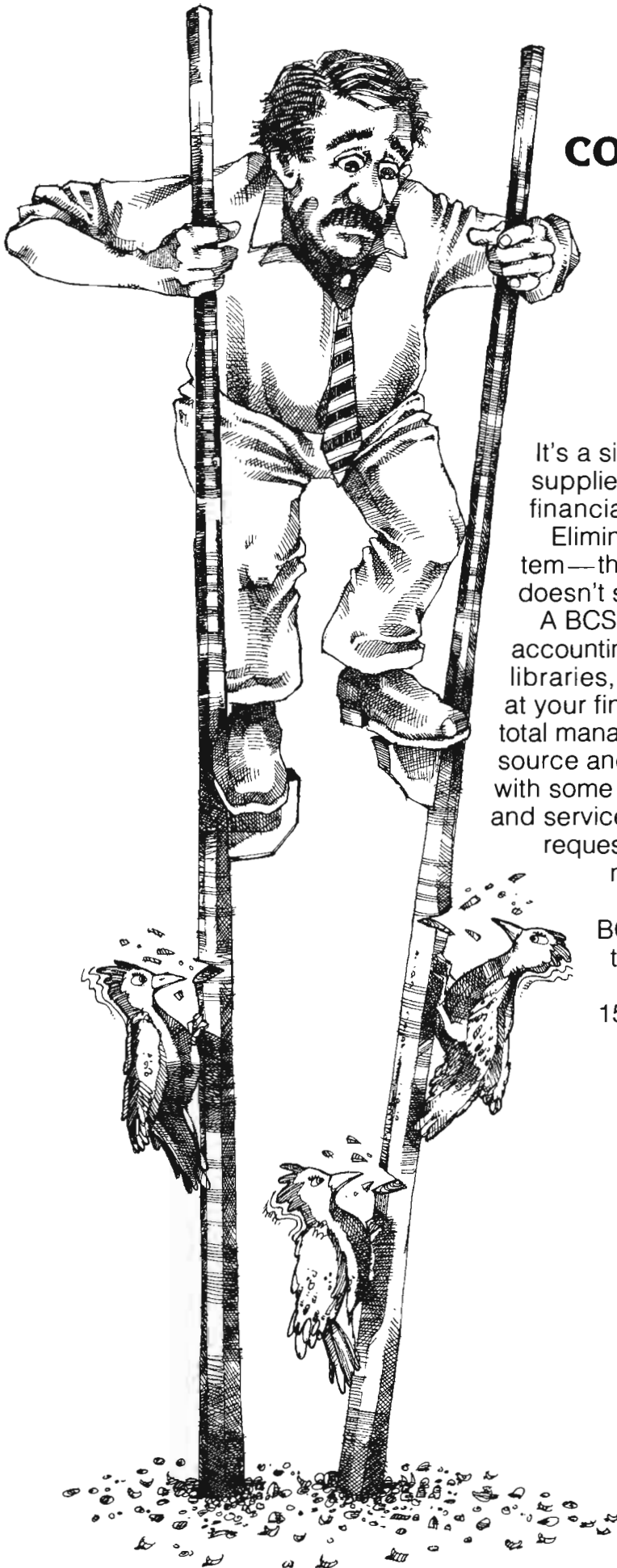
- Referring to his comments a year earlier when he said that after Fred Silverman put NBC-TV back on top he would be "put out to stud," Marshall noted that NBC is still in third place. "Mr. Silverman seems to have had a vasectomy."

- Still on Silverman's problems, Marshall noted that 31-year-old Brandon Tartikoff has been named president of NBC Entertainment. "Now Silverman's worried that Brandon's going to get drafted."

- Noting the ratings problems of his *Laverne & Shirley*, which ABC-TV has moved three times this season: "They showed how brilliant they were by changing a number-two show into the 56th. If they would only not touch anything."

- And what if Leonardo da Vinci had network executives looking over his shoulder as he painted "The Last Supper?" They'd say "Judas didn't test well. Couldn't we get him a dog or something?"





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□ Promotion chief Steve Schmer reported the fall promotion campaign would be guided by three precepts: (1) to start early, (2) to give materials to stations so they can produce their own spots, and (3) to maintain the "Looking Good" theme.

## Looking ahead

**NBC affiliates are told network expects to sign Carson shortly; new show line-up is detailed as are projects in development**

With coverage of the Moscow Olympics in jeopardy and the network's consistent third-place standing in the ratings, many were expecting last week's NBC-TV affiliates meeting to be a heated affair.

It wasn't.

Whatever gripes NBC affiliates may have with their network weren't voiced. In fact, when it came time for questions, there was no rush to the microphone. Only after a long pause (by affiliate-meeting standards) did a few broadcasters stand up.

Aside from the presence of NBC President Fred Silverman (who drew resounding applause) and new daytime host David Letterman (who provided comic relief), there was little, if anything, that roused the crowd.

The NBC affiliates meeting at NATPE was informational—pure and simple. Among the points that emerged:

□ Silverman expects that Johnny Carson's contract dispute with the network, "with a little luck," will be resolved in the "next three or four weeks." In response to an affiliate's question, he said, he's hopeful it will be settled to NBC's satisfaction and for beyond 1981 (when his present contract expires).

□ By mid-April, NBC plans to announce eight comedy half-hours that will be part of its line-up in the fall. Prime-time projects in development were detailed, as

was the new daytime schedule.

Any controversy that might have come from the Olympic and ratings issues was diffused early in the presentations.

NBC Television Network President Robert Mulholland explained that contractual and network insurance commitments would prevent the network from answering many questions regarding the Olympics. Whatever happens, however, he added that "we will not be dark during those two weeks; nor will we be programing junk."

While his network may still be in third place, Mulholland cited ratings improvements over last year. In particular, he said he was "very, very encouraged by trends" in demographics and that NBC's viewer base is getting younger.

As for the February ratings sweeps now in progress, Mulholland projected that both NBC and CBS would be up about 1.2 rating points over their performances a year earlier and that ABC would drop 2.4 points. Although he expects ABC still to win, he sees the competition closer than before. Last year, he said, 5.5 rating points separated the networks; this year he expects the span to be less than 2.

Mulholland lauded his network for achieving such earlier goals as more comedy and variety, less long-form and greater emphasis on news and sports. He cautioned, however, that recovery takes time. "We also said it isn't going to be done overnight and we're living up to that goal," he added, drawing some laughter from his audience.

Brandon Tartikoff, the new president of NBC Entertainment, outlined the new daytime schedule along with tentative start dates.

The rundown has the 90-minute Letterman talk variety show opening the line-up at 10 a.m. (beginning June 6), followed by a half-hour newsmagazine, formerly called *Today at Midday*, at 11:30 (starting Oct. 6). Noon to 12:30 remains open, followed by three soap operas: the half hour *Doctors*, the hour *Days of Our Lives* and, on June 30, the launch of a new "siz-

zling" *Another World* spinoff called *Texas*, from 3-4 p.m.

Comedy development was detailed by Michael Zinberg, vice president, comedy, NBC Entertainment. Zinberg said 15 projects currently are being pursued. Among them: *Second City Comedy Hour*, heavy on topical humor; *Sawyer and Finn*, with the Mark Twain characters now in their 20's, having adventures in the old West in the "spirit of Butch Cassidy and the Sundance Kid;" *Dribble*, a look inside professional basketball; *The Goodbye Girl*, based on the movie; *Six O'Clock Follies*, a comedy set in Vietnam in the 60's which "examines people, not politics;" *Saint Peter*, about a young parish priest in a declining neighborhood; *Hill Street Station*, a police story, and the *Number 96*, an hour American adaptation of an Australian series, described as a "comedy, drama, mystery" on tape.

Tartikoff then was back at centerstage with drama development. With *Rockford Files* probably not long for the NBC airwaves, he said, the network is anxious to find another star to fill the vacuum. He also claimed that "reports of Skag's death are greatly exaggerated." Although the series with Karl Malden has been taken off this season's schedule, he explained that NBC has put down another \$250,000 for more episodes and hopes that the show will be a "real candidate" for next fall.

Other drama in the works—primarily detective shows—includes *Battles* with William (Cannon) Conrad as an assistant football coach at the University of Hawaii who gets his students involved in detective work; *The Dobermans*, with detective canines; *Judgment Day*, in which a person's life is tried in a courtroom and a jury votes on whether he or she should go to heaven or hell; *Flamingo Road*, a "steamy" Southern serial; a project for Max Baer, (Jethro on the *Beverly Hillbillies*) who, Tartikoff said, now has the "presence of a Garner" and will be a detective with three daughters; and *Inspector Perez*, about a Puerto Rican detective, who can't drive, living in San Fran-

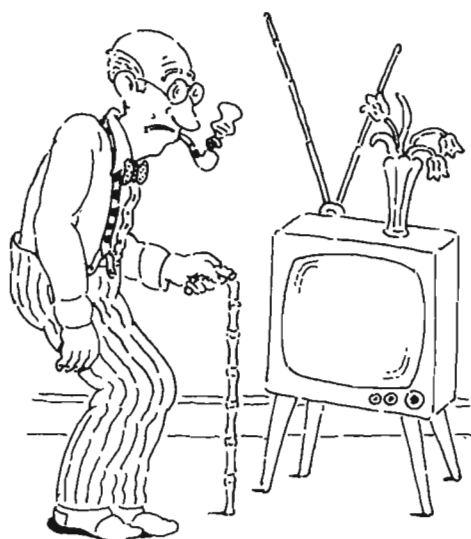


**Wait 'til tomorrow.** Offering affiliates the plans for an improved NBC picture were Ray Timothy, executive VP, NBC Television Network; William Small, president, NBC News; Brandon Tartikoff, president, NBC

Entertainment; Fred Silverman, president, NBC; Robert Mulholland, president, NBC Television Network, and Geoffrey Mason, executive VP, NBC Sports.



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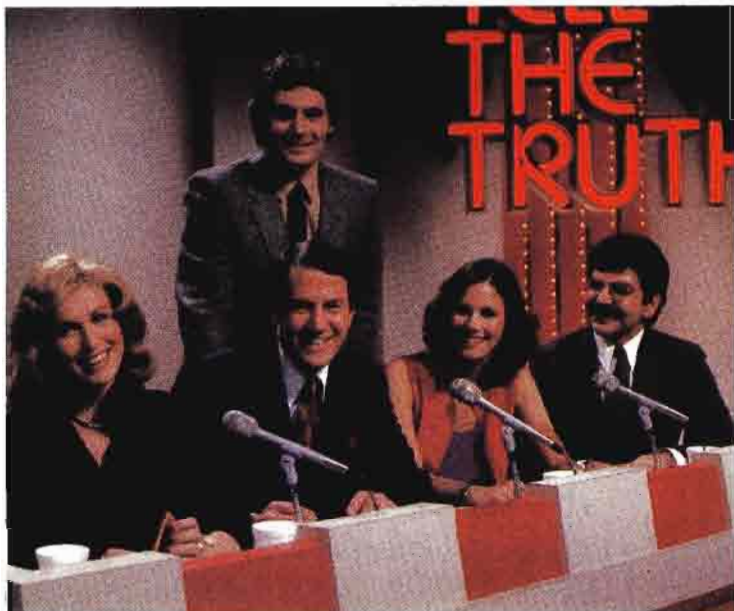
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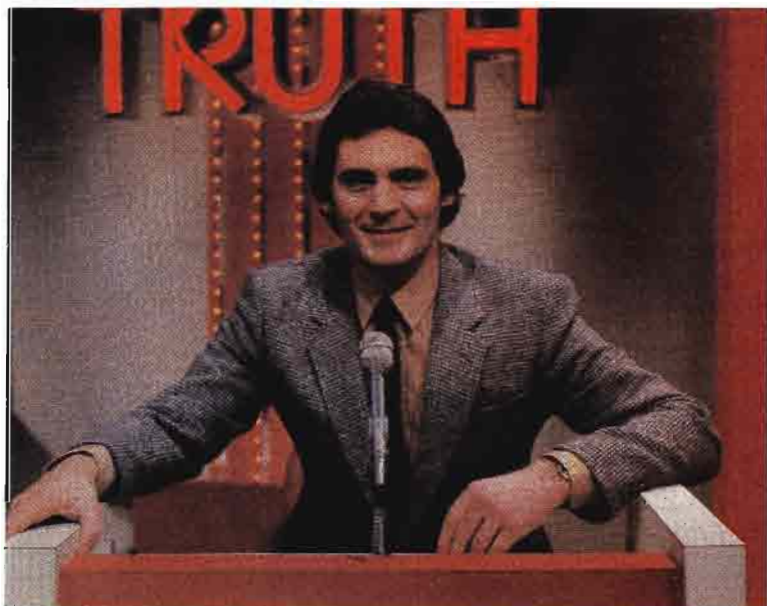
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Elsewhere, Tartikoff said there is a Nero Wolfe detective project under consideration—a series in which he would hope to star someone like Orson Welles. Robert Blake was said to be working on some movies about a detective in Beverly Hills; Tartikoff hopes that could go to series. So too a Peter Fonda made-for-TV movie about a laid-back private eye.

Perry Lafferty, NBC Entertainment's vice president, programs and talent, West Coast, ran down a list of variety shows. Already announced are *The Big Show* and *Pink Lady and Jeff*. Others in the works are *Speak Up America*, from George Schlatter who will use his *Real People* resources to find out what's on people's minds; variety specials with Marie Osmond, and again from Schlatter, *Burlesque is Alive and Well* and *Living in Burbank*, described as a "real hard, old-time, comedy show."

Among the movies Lafferty noted: "FDR's Last Year" with Jason Robards; "The Flight of the Enola Gay;" "Scout's Honor" with Gary (*Different Strokes*) Coleman; a remake of "The Diary of Anne Frank" with Melissa (*Little House on the Prairie*) Gilbert; "Loving and Living," the Sophia Loren story with Loren playing her mother, and "Act of Love" with Ron (*Happy Days*) Howard.

Miniseries include Erich Segal's *Golden Moment*; *The Gangster Chronicles*; *Ivanhoe*; Irwin Allen's *The Night the Bridge Fell Down*; *Sophisticated Gents*; the 12-hour *Shogun* and the eight-hour *Marco Polo*.

Geoff Mason, executive vice president, NBC Sports, said that "despite the one heavy cloud (the Olympics)," his department "is on the upswing." Commentators Joe Garagiola and Tony Kubek, he said, both are under new long-term contracts. Mason also mentioned strong upcoming NBC efforts for the coverage of Wimbledon tennis, the World Series starting Oct. 14, and golf, among other sports. Cited also was the proposed new prime-time sports anthology, which will be piloted April 20 from 9-10 p.m.

Bill Small, president of NBC News, praised the efforts by his staff—including the controversial interview with hostage Corporal William Gallegos in Iran; the manipulations by John Cochran to remain in Iran when other Americans were forced to leave, and Brian Ross's work on the ABSCAM story.

On other fronts, Small said that the idea of a daytime newsmagazine came from NBC President Silverman and he announced that an upcoming *White Paper* documentary would involve Latins in America. When questioned about the possibilities of a late-night network news program for NBC, Small said it was being investigated but was not committal pro or con.

With time to spare due to the few questions from affiliates, Silverman read what he called an "abstract" of NBC's goals—in sum, "setting the highest standards in television" while recognizing business realities.

## U.S. beginning to take as well as give in TV international market

**NATPE session evidences increasing tempo of co-productions and buys here of programing from abroad**

Increasing American participation in the international market for television programming was in evidence all over NATPE last week—most conspicuously, perhaps, in a standing-room-only session on "Small World: The International Picture." The conclusion: that what has been primarily an export market for U.S. productions is rapidly becoming a two-way street.

"The buyers are becoming sellers," said Larry Gershman of Viacom Enterprises, moderating the U.S. segment of the international panel session. While American product has been and remains a staple of the world's TV diet, quality production has begun to emerge on a worldwide basis, and overseas companies are now trying to supplant their domestic incomes by sales in an ever-enlarging international bazaar. That market has traditionally been centered in the south of France. There were signs last week that some of it had shifted to the north of California.

Michael Jay Solomon of Telepictures Corp., a company only 16 months old, attributed that venture's initial success largely to revenues from the international community. Among the necessities behind that invention: the fact that syndicators with distribution rights to new network properties (1) have to put up large cash advances for such rights but (2) must wait until after the network run before realizing any income. The interval is made viable by foreign sales coincident with the American network run. In one co-production situation, Telepictures was one of five companies from as many countries—the U.S., England, Holland, Australia and Japan—involved in co-production of one made-for-TV movie.

Bruce Gordon of Paramount was another who testified to the growing trend to co-production. Paramount made its first international co-production deal with the BBC for the 12 hours of *Shogun*, produced in Japan. Similar co-productions are working for the *Winds of War* miniseries, to be produced in Germany, and for *Smiley's People*, made with the BBC. Gordon said that the next great wave of co-production would be concentrated in miniseries because of the now international appetite for such productions. Comedies, he remarked, traveled less well.

That viewpoint was shared by Frank Miller of Time-Life Television, who said the taste for such series had always been in place overseas but now had developed in the U.S. as well—simultaneously with the common economic difficulties of program producers in all countries. "In 10 years we'll be trying to figure out how to be



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**Internationalists.** NATPE's "Small World" panel turned out to be large indeed. The first half (picture at left) featured Americans who sell abroad. L to r: John Pearson of Pearson International, Frank Miller of Time-Life, Larry Gershman of Viacom, Bruce Gordon of Paramount and Michael Jay Solomon of Telepictures. The second half (at right) featured

foreign representatives who buy from the Americans and/or who would like to sell to them. L to r: Hernan Perez Belisario of Venezuela, Marie-Christine Grollemund of France, Joseph Wallach of Brazil, Leslie Halliwell of Great Britain and Fred Cohen of Washington (who represents Scandinavian and other overseas interests).

more different rather than how to be more alike," Miller concluded.

A companion panel representing overseas TV interests was moderated by Joseph Wallach of TV Globo Network of Brazil. Hernan Perez Belisario, of Radio Caracas Television, Venezuela, detailed how that country—with only 15 million people and two million TV households—was producing 1,300 hours of television each year for export to 15 countries, with over 300 hours shown in the U.S. Until now, he said, the international TV market has been monopolized by the U.S. and

Europe. More and more, he said, the underdeveloped countries will contribute to that mix.

Marie-Christine Grollemund, of French Television 1, won over the audience with her direct approach to the problem. Hers and other French companies had come to NATPE as exhibitors for the first time, having "decided to come here and call you out." Although "we recognize the quality of U.S. programs," and have long been purchasers of them, "there is no reciprocal interchange," Grollemund said. "Why is the U.S. the only country in the world that

cannot afford to dub French programs?" she asked.

Grollemund described European television as "strikingly different" from American productions, and offered the thought that "viewers may be more interested in the European approach than you think." "What we got for you," she said to applause, "we want to bring you ... our difference."

Leslie Halliwell of ITV, London—one of the two most influential purchasers of product in that country (the other being Gunnar Rugheimer of BBC Television)—



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sought, lightly, to dispel their twin image as "two snarling dragons striding the cliffs of Dover." In fact, he said, "Two kinder, gentler people would be difficult to find. All you have to do is make sure that we both get your product."

Halliwell told the producers in the NATPE audience that United Kingdom buyers turned primarily to the U.S. for the 14% of their schedules open to foreign product, and said what he wanted was "the glamorous hokum we need for our ratings—we make our own prestige." Continuing on that theme, he said that "what we want from you are your *Incredible Hulks* and your *Beverly Hillbillies*."

Fred Cohen, of Fred Cohen Associates, Washington, who represents a number of foreign production companies in the U.S., remarked that the Scandinavian countries were producing some of the finest children's programming available, but said it had to be repackaged by American television companies before being broadcast here. He recommended a flexible approach to the marketplace, allowing Americans to re-narrate and adapt, but said that U.S. broadcasters must be willing to take some risks to get the process going.

## Donahue panel: TV is MOR on sex

**NATPE session concludes that the medium is neither too far ahead or behind in treating it**

"Television is more sexist than prude," said George Gerbner of the University of Pennsylvania's Annenberg School of Communications last week. The medium "sets a norm that is or becomes acceptable to most, and it brings other viewers up or down to that level."

Gerbner, on a NATPE panel, "Sex and the Single Station," revealed some of the findings of a new study of sexual portrayal

and attitudes on television.

He said that his research has indicated that the presentation of a broad range of sexual subjects—from homosexuality to extramarital relationships—has increased on television. But the medium is neither leading nor following the changing mores of the nation; it is, he said, finding a middle ground of acceptability that is well behind that of younger, well educated and affluent viewers but well ahead of older, poorer and less educated portions of the society.

"The young, better educated, more affluent groups tend to favor liberalization while the older viewers and those with more limited means and cultural opportunities are the most apprehensive of changes in traditional norms . . . Television seems to be at the center of current mainstream sexual morality," he said.

But Gerbner did take issue with the "male-dominated" way in which sex is portrayed on television. Television, he said repeatedly, is a sexist institution that shows personal relationships that tend to elevate men and put down women.

While the "networks are doing an excellent job of finding what is acceptable" to most of their viewers, Gerbner said, they fail to be liberal enough for some or conservative enough for others. Television, then, fails to satisfy the liberal element and tends to reinforce the prejudices and stereotypes of the conservatives.

"Our research shows that the more television most people watch, the more sexist their views are," he said.

Gerbner was one of five on the NATPE panel conducted by Phil Donahue in the style of one of his talk-shows. Sharing the stage with the professor were Ann and Ellis Marcus, Hollywood producers; Chloe Aaron of the Public Broadcasting Service, and Herminio Traviesas of NBC-TV. Donahue solicited numerous comments from the NATPE delegates in the audience.

Traviesas, who heads his network's



**Is there sex after sign-on?** Seated are the panelists who participated in Tuesday's "Sex and the Single Station" discussion (l to r): Producers Ann and Ellis Marcus; Chloe Aaron, Public Broadcasting Service; Herminio Traviesas, NBC-TV New York, and George Gerbner, The Annenberg School of Communications, University of Pennsylvania. Standing are Neil Goldberg, legal assistant to FCC Commissioner Tyrone Brown, who served as the session discussant in the commissioner's absence; talk-show host Phil Donahue, moderator of the panel, and panel producer Richard Thrall, Multimedia Broadcasting.

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standards and practices department, said that it was his experience that the audience still has a tendency to react negatively to certain types of visual material. Commenting on a scene from PBS's *I, Claudius* in which a female character was shown from the back nude, Traviesas said it would not be seen on NBC. He also expressed doubts about the propriety of airing the current theatrical release, "10."

Comments from the audience ranged widely. One delegate from Corpus Christi, Tex., said that 60% of his audience was opposed to or disturbed by sex on television. But another delegate from Milwaukee said, "I don't think I get five letters a month" on the subject.

Donahue then asked the audience to signal their problems on the subject. Asked whether sex on television was a major problem, the response indicated that for most of those in the ballroom it is not.

"Most people feel sex and the single station is a minor problem," Donahue concluded.

## The pride of NATPE

**Iris awards go to local productions; special honors to Klein, Zworykin**

In the early days of NATPE, one of the principal criteria for choosing the "person of the year" was whether or not he or she would agree to show up to accept the award. Those days are long gone—but that didn't mean the recipient (whose identity was kept secret until the last minute) would make it. Carol Burnett, weather-bound in Los Angeles, didn't.

It was only the last in a series of weather-related difficulties that plagued last week's NATPE conference in San Francisco—and that still failed to dim the conference's spirit. The Iris awards themselves, grown too large to be handled in the convention hotel, were given out at a star-studded ceremony in the city's Masonic Hall, with Hal Linden (*Barney Miller*) as master of ceremonies and Ben Vereen (*Tenspeed and Brown Shoe*) as the main attraction.

In addition to the programing Irises, a special award went to Lew Klein, executive vice president of Gateway Communications and a past president of NATPE, for his "tireless contributions to local programing," and to Eastman Kodak "on its 100th birthday with gratitude for its enormous and vital contributions to the growth and beauty of the television medium." Eastman sponsored the opening session's slide show and maintained the delegate lounge throughout the week.

Another special Iris was presented to Vladimir Zworykin, inventor of the iconoscope tube, at a Thursday morning panel on "Television 1990." Zworykin, the subject of a BROADCASTING "Profile" Jan. 1, at 90 continues to serve as a consultant to RCA.

This year's Iris winners (with the



responsible program executive in parentheses):

Public affairs series: small markets, KSHO-TV Las Vegas for *Close-Up* (E. I. Quinn); medium markets, KSL-TV Salt Lake City for *Dimension Five* (Scott R. Clawson); large markets, KING-TV Seattle for *Evergreen Express* (Robert Guy).

Public affairs specials: small markets, KVOA-TV Tucson for *Target: Tucson* (Jon F. Ruby); medium markets, a tie between WAVE-TV Louisville for *School Daze* (James M. Keelor) and KGTV(TV) San Diego for *Traffic in Sight* (Phil Corvo); large markets, KBTV(TV) Denver for *Every Child Has a Beautiful Name* (Charles T. Leasure). Children's programming: small markets, KGUN-TV Tucson for *The New Reporters* (Jack Parris); medium markets, WWBT(TV) Richmond, Va., for *Jack and the Juke Box* (John R. Shreves); large markets, WSB-TV Atlanta for *Super 2* (A. R. Van Cantfort).

Other: small markets, WMT-TV Cedar Rapids, Iowa, for *Who Is Johnny Mann* (John E. Shine); medium markets, WHIO-TV Dayton, Ohio, for *One Giant Leap for Mankind* (John Clark); large markets, KING-TV Seattle for *Reflections on China with Jean Enersen* (Robert Guy).

Sports: small markets, KGUN-TV Tucson for *Sports Page 9* (Jack Parris); medium markets, WCPO-TV Cincinnati for *What's It All About* (Darrell Landrum); large markets, KBTV(TV) Denver for *Don Cherry Rocky Hockey Picture Show* (Charles T. Leasure).

Entertainment: small markets, KVOS-TV Bellingham, Wash., for *Vancouver Bach Choir: Handel's Messiah* (Frank Jank); medium markets, WRAL-TV Raleigh, N.C., for *Burger Baby* (Howard W. Meagle Jr.); large markets, WCKT(TV) Miami for *Showcase—Yacov Noy* (Jerry L. Twedt).

A special award for foreign productions went to the Globo Television Network of Brazil for *Malu, a Woman* (Felipe Rodrigues).

## Paid vs. sustaining

**Should religious TV programing be purchased or donated? That's topic of NATPE general session**

Virtually to a man, the panelists agreed television religion was not an "electronic church." That was about all they agreed on.

William Fore of the National Council of Churches said it was "great show business, but lousy religion." Rex Humbard settled for "electronic evangelism," reaching out to persons beyond the reach of traditional churches. Ralph Jennings of the United Church of Christ said that paid religious programs have allowed broadcasters to "see the audience as a commodity to be bought and sold." Ellwood Kieser of the Paulist Productions coined "electronic pulpit." And Jim Reid of Christian Broadcasting Network said the "electronic gospel" should "not replace the local church."

It was the first of NATPE's general sessions last Monday, "The Electronic Church," and it pitted representatives from the so-called "mainline" religions against those from the newer evangelical movement who have contributed to radically altering the long-time relationship between television and religion. According to statistics first presented by Jennings, 92% of all religious programing is now paid, and only 8% is run by broadcast stations on a "sustaining" basis. That, he said, is an almost total reversal of the former relationship.

The basic controversy at the morning session centered on the issue of whether broadcasters should accept primarily paid religious programs, which generally come from the evangelical groups, or the sustaining, which were preferred by the traditionalists.

Speaking for the evangelicals were



**Iris's big night.** NATPE President Chuck Gingold had to use the telephone to bring "Award of the Year" winner Carol Burnett's voice to San Francisco; she was stuck in Los Angeles. At right: Iris master of ceremonies Hal Linden.

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**God's programmers.** Participants in NATPE's "The Electronic Church" session (at left, l to r): Fore, Humbar, Jennings, Kieser, Reid and George McManus, CBS Radio, San Francisco, who served as moderator. (At right): "discussant" Van Deerlin.

Humbar and Reid, the latter standing in for Pat Robertson, president of CBN. Saying, "there is no other way to reach the world," Humbar defended the practice of buying television time as a proper means of extending his message to the unchurched. He did separate himself, however, from those television preachers who have been accused of using the power of the medium to extend their own personal or political influence.

Speaking most strongly for the opposition were Fore and Kieser. Fore said the evangelicals were largely "political conservatives trying to win friends and influence

people," inhabitants of the "lunatic fringe," "con artists and manipulators" and "crooks."

He said their message was one of "superficial religion" of an "Americanized gospel" preaching "American secular values." Televised religion, he added, used a "medium of instant gratification and superficiality" and "was feeding on the growing narcissism" of the age.

Kieser, while strongly supporting televised religion, said that broadcasters should not accept paid religion at the expense of the free. "We want and need access," he said. "Sustaining time is a tradi-

tion in American broadcasting."

U.S. Representative Lionel Van Deerlin (D-Calif.) was the session's "discussant," and he concluded the panel saying, "Too many of the conventional religious groups have been satisfied with crumbs." But, he said, he was not sure whether those who would want to regulate the balance of religious programing "can get much help from Congress."

"The best that government can do is to make sure there is free access," he said. "Render unto Caesar that which is Caesar's and unto God that which is God's."

## The children's hour—and more—at NATPE

### Government, industry and citizen panellists debate FCC proceeding

The subject of children's television didn't get much discussion at NATPE last week, but the inquiry the FCC has begun into that subject certainly did.

The forum was last Wednesday's conference luncheon, which had recruited Peggy Charren of Action for Children's Television, Nina Cornell of the FCC, Charles Winick of the City University of New York and Gene Mater of the CBS/Broadcast Group to discuss the subject in a panel moderated by Robert Keeshan (*Captain Kangaroo*). Before they could get started, Robert King, chairman of the National Association of Broadcasters TV board, and FCC Commissioner Abbott Washburn let it be known how inappropriate they thought it was for the FCC to be getting into this area.

"I am incensed by the FCC's press release headed 'Broadcasters Fail Children,'" King declared, announcing that NAB and NATPE were combining in a research project to build "total market pictures" of available children's programing—a study that might include cable TV contributions as well as public broadcasting. "Unlike the FCC staff, we won't leaf through the pages of *TV Guide* to get our information," King declared. He urged broadcasters to cooperate with the project "unless you want Uncle Charlie's recipe for seven hours of mandated children's programing every week"—a reference to FCC Chairman Charles Ferris.

Commissioner Washburn brought a lawyer along to help avoid what he called

"the mine field of ex parte." Deliberately separating himself from the panel—"out of caution not to Pertschuk myself" (that a reference to the disqualification of FTC Chairman Michael Pertschuk for letting his own feelings on children's advertising be known in advance of that agency's inquiry), Washburn brought legal assistant Nancy Carey to the podium to declare her opinion that it was proper for him to listen to the panel's remarks. And if that wasn't enough, Washburn then pulled out a set of earmuffs to wear "in case I feel myself being swayed."

Washburn took off the earmuffs to recite the values he found in current children's programing—most recently a CBS documentary on teen-age pregnancy and a drama on teen-age alcoholism. He suggested a redefinition of the FCC's inquiry to examine anything "contributing to the learning experience of those 17 years old and below." As to mandating specific hours to children's programing across the board: That's the opposite of deregulation, Washburn declared.

It was by then 1:40 and the suites were due to reopen at 2, so the remarks of the panelists were necessarily short. In summary:

ACT's Charren held that the FCC rulemaking is necessary to give the "bottom line managers" she had heard in other NATPE sessions the excuses they need to put money into children's TV. "Nobody knows better than ACT how wonderful the wonderful programs are," she said—but then went on to point out that, with the exception of *Captain Kangaroo*, no network has a single

children's series on its weekday schedule, and in Boston, for example, there are no local children's programs on network affiliated stations.

Some of the arguments raised about the imposition of children's TV guidelines are the same as those raised 60 years ago about the child labor laws, Charren said—that the government was interfering with the fabric of the family. In regard to television, raising children is a joint responsibility of the parent and the station, she said; those broadcasters that fail to serve the public interest in this regard should lose their licenses. Asked what changes she would like to see on TV in five years, Charren said she hoped there would be enough channels to permit "narrowcasting" of children's programs—and that there also would be an FCC rulemaking. "This is a reactive industry," she said, offering her view that beneficial changes in other advertising and programing areas hadn't happened until government agencies became involved.

Cornell, chief of the FCC's Office of Plans and Policy, explained the staff's mandate was to determine whether children's TV now was better than before the FCC's policy guidelines in 1974, and defended the choice of *TV Guide* listings as the best research source on the subject. She also said the Communications Act holds each licensee responsible, not a combination of all stations in a market, and said: "You can't just fill in the gaps left by public TV." As for quantitative guidelines—so many hours per week—Cornell said the approach was dictated by avoiding First Amendment violations in



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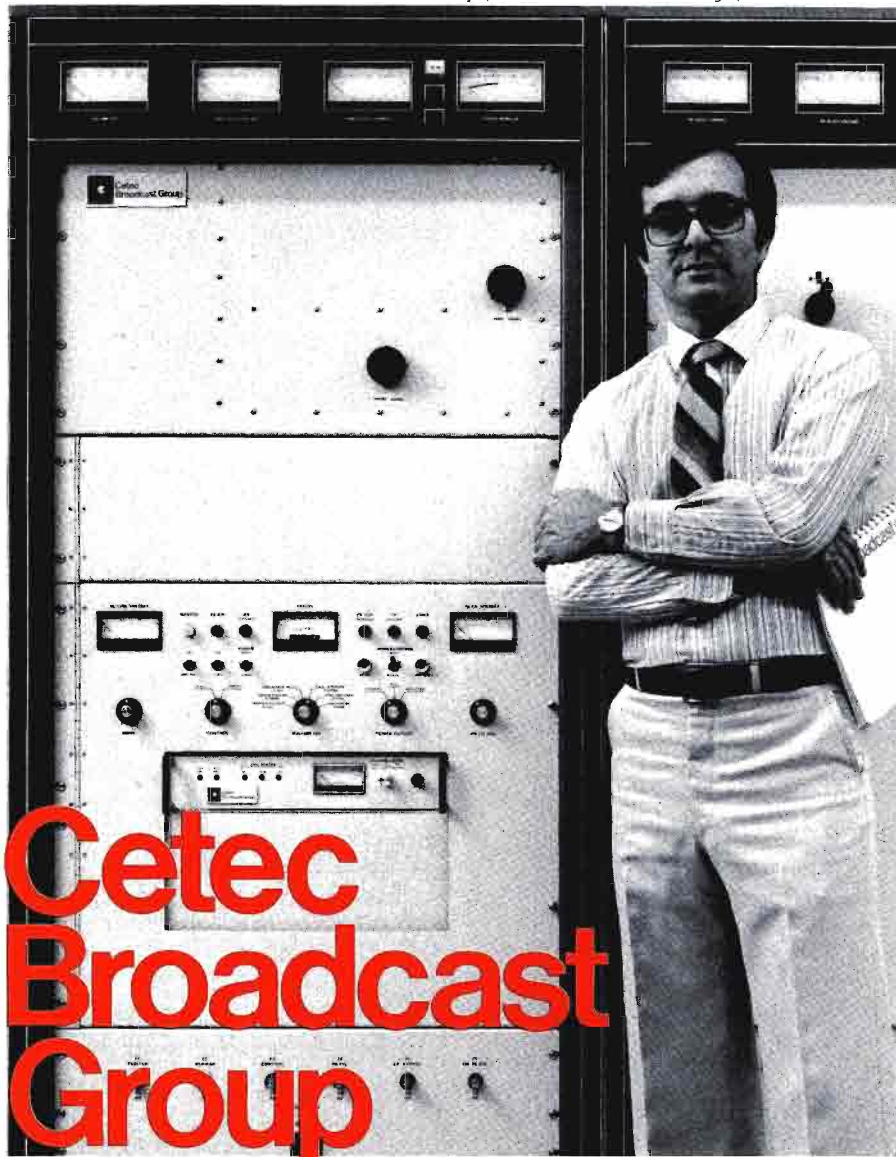
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assessing program quality.

Winick, a specialist in children's behavior, stressed that children and adults perceive TV in drastically different ways, and that what may appear violent to the adult may be only fantasy to the child—and also that what may be repetitive and boring to the adult may be satisfying and reassuring to the child. He also stressed that only one-fifth of what a child sees on TV falls into what is generally described as children's programming.

Mater described CBS's position on the FCC's children's inquiry as falling into three basic parts: definitional (what is children's TV), legal (the network believes the FCC's inquiry violates both the First Amendment and the no-censorship provision of the Communications Act) and social (the FCC's approach is a "blatant display of paternalistic social engineering"). Mater recommended to the commission a disclaimer published by another federal agency issuing a notice in the field of natural gas: "This document may contain inadvertent omissions or unintended consequences." Once the government moves in on this area of family responsibility, he said, "What is the next step and where will it end?"

Responding later to Charren's reference to the child labor laws, Mater said: "You can legislate children out of the factory, but you can't legislate them in front of the TV sets."

## O'Leary's TV pep talk

Leaving modesty to the more faint-hearted, and brandishing such rhetorical challenges as "Excelsior!" and "To him the palm who merits" (which he said was a motto in ancient Troy), ABC owned television stations president Richard A. O'Leary delivered an evangelistic keynote to NATPE 80 in San Francisco last Monday. His principal message—after declaring ABC's station group to be "maximum honorable profit broadcasters": that the leading stations in the 1980's would be those that become a "marketplace of ideas."

O'Leary reached back to his southern California youth for an image to explain a "three-wave" theory of television programming. "Important to this gathering," he said, "is the wisdom I gained in that



O'Leary





**To buy or not to buy.** At a Monday morning NATPE workshop on decision-making in the purchase of syndicated product, Don Searle (standing), research director for KCOP(TV) Los Angeles, explained the research department's input. According to Searle, syndicated programming buys should not be based solely on network performance because many shows that perform well in prime time do so as a result of such network-controlled factors as scheduling. Some programs, he said, cannot stand alone as they often must in syndication. Among suggestions he made were close attention to a show's performance over a 10-rating-book period with special attention paid to May and July ratings—those generally reflect a show's rerun performance. Joining Searle were (l-r) moderator Dick Wollen, Metromedia, Los Angeles; Robert H. Temple, general manager of KUTV(TV) Salt Lake City; James Blake, sales manager, KSTP-TV Minneapolis, and Tom Breen, program director, KTVU(TV) Oakland, Calif. Each related his department's contribution to a program-buy decision. Breen pointed out the significance of paying careful attention to an off-network program's network performance in the particular local market.

surf: Great waves came in sets of three, and timing is all. Start too soon and the wave smashes you to the bottom. Start too late and all you get is a rear view of your pals in their roller-coaster ride to shore." Switching to television, he said, the first wave, in the 50's and 60's, was entertainment. The second wave, in the 70's, was news. "Ready or not," O'Leary declared, "our third wave [ideas] is coming."

O'Leary said that the "me generation" outlook was about to be replaced by a new point of view. "I don't know yet what that majority outlook will be," he said. "No one does [but] a lot of thinking needs to be done out there, and ideas are the food for thought." He said he hoped audiences would find their inspiration on local stations.

O'Leary also urged the programmers to trust their own judgments more. "Is a show worthy of being on our schedule? If we like it, yes! If we don't, out!"

Having opened his speech by declaring the ABC owned station group to be "the most successful over-all group of television stations in the country in terms of ratings, sales, profits and leadership image in their respective communities," O'Leary ended by inviting other programmers "to join us under our banner: Excelsior!" It means, he said, "ever upward," and recommended it as a "motto of hope as a new wave rises up for those of us privileged to live lives of service in this enchanted land of local television."

## Something to shoot for

At a time when programs such as *PM Magazine* and public affairs shows are becoming more important to local stations, "more and more locally produced shows will be offered regionally and even nationally," according to B. Ziggy Stone, of

KRON-TV San Francisco. His comments were made at a Tuesday NATPE workshop, "Producing Producers—the New Role of the Local Producer."

Most of the discussion was handed over to the nuts-and-bolts questions of how program directors should handle the producers on their staffs. Most appeared to agree with Stone, however, and all did agree that local production has become and will continue to become increasingly important to local television stations.

That point was put succinctly by Melanie Donahoe of WDM-TV Washington when she commented on the changing role of the local producer: "So many of us are now producing shows that are supposed to make money."

Joining Stone and Donahoe on the panel were John Hutchinson, WBTV(TV) Charlotte, N.C.; Warren Baker, KNBC(TV) Los Angeles; Phil Arnone, KGMB-TV Honolulu, and Steve Michaelson, One Pass Video Productions, San Francisco.

## ABC makes it official

**It will launch 20-minute newscast at 11:30 p.m. starting late next month**

ABC-TV made its commitment to a late-night news program official last week when network president James Duffy said the newscasts would become permanent fixtures of the network schedule in late March ("In Brief," Feb. 18).

The network will begin airing 20-minute programs Monday through Thursday nights at 11:30 p.m. NYT, a time period occupied since last November by ABC's continuing news specials on the hostage situation in Iran and other developments

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in Southwest Asia. Speculation that the network would make the news programs a regular part of its schedule began shortly after the first of the newscasts Nov. 8, 1979. Last month, ABC Television President Fred Pierce and News and Sports President Rooney Arledge first confirmed that speculation to a press conference in Los Angeles (BROADCASTING, Jan. 14).

Duffy said last Sunday (Feb. 17) that no "host" (a word he used rather than the traditional "anchor") had yet been selected for the program, nor has a title



Duffy

been selected. He did stress, however, that the late-night news show will have a format considerably different from other network news programs. "This is not going to be *World News Tonight*, late edition," he said. He suggested that the new program will feature "two or three headlines" and then full coverage and "in-depth analysis" of the main story of the day.

Full details of the planned program, which will be produced by Bill Lord, news producer of *Good Morning America*, will be relayed to network affiliates in a closed

circuit in early March.

Duffy's announcement was made at the ABC affiliates meeting at the NATPE conference in San Francisco. Reaction from the affiliates was generally supportive, but some voiced strong objections. One delegate, for example, said that he would not carry the program on his central time zone station because of his dissatisfaction with the Iran broadcasts, which have not run according to a fixed time and have varied greatly in length. "I'm very upset about this," he said. "It's costing a mother-lode of money. It stinks."

Other delegates, however, spoke in support of the show, and when one said, "We congratulate you for the move," Duffy received a strong ovation.

## Olympics do their thing for ABC

**As predicted, winter games lead the network to a win for the week ended Feb. 17 and a tie again with CBS in the season-to-dates**

The winter Olympics powered ABC-TV to a 2.5-point win in the prime-time ratings for the week ended Feb. 17, pulling ABC back into a tie with CBS for the season to date.

The Olympic games at Lake Placid, N.Y., accounted for two-thirds of ABC's programming for the week—29 of 44 half-hours—and produced a 22.6 average rating and 35 share.

The games helped produce what ABC said was its highest weekly average since *Roots: The Next Generations* was broadcast a year ago. The week's score: ABC 22.3/34.3; CBS 19.8/30.5 and NBC

17.9/27.5. For the season to date (Sept. 17-Feb. 17): ABC and CBS 19.6 each; NBC 17.7.

ABC claimed five nights of the week including Sunday, which normally belongs to CBS but in this case found CBS in third place with 20.8/31.1 behind four hours of Olympics on ABC (22.0/33) and a combination of "Escape to Witch Mountain" and "The Towering Inferno" on NBC (21.6/32.5). CBS took Monday and Friday nights, the former by two-tenths of a rating point over ABC and the latter by three-tenths.

ABC said 19 of its 29 half-hours of Olympics won their time periods, and 24 delivered shares of 32 or better. Its best night was Saturday (Feb. 17), when Olympics coverage (9-11 p.m. NYT) averaged out at 26.1/42, said to be the highest rating ever for a winter Olympics telecast. The Saturday Olympics placed fourth among the week's programs in ratings.

CBS's showing of "The Exorcist" edged out the Tuesday-night Olympics opener, but part two, "The Heretic," on Wednesday night was easily outnumbered by the Olympic games, as was NBC's showing of "The Swarm" on Tuesday and its regular line-up on Wednesday (BROADCASTING, Feb. 18).

The Olympics on Thursday had an average of 21.0/33, enough to best the CBS and NBC competition except for the final hour, when *Knots Landing* on CBS managed a 34 share. (A Steve Martin special on NBC at 9-10 p.m. Thursday pulled a 26 share, behind a 30 for *Barnaby Jones* on CBS as well as the 8:30-11 p.m. average 33 for the Olympics.)

On Friday, three hours of Olympics averaged a 36 share against a CBS line-up consisting of a 32 for *Incredible Hulk*, 38 for *Dukes of Hazzard* and 40 for *Dallas*. Against the ABC and CBS line-ups on Friday, NBC's *Doug Henning's World of Magic* drew a 26 share and *Valentine Magic on Love Island* a 19 share.

The week's top 10 shows were ABC's *Three's Company* and *Happy Days*, CBS's *M\*A\*S\*H*, ABC's Saturday Olympics, NBC's *Little House on the Prairie*, CBS's *Dallas*, ABC's *Goodtime Girls*, CBS's *Dukes of Hazzard*, ABC's *Monday Night Movie* and NBC's *Real People*.

ABC said the week's results meant that of the first 19 days of the February local sweep measurements, ABC had won 12 nights, CBS six and NBC one.

## Monitor

**Trek to disks.** Popular *Star Trek* series, which appeared on NBC-TV for three years and has been in syndication since 1969, is now headed for exposure as disk. RCA SelectaVision videodisk system has license from Paramount Pictures for 10 episodes of *Star Trek* and has options to remaining 69 episodes in series. RCA intends to bring its disk system to market on national basis in first quarter of 1981.

**Made in Japan.** Seven hours of programming from Tokyo Broadcasting System will be carried on WOR-TV New York on April 5 from 5 p.m. until 12 midnight. Evening's entertainment carries umbrella title of "Japan Tonight!" and includes variety shows, historical dramas, modern thrillers, children's programs and what WOR-TV calls "first live two-way newscasts from Tokyo via satellite." In 1976 WOR-TV presented programs from Thames Television of Britain during evening hours for one week.

**In the marketplace.** Two half-hour sports programs have been produced by Bravo Productions, New York, and will be placed into syndication. *Sports Scrapbook* consists of 78 programs and is look back into careers of athletes including Mickey Mantle, Hank Aaron, Rocky Graziano and Whitey Ford. *Teamwork* explores relationship among athletes, coaches and managers ...

**Bundle from Britain.** Granada Television of England has contributed 23 of its programs, totaling 45 hours, to Museum of Broadcasting in New York. These programs and others from Sweden, Italy, Canada as well as the U.S. may be viewed by the public from 12 to 5 p.m., Tuesday through Saturday.

## The boycott is on

**President says Russians failed to meet his deadline for leaving Afghanistan; NBC resigned to fate**

The prospects of U.S. participation in the Moscow Olympics this summer, which have been fading steadily, all but evaporated last week.

White House and State Department officials said Wednesday—which had been President Carter's deadline for the Russians to withdraw from Afghanistan or



face an American boycott of the Moscow games—that the U.S. will boycott them because there had been no sign of Russian troop withdrawal.

A White House official said that “President Carter told the U.S. Olympic Committee over the weekend that American athletes should not participate in the Moscow Olympics and the committee has said it would abide by the President’s decision.”

The U.S. Olympic Committee officially has the final say. Its leaders last week were reported to be insisting that the question of participation in the Moscow games not be considered until its next scheduled meeting, on April 11. Its leaders have said publicly, however, that the committee would follow government policy.

NBC, with millions invested in rights and preparations for TV coverage of the Moscow games, said last week it had nothing to add to its previous state-

ments—in effect, that in deciding whether to cover the games it would be guided by U.S. policy.

## While others wait

**EBU countries still up in air over Moscow coverage; Britain likely to back out, France to stay**

As world leaders debate whether to participate in the Moscow Olympics, European broadcasters are waiting for the dust to clear to decide their coverage plans.

European networks obtain the rights to broadcast the games jointly through the European Broadcasting Union. The EBU has a contract with the Moscow organizers and the International Olympic Committee for the full European rights to the games. EBU official Richard Bunn said the EBU paid \$5.95 million for the program rights

## PlayBack

**Free legal advice.** On Sunday, March 2, KING-AM-FM Seattle and Action Northwest will present fourth in series of five “Ask a Lawyer Days,” this one on consumer problems and how to avoid them. Action Northwest is nonprofit information and referral service which coordinates daily public affairs programming for KING-AM-FM-TV. “Ask a Lawyer” is three-hour program providing phone lines to several lawyers, some of them on-air, who offer advice and referrals to listeners calling in. Now in third year at station, program has received honorable mention from American Bar Association. “Ask a Lawyer” programs already presented in this campaign covered landlord/tenant law, divorce and child custody and wills and probate. Fifth program will cover income tax law. Programs are produced in cooperation with Seattle-King County and Tacoma-Pierce County Bar Associations.

□

**Country album radio.** CKLW-FM Windsor, Ont., returned as of Jan. 14 to traditional country music programming after nearly five years in other formats, first beautiful, then pop/country crossover. Generating considerable listener response, according to general manager, Chuck Camroux, is new “Album Features,” aired hourly from 10 a.m. to 7 p.m., continuously from 7 to 10 p.m. and hourly from 1 to 6 a.m. Fifteen-minute hourly features highlight selected cuts from single LP either oldie, recurrent or new. One in three LP’s, says Camroux, is out-of-box, new product. Evening program features selected cuts from four different LP’s each hour. Both CKLW(AM) and CKLW-FM, according to Camroux, are focusing more on local programming for Detroit and Windsor.

□

**Country Radio Seminar.** Representatives from over 150 U.S. and Canadian radio stations are expected to participate in 11th annual Country Radio Seminar, to be held March 14-15 in Nashville’s Hyatt Regency Hotel. Don Boyles, VP, general manager of Plough Broadcasting’s wsun(AM) Tampa, Fla., is this year’s agenda chairman, and Joe Casey, CBS Records’ national promotions director, is record industry chairman. Paul Harvey, ABC Network, will deliver keynote address. Among concurrent workshops and panel discussions will be: “How To Talk To Arbitron,” “How To Control Your Career,” “How Will You Program in the 80’s,” “How To Motivate Sales People,” “Managing Management People,” “Signals From the Sky,” “How To Create a Creative Sell,” and “Rules and Regulations for the 80’s.” Culminating program will be “new faces” show, introducing eight to 10 new country music artists. Seminar’s scholarship fund will award two \$1,000 grants to college students doing significant work in broadcast major.

□

**First five.** These are the top five records in airplay on contemporary radio stations in the U.S., as reported by *Playlist*. (1) *Crazy Little Thing Call Love* by Queen on Elektra. (2) *Longer* by Dan Fogelberg on Epic. (3) *Working My Way Back To You* by the Spinners on Atlantic. (4) *Rock With You* by Michael Jackson on Epic. (5) *Yes I’m Ready* by Teri Desario and H. W. Kasey on Casablanca.

□

*The weekly BROADCASTING PLAYLIST, charting the top 100 records in contemporary American airplay, is available to subscribers for \$12 annually to cover first-class postage and handling. 1735 DeSales Street, Washington, DC 20036.*

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as well as some logistical support and studio space. This amount is shared among the EBU countries that choose to participate, based on their potential viewing audience. The BBC, for example, paid \$920,000.

Bunn said all 30 member countries, except Luxembourg, Jordan and Monte Carlo, are involved in the pool. The networks have been billed for their share and most have already paid, according to Bunn.

He said the EBU contract allows for renegotiation of the rights payment "if the games are modified in a major way." He is not aware at present of attempts to invoke this clause because of the confusion over

who will be involved in the games. Any decision on this, he said, would be made at the "top policy level," meaning the EBU's administrative council.

The networks meanwhile are not committing themselves. The two British networks, the BBC and IBA, have decided to review jointly any change in their planned coverage, which they said would take account of "any change in the nature of the games or British participation in them." The BBC has also said that if British athletes do not participate, which seems likely, it will sharply reduce its coverage.

On the other side, the French networks are almost certain to maintain their

planned coverage, since France has already accepted the formal invitation to the games.

Bunn said the EBU takes out no insurance on the games, because it has no money of its own. He said even before the controversy, the EBU was urging broadcasters to take out their own insurance.

## Dog gone, but not forgotten

**Film on Manhattan cable channel of killing of pet points up problem of state law that prohibits censoring**

The problems of cable system owners that are inherent in public access programming are highlighted by an ongoing controversy in New York over "Shot Dog Film," which aired Christmas night on Manhattan Cable's access Channel D. The program depicted the actual killing of a dog.

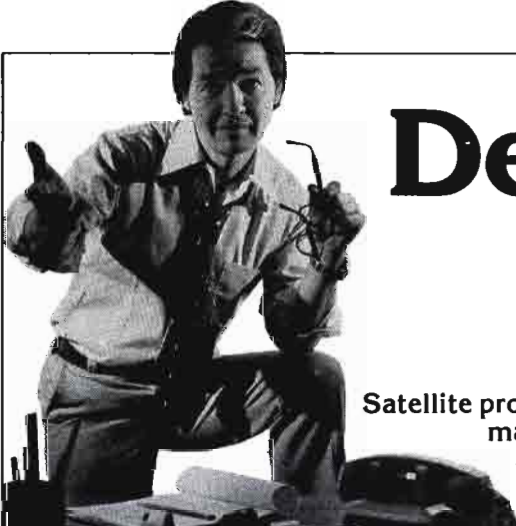
Under New York state law, cable companies "may not prohibit any program or class or type of program" on leased or access channels. Manhattan, owned by Time Inc., has apologized to outraged animal welfare groups, saying it "neither encourages, condones nor supports" such programs as "Shot Dog Film," which it labeled a "most unfortunate program." The company explained that the amount of access programming it carries (700 hours a month) has precluded screening offerings ahead of time. Had "Shot Dog Film" been so screened, said a company spokesman, Manhattan would not have let it run. That raises the question whether the company would have broken state law by displaying such restraint.

"They're caught between the devil and the deep blue sea," admits Leonard Cohen, coordinator of the Office of Telecommunications of New York City's Bureau of Franchises. But he maintained that city law and the franchise agreement it has with Manhattan permit an operator to refuse to carry programs the operator feels would generate "liability under applicable law."

The company spokesman said that Manhattan now intends to screen everything on the access channels, and indicated that there have been past instances where programs have been refused. Manhattan had similar problems concerning the *Midnight Blue* soft-core pornography program.

"Shot Dog Film" appeared on the Channel D program *Red Curtain*, a series that has provided an outlet for works by members of the Collaborative Project, a nonprofit artists' association in New York.

Federal funds have been channeled by the National Endowment for the Arts to the Collaborative Project, which in turn contributed to the costs of "Shot Dog Film." That relationship and since-repudiated rumors that New York State Council on the Arts funds were also involved have left the two agencies scrambling to disassociate themselves from the film.



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## TVB engages in comparative ad campaign

**It takes on radio directly in latest presentation, calling other medium 'invisible'**

The Television Bureau of Advertising attacks radio head-on in its newest local sales presentation, calling it a "fragmented," "invisible" and "expensive secondary medium" for advertisers. By contrast, the presentation asserts, television is "a powerful, persuasive and cost-effective primary medium."

"Some advertisers have wondered about radio as a possible alternative to television," TVB says in a preamble.

"To these advertisers, we extend a word of caution . . . look out. The low out-of-pocket cost of a typical radio spot may not be low at all if you know the audience you reach, and the 'low cost' radio spot can be very expensive if it doesn't produce results.

"We encourage you to evaluate radio—and to compare it point by point with television, in audience, in costs, in communication and in the final impact: sales."

The presentation, titled "Radio: a Reminder Medium," says the radio industry is "worried"—and has good reason to be.

"It's time to worry," TVB asserts, "when your best customers invest seven times more in a competitive medium." The presentation lists what it says were radio's top 10 advertisers in 1978—Chrysler, General Motors, Sears, Anheuser-Busch, Nissan, U.S. government, American Home Products, Ford, Wrigley and Pepsico—and claims that they spent 669% more in TV than in radio.

Even radio stations need television "to achieve their own advertising goals," the presentation continues, asserting that in 1978 they were the 11th largest category of local TV advertisers, and increased their TV spending by 11% over 1977.

More than that, "people are buying fewer radio sets," with deliveries to dealers off 17.5% in 1978, but more television sets—dealer deliveries up 10.4% in the same period.

A further drop in 1979, according to the presentation, gave radio set sales "a two-year decline of 32%, bringing the number of radio sets purchased by the public down to the levels of early 1960's." In addition, "car stereo, CB radio and the energy crunch all divert listeners from car radio."

Citing data from a variety of sources, the presentation also makes these claims:

■ Radio is "a fragmented medium" because: "Radio listeners ignore over 90% of the stations in a market"; "as stations

increase, listeners per station decrease"; "small format shares further fragment the medium."

■ Radio is "a secondary medium" because: "People are listening less in all dayparts"; "radio listening by working women is down"; "radio research comes from a single rating service."

■ Radio is "an expensive medium" because: "Radio is less cost-effective than television"; "radio can't achieve reach without sacrificing selectivity"; "ineffective radio commercials are a costly luxury."

■ Radio is "an invisible medium" because: "Radio accompanies other activities as a background sound"; "radio restricts advertisers to a single dimension"; "radio remains 'a reminder' and fails as a primary medium."

In contrast, the presentation draws on a variety of sources to support its contention that "television is the primary medium." It offers this summary:

"Only one advertising medium has the power, persuasiveness and planning flexibility to insure successful selling . . .

"Television is powerful, reaching more adults in more places for every dollar spent than any other advertising medium.

"Television is persuasive, creating awareness, response, customer confidence and a desire to buy.

"Television is flexible, providing advertisers with a vast array of creative and marketing strategies."

The presentation notes that "some advertisers have come to radio from print, moving a share of their previously newspaper dollars into radio." To these it offers "a welcome to the world of broadcasting—you have broken through the all-print barrier, an important step up."

It then encourages them "to go the next step and add television to your media mix either by a further shifting of newspaper dollars or—as these pages suggest—by moving some of those new broadcast dollars to THE broadcast medium—TELEVISION."

## Battle is joined

**RAB fires back with its own study, indicating advertisers can use radio as a 'primary medium'**

Radio Advertising Bureau officials, bristling at Television Bureau of Advertising's presentation against radio (see above), responded by making public a research report of their own. It offers "evidence that is convincing advertisers, already deeply concerned about TV costs, to turn now to radio as a primary medium."

Robert Alter, executive vice president of RAB, called the TVB presentation



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Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

"sophomoric, distorting and uncalled-for."

"Radio must have them worried," he said, "if they have to resort to this kind of presentation to compete."

The RAB report, "Radio as a Primary Medium: A Radio/TV Comparison," was released last fall. "There is a wealth of new data being generated on radio and TV," the report asserts. "It is demonstrating that radio is outperforming TV in many significant areas. These findings are influencing more and more advertisers to consider radio as a primary medium.

"Every day, for example, radio leads all media in people reached . . . Many key marketing targets—like working women, professional and managerial males, adults 18-49—spend more time every day with radio than TV.

"This new research goes beyond box-car mass-appeal documentation. It shows radio as an exceptional vehicle for reaching a cross-section of consumer groups with more efficiency than TV."

Using information drawn from a variety of sources, the report summarizes its findings as follows:

"1. Radio is now number one in reach . . . reaching more adults and teens in a day and a week than TV.

"2. Radio share of mind [percentage of total time spent with media] is higher than TV for a number of key consumer targets, like adults 18-49, upscale working women, professional/managerial males, students.

"3. Radio audience is higher than TV through the day, a reflection of radio's ability to function within virtually every consumer lifestyle.

"4. Radio is now ahead of TV in delivering prime consumers.

"5. Radio reaches TV's light viewers—and is also an essential reinforcement of TV messages among heavy viewers.

"6. Radio audience is reached at lower costs than TV, a comparison that comes from research by a number of leading U.S. advertising agencies.

"7. Dollar for dollar, radio delivers greater 'people' reach and frequency than TV—for the same budget radio delivers added reach, more effective reach, greater

frequency and increased ad impressions.

"8. Radio listening is consistent in all four seasons, while TV has peaks and valleys, a reflection of the differing functions performed by the two media.

"9. Radio commercial recall is generally equivalent in impact to TV.

## GT&R/RKO directors hit with lawsuit

### Class-action proceeding initiated by stockholder claims loss of more than \$50 million because of illegal company activities

A further repercussion of the FCC's decision against RKO General and its parent General Tire & Rubber came with the filing in U.S. Court for the Southern District of New York of a \$50-million class-action suit on behalf of shareholders of General Tire ("In Brief," Feb. 18).

Filed by Arthur L. Monheit and his mother, Dorothy, as administrators of the estate of her husband, Charles Monheit, the suit names as defendants the three O'Neil brothers—Thomas, John and Michael G.—who are, respectively, the chairman of both General Tire and RKO General, the chairman of General Tire's finance committee and the president and chief executive of General Tire. T.E. Pittenger, vice president of General Tire, was also named a defendant, as were four outside directors of the company: William B. Walsh, L.D. Henry, D. Bruce Mansfield, and James T. Morely.

According to the Monheits' suit, "The acts and conduct herein alleged on the part of the individual defendants constitute flagrant violations and breaches of their fiduciary duties all to the substantial damage of General Tire and RKO General in an exact amount not presently known, but estimated to be in excess of \$50 million."

The suit details actions of General Tire that led to the FCC's decision to pull the licenses of RKO General's WNAC-TV Boston, WOR-TV New York and KHJ-TV Los

Angeles (BROADCASTING, Jan. 28). GT says that the four outside directors were or should have been aware of such actions in 1977 and 1978 and failed to act to protect the interests of the shareholders.

The suit asks for the "sterilizing" of the stock of the O'Neils and Pittenger so that they could not benefit from any "spin-off" of RKO General to the shareholders of General Tire; restoration to the companies of any compensation or fringe benefits paid to those four defendants that are "found to be excessive or unreasonable," and recovery of all damages as a result of the acts alleged against the defendants.

No hearing is expected for at least 60 days in the case, which has been assigned to Judge Henry F. Werker.

## ABC registers increases in '79

### Both revenues and profits rose last year, with network and TV stations posting records; but radio's earnings dropped

ABC's 1979 net earnings were up 17.5% over the year earlier, climbing to \$159,310,000 from \$135,575,000. The rise came on a revenue gain from continuing operations of 15.1%, from \$1,783,985,000 to \$2,053,570,000. On a per share basis, earnings were \$5.67, compared with \$4.89 in 1978.

The company said the results were "primarily attributable to the outstanding performance of our television operations," as well as the reduction in losses from recorded music operations that ABC discontinued.

TV network and station operations were both said to have had record revenues and profits, although "ABC Radio reported increased revenues, but a profit decline."

In the fourth quarter, the company experienced a 1.2% decline in net earnings, dropping to \$44,946,000 from \$45,506,000. Per share consequently slid from \$1.63 to \$1.59. However, ABC reported

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

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
Ampex.....	9 mo. 1/26/80	\$334,879,000	+22.8	\$27,995,000	+49.2	2.45	\$272,675,000	\$18,766,000	1.65
BBD International.....	year 12/31/79	141,800,000	+17.6	11,461,000	+1.6	4.56	120,600,000	11,283,000	4.49
CBS Inc.....	year 12/31/79	3,729,701,000	+13.4	200,707,000	+ 1.3	7.21	3,290,052,000	198,079,000	7.15
Compact Video Systems.....	9 mo. 1/31/80	22,901,000	+195.8	1,571,000	+38.4	.83	7,741,000	1,135,000	.92
Eastman Kodak.....	year 12/30/79	8,028,231,000	+14.5	1,000,764,000	+10.9	6.20	7,012,923,000	902,284,000	5.59
Grey Advertising.....	year 12/31/79	88,709,000	+16.3	6,433,000	+18.3	10.34	76,303,000	5,438,000	8.73
Interpublic.....	year 12/31/79	373,718,000	+20.5	21,589,000	+19.6	4.89	310,259,000	18,046,000	4.11
Times Mirror.....	year 12/31/79	1,647,476,000	+15.4	146,493,000	+ 2.9	4.31	1,427,931,000	142,399,000	4.13
Viacom International.....	year 12/29/79	107,389,000	+32.5	*9,848,000	+38.1	2.48	81,043,000	7,132,000	1.88
Warner Communications.....	year 12/31/79	1,648,027,000	+32.6	**109,058,000	+32.7	5.26	1,243,134,000	82,197,000	4.15
Wometco Enterprises.....	year 12/29/79	307,248,000	+10.8	19,130,000	+ 1.9	2.20	277,359,000	18,781,000	2.22

\*Does not include extraordinary gain of \$2,050,000 from agreement in which Viacom and Teleprompter became 50% owners of Showtime Entertainment Inc.

\*\*Does not include net gain of \$91,689,000 from Dec. 27, 1979, sale of 50% of WCI cable operations to American Express.



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Chicago, IL 60611

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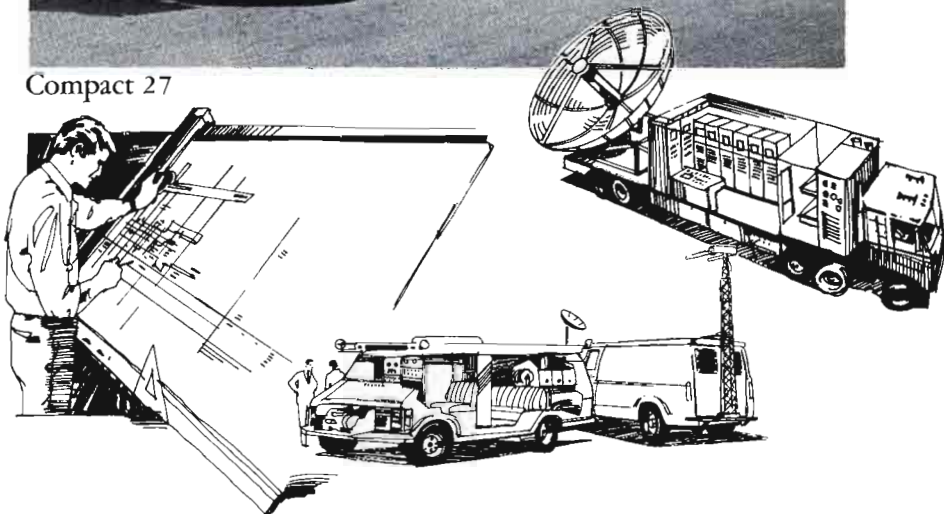
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that income from continuing operations was up 11% in the quarter. In the year-earlier period, the company had a loss of \$547,000 from discontinued operations, but also a net gain of about \$5.6 million from the sale of its theater division. Revenues from continuing operations for the quarter were up 20.5%, from \$523,994,000 to \$631,526,000.

Discussing prospects for the coming year, company chairman Leonard H. Goldenson and president Elton H. Rule said that "the marketplace for broadcast advertising remains robust" but that "extraordinary costs of news coverage of the crises in the Persian Gulf and the election year" could trim profits for the year. They also noted that ABC Video Enterprises, ABC Motion Pictures and Travel Network Corp., all new ventures, were not expected to become profitable in 1980.

In commenting on the performance of two new publishing operations, Goldenson and Rule called the results of R.L. White "disappointing" but those of Chilton Co. "excellent." The publishing unit as a whole had record revenues and profits in 1979.

## JWT, Times launch AMI

Advertising/Marketing Intelligence (AMI) has been formed as a joint venture of the J. Walter Thompson Co., New York, and the New York Times Information Service as what is said to be the first computerized system for on-line retrieval

of information about advertising, marketing, public relations and product management.

AMI is said to contain up-to-date facts collected from more than 60 trade and professional publications. Its subscribers, using existing video or printer terminals, may call up abstracts of articles on thousands of topics, AMI said. It is compatible to most communications and computer systems now in use.

Thompson has identified some 80 subjects in which advertising and marketing

executives need broad information. The agency will provide marketing support for AMI, while direct sales will be undertaken by the New York Times Information Service, a part of the *New York Times*. The Information Service also will handle abstracting, indexing, computer storage and retrieval, and delivery over its communications network.

The one-year subscription fee to AMI is \$4,850, including 30 hours of on-line usage and three hours of practice time. Excess usage is \$95 per hour.

## Bottom Line

**In even higher gear for cable.** Storer Broadcasting Co. has authorized executive committee to proceed with plans to sell up to two million shares of its common stock to public. Move would increase total outstanding shares to approximately 13 million and is subject to stockholders' approval at annual meeting April 29. Chairman Bill Michaels said action follows recommendation of finance and planning committee and its investment adviser, Lehman Brothers Kuhn Loeb. He explained it was in keeping with Storer expansion plans in cable television for next several years. Michaels noted: "While we have quite sufficient funds on hand or available to see us through our expansion efforts for 1980 and most of 1981, now is the time for us to get our house in order for anticipated capital needs subsequent to that time, should our franchising and acquisition efforts even come close to 1979 results." Storer said it added 100,000 new connections last year, for a total of 350,000 plus, and that new franchises and building program this year create expectation of 600,000 total by end of 1980, "representing approximately \$90 million in capital expenditures for construction alone."

**Warner numbers.** Warner Communications Inc. reports net income of \$200,747,000 for 1979, \$9.67 a share, on revenues of \$1,648,027,000. Earnings included \$91.7 million after tax gain from sale of 50% interest in Warner Cable to American Express. Discounting that gain, income from continuing operations was up 33% over year earlier; revenues were also up 33%. Television series contributed \$75 million of 1979 revenues, films in television syndication \$113 million. Company directors also voted 4-to-3 stock split and 33.3% boost in quarterly dividend.

**LIN line.** LIN Broadcasting's president, Donald Pels, was "not terribly thrilled" by company's 1979 results, which showed 17% increase in earnings on revenue growth of 13% ("Weeks Worth," Feb. 11), he told New York security analysts. Net income was \$13,470,000 for 1979, with revenues reported as \$57,945,000. Nevertheless, Pels said LIN's profit was "ahead nicely." First-quarter revenues are moving ahead of last year by about 7% and if maintained, Pels is expecting "up quarter." Company has in past calculated liquidation value of shares, and treasurer Morris Berkowitz put it in neighborhood of \$100, which is up from \$80 last year.

**Expanding focus.** Sony's Palo Alto, Calif., research and development facility, Video Technology Center, has been made separate corporation. According to Sony Video Products Co. President Koichi Tsunoda, incorporation will permit Sony Technology Center to "produce the high technology products it designs," and will "reflect a broader charter than video alone." Masahiko Morizono, senior managing director of Sony Corp., will serve as new corporation's president.

**Bigger piece from The Rock.** Wometco Enterprises, Miami, has increased its long-term loan from Prudential Insurance Co. of America from \$55 million to \$80 million at over-all interest rate of 9.15%. Earlier loan was at 8.5%. New funds will be used to expand Wometco's subscription-television and cable operations and for other corporate expansion purposes.

**Heritage expansion.** Heritage Communications, Des Moines, Iowa-based cable TV operator, plans to spend more than \$9 million in capital expenditures during 1980. About \$6.5 million of that amount will be put into construction of new CATV systems in cities where Heritage has been granted franchises. Another \$2 million will be spent to improve existing systems including addition of satellite earth receivers and facilities for pay TV. Approximately \$500,000 will be used for expansion of Heritage's corporate office building in Des Moines. Existing cash and 1980 cash flow will be used for expenditures, Heritage said.

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# The Media

## NCTA plans really big Dallas show

**Mid-May convention will be upbeat, forward looking and attentive to matters of programing; record exhibit space has been sold**

With fewer than three months to go, the National Cable Television Association's plans for its annual convention are beginning to take definite shape.

The four-day event, scheduled to begin Sunday, May 18, at the Dallas convention center, will include most of the elements of past conventions as well as some new

will drop two mainstays of past conventions—the main banquet and the keynote speech. The exhibit, according to Creech, will be the biggest in the convention's 29-year history. Square footage sold is already nearly 40% higher than last year.

"To set the stage for a provocative and challenging convention," the meeting will kick off Sunday afternoon with the first of the big events, a multimedia presentation in the convention center theater recounting highlights of cable's history and offering an upbeat view of the future in keeping with the convention's theme, "Visions of the 80's." Creech promised that the opening show will be full of "glitter and razzmatazz."

The other big event will take place Tuesday night, also in the theater, in two parts. Backed by an orchestra, entertainer Steve Allen will serve as host of the annual NCTA award presentations. That will be



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ones that convention organizers hope will make the show "uniquely cable" and connote the idea that cable's business goes beyond the hardware.

NCTA President Tom Wheeler said that he wants the convention to say to the NCTA members: "You are people of vision who have delivered; you're not cable television operators, you are in the communications business."

"The convention itself," Wheeler said, "will be the finest NCTA has ever had in terms of production—a discussion of major forward looking issues, while at the same time maintaining its down to earth orientation of how do I run a better cable system."

The idea of cable operators as programmers will be expressed as much by style as by content. According to Kathryn Creech, NCTA's senior vice president charged with putting the convention together, the convention will be highlighted by two "big events"—full-scale productions intended to tell cable's story in "an exciting and entertaining way."

To make room for the events, NCTA

followed by an hour's entertainment from singer Dionne Warwick.

In addition to the big events, NCTA is also putting together three "big tent events." On Monday and Tuesday, these will be general sessions that will set the theme for the smaller technical and management sessions throughout the day, Creech said.

What will constitute the third event, scheduled for Wednesday, the last day of the convention, hasn't been decided. Creech, who said she has received numerous suggestions, said that it will be something along the lines of last year's address via satellite by President Carter. That speech was also fed to cable systems. She said NCTA is looking for something to appeal to a mass audience, and that by using satellite and cable to reach that audience, "cable will speak for itself."

Although NCTA has put a lot of emphasis on "big," the "small will not be overlooked," said Creech. As she pointed out: "The majority [of people attending the convention] are operating level people who come to learn."

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## Intermedia

**Technology's the thing.** Though operations of television networks, stations, newspapers, book and magazine publishers may change substantially over next two decades because of new technology, Seth H. Baker, president of ABC Publishers, thinks present products are going to remain core of those activities, basically similar to what they are today. Speaking before 1980 IBM Media Industry Conference at Hilton Head, S.C., Baker urged media organizations to plunge into new technology with "all deliberate speed," pointing out growth "will come mainly in spin-offs, new related services, ancillary services" related to present products. He said cable TV would have "healthy growth" but would not displace existing media.

□

**You can look it up.** Call Letter Systems, Jackson, Miss., is publishing books of over 13,000 K and 11,000 W call letters not in use by AM, FM and TV stations in U.S. Price ranges from \$40 to \$100 depending on market size and from \$75 to \$175 for combination listing of both K & W books. Each book is updated as changes are made so each is current when issued. Monthly subscription service is available for multiple operations and attorneys.

□

**In-home services study.** Payment Systems Inc., Atlanta, will implement this spring extensive study of nonentertainment use of cable TV and other electronic home delivery systems. It will measure potential market for home terminal services in areas including financial services, home security, home energy management and direct marketing and catalogue shopping. Attitudes of 1,400 consumers will be measured throughout country by Yankelovich, Skelly & White Inc., New York. Participation fee for study is \$15,000 until March 17 and \$20,000 thereafter. Field research is to begin in May. Payment Systems is independently operated subsidiary of American Express Co. which provides original research, consulting and publication services on aspects of payment systems.

□

**Century mark.** UPI Newstime, wire service's 24-hour cable news service featuring slow-scan video with voice over, has announced turn-on of 100th cable system, American Television and Communication's Vista Cablevision in Wichita Falls, Tex. UPI said that Newstime now reaches 800,000 subscribers and expects to go over million mark by early July.

□

**Lecture series.** Museum of Broadcasting, New York, with grant from National Endowment for Humanities, has launched three-year lecture series by authors, scholars and broadcasters. Seven lecture series, each six parts and repeated, have been scheduled this year. First guest at museum is author and film critic Nora Sayre; among others later this year are Julian Goodman, former NBC chairman, and Jeff Greenfield, author and CBS News in-house television critic.

□

**Pirate shutdown.** FCC agents, executing federal search-and-seizure warrant, have closed Miami radio station operating illegally on amateur frequencies. Station was transmitting political broadcasts in Spanish to Cuba, and transmissions were subject of interference complaints from radio amateurs in U.S. and neighboring countries. Several thousand dollars' worth of high-powered amateur equipment was seized.

On Monday, reflecting the regulatory theme set by the general session, the smaller management and technical sessions will deal with such topics as rate deregulation, organizing grass-roots political pressure and local franchising. Tuesday's general session on technological development and its impact on cable will spawn smaller ones on all aspects of new technology, including how to manage and market new services resulting from technology.

In setting up the small-sessions program, an effort is being made to blend, wherever possible, the technical and management sessions. Engineers and managers will have their own sessions, Creech said, but a concerted effort is being made to gather them in one room to show how "it all fits together."

No convention is complete without its exhibition, and although Creech couldn't promise that this year's will be better than 1979's, she did say it will be bigger. Creech said that 78,000 square feet of exhibit space has been sold to 203 companies. That's already 18,500 feet and 10 more companies than last year.

Creech expects little increase in total square footage between now and the time the exhibit floor opens. She said that 78,000 is the "great bulk of it" and that "we might reach 80,000."

One of the major logistical problems that will have to be overcome is transportation. Creech said shuttle bus service is being arranged to carry persons among the several hotels and convention center. Uniformed attendants, she said, will be on hand at each location to insure that convention-goers find the right buses. "We don't want this to turn into another Lake Placid," she said.

The convention as it now looks will be the most ambitious in the NCTA's history, and to pull it off the association has brought in some outside help. The firm of Williams-Gerhard, which worked on last year's convention, will produce the big events on Sunday and Tuesday, and Dan Dobson, a convention consultant, will assist on promotion, on some of the

---

**Big bucks.** The budget for 1980-81 being readied by the staff of the National Cable Television Association for presentation to the board of directors in Sarasota, Fla., this week (Feb. 28-29) will be 25% bigger than last year's. The proposal, subject to amendment and approval by the board, calls for \$2,474,000 as compared to 1979's total of \$2,014,000. The increase may be bigger than it seems since the old budget produced a \$200,000 surplus. According to Kathryn Creech, senior vice president, industry affairs, the extra money is needed for increased activities, particularly in the relations with the membership and the public and new technology. She said the money would allow for three new staffers, bringing the total—when all present openings are filled—to 43.

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logistical problems and on the creation of an improved convention program.

Working closely with Creech and Tom Wheeler in developing and organizing the convention format and program has been the Convention Committee, headed by William Strange of Sammons Communications. Rochelle Nezin, NCTA's director of conventions and meetings, is handling most of the logistical chores.

## Two sides to the story

**Katz's Bennett says broadcasting will fare quite well against new video technology; Kagan, however, sees stiff competition, especially from cable**

Just how much of a threat will the new electronic media be to conventional television broadcasting?

If the opinion of Alan Bennett, vice president, programming, for Katz Television, bears out, broadcasters need not worry. "In the 1980's, they don't pose any significant threat to your growth," he predicted.

Followers of publisher and consultant Paul Kagan, however, have reason for concern. Although "stations will continue to thrive," he encouraged broadcasters to "look over your shoulder ... because something's gaining on you."

During Katz's annual programming meeting concurrent with NATPE (on Friday, Feb. 15), both Bennett and Kagan essentially were working with the same revenue, viewer and subscriber projections. The difference was in the interpretation.

Bennett painted an optimistic picture for the broadcasting industry. Commercial television, he said, will grow faster in the 1980's than it did in the past two decades. TV households he said would grow by 25% in the decade and by 1985, 216 million people, about half 20-54 year olds, will be living in 85 million TV homes. Bennett called that a "marketing man's dream come true."

Between now and 1985 Bennett sees strong increases in both local and national advertising. And in five years, he predicted, "local and national spot will amount to over \$13 million."

As for program purchasing competition, Bennett gave the edge to conventional broadcasting by a wide margin. In 1979, he said, the three networks grossed \$4.5 billion, adding that "given their advantage in dollars available, the networks spent more for program development in 1979 than the cable industry grossed."

By 1985, Bennett said, the Commerce Department's "Industrial Outlook Projections" show that "the wired TV business can expect to equal the 1979 three-network gross of \$4.5 billion." The networks, Bennett added, are expected to gross \$8.2 billion. Given the economics of the different media, Bennett believes that "the

1985 odds favor the networks by 12-1 in the competition for program development."

Kagan, on the other hand, expects the next decade to be "traumatic" for broadcasters. Cable homes, he said, should grow from 20 million today to 45 million by 1990. And although that may only be half of all television homes, Kagan said that, economically, "you better believe it's the better half."

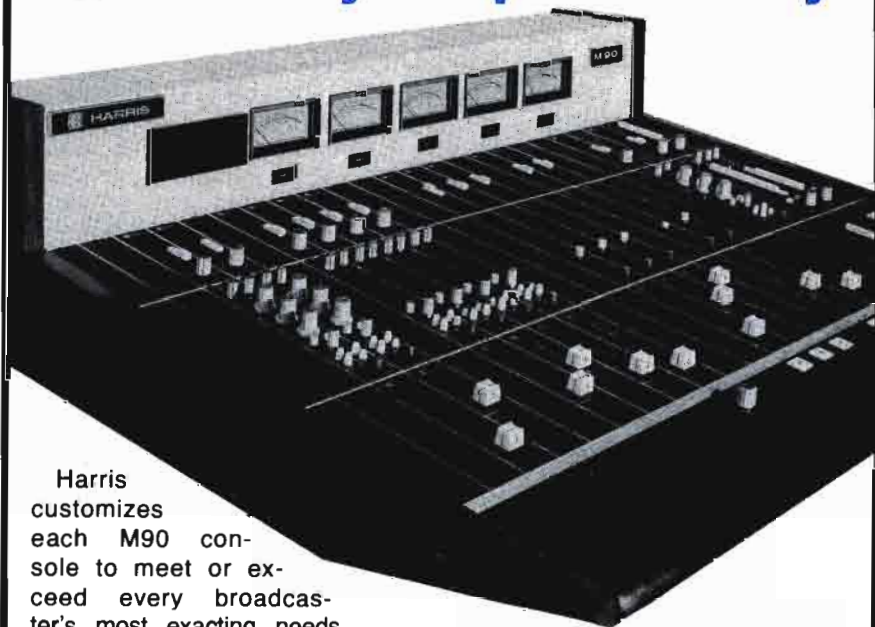
Over the next decade, he said, cable will be large enough to "bid adequately" against the networks for programming even if it is with less than the kitty commercial broadcasting has available. He predicted day-to-day competition for titles within two to three years. "Program competition is going to be fierce," he said.

Furthermore, Kagan said that the increased use of videocassette and videodisk machines will greatly affect the economics of advertising in certain dayparts.

Over-all Kagan predicted growth for over-the-air free TV, but advised not "to cast your thinking in a protected stance."

More directly related to this year's NATPE convention were Bennett's tips on programming in the marketplace. The "most promising prospect" of its genre, Bennett said, was Group W Productions' *Hour Magazine*. He said it "moves us much closer to the goal of third-generation talk" and complimented the show for its "attractive co-hosts" (Gary Collins and Pat Mitchell) and its short segments. If *Hour* follows the "wit" and "sensationalism" of *Good Morning America*, Bennett

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said the show could be a winner.

Bennett also had kind words for Viacom's planned *Hittin' Home* and Columbia Pictures Television's *Steve Edwards Show*, both of which are expected to enter the marketplace down the road. If Edwards "gets rid of the California look," Bennett said, he could be a "fringe-time Donahue."

Another offering his views was J. Philip Oldham, Katz's vice president, director of programing operations. With only three to six strip time periods at any station and more than a dozen strips available, he said, "prices for unsold series will drop dramatically."

Oldham said that "soap operas may be back"—and from abroad. He cited the solid ratings for Firestone's *Prisoner: Cellblock H*, an Australian show with more than 260 episodes so far. He said another import from Australia, TAT/PITS *The Sullivans* (with more than 600 episodes), might be used against *Donahue* in the morning. Oldham praised the quality of *The Sullivans* but wondered if the pacing might be too slow for an American audience.

George Skinner, head of the Katz TV news service, used a video collage of newscasts to demonstrate how barriers have broken down regarding what shows up on a newscast. Among the graphic news reports shown was a police raid at massage parlor. Skinner said that news should be "tailoring itself to the mores of the society it serves."

## Changing Hands

PROPOSED

■ **KEVT(AM)-KWFM(FM) Tucson, Ariz.:** Sold by Tucson Radio Inc. to Catalina Mountain Broadcasting Corp. for \$2.5 million plus \$270,000 for agreement not to compete. Seller is owned by Alvin Korngold who is principal owner of **KLAV(AM) Las Vegas.** Buyer is owned by Jay and Louise Heifetz. Heifetz is former Beverly Hills, Calif., public relations man who is currently pursuing MBA degree at Harvard University. Wife is sales executive for **WEEI-FM Boston.** They have no other broadcasting interests. **KVET** is on 690 khz with 250 w day. **KWFM** is on 92.9 mhz with 28 kw and antenna 55 feet above average terrain. Broker: Richter-Kalil and Co.

■ **KCEE(AM) Tucson, Ariz.:** Sold by Strauss Broadcasting to 790 Inc. for \$1.4 million. Seller is owned by Robert Strauss, President Carter's campaign manager (41.5%); brother, Theodore (47.5%), and son, Robert (11%). They have no other broadcast interests. Buyer is owned by Steve Jacobs, Dennis Behan and Sam Young (30% each), John Young (Sam Young's uncle) and Marvin Strait (5% each). Jacobs is president and general manager of **KSDO(AM)-KEZL(FM) San**

Diego, position he will resign to manage Tucson station. Behan and Sam Young are owners of Behan Broadcasting, licensee of **KTAN(AM)-KTAZ(FM) Sierra Vista, Ariz.,** and **KCEY(AM)-KMIX(FM) Turlock, Calif.** Behan also owns 60% of **KLMR-AM-FM Lamar, Colo.** John Young is Tucson real estate investor. Strait owns Colorado Springs accounting firm. **KCEE** is on 790 khz with 5 kw day and 500 w night. Broker: Richter-Kalil and Co.

■ **WWNY(AM) Watertown, N.Y.:** Sold by Johnson Newspaper Corp. to McCaffrey & McCall Inc. for \$450,000. Seller is principally owned by John B. Johnson who also owns *Watertown Daily Times* and **WWNY-TV Carthage** and **WMSA(AM) Massena, both New York.** Publishing company is divesting itself of broadcasting properties and looking for buyers for TV and Massena radio station. Buyer is New York advertising agency. David B. McCall is chairman. It has hired two radio executives away from another Watertown station—**WOTT(AM)-WNCQ(FM)**—to manage new acquisition. Donald Alexander will become president/general manager and James Brett will become vice president/sales manager. Agency has no other broadcast interests. **WWNY(AM)** is on 790 khz with 1 kw full time.

■ **WIKC(AM) Bogulusa, La.:** Sold by Adams Properties, Inc. to MT Broadcasting, Inc. for \$200,000. Seller is owned by Gardner Adams who has no other broadcast interests. Buyer is owned by Mike Tiller who is Houston insurance agent. He has no other broadcast interests. **WIKC-AM** is on 1490 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

APPROVED

■ **WVEC-TV Norfolk (Hampton), Va.:** Sold by WVEC Television Inc. to Corinthian Broadcasting for \$31.2 million. Deal includes wholly owned Pembroke Cable Corp., operator of six CATV systems in Virginia and North Carolina with total subscribership of 3,497 (1979 **BROADCASTING CABLE SOURCEBOOK**). Seller is principally owned by Thomas P. Chisman, who will continue as president and general manager of station, and family. It sold only other broadcast interest, **WVEC(AM)-WVHR(FM) Hampton, Va. (now WWDE-AM-FM),** in May 1978. Buyer of **WVEC-TV** is wholly owned subsidiary of Dun & Bradstreet Co., publicly owned corporation with interests in publishing, marketing, business communications and broadcasting. Corinthian owns five CBS-affiliated TV's: **KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind.; WISH-TV Indianapolis; KOTV(TV) Tulsa, Okla., and KHOU-TV Houston.** Harrington Drake is chairman and chief executive of parent; Philip J. Lombardo is president of Corinthian. **WVEC-TV** is ABC



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■ **WEIC-AM-FM** Charleston, Ill.: Sold by Withers Broadcasting of Eastern Illinois Inc. to Macomb Broadcasting Co. for \$700,000. Seller is principally owned by James K. Withers, who also owns 40% of KGMO-AM-FM Cape Girardeau, Mo. Buyer is owned by Ernest H. Huls (70%) and William Earman (30%). They also own WKIO(FM) Urbana, Ill. and KPER(AM) Hobbs, N.M. WEIC(AM) is on 1270 khz with 1 kw day and 500 w night. WEIC-FM is on 92.1 mhz with 2.2 kw and antenna 140 feet above average terrain.

■ **KLAY-FM** Tacoma, Wash.: Sold by Clay Frank Huntington to RPM Broadcasting Inc. for \$550,000. Huntington also owns KQLA(AM) Lakewood, Wash. Buyer is owned by Ray Courtemanche, who also owns KRPM(AM) Puyallup, Wash. KLAY-FM is on 106.1 mhz with 25 kw and antenna 700 feet above average terrain.

■ Other approved station sales include: WBEX-AM-FM Chillicothe, Ohio; WONH-TV Syracuse, N.Y.; and WMKC(FM) Oshkosh, Wis. (see "For the Record," page 85).

## Black firm proposes network of translators

**FCC is asked to permit 10-city hook-up for distribution of minority-oriented programing**

A new black-owned company has asked the FCC for authority to own and operate 10 television translators in selected cities that would be linked via terrestrial microwave facilities to a single production center. But, unlike other translator applications that request authority to rebroadcast programing from other stations, this proposal is the first to request permission to broadcast original programing.

Applied Communications Technologies Inc., a company formed in October 1979, filed a 185-page document with the FCC outlining a low-power UHF television translator system, which the company says, "will be engaged in offering an informational and entertainment television service for those desirous of a black communicative product." The principals—Angela V. Shaw, an attorney who has previously worked for FCC Commissioner Joseph Fogarty and former Commissioner Benjamin Hooks, is president; William T. Johnson, president of KBLE Columbus, Ohio, a black-owned cable television system, and Nate Long, head of the Television for All Children (TVAC) program distribution house.

Shaw said the proposal, if granted, will fulfill four of the FCC's stated goals: It will increase diversity of program content, increase competition in the marketplace, increase minority ownership of broadcast facilities and serve black communities.

The proposed communities are: Raleigh and Greensboro, both North Carolina; Norfolk, Va., Columbia, S.C., Atlanta,

Jacksonville, Fla., New Orleans, Nashville, Jackson, Miss., and Birmingham, Ala. The proposal said the Bureau of Census population figures estimate "the total combined minority populations of these areas to be approximately two million. Within the nine states within which we seek to operate: 39% of the nation's black elected officials reside, 65% of the nation's black colleges are found and 59% of the nation's black children, ages 9-12."

The proposal further states that each site will "generate technical and economic data designed to assess the viability of low-power translators as a mechanism to improve minority ownership, programing

and participation."

Shaw said the purpose of "the whole thing" is to "enable the FCC to see whether you can use low-power translators to serve small communities at a low cost." The cost—as projected in the proposal to the commission—is about \$1.5 million. Should the proposal be approved, Shaw said the system could be operative in eight months.

"I've talked with almost every commissioner about this; they all have copies of the proposal, and the response has been favorable," she said. "We want as much local emphasis as possible, and I think they will see this proposal as a means of furthering their goals."



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## Legal aid

**Broadcasters get a do-it-yourself law course at NATPE with tips on EEO, political spots, libel**

NATPE delegates were offered four short courses in broadcast law last week, beginning with a seven-count list of when to call a lawyer. That came from Erwin Krasnow, general counsel for the National Association of Broadcasters, who likened the situation to knowing when to call your doctor. "If you call him too much you're a hypochondriac," he said. "There are times to do your own doctoring, and your own lawyering."

The following situations, however, Krasnow said, warrant summoning legal aid:

1. If you become involved in a comparative renewal proceeding.
2. If you're threatened with a petition to deny.
3. If you make a mistake that could get your station into trouble. Never hide it; talk to your lawyer.
4. If threatened with a law suit or a complaint (beyond minor "generic" complaints routinely dismissed by the FCC).
5. If you want to talk to competing stations about anything having to do with rates. Don't. Call your lawyer instead.
6. If you become involved in a union action or a discrimination charge.
7. If you get a call or letter from the FCC. As a rule, Krasnow said, "speak to your lawyer before you speak to the feds."

Anyone who calls a lawyer, Krasnow said, should avoid simply asking him what to do. Because lawyers will often try to talk clients out of any course of action, he advised telling the lawyer what is wanted to be done, and then asking how it can be done lawfully.

After remarking that broadcasting was the most regulated industry in the country, with 37 agencies having a say in what sta-

tions do, broadcast legal expert Larry Perry of Knoxville, Tenn., offered a handful of specific suggestions on how to stay out of trouble with the most prominent of those regulators, the FCC. First, he advised, don't miss broadcasting the announcements required of broadcasters on the first and the 15th of each month. Second, he said, "Form 395 [the annual employment report] will be the most important form you'll file this year." Because of the FCC's new tightening of equal employment opportunity regulations (BROADCASTING, Feb. 18), broadcasters should immediately check their EEO profiles in anticipation of that filing.

Perry also said that broadcasters—through poor employment practices—often become their own worst enemies: 80% of FCC complaints are generated by former employees, he said. "If an employe is doing a good job, tell him so," Perry cautioned. "And when an employe leaves, watch out."

Edward W. Hummers Jr., of the Washington communications law firm of Fletcher, Heald and Hildreth, concentrated on the reasonable access provision (Sec. 312[a]7) of the Communications Act in cautioning NATPE delegates about what they are up against during the political campaign. The recent Carter-Mondale holding (BROADCASTING, Nov. 26, 1979)—although now in appeal—suggests that the candidate is in the best position to determine when his first broadcast appearance is appropriate, and broadcasters probably will have to accede to that judgment. As the number of candidate appearances increases it becomes easier for broadcasters to say no, Hummers advised. He also described the political broadcasting Catch-22: that stations may not censor "uses" by candidates when appearing in political broadcasts or commercials, but must be prepared to afford time for competing viewpoints if a candidate raises controversial issues. A specific example: If a candidate purchases 100 or 200 spots to voice an anti-abortion view, the broad-

caster may have to supply a like number of spots to pro-abortionists.

Hummers "strongly" recommended that stations adopt flexible policies in regard to candidates for federal office—except for the preclusion of selling political spots in news broadcasts. Whether the FCC's pro-federal-candidate posture will extend into state offices is yet to be determined, he said, although that will begin to come clear when the first governor demands a prime-time program period.

Richard L. Barovick of Barovick, Kenecky, Braun, Schwartz & Kay, a New York law firm specializing in show business practice (and counsel to NATPE), touched upon a number of areas of increasing difficulty to programers, primarily involving the portrayal of real people in docudramas or news events. Three legal considerations come into play, he said: defamation, the right of privacy and the right of publicity.

Defamation (or libel or slander) actions may be precipitated by statements that harm a person's reputation in the community, Barovick said. The right of privacy, simply, is the right to be left alone. The broad defense against such actions, Barovick said, is a First Amendment justification of serving a "sufficient public interest." As to the right to publicity, each individual has the exclusive right to sell his propriety interests and control their publicity—a situation demonstrated forcefully in the Zacchini vs. Scripps-Howard case when a station broadcast the entire performance (something like 15 seconds long) of a human cannonball.

"It's a terrible problem," Barovick concluded. If programers want to include attributes of a real person in their creative efforts they'll have to walk a fine legal line.

## Washburn on RKO

**Commissioner tells NATPE audience decision to strip licenses was 'unfortunate' and will be reversed; Van Deerlin doesn't agree**

One of the dissenters from the FCC's 4-3 decision to strip the licenses from three RKO General TV stations became even more vocal on the subject last week. Appearing at a NATPE press conference, Commissioner Abbott Washburn characterized the decision as the work of "some rather inexperienced new commissioners" and predicted it would be overturned in the courts.

Washburn's co-star at the late-night event was Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, who sounded less upset by the RKO result. "I would like to say that the early and excited



**To the limit of the law.** The legal community was represented at NATPE by this panel comprising (l to r) Erwin Krasnow of the NAB, communications law specialist Larry Perry, moderator Stan Marinoff of WISN-TV Milwaukee, Edward Hummers Jr. of Fletcher, Heald & Hildreth and Richard Barovick of Barovick, Konecky, Braun, Schwartz & Kay.



comment from the broadcasting industry [about the case] didn't impress me," Van Deerlin said. Referring to accounts that the decision might cost General Tire as much as \$600 million (if licenses are taken away from all 16 of its broadcast stations), Van Deerlin said such money represents the value of the licenses, not company assets. "No one holds a right to the minting of money," he said, remarking that if the FCC had upheld its hearing examiner's decision in the KHJ-TV case, RKO might not hold those licenses today.

Washburn, however, maintained his offensive. The decision was "extreme, unprecedented and unfortunate," he said, and the resulting "disarray" may last for five or six years while the case travels through the courts. Washburn separated RKO General's culpability from that of the parent General Tire: "If RKO was guilty of what General Tire was then they should have lost the licenses," he said.

Washburn used the occasion to express his opposition to a growing concentration of control in the cable television industry, and said his office was preparing a paper on the subject for circulation among his colleagues. The commissioner—who had dissented from the FCC's approval of the Gannett-Combined Communications merger last year—told a questioner: "Thank God for the Communications Act ... which gave us crossownership rules." He said there was a "desperate need to overcome [the FCC's] inconsistency" on the subject of concentration, and said he

believes other commissioners are being persuaded to his view. (That view, he added, would permit grandfathering of present cable ownerships.) Van Deerlin, asked for his opinion on the cable concentration subject, expressed his guess that Congress would not move on the issue as long as spectrum space is not involved.

The congressman told questioners that "the inevitable surge of technology" was going to change the face of television in the coming decade regardless of what Washington does on the subject. "There's no way the government will stand in the way of technology serving a willing and eager public ... You cannot deny the public its right to have that satellite dish on its roof if they want it," Van Deerlin continued, after calling direct broadcast satellites (DBS) "the real sleeper" of the telecommunications future. Washburn agreed on inevitable technological advance but cautioned that "great care" be taken not to damage the local station's ability to serve the local community.

Washburn, challenged on the FCC's role in fostering or retarding competition between the cable and broadcast industries, said: "I think we've done a pretty good job—both modes are flourishing well."

Van Deerlin had opened the conference with this explanation for the difficulties experienced by his ambition to rewrite the Communications Act: Most of the problems it was designed to address "are still prospective rather than active—you can

still get a dial tone." The country faces so many other problems these days that it's hard to get attention for those in the communications area, he said. As for the common carrier bill now working its way in Congress, Van Deerlin called its prospects "doomed" unless passed by May or June this year.

## Ferris describes 'austere' budget

**At appropriations hearing, he tells senators he needs more money for adding office space**

FCC Chairman Charles Ferris and his top staff people marched up to Capitol Hill last Monday with the FCC's 1981 budget request—one that differed only slightly from the \$77.1 million FCC allocation President Carter proposed in his budget request to Congress at the end of January (BROADCASTING, Feb. 4).

The total amount Ferris requested was \$77,142,000—a \$4,607,000 increase over 1980's \$72,535,000. However, \$3,657,000 of that difference is a pay supplemental for fiscal year 1980—to be appropriated for salary increases Congress voted for government workers. The actual increase would then amount to some \$950,000—most of which will be used for office-space leasing costs.

Ferris told the appropriations subcom-

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mittee his budget request represented a "very austere proposal." He added that "the increase proposed for fiscal year 1981 will only fund a 49% increase mandated by the Government Services Administration in the rental costs of Washington office space." Ferris cautioned that "inflationary pressures" on the goods and services the FCC uses and a "steadily rising tide of over-all applications and requests for our services," will cause a decline "in fiscal year 1981 in our ability to sustain our current level of service."

The General Accounting Office, in a review of the commission, found morale problems, caused especially by lack of office space. The FCC now is housed in its eight-floor main building in addition to seven rented floors in a nearby building, plus 6,800 square feet in a building near Georgetown.

Ferris then outlined programs he felt would use a good chunk of the FCC budget.

He estimated that the UHF/VHF comparability study now under way at the FCC will be finished by the end of fiscal year 1980—which ends Sept. 30—and that by shifting additional funds allocated for it, he would be able to meet the cost of renting additional office space in Washington and Gettysburg, Pa., where the bulk of the commission's business radio licensing is done.

Ferris said because "there is a significant interrelationship between AM and FM radio in the study of the spectrum" he expects that the five-person staff now assigned to the 9 khz study will also add "several FM radio issues to its work."

Ferris added that he expects phase two of the fee refund program—covering fees of \$20 and less—to begin in July. He hastened to add that "while processing the individual refunds in this phase will be much less time consuming than under phase one, it will, nonetheless, be a substantial workload as we expect that 2.4 million individual fees may be refunded, totaling \$31,170,000." He said in phase one of the program—which took nearly eight months to get started because of computer malfunctions—the commission has already made 5,334 refunds totaling \$2,400,756.

Senator Ernest Hollings (D-S.C.) chairman of the Appropriations Subcommittee and chairman of the Communications Subcommittee talked a good deal about the FCC's efforts in children's programming. He said he didn't believe that either the FTC or the FCC should regulate advertising to children and that voluntary compliance by the industry is the best solution. Ferris said he basically agreed with Hollings, and that the FCC was not interested in regulating programming.

## WNET's answer for N.J.

The Educational Broadcasting Corp., licensee of WNET(TV) New York, has told the FCC that it will expand its Gateway facilities in Newark, N.J., to meet the commission's demand that the station

provide greater studio presence in New Jersey.

Last November, the FCC ordered non-commercial WNET to come up with a proposal for a studio "available and uncommitted" at all times, to serve the people of New Jersey. New Jersey public interest groups have pressured the FCC to provide the state with its own television coverage—New Jersey (along with Delaware) does not have its own VHF station.

WNET, originally a Newark, N.J., commercial station was allowed to move its main transmitter to New York in 1961, when it proposed service for the tri-state area. The FCC is now wrestling with the problems of providing service to New Jersey, and WNET is a logical beginning, it feels.

WNET's proposal to the FCC, submitted Jan. 28, said the licensee initially considered expanding its Essex Community College facility. But, the proposal said, "WNET concluded that a contractual undertaking which would provide the licensee with 'unimpaired, nonpre-emptible access to the Essex facilities was more than could reasonably be asked of the college...'"

WNET also explored the possibility of a joint effort with the New Jersey Public Broadcasting Association, but, WNET said, "there was concern that the criterion could not be achieved in view of NJPBA's own production needs."

It then decided to expand its Gateway facility because the "security, accessibility and cost" of other sites were not feasible.

The Gateway facility is "eminently accessible to the citizens of Newark and northern New Jersey," the station said. WNET has proposed a floor plan that includes offices, a production studio, control room, lighting and equipment storage room, reception and guest viewing area, dressing room and videotape room.

The studio will be equipped to produce its regularly scheduled New Jersey programming, and to present "on-air coverage of late-breaking stories." The proposal included a community affairs/development coordinator to maintain a "grass roots" contact with New Jersey citizens.

## Stumping for retransmission consent

**NTIA's Geller reasserts view that his plan would benefit all by restoring marketplace as condition of competition in distant-signal pickups**

Henry Geller, head of the National Telecommunications and Information Administration, took his campaign for retransmission consent to a friendly forum last week. Speaking at Tuesday's luncheon of the NATPE conference, Geller repeated his call to require cable systems to negotiate in the marketplace for the rights to im-

port distant television signals before the country proceeds with wiring its major cities.

Nothing can be done now about taking away past "lollipops" from the public, he said—referring to the compulsory copyright license that now enables cable



Geller

operators to service conventional cable areas—but it's not too late to inject more marketplace competition into the major markets. If not, the government will have skewed competition in favor of the major MSO's, which are out to wire those cities, and against the major network and group broadcasters that own stations in those cities.

Geller offered a two-part plan for governmental policy in communications competition: to create a multiplicity of outlets to carry electronic signals and then to let marketplace forces take over. He cited the first rule as justification for NTIA's stand on 9 khz spacing in the AM radio band, and for directional antennas to create more FM stations, as well as for low-power TV's to create more over-the-air programming opportunities. It's to the broadcasters' advantage to have such multiplicity, he said; otherwise the government will extract something in return.

Geller cited two earlier instances of the success of marketplace competition to bolster his case: the FCC's "open skies" policy on satellite development which he credits for the present number of transponders aloft, and the pay cable competition that emerged after the courts had struck down the FCC's pay cable rules.

One possibility that could emerge from imposition of retransmission consent would be the creation of an advertiser-supported cable TV market, with cable operators bidding against broadcasters for the kind of programming now advertiser-supported on conventional TV. But if the marketplace says "no" to such a system, while it says "yes" to an extension of the present pay cable system, so be it, Geller said.

The NTIA chief hit a responsive chord with his story about three dogs whose bone had been taken away by a still larger dog. The first, a preacher dog, suggested they pray to get the bone back. The second, a lawyer dog, suggested they sue to get it back. The third dog's solution—he was a cable dog, Geller said—was "to whine until the government gives us another bone."



# Technology

## Ampex moving under wing of Signal Co.'s

**Broadcast equipment maker signs \$415-million stock agreement**

Ampex Corp., a major supplier of broadcast equipment since it introduced the videotape recorder in 1956, has agreed to a takeover by the Signal Companies, a holding company based in Los Angeles.

The absorption of Ampex by Signal will be effected by an exchange of common stock: 0.79 shares of Signal stock will be traded for each share of Ampex. That makes the total value of the deal around \$415 million, based on the values of the companies' stock before the agreement was announced. (It is necessary to qualify the \$415-million figure since news of the agreement on Tuesday caused Ampex stock to soar—from 19½ to 27 3/4—and Signal stock to drop 3½ points to 41 1/8.)

Dan Derbes, president of the Signal Companies, said the "friendly acquisition" of Ampex followed two years of on-and-off discussion.

In a joint statement, the companies said the deal is subject to the approval of each company's board of directors and stockholders, favorable tax rulings and the go-ahead from government regulators.

Derbes said the deal fit neatly into the corporate objective of acquiring "premier, high-technology" companies. He said Ampex met the criteria of being a leader in its field, managerially capable and financially strong.

Derbes said that the Signal is still in an acquisitive mood, looking for other such firms.

In accord with its agreement, Ampex officials were unwilling to comment beyond the joint statement.

The companies said that the deal would be closed by mid-1980 unless one of the parties backs out. The contract allows for "termination" by either party up to 10 days before closing if Signal stock trades above \$51 or below \$40 for five consecutive days.

Ampex has, indeed, been a leader in the audio-video field since 1947 when it introduced a magnetic audio tape recorder. And nine years later, it unveiled the first practical videotape recorder at the National Association of Broadcasters convention.

Today, Ampex is a major broadcast equipment manufacturer, maker of videotape recorders, color cameras, switchers and editing machines. Its audio-video division, which also includes audio recording equipment, accounted for \$131.6 million of Ampex's total sales of \$372.4 million in fiscal 1979.

Ampex contains two other divisions: data-memory and magnetic tape. The

data-memory division makes tape and disks drives and add-on and add-in memories for computer end-users and computer manufacturers. It had sales of \$140 million in 1979. The magnetic tape division, reporting \$100.7 million in sales in 1979, makes blank audio and video recording tape for the professional and consumer markets.

The low point in the company's history was reached in fiscal 1971 when it reported a net loss of \$89 million. But under the leadership of Arthur Hausman and other new management, Ampex recovered primarily by getting out of the pre-recorded tape and consumer electronics business and killing off unprofitable product lines.

Signal, which reported sales of \$4.25 billion in fiscal 1979, comprises three large subsidiaries and a number of smaller subsidiaries and investments. The large subsidiaries include Garrett Corp., best known as a maker of jet engines for commercial aircraft; Mack Truck Inc., truck manufacturer, and UOP Inc., designer and builder of oil refineries and developer of refining processes.

Signal also owns 49.9% of Golden West Broadcasters, licensee of five AM's, three FM's and one TV. (Gene Autry owns con-

trolling interest and is chairman and president.)

In keeping with Signal's policy of allowing a subsidiary to operate independently "while retaining financial and legal controls," Derbes said Signal has no plans to shake up the management of Ampex.

## Downsizing cameras

**NATPE technical session hears how CCD's will result in smaller, more versatile equipment**

"The rate of change we have seen in the last five years will be duplicated in the next two and a half," said Duffy Sasser, vice president of operations and engineering for the NBC-owned television stations. Speaking before a Wednesday NATPE panel, "Technology for Program Executives," Sasser said that many of the television cameras "we are seeing today will become obsolete in three to five years—or even less."

Primarily as a result of the introduction of electronic cameras with charge coupled devices (CCD's), the current generation of minicameras now in use

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**Technological primer.** Teaching the program executives a thing or two about technology at Wednesday's session were: Dan Wells, Public Broadcasting Service; Duffy Sasser, NBC owned stations; Lee Pardee, MetroTape West, and moderator Chuck Larsen, WNBC-TV New York.

throughout the nation is on the way toward obsolescence. (CCD cameras, he explained are fully solid-state and have no tubes at all.)

Although, he pointed out, camera size is still dictated largely by the optical elements (which no one has yet figured out how to reduce), much of the electronics will continue to be reduced in size as integrated circuits become more and more a part of camera manufacturing. Sasser said he fully expected to see broadcast cameras the size of 35 mm still cameras in four to five years.

And, taking the lead of the automatic RCA TK-47 studio camera, Sasser said he expected a continuing trend toward more sophisticated camera systems for studios.

The next step in studio camera development, he said, is likely to come in the form of computer diagnosis wherein cameras will, in effect, diagnose their own problems and instruct operators on how to fix them. Beyond that, Sasser said cameras are now being developed with what he called "automatic scene memories" that will allow the camera to store the image of a scene being shot and then reconstruct it for later shootings (thus doing away with the need of still shots to keep scenes true).

Sasser also discussed a new studio feature now appearing on stations—color weather radar. The government's weather radar can now be tied by telephone directly to stations. "No expensive radar systems must be built at the stations" using this

feature, he said.

Beyond that, he pointed out, because the radar can be accessed by telephone, any weather service radar in the country can be brought to a local station. The application for weather-related news stories (such as those coming from Los Angeles last week) was another feature of the relatively inexpensive systems.

Sasser shared the dais last Wednesday with Dan Wells of the Public Broadcasting Service; Lee Pardee, of MetroTape West, and Chuck Larsen of WNBC-TV, moderator of the session.

## EBU worries over SMPTE digital moves

**Europeans have been working on component standard, while here, engineers are looking at composite**

The decision of the Society of Motion Picture and Television Engineers to establish a task force for digital technical standards (BROADCASTING, Feb. 11) comes at an awkward time for European engineers.

John Baldwin, engineer with Britain's Independent Broadcasting Authority, said it was good to obtain wide cooperation on worldwide digital standards, but he said that "problems might occur" with the European Broadcasting Union working party on digital standards, of which he is a member.

The EBU group has been working on the problem for seven years, and has now reached a tentative agreement on a standard for digital television in the component form, in which the three color video signals are digitized separately. The proposed standard is now undergoing a series of technical tests before being recommended to the EBU's technical committee.

Baldwin said the provisional standard is still subject to many reservations, which must be proved groundless before it could be recommended.

Some European engineers are concerned that the entrance of the SMPTE task force might delay the progress made on a component standard and make total agreement more difficult.

Until recently, however, most engineers were concerned with a digital standard for the composite form in which the three parts of the video signal and the synchronization pulses are digitized together. This is where the SMPTE had been in the forefront, since the NTSC composite is attractive.

In Europe, however, there was more emphasis on component coding, since in the SECAM system, component must be used. BBC engineer Allan Jones, also a member of the EBU working party, said the SMPTE might have been surprised at how much the Europeans were moving toward component. "What's happening in Europe has prompted the Americans to think again," he said.

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Tests on the feasibility of the EBU working party standard are now taking place and will not be completed until just before the meeting of the EBU technical committee in April. The exact standard has not been disclosed but is understood to be 768 samples per line for luminance and 256 samples per line for each of the two color segments. This is commonly known as the 12, 4, 4 standard.

The working party will meet just before the technical committee to decide if it will formally propose this standard. The technical committee will see demonstrations by numerous European laboratories of equipment using this standard.

If the technical committee adopts the standard, it will then be put to the International Radio Consultative Committee of the International Telecommunication Union, whose decision on the standard is virtually seen as law.

With the culmination of years of discussion on a digital standard, possibly resulting in European agreement, one engineer said that if there is a chance of getting a world standard, the SMPTE has got to move very quickly.

## U.S. performance at WARC criticized

The U.S. delegation to the World Administrative Radio Conference last fall, which has generally been credited with doing a good job in Geneva, has now been criticized by one of its own. Sharon Nelson, legislative counsel for the Consumers Union, who was a consumer representative on the delegation, has described its performance as "seriously inadequate" and "lackluster."

Glen O. Robinson, the former FCC commissioner now teaching law at the University of Virginia, who headed the delegation, dismissed the criticism as "a kind of instant analysis" by one who had "passed through and caught a glancing view of WARC." Nelson left Geneva early in December after spending four weeks at the conference, which ran almost 11 weeks.

Nelson expressed her views in a 22-page report on the conference that was requested by the State Department's Consumer Affairs adviser, James Tarrant. (The request was routinely made of all five consumer affairs representatives on the delegation, but thus far only Nelson filed one.) And among other things, the report served as a means of giving vent to apparent frustration over a feeling of not being fully used at the conference.

She said she and other consumer representatives felt they were "mere tokens, intended to fill out some vague statistical requirements for special interest, racial or sexual representation on the delegation, or to lend the delegation an air of credibility."

As for the delegation's performance, Nelson praised its technical competence but said it was otherwise ill-equipped for the job. She said it lacked people who could function in an international legis-

lative context. Most delegates were socially and culturally comfortable only with representatives of other industrialized nations and seemed to regard Third World delegates with suspicion, "if not antagonism or condescension," she said.

Robinson expressed surprise and some irritation at Nelson's complaint about not being more actively involved in the work of the delegation. "I thought I made it clear [before the conference] that I regarded her as an observer. She said she would not be in Geneva full time. She never expressed any of those views before, and she had time beforehand to have sought a substantive role." Briefings were available, he said.

And as for the delegation's performance, he said, "I'll stand on the record." Nelson had not supported her claims of alleged failure on the delegation's part with examples of U.S. proposals that failed to be adopted. As a result, Robinson called the criticism "empty and vacuous."

Similarly, he said he knew of no examples that would support Nelson's criticism of the delegation's attitude toward the Third World. "It's true we didn't have the same ties with them that we did with the industrialized allies," he said, "but it's not true we didn't have good relations with them." However, he conceded that relations with Third World countries were "very uneven." In the case of African countries, he said, the reason was a lack of

"common interests."

The Nelson report may find its way into the background papers of congressional committees as they prepare for hearings on WARC. Senate and House Communications Subcommittees have received copies. So has Senator Charles Percy (R-Ill.), a member of the Senate Foreign Relations Committee. But the first such hearing is expected to be held early in March by the House International Operations Subcommittee.

## Collins cleared in suit

An Oklahoma broadcaster has lost a suit he filed against Rockwell International charging misrepresentation and warranty violations. A federal jury ruled that the suit is groundless and awarded Rockwell \$187,042 to cover attorney's fees.

Hal Cochran, president of Arbuckle Broadcasters, licensee of KKAJ(FM) Ardmore, Okla., filed suit against Rockwell's Collins Broadcast Products, claiming that a transmitter, antennas and other equipment purchased from Collins were defective and that Collins failed to honor various expressed and implied warranties. Cochran also contended that equipment defects caused "a fire that destroyed everything."

But after a 10-week trial in the U.S. Court for the Northern District of Texas in Dallas, a jury ruled that the Cochran

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case was groundless and in bad faith, and ordered that Cochran pay Rockwell's attorney fees.

Despite the jury's action, Cochran wasn't willing to give up on his claim. He said that the action isn't final until the judgment is handed down and action has been taken on certain post-trial motions for mistrial. In any case, Cochran promised to appeal if the jury's decision is affirmed.

Should the decision withstand Cochran's appeals he will also be liable for \$56,000 he still owes Collins for the equipment.

Cochran's liability for the attorney's fees will be shared by the Insurance Co. of North America, which had settled with Cochran on the damage caused by the fire in 1975. The insurance company entered the suit as a co-plaintiff after Cochran asserted that the cause of the fire was defective Collins equipment and not arson as originally determined.

Cochran said that he is close to closing on the sale of KKAJ for \$600,000 (BROADCASTING, Jan. 21).

## Lines: the more the better

Television of the future will need a higher quality picture with as many as 1,200 lines instead of the current 525, according to the former technical director of Thomson CSF, Joseph Polonsky.

In a lecture to Britain's Royal Television Society, Polonsky said the need for "high definition television" (HDTV) will first come from the professional sector and eventually transfer to domestic use.

One initial use for HDTV, he said would be in the film industry where moviemakers would like to produce material with videotape equipment and then transfer it to 35 mm film. He said a recent Society of Motion Picture and Television Engineers report said that to reach 35 mm film quality, 1,200 lines would be needed now and 1,500 lines eventually to compete with production quality likely to be achieved by film in 10 years. And much of the equipment should be in digital format as well for the best quality, he noted.

But the largest use could be in the home, not only as a selling point for new television sets, but also to assist in television's future development. "In the future the home TV set will be connected to teletext, computers, electronic mail, picturephone and to satellites. So the technical performance of the future HDTV receiving system will be of fundamental importance in the process of information acquisition and in the interactive communication between individuals."

Unlike the professional sector, Polonsky said, there is no easy reference for what the quality of the picture should be. He said the standards would have to be a compromise between quality and cost. Current proposals, he said, range from 1,100- to 1,500-line screens, with many favoring a doubling of the current 525 and 625 standards. Japan's NHK, he said, is proposing a compromise of 1,125 for all systems.

## InSync

**Better late.** After almost year since it proposed SMARTS (Selective Multiple Address Radio and Television Service) at National Association of Broadcasters convention, RCA has finally begun test of satellite system it hopes to build into nationwide network for distribution of live and syndicated programing and other software. Test, as previously announced, will involve RCA, Post-Newsweek Stations and Viacom International. Viacom is supplying programing; Post-Newsweek, stations, and RCA, hardware and space segment. First station linked to network is WRSS-TV Hartford, Conn. Other P-N stations in Detroit, Miami and Jacksonville, Fla. will be brought on-line in mid-April. RCA which had originally planned to provide all earth stations in network is now saying that participating stations can install their own. If station elects to build own earth station, RCA will nonetheless supply descrambler that restricts stations to receiving only those programs intended for it.

□

**Disks everywhere.** Magnavox Consumer Electronics Co. will begin marketing of Magnavision videodisk machine in five new markets beginning end of this month and early next. Markets include Cleveland, Phoenix, Pittsburgh, Minneapolis-St. Paul and Buffalo. Since its introduction in December 1978, Magnavision has been offered in Atlanta, Seattle and Dallas.

□

**Hot rod of earth stations.** Consolidated Cable Utilities will, like most operators of new cable systems, offer its subscriber smorgasbord of satellite programing, but earth station CCU has chosen to do that job in Sandwich, Ill., will include horn-reflector antenna manufactured by Antennas for Communications in Ocala, Fla. According to Steven Galagan, vice president of AC, horn-reflector antenna is simply "fully enclosed offset parabolic reflector," commonly used by AT&T for its terrestrial links. Galagan said only difference between horn-reflector antennas used by cable operators and those used by telephone company is cable antenna is one-and-a-half times bigger. Horn-reflector antennas are used in areas where ground microwave transmissions could cause interference with satellite signal. Galagan said antenna has "best side lobe discrimination" and has lower noise characteristics. CCU installed earth station for Sandwich system at antenna site of WSPY(FM) Plano, Ill.

□

**More choices for earth station builders.** Hughes Aircraft has introduced new satellite receiver and down converter. Hughes put devices in two separate packages to allow for flexibility in use. Receiver, SVR-463, features 24-transponder push-button channel selector and automatic gain control and is said to be fully compatible with other satellite equipment on market.

□

**Satellite meets translator.** Spanish International Communications Corp. turned on what it claims is first translator receiving signal for rebroadcast from satellite. On Sunday (Feb. 24) K31AA Denver, UHF translator on ch. 31, became 36th affiliate of Spanish International Network, provider of Spanish-language programing to cable systems and television stations. "Satellator," as SIN chooses to call new station, receives SIN signal from Westar II satellite and rebroadcasts it (with antenna on KWGN-TV Denver's tower) to 200,000 Spanish-speaking residents in Denver area. SIN says that it is currently transmitting 100 hours per week of news, talk, variety, movies, sports programing.

□

**Updating update.** CBS television has purchased 16 BVH-1100 one-inch helical videotape recorders from Sony Corp. for price pegged at little over \$1 million. In prepared statement, Joseph A. Flaherty, vice president, engineering and development at CBS, said purchase represents "another step in the modernization of our videotape facilities and a continuation of the movement to replace two-inch quadruplex equipment with the one-inch format." CBS said that 16 units would be used to update facilities at CBS production centers in New York, Washington and Los Angeles.

□

**Sales report.** Philips Broadcast Equipment Corp. announced that it sold over \$2-million worth of professional video tape recorders in 1979. It has also reported orders for its LDK-25 studio cameras from KOLN-TV Lincoln, Neb., and Southwestern Bell totalling over \$500,000.



# For the Record

As compiled by BROADCASTING Feb. 11 through Feb. 15 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. SH—specified hours. S-A—Scientific Atlanta. SL—studio location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New Stations

### AM Actions

- Miami, Fla.—ALJ Walter Miller dismissed application of Dade Communications Inc. for 990 khz, 5 kw-U. Address: 8334 Bird Rd., Miami 33155. Estimated construction cost \$30,000; first three months operating cost \$170,000; revenue \$635,000. Format: Spanish. Principal: Gui Govaert, principal of marketing management firm in Miami. He has no other broadcast interests. (BC Docs. 79-305-12) Action Feb. 8.
- Miami, Fla.—ALJ Walter Miller dismissed applica-

tion of Latin American Broadcasters for 990 khz, 5 kw-U. Address: 2747 S.W. 20th St., Miami 33145. Estimated construction cost \$95,000; first three months operating cost \$46,000; revenue \$600,000. Format: Spanish. Principals: Victor Lanz, who has applied for new TV at Tampa, Fla.; Jose J. Arzuaga, who owns 50% of WREI-FM Quebradillas, P.R. and part of WXYX-FM Bayamon, P.R. and George M. Arroyo, principal, WBRQ-FM Cidra, P.R. and part owner, WBS-FM Charlotte Amalie, Virgin Islands. (BC Docs. 79-305-12) Action Feb. 8.

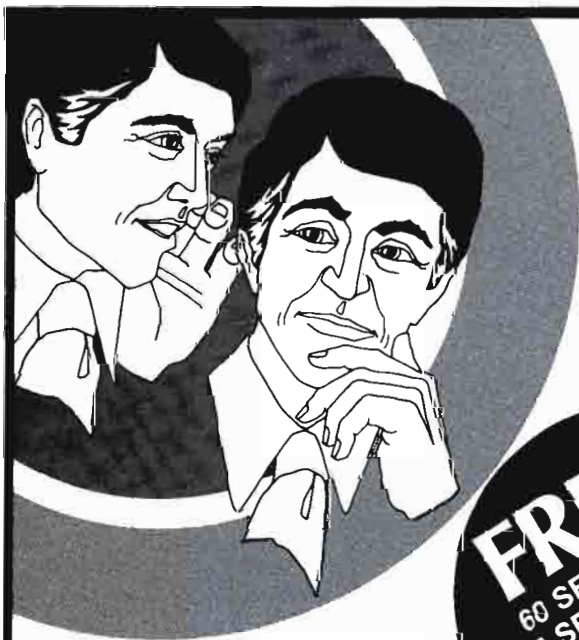
### FM Actions

- Dunedin, Fla.—ALJ Joseph Stirmer granted Stereo FM 92.1 mhz, 3 kw, HAAT 284 ft. P.O. address: 845 Indian Rocks Rd., Belleair, Fla. 33516. Estimated construction cost \$39,215; first-year operating cost \$80,000; revenue \$50,000. Format: MOR. Principals: John and Jean Southmayd (67.5%), Carol and E.C. Marquardt Jr. (22.5%) and Manly St. Jean (10%). Southmayd is lawyer; St. Jean is contractor for General Electric and chief engineer for WDCL(AM) Dunedin and Marquardt is lawyer. (BC Docs. 78-169-171). Action Feb. 15.
- Lewisburg, W.Va.—FCC Review Board has upheld initial decision of ALJ Reuben Lozner granting Lewisburg FM Broadcasters 105.5 mhz, 3 kw, HAAT 300 ft. P.O. address: 107 N. Lafayette St., Lewisburg 24901. Estimated construction cost \$31,793; first-year operating cost \$21,700; revenue \$50,000. Format: C&W, top 50, talk. Principals: Edward L. Shuey, Claude F. Jones and Woodrow Taylor (33-1/3% each). Men have interests in WSLW(AM) White Sulphur Springs, W.Va. Shuey also owns 50% of WMON(AM) Montgomery, W.Va. (BC Docs. 78-333-4) Action Jan. 29.

## Ownership Changes

### Applications

- KEVT(AM) Tucson, Ariz. (AM: 690 khz, 250 w-D)—Seeks assignment of license from Tucson Radio Inc. to Catalina Mountain Broadcasting Corp. for \$2.5 million plus \$270,000 for covenant not to compete. Seller: Alvin Korngold who is principal owner of KLAV(AM) Las Vegas. Buyer: Jay and Louise Heifetz (married). Jay Heifetz is former Beverly Hills public relations person who is currently persuing MBA at Harvard University. Louise is sales executive for WEEL-FM Boston. They have no other broadcast interests. Ann. Feb. 14.
- WIKC-AM Bogalusa, La. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Adams Properties, Inc. to MT Broadcasting, Inc. for \$200,000. Seller: Gardner Adams who has no other broadcast interests. Buyer: Mike Tiller who is Houston independent insurance agent. He has no other broadcast interests. Ann. Feb. 8.
- KCEE(AM) Tucson, Ariz.: Sold by Strauss Broadcasting to 790 Inc. for \$1.4 million. Seller is owned by Robert Strauss, President Carter's campaign manager (41.5%); brother, Theodore (47.5%), and son, Robert (11%). They have no other broadcast interests. Buyer is owned by Steve Jacobs, Dennis Behan and Sam Young (30% each), John Young (Sam Young's uncle) and Marvin Strait (5% each). Jacobs is president and general manager of KSDO(AM)-KEZL(FM) San Diego. position he will resign to manage Tucson station. Behan and Sam Young are owners of Behan



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Broadcasting, licensee of KTAN(AM)-KTAZ(FM) Sierra Vista, Ariz., and KCEY(AM)-KMIX(FM) Turlock, Calif. Behan also owns 60% of KLMR-AM-FM Lamar, Colo. John Young is Tucson real estate investor. Strait owns Colorado Springs accounting firm. KCEE is on 790 khz with 5 kw day and 500 w night. Broker: Richter-Kalil and Co. Inc.

## Actions

■ WEIC-AM-FM Charleston, Ill.: (AM: 1270 khz, 1 kw-D, 500 w-N; FM-92.1 mhz, 2.2 kw)—Broadcast Bureau granted assignment of license from Withers Broadcasting of Eastern Illinois Inc. to Macomb Broadcasting Co. for \$700,000. Seller is principally owned by James K. Withers, who also owns 40% of KGMO-AM-FM Cape Girardeau, Mo. Buyer is owned by Ernest H. Huls (70%) and William Earman (30%). They also own WKIO(FM) Urbana, Ill., and KPER(AM) Hobbs, N.M. Action Feb. 13.

■ WBEX-AM-FM Chillicothe, Ohio: (AM: 1490 khz, 1kw-D, 250 w-N; FM: 93.3 mhz, 18.5 kw)—Broadcast Bureau granted assignment of license from Truman A. Morris to Chillicothe Communications Inc. for \$448,750. Morris also owns 50.2% of WCAI(AM) Fort Myers, Fla. Buyer is wholly owned subsidiary of Central Broadcasting Corp., owner of WKBV-AM-FM Richmond, WBAT(AM) Marion and WBIW(AM) Bedford, all Indiana. Central is owned by 50 individuals; James R. Quigg is chairman and his cousin, William M. Quigg, is president. Action Feb. 13.

■ WONH(TV) Syracuse, N.Y. (Permittee Ch. 43)—Broadcast Bureau granted assignment of license from Onondaga UHF TV Inc. to American International Communications of Syracuse Inc. for \$150,000. Seller: Stephen Jacobs, Henry Fogel, Howard Hall, Richard Wells and Albert Lintel, Jr., 20% each. They have no other broadcast interests. Buyer is owned by American International pictures (85%) and Harvey Slesowsky (15%). Former is publicly traded Delaware corporation. Samuel Arkoff is president and 34.7% owner. It is also applicant for new TV at Albany N.Y. Slesowsky is president and director of Broadcast Information Bureau, New York City publishing company. He has no other broadcast interests. Action Feb. 12.

■ KLAY-FM Tacoma, Wash.: (106.1 mhz, 25 kw)—Broadcast Bureau granted assignment of license from Clay Frank Huntington to RPM Broadcasting Inc. for \$550,000. Huntington also owns KQLA(AM) Lakewood, Wash. Buyer is owned by Ray Courtemanche, who also owns KRPM(AM) Puyallup, Wash. Action Feb. 13.

■ WVEC-TV Norfolk (Hampton), Va.: (ch. 13; 316 kw vis., 3.16 kw aural)—Broadcast Bureau granted transfer of control of WVEC Television Inc., from Thomas Chisman to Corinthian Broadcasting for \$31,200,000 ("In Brief," May 21). Deal includes wholly owned Pembroke Cable Corp., operator of six CATV systems in Virginia and North Carolina with total subscribership of 3,497 (1979 BROADCASTING CABLE SOURCEBOOK). Seller is principally owned by Thomas P. Chisman, who will continue as president and general manager of station, and family. It sold only other broadcast interest, WVEC(AM)-WVHR(FM) Hampton, Va. (now WWDE-AM-FM), in May 1978. Buyer of WVEC-TV is wholly owned subsidiary of Dun & Bradstreet Co., publicly owned corporation with interests in publishing, marketing, business communications and sports programming as well as broadcasting. Corinthian owns five CBS-affiliated TV's: WXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind.; WISH-TV Indianapolis; KOTV(TV) Tulsa, Okla., and KHOU-TV Houston. Harrington Drake is chairman and chief executive of parent; Philip J. Lombardo is president of Corinthian. WVEC-TV is ABC affiliate on channel 13 with 316 kw visual, 3.16 kw aural and antenna 980 feet above average terrain.

■ WMKC-FM Oshkosh, Wis. (FM: 96.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Kimball Broadcasting to Cummings Communications for \$400,000. Seller: Miles Kimball Co. (100%). Alberta S. Kimball is principal owner. Kimball Co. is a mail order firm. Ted Leyhe is president of Kimball Broadcasting. They have no other broadcast interests. Buyer is owned by Alan H. Cummings (100%). Cummings' principal occupation is investor. For past 3 years he has been director and shareholder of 2 cable companies, Centennial Communications Corp., Hartford City, Ind. and Community Cablevision Inc., Belvidere, Ill. He has no other broadcast interests. Action Feb. 5.

## Facilities Changes

### AM Action

■ WMMW(AM) Meriden, Conn.—Granted CP to change hours of operation to unlimited; add nighttime power of 5 kw; increase daytime power to 2.5 kw; install DA-2; both operating at TL, 1 mile north of Route 66, on Chamberlain Hwy Meriden; change SL and RCL to 21 Colony St., Meriden; make changes in ant. sys. (BP781116AJ). Action Feb. 4.

### FM Actions

■ WDAI(FM) Chicago—Granted CP to install aux. ant. at TL, 875 North Michigan Ave., Chicago; to be operated on 5.7 kw; ant. height: 1170 feet; change TPO (BPH791116AF). Action Feb. 5.

■ WKSM(FM) Tabor City, N.C.—Dismissed application to modify CP to make changes in ant. sys.; change type ant.; increase ERP: 1.76 kw; change TPO; add directional antenna (BMPH790928AM). Action Feb. 7.

■ KPAS(FM) El Paso, Tex.—Granted mod. of CP to change to approximately 0.24 miles south of Comanche Peak, El Paso; change ERP: 81 kw; ant. height: 1380 ft. (BMPH791228BO). Action Feb. 5.

### TV Actions

■ WGNO-TV New Orleans—Granted CP to change ERP: 2690 kw; ant. height: 1010 ft.; change TL to Paris Rd. and Bayou Bienvenue, New Orleans; change type trans. and antenna (BPCT790523KE). Action Jan. 30.

■ KSHO-TV Las Vegas—Granted mod. of CP to change ERP: 245 kw; max. ERP: 316 kw; ant. height 1920 ft.; change TL to Black Mountain, 10 miles SSE of Las Vegas; change type ant. and granted waiver of Section 73.614(b)(4) of rules (BMPCT-800104KE). Action Jan. 30.

■ WCTI-TV New Bern, N.C.—Granted CP to change ERP: 316 kw; ant. height: 1960 ft.; change TL to Hwy 1002, three miles NNE of Trenton, N.C. change type trans. and ant. and waived Section 73.610 of rules; conditions (BPCT-5039). Action Feb. 4.

■ KFHC-TV Oklahoma City, Okla.—Granted mod. of CP to change ERP: 2000 kw; ant. height: 1520 ft.; change TL to Eastern Ave., N of NE 108th St. Oklahoma City; type trans and ant (BMPCT-790625KG). Action Jan. 25.

■ KWRB-TV Riverton, Wyo.—Granted CP to change ERP: 120 kw; antenna height: 1710 ft (BPCT790731KI). Action Jan. 30.

## In Contest

### FCC Decisions

■ KRLA(AM) Pasadena, Calif.—FCC has terminated as moot, proceeding involving revocation of interim authority awarded Oak Knoll Broadcasting Corp. to operate KRLA(AM) Pasadena, Calif. Oak Knoll ceased operation of station Nov. 26, 1979 same day that new licensee, KRLA Inc. started operation of same, as result of comparative hearing to select regular licensee. Action Feb. 13.

■ KPOI(AM)-KDUK(FM) Honolulu—FCC has determined Sudbrink Broadcasting Company has fulfilled Equal Employment Opportunity commitments, and renewed licenses for its stations KPOI(AM) and KDUK(FM) Honolulu, until February 1, 1981, remainder of regular license term for Hawaii stations. On Nov. 30, 1979, FCC granted Communico Oceanic Corp. a one-year renewal for KPOI(AM) and KDUK(FM), and imposed periodic EEO reporting conditions on both stations because of low level of affirmative action and minority employment. Same day, FCC granted assignment of stations to Sudbrink and imposed reporting conditions on new licensee. Action Feb. 13.

■ WMAM(AM)-WLST(FM)-WCJL(AM) Marinette, Wis.—FCC has designated for hearing applications of Near-North Broadcasting, Inc. for renewal of licenses for WMAM(AM) and WLST(FM), and of CJL Broadcasting, Inc. for renewal of license for WCJL(AM) all Marinette, Wis. FCC said information before it raised serious questions as to whether applicants possess qualifications to remain FCC licensees. In view of these questions, FCC said it was unable to find that grant of renewal would serve public interest

and therefore must designate applications for hearing. Action Feb. 13.

## Allocations

### Actions

■ Bethel, Ark.—In response to petition by Tundra Broadcasting Inc., proposed assigning 100.1 mhz at Bethel as its first FM assignment; comments due April 7, replies April 28 (BC Doc. No. 80-46, RM-3483). Action Feb. 13.

■ Santa Barbara, Calif.—In response to petition by Classical Radio of Santa Barbara, assigned ch. \*88.7 mhz to Santa Barbara as its second FM, effective March 24 (BC Doc. No. 79-171, RM-2948). Action Feb. 5.

■ Sebring, Fla.—In response to petition by Broadcasting Telecasting Services, Inc. proposed deleting ch. \*27 (which is unoccupied and unapplied for) at Sebring and assigning Channel 48 in its place. Broadcasting Telecasting Services, licensee of WBBH-TV Fort Myers, Fla., seeks substitution to avoid short-spacing which would result if its station's proposed trans. relocation were granted. Comments due April 7, replies April 28 (BC Doc. 80-48, RM-3466). Action Feb. 12.

■ Coeur D'Alene, Ind.—In response to petition by Coeur Broadcasting, Inc. seeking assignment of 101.9 mhz to Coeur D'Alene, proposed following three plans: 1) assigning 101.9 mhz and 106.1 mhz to Coeur d'Alene and modifying existing CP on 103.1 mhz to one of the two channels, with ch. substitutions at Orofino, Ind.; Libby, Mont., and Colfax, Wash.; 2) assigning 101.9 mhz to Coeur d'Alene as its second FM assignment, with channel substitutions at Orofino, Libby, and Colfax; 3) assigning 102.3 mhz at Coeur d'Alene as its second FM assignment. Also ordered Idaho Broadcasting Co., permittee on 103.1 mhz at Coeur d'Alene, to show cause why its permit should not be modified to specify operation on 101.9 mhz if Plan 1 is adopted. Comments due April 7, replies April 28 (BC Docket No. 80-50, RM-3183). Action Feb. 13.

■ Lexington, Ky.—In response to petition by Frederic Gregg, Jr., proposed assigning Ch. 62 to Lexington as its fifth TV assignment (fourth commercial); comments due April 7, replies April 28 (BC Doc. 80-45, RM-3491). Action Feb. 13.

■ Chatham, Mass.—In response to petition by Rosemary D. Nelson, proposed assigning 107.5 mhz to Chatham as its first FM assignment; comments due April 7, replies April 28 (BC Doc. No. 80-51, RM-3218). Action Feb. 13.

■ Ackerman, Miss.—In response to petition by H. Richard Cannon, proposed assigning 107.9 mhz to Ackerman as its first FM assignment; comments due April 7, replies April 28 (BC Doc. 80-49, RM-3251). Action Feb. 13.

■ Bridgeport, Neb.—In response to petition by Media Inc., proposed assigning 101.3 mhz to Bridgeport as its first FM assignment; comments due April 7, replies April 28 (BC Doc. No. 80-52, RM-3219). Action Feb. 13.

■ Caldwell, Ohio—In response to petition by Tri-County Radio Inc., assigned 104.9 mhz to Caldwell as its first FM assignment effective March 24 (BC Doc. No. 78-176, RM-3088). Action Feb. 5.

■ San Antonio, Tex.—In response to petition by Classical Broadcasting Society of San Antonio, assigned 90.9 mhz to San Antonio as its fourth FM assignment, effective March 24 (BC Doc. No. 79-109, RM-3153). Action Feb. 5.

■ Vancouver, Wash.—In response to petition by KLRK Broadcasting Corp. requesting removal of Ch. \*14 at Vancouver assigned Ch. 49 to Vancouver instead, thereby retaining Ch. \*14 for future use, effective March 24 (BC Doc. 79-175, RM-3559). Action Feb. 5.

■ Westover and Grafton, W.Va.—In response to petition by Craig L. Falkensine, proposed assigning 100.9 mhz to Westover, W.Va. as its first FM assignment, and substituting 95.9 mhz for 265A at Grafton. Also ordered Conti Broadcasting, Inc., permittee of WQIT(FM) Grafton, to show cause why its permit should not be modified to specify operation on 95.9 mhz. Comments due April 7, replies April 28 (BC Doc. No. 80-47, RM-3260). Action Feb. 13.



# Professional Cards

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(301) 827-8725  
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351 Scott Dr., Silver Spring, Md. 20904  
(301) 384-5374  
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Cleveland, Ohio 44141  
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DALLAS/FORT WORTH  
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# Services

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# Summary of Broadcasting

## FCC tabulations as of Jan. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,527	3	28	4,558	93	4,651
Commercial FM	3,110	2	43	3,155	181	3,336
Educational FM	1,010	0	25	1,035	92	1,127
<b>Total Radio</b>	<b>8,647</b>	<b>5</b>	<b>96</b>	<b>8,748</b>	<b>366</b>	<b>9,114</b>
Commercial TV						
VHF	514	1	2	517	9	526
UHF	222	0	7	229	62	291
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
<b>Total TV</b>	<b>990</b>	<b>4</b>	<b>19</b>	<b>1,013</b>	<b>81</b>	<b>1,094</b>
FM Translators	291	0	0	291	152	443
TV Translators						
UHF	1,247	0	0	1,247	359	1,606
VHF	2,494	0	0	2,494	173	2,667

\*Special temporary authorization

\*\*Includes off-air licenses

## Translators

### Licenses

- K68BL Klagetoh, Ariz.—Granted license covering new UHF TV translator station (BLTT790201IQ). Action Jan. 15.
- K63AV, K61AX, Wellton and Mohawk Valley, both Arizona—Granted licenses covering new UHF TV translator stations (BLTT-790108IP, BLTT-790109IC). Action Jan. 15.

## Satellites

### Earth Station Applications

- The following applications were announced Feb. 11.
- Skybird Satellite TV—Granger, Utah (5m.; AFC; KZ54).
- National Christian Network, Inc.—Cocoa, Fla. (11m.; Harris Corp.; WZ72).
- Auburn Telecable Corp.—Auburn, Ala. (5m.; S-A; WZ73).
- Telecable of Radcliff Inc.—Radcliff, Ky. (5m.; S-A; WZ74).
- Roane Cable TV Inc.—Kingston, Tenn. (5m.; AFC; WZ75).
- Liberty TV Cable Inc.—Morae, Ga. (5m.; S-A; WZ76).
- Metrovision Inc.—Palos Hills, Ill. (4.5m.; Andrew; WZ77).
- Thompson Cablevision Co.—Pocatalico, W.Va. (5m.; AFC; WZ78).
- Valley Antenna Systems Inc.—St. Paris, Ohio (4.6m.; S-A; WZ79).

### Earth Station actions

- Hickam, Hawaii and Fiengayan, Guam—Communications Satellite Corp. is denied request for waiver under Section 319(d) of Communications Act to permit construction of new satellite earth stations at Hickam and Finegayan (File Nos. 391-CSG-P-80, 392-CSG-P-80).
- Metro Cable, Inc.—Pipestone, Minn. (KY91).
- Cablevision—Seward, Neb. (KY93).
- Cablevision—Crete, Neb. (KY94).
- RCA American Communications, Inc.—Atlanta, Ga. (WD34).
- Greater Star Link Corp.—Detroit (WH30).
- Satellite Business Systems—McLean, Va. (WS27).
- Atlanta Board of Education—Atlanta (WT88).
- Harris Corp.—Pawcatuck/Westerly, Conn. (WY71).
- Cheaha Cablevision, Inc.—Childersburg, Ala. (WY77).

- Platteville Cable TV Corp.—Platteville, Wis. (WY78).
- Deerfield Cable Systems, Inc.—Bernardston, Mass. (WY79).
- Harris Corp.—Addison, Tex. (KY42).
- City of Hydrburg—Hydrburg, Alaska (KY63).
- United Cable Television of Jacksonville—Jacksonville, Tex. (KY64).
- Monticello Cablevision Co.—Monticello, Iowa (KY68).
- Western Cable, Inc.—Cameron, Tex. (KY69).
- Newton Cablevision, Inc.—Newton, Iowa (KY96).
- Hawkeye Communications, Inc.—Bethesda, Iowa (KY87).
- Media Cable TV Systems, Inc.—Lamar, Colo. (KY88).
- Nodak Cablevision—Wishek, N.D. (KY89).
- James M. Barker—Hamburg, Ark. (KY90).
- Hi-Net Communications, Inc.—Syracuse, N.Y. (WY88).
- American Satellite Corp.—Sanford, Fla. (WY97).
- Service Electric Cable TV Inc.—Birdsboro, Pa. (WY98).
- Robertson County Cable TV Inc.—Springfield, Tenn. (WY99).
- Total Communications Cable Co., Inc.—Monticello, Ind. (WZ20).
- Cablevision of Bayonne—Bayonne, N.J. (WZ21).
- Twin Valley TV Inc.—Newport, N.H. (WZ22).

## Cable

- The following cable service registrations (ann. Feb. 14) have been filed:
- Jonesville Cablevision Inc. for Jonesville, La. (LA0132) add signal.
- Reynolds TV Cable Service for Stoneboro, Cochranton, Utica and Polk, all Pennsylvania (PA1841-44) new system.
- KLR Cable TV Inc. for Sumner, Ill. (IL0354) new system.
- Teleprompter of Newburgh Cable TV Corp. for Stewart Army Subpost, N.Y. (NY0833) new system.
- Brown International Communications for Soldnata, Kenai, Nenana, Marshall and Seldovia, all Arkansas (AK0023-27) new system.
- Metrovision Suburban Communications Inc. for Melrose Park, Ill. (IL0352) new system.
- Cablevision Inc. for Russellville, Ky. (KY0411) new system.
- UA-Columbia Cablevision for Allendale, N.J. (NJ0409) new system.
- Troy Newchannels for Stillwater, N.Y. (NY0836) new system.

- Alert Cable TV of North Carolina Inc. for Rockingham, N.C. (NC0222) new system.
- Teleprompter for Grosse Pointe, Grosse Pointe Farms, Grosse Pointe Park and Harper Woods, all Michigan (MI0424-28) new system.
- Cablevision for Williamson, Tex. (TX0598) new system.
- Cablevision Systems Long Island Corp. for Manorhaven and Baxter Estates, both New York (NY0834-5) new system.
- Numsen Master Antenna Systems Inc. for Desoto, Soldiers Grove and Ferryville, all Wisconsin (WI0202-5) new system.
- Teleprompter Corp. for Coal Valley, Ill. (IL0353) new system.
- Concordia Cablevision Inc. for Ridgecrest, La. (LA0177) new system.
- Harron Cable Television Co. Inc. for Malvern, East Goshen, East Whiteland, Tredyffrin and Willistown, all Pennsylvania (PA1846,7,9,50-1) new system.
- Concordia Cablevision Inc. for Concordia, La. (LA0178) new system.
- Cross Country Cable TV et al for Keyport, N.J. (NJ0408) new system.
- Cablevision Associates et al for Pickerington and Canal Winchester, both Ohio (OH0734-6).
- Teleprompter Corp. for Ruston, Wash. (WA0306) new system.
- General Cable Vision Inc. for Whitley, Ky. (KY0413) new system.
- Carson Cablevision for Fort Carson, Colo. (CO0133) new system.
- Columbia Cable TV Co. Inc. for Irom, S.C. (SC0085) new system.
- Audubon Electronics Inc. for Springfield and Medford, both New Jersey (NJ0411-10) new system.
- Continental Cablevision of Elyria Inc. for Elyria, Ohio (OH0737) new system.
- Continental Cablevision of Hamilton County Inc. for Cheviot, Ohio (OH0738) new system.
- Continental Cablevision of Northeast Ohio Inc. for Bay Village and Mentor, both Ohio (OH739.40) new system.

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
KETK	Paul Webber et al Alvin, Tex.
	<b>New FM's</b>
KJFP	Intercontinental Ministries Inc., Yakutat, Alaska.
KDDA-FM	KDDA-FM Inc., Dumas, Ark.
WTPL-FM	R.D. Broadcasting Corp., Tupper Lake, N.Y.
KUJ-FM	Capricorn Communications Corp., Walla Walla, Wash.
	<b>Existing AM's</b>
KKCC	KWOW Clinton, Okla.
WJBT	WWBK Brockport, N.Y.
KTIA	KMZK Fort Worth, Tex.
WBCI	WMBG Williamsburg, Va.
WPOZ	WBBN Clarksburg, W.Va.
	<b>Existing FM's</b>
KSMX	KTGA Fort Dodge, Iowa
KTZA	KSVP-FM Artesia, N.M.
KKCC-FM	KWOW-FM Clinton, Okla.

### Grants

Call	Assigned to
	<b>New AM</b>
KRLA	KRLA Inc., Pasadena, Calif.
	<b>New FM</b>
WZOE-FM	WZOE Inc., Princeton, Ill.
	<b>Existing AM</b>
WREY	WMBV Millville, N.J.



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Here's the opportunity** of the decade! 100,000 watt KSKD FM, Salem, Oregon has a Sales Manager opening. Top pay for the person who has a proven sales and management background. Minimum of three years sales and/or management required. Act now. Send resume to Terry McRight, President & General Manager, P.O. Box 631, Salem, OR 97308. EOE.

**Assistant Sales Manager**, train for Sales Manager position successful growing AM/FM in Southwest. Must be experienced self starting motivator. M/F EOE. Send resume and earnings. Box B-141.

**Person now in small market** sales ready to take on station management. Send resume and references. E.O.E. Box B-168.

**Classical Music Station** in the Carolinas requires experienced program director. Will also do air shift. Must be familiar with F.C.C., etc. EOE. Box B-204.

**Sales Manager AM/FM**. Need good organizer with radio sales background to keep our excellent sales department humming. Salary, commission, override, fringes. Reply and references to Vern Kaspar, PO Box 545, Frankfort, IN 46041.

**General Manager** for Class B FM in Ohio, must be experienced in Local and Regional Sales. Please send complete resume to W. Triplett, Rt. 2, E. Sandusky, Bellefontaine, OH 43311

### HELP WANTED SALES

**Great Opportunity** for a sales pro now. Akron, Ohio area AM-FM combination is expanding. Position includes excellent draw, commission, expenses and benefits. Call Bob Klaus, 216-673-2323 or write Media-Com Inc., 3325 Daleford Rd, Cleveland, OH 44120. E.O.E.

**We're red-hot** with TM's Stereo Rock format. Write, don't call, Sales Manager, WPMY Radio Station, 201 Humboldt Street, Rochester, NY 14610.

**Experienced group operator** has just purchased 2 Stations in New England. Immediate openings in sales and sales management. Great opportunity for the right people. Contact Dick Lange, WNUS, West Springfield, MA 413-781-5200. EOE.

**KSLM, Salem, Oregon** has an opening for a seasoned, professional salesperson. Minimum two years experience required. RAB consultant sell orientation necessary. Super chance to locate with a highly professional organization. Send resume to Terry McRight, President & General Manager, P.O. Box 631, Salem, OR 97308. EOE.

**WTVR AM/FM is continuing** its search for a radio account executive. The individual we desire must be experienced in advertising sales to both agency and direct accounts. Strong communications skills, knowledge of radio ratings, verifiable previous employment and automobile ownership are prerequisites. Send detailed resume to: Phil Miller, General Sales Manager, WTVR AM/FM, 3314 Cutshaw Avenue, Richmond, VA 23230. WTVR AM/FM is an Equal Opportunity Employer.

**Growing broadcast group** located in the Sunbelt seeking experienced sales person. Excellent benefits. EOE. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352. 919-276-2911.

**Experienced Radio Salesperson**... creative, ambitious and professional. Assume active account list in small mid west market and build on it. Salary plus commission. Write "Art" Fishler, Gen Mgr., KGMT, PO Box 425, Fairbury, NE 68352. KGMT E.O.E.

### HELP WANTED ANNOUNCERS

**WWL-FM seeks the best** beautiful music announcer for air and production. Send tape and resume to Ann Ogden, WWL-FM, New Orleans, LA 70176.

**Guam 24hr FM** has immediate openings for experienced announcer/salesperson with good production. Send resume/aircheck to KSTO, PO Box 20249, Guam Main Facility 96921.

**Northern Michigan AM & FM** on beautiful Lake Huron. Looking for an air personality, experience preferred. Tape & resume, John Carroll, WIOS, PO Box 549, Tawas City, MI 48763.

**Group operated** Beautiful Music station in Top 10 Market has midday opening. Sunbelt city, excellent company benefits. Equal Opportunity Employer. Box B-144.

**Small market Texas station** has opening. We're looking for talent-not necessarily experience. Send tape and resume to A. Durham, Box 409, McMinnville, TN 37110. Phone 615-473-6535.

### HELP WANTED TECHNICAL

**Are you a First Class licensed** technician frustrated with the humdrum waste of your abilities? Would you like to work in a well-equipped three man lab with a crackerjack "No. 1"? We are a rapidly expanding, sophisticated CATV system—soon 300 miles—and, WCOJ, a well-established 5000 watt fulltime AM station. Location: 30 miles west of Philadelphia, in picturesque historic Chester County. Liberal company benefits, profit sharing plan. EOE. Contact: Louis N. Seltzer at 215-384-2100 or write to PO Box 231, Coatesville, PA 19320.

**Chief Engineer FM/AM** combination in S.E. Wisconsin. FM is 50 kw top 40, with new studios. AM is 500w, partially automated with Harris 90 system. Contact John Fischler, Corporate Engineer, 8686 Michael Lane, Fairfield, OH 45014. 513-874-5000.

**Chief Engineer** for 5,000 watt daytime, two tower directional simple pattern and low-power class A FM. STL, Marti remote, 2-Way, ready to automate. All new equipment. Lost present engineer to Pittsburgh major. Benefits. General Manager, WKMC/WHPA, 1108 Twenty Eighth Ave., Altoona, PA 16601. 814-224-2151.

### HELP WANTED NEWS

**All news WBRE** at Wilkes-Barre, PA has an immediate opening for capable communicator who can dig it, write it and deliver it with professional skill. Tapes and resume to Joe Gries, Box 28, Wilkes-Barre, PA 18773.

**Sports Reporter**, independent all-news. Requires experience, strong writing and delivery, knowledge football, baseball, basketball, hockey. Sports talk show experience helpful. References, resume, non-returnable tape to Greg Lucas, Sports Director, WEBR, 23 North Street Buffalo, NY 14202. An equal opportunity employer.

**Reporter** with an interest in sports needed for Midwest news leader. Minimum three years experience, good delivery, and writing ability. Prefer tapes and resumes from Midwest. Equal Opportunity Employer. David Allen, News Director, WOOD Broadcasting, Inc., 180 N. Division, Grand Rapids, MI 49503.

**News Director** for AM-FM Simulcast news in Fargo-Moorhead market. Other duties include public affairs and public service programming. Good writing skills and ability to communicate essential. Send tape, resume and salary requirements: Charlie Bennett, P.D., KVOX, PO Box 97, Moorhead, MN 56560. Equal Opportunity Employer.

**News Director**. Top 30 market all-news in Northeast is seeking an individual with a strong news background and supervisory level experience. All-news experience a plus. We offer a competitive salary, good benefits, and a 17 plus person staff. Station is committed to comprehensive reporting. We are not a headline service. Equal Opportunity Employer. Resume, references, salary history to Box B-156.

**Experienced news director** northeast top 50 market. Big staff, new equipment, Lucrative compensation. Replies to Box B-178.

**Freelancers**—Dameron Communications, Inc. seeks freelance reporters throughout the country (smaller towns, too) to regularly produce nationally broadcast interviews. Average pay is \$45 for three hours work. If you have access to a Sony, Superscope, or other broadcast quality cassette recorder, send resume and demo to Dameron Communications, 13900 Castle Boulevard, Suite 302, Silver Spring, MD 20904.

**Paul Harvey, Lowell Thomas** Type Newsperson needed now to add a special touch to Major Market MOR Morning Drive News. If you can communicate with an adult audience tell us about it. The more unique the better. Box B-196.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**One of Northern California's** top beautiful music stations is looking for a creative production director. If your specialty is creative commercial writing, production and voicing, then give me a call. Charles Hancock, KZST, Santa Rosa, CA 707-528-4434. EOE M/F.

**Production slave** for top 50 New York Market. \$180 salary for super worker, Production and some copy. Write Box B-176.

**Come to Upper Midwest**—6 station group seeks experienced, mature program/operation manager for our small market group. You will direct, inspire, train, and enjoy long term future and stability. Box B-147.

**Weather person** to build weather reputation for snow-bound upper New York major market radio station. Replies to Box B-185.

**Program Director**—WQRS-FM, Detroit, Michigan. Experience in classical music. Excellent opportunity with growing group owner. On-air ability, production and promotion background, experience in staff supervision and work with outside programming suppliers. Send resume, availability and salary requirements to Lee Hanson, WQRS-FM, 1200 Sixth Street, Detroit, MI 48226. Outlet Broadcasting an EEO employer.

### SITUATIONS WANTED MANAGEMENT

**Broadcast Professional**, ten years competitive medium market experience, desires position as General Manager. Proven success in sales and program management. Presently employed. Box B-74.

**Increase Sales! Increase billing!** Increase collections! Increase profits! Increase ratings! Sales oriented General Manager with extensive background available very soon for good solid station or organization that not only wants success, but truly understands what it takes! Box B-137.

**GM or GSM**, Southeast. I can make your station very successful. Presently group manager. Versatile with much experience and hustle. Box B-154.

**Operations Manager**, 9 years experience, professional, integrity, organizer & leader, knowledge in programming, music, production, sales, promotion, engineering, news, traffic, automation, FCC rules, license renewal, new station construction, seeks station manager position. Box B-158.

**Mature General Manager** with strong sales and programming background. Successful record in achieving maximum profits with AM/FM and CATV. Will consider strong positive investment opportunity. Interested in relocating to Florida or sunbelt, will consider other areas. Excellent business, personal and financial references. Box B-165.

**Experienced management available** for Texas television or radio. Budgets, sales, marketing and quotas. Box B-59.

**Experienced Engineer** wants to get into mid-management—Was college trained in finance and some accounting and personnel—Experienced all phases broadcasting and FCC rules. Prefer Florida, Georgia, or Alabama. Reply to P.M.S. c/o 27 Riverside Terrace, Quincy, IL 62301 or call 217-223-1448 after 7:30 P.M. (c.s.t.).



## SITUATIONS WANTED MANAGEMENT CONTINUED

**Career cul-de-sac.** Medium market sales rep needs change. Sales management preferred. 135% growth in 5 years. Heavy copy, production included 11 years experience. Hard working, good ideas. Earnings potential a must. First-rate EOE's with serious offers only. Box B-143.

**Sales minded, bottom line** general manager seeks a station owner with same goals. Box B-198.

**Strong Street Hustler:** young, organized, creative, motivates others and experienced in all phases of broadcasting. Seeking Sales/Station Manager position within West Coast medium market. Box B-207

## SITUATIONS WANTED ANNOUNCERS

**Male D.J.,** 21, creative, hardworker. 3rd phone. R.B. or Disco format. Resume and tape available. Small market radio. Relocate immediately. Call or write Gethmus Lavender, after 5:00 pm 213-599-3106. 1496 Walnut, No. 9, Long Beach, CA 90813.

**Talented female D.J.**—College graduate commercial experience in FM-AOR. Versatile-willing to work any format. Will relocate. Phone 216-533-7471.

**D.J. 3 years experience.** 22. 3rd endorsed. Creative and hardworking. Will relocate, bags packed for medium to medium-small market. Ron Dischner, 51 Moreland St., Buffalo, NY 14206. 716-893-0532.

**Experienced "Audio Philosopher"**, who's reliable, not afraid of long hours, and willing to relocate. For air check and resume call 312-388-3040 or write Jim Mulvaney, 12832 May, Chicago, IL 60643.

**Norfolk State's Finest** is ready right NOW! Programmable for any format. 3rd endorse. Sports reporting. Tight segues. T&R's: "SuperTom", 2909—Liberia Drive, Norfolk, VA 23504, 804-622-8030.

**Actor,** reads well, takes direction well, articulate, no regional dialect, seeks PT/FT work announcer, production small to medium market New England Area—Arty, Box 538, Holliston, MA 01746. 617-429-1310.

**Morning man,** presently employed at KYA-FM/San Francisco, now available due to staff reduction for automation. Seeking major market air position, have current employer's reference. Call Mike Taylor 415-849-3762.

**Small market PD/sports director** wants to move up. Personable, excellent play-by-play, sports talk. Give me a chance to put my multi-talents to work for you. I'm good and I want to put down some roots. Will relocate. Box B-203.

**Announcer with program and production** director experience strong production skills and board work, available immediately, relocate anywhere, tape resume on request. Michael Freenor, 224 Morningstar Road, Staten Island, NY 10303 call 212-720-1421.

## SITUATIONS WANTED TECHNICAL

**Inexpensive adult programming** with inexpensive automation. My thirty years as an engineer, programmer makes it possible. Box B-199.

**Need quality engineering** talent? See display ad for Director of Engineering-Chief Engineer this issue.

## SITUATIONS WANTED NEWS

**Former pro athlete** currently sports director in mid-west medium market seeks sports position, with P-B-P. Preferably East. Call Jim 617-696-1442.

**Need Professional Help?** Check me out! Newsroom veteran. Excels in gathering, writing, interviewing, airing, anchoring. Employer will provide excellent references. Box B-84.

**Six years' experience NY** metro area. News director, anchor, field reporter. Co-producer award-winning newsmagazine. Seek new challenge in reporting/anchoring/public affairs. Box B-93.

**News woman,** four years medium market experience seeks reporter/anchor position in Massachusetts/New Hampshire. Strong delivery, writing, production skills. Responsible, committed, cooperative. 617-465-2183.

**Dependable** news reporter tired of being one-man department; seeks move to larger market. 3 yrs. Ohio small market experience. Midwest markets preferred. Box B-101.

**Award-winning sportscaster**—employed—seeks sports talk/TV/PBP. All offers considered. Degree (Journ.). Top references, credentials. Box B-148.

**Major Market News Director**—Operations Manager. Highly experienced, take charge professional. Prefer Southern metro. Will consider others. Box B-79.

**PBP-Sportscaster.** Currently own production company originating college basketball midwest. 28, M.S. communications, 7 years experience. Seek medium-major market PBP and/or right sportscasting situation. Tom 316-231-9200.

**Happy here,** but want to do News/PA Exclusively! Five Years, including Medium, Top 30 markets. Any midwestern market. Wyatt Cox, Box 11544, Wichita KS 67211. 316-267-8490.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Sunbelt only:** 14 yr. experience all areas. First, family man. Minimum is \$16,000. Desire position with opportunities. Contemporary or country, small medium market only. Relocation expenses part of package. Reply to Box B-92.

**Stop!** Why look further? I'm a creative pro with 6-1/2 years experience. Super production, excellent copy, tight board and more. Seeking production and/or air shift at medium market A/C or top 40 station or ad agency. Words can only say so much. For air check with production and copy samples, call 614-383-1905. E.O.E. (Equal Opportunity Employee).

**Operations Manager** in top 50 market. Brought present station from 2.2 to 9.9 in last ARB breakout. Knowledge of FCC rules and regs, sales experience, excellent references, proven track record, BA and working toward MBA. Experience in all formats. Run a tight ship, ready to build your station. Let's talk. 216-493-4755.

**Country Music Professional!** Let's talk Business! I've done it all for 15 years. Exceptional references. Box B-201.

**Are you looking** for a well rounded program manager? I know license renewal, ascertainment, promotion, production, E.O.E., sales, market assessment, quarterly and annual budgeting. I'm looking for a growing company. Box B-193.

# TELEVISION

## HELP WANTED MANAGEMENT

**Joint Position:** Director of KESD FM-TV/Associate Executive Director of South Dakota Office of Public Broadcasting, Brookings, SD. Direct all operations of KESD FM/TV and assist Executive Director of SD Office of Public Broadcasting. Qualifications: Advanced degree in Journalism, Mass Communications, or a related field plus extensive experience in communications or an equivalent combination of education and experience is required. Requires significant knowledge of radio-TV programming, development, and communications law. Public broadcasting administrative/management experience desirable and will be given preference. Ph.D. and university teaching experience in communications desirable. Deadline: March 15, 1980 or until suitable applicant selected. Salary: \$28,000, negotiable according to experience. Send resume and three references to Chairperson, Search Committee, KESD FM/TV, Pugsley Center, South Dakota State University, Brookings, SD 57007. SDSU is an Equal Opportunity/Affirmative Action Employer F/M.

**General Manager** for station in major southwest network group operation. Send basic information, will discuss by telephone. Heavy emphasis on assuming total responsibilities. E.O.E. Box B-52

**VHF Independent,** hot property, wants Program Manager on the way up. Solid knowledge of ratings, features, and syndicated property required. Strong promotion instincts helpful. Equal opportunity employer. Send resume to Box B-128.

**Grass-Roots TV in Aspen,** Colorado, seeks Station Manager. Qualifications: maturity, business and administrative skills, experience in personnel management and community relations, sensitivity, and commitment. Send inquiry and resume to Grass-Roots, Box 2006, Aspen, CO 81611. We'll send you info on the station, job and salary.

## HELP WANTED SALES

**National Sales Manager**—sunbelt market station needs aggressive sales manager to work with rep. for strong national growth. Contact Rennie Corley, WXII-TV, Multimedia Broadcasting Co., Phone 919-721-9944, PO Box 11847, Winston-Salem, NC 27106. E.O.E. M/F.

## HELP WANTED TECHNICAL

**Tired of snow?** PTL has openings in these areas: Video Tape, Audio, and Satellite Engineering. Minimum qualifications are 1st class license, 2 years broadcast experience, plus modest maintenance experience. Must be able to work second or third shifts. Salaries are competitive. Send resume to Director of Engineering, PTL Television Network, 7224 Park Road, Charlotte, NC 28279. Equal Opportunity Employer.

**Wanted immediately** chief engineer for beautiful full color facility in Reno. Heavy experience in T.V. maintenance, management, and supervision required. Salary in mid-20's. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395.

**Assistant Chief Engineer** with proven ability for established South Texas VHF. EOE. Box B-98.

**Master control and video tape** technicians. First class license and experience required. First class operation with high technical standards. Call or write T. Arthur Bone, WPRI TV, East Providence, RI 02914 401-438-7205. An EOE.

**Come west** to high Sierras overlooking Lake Tahoe. Rugged individual with 5 years experience needed as TV transmitter supervisor. Contact Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241 extension 395. An equal opportunity employer.

**Maintenance Engineer** experienced in studio equipment including TCR-100, cameras, Eng. Tape equipment. Transmitter and microwave experience helpful. Contact: Ken Renfrow, Chief Engineer, KOAA-TV, 2200 Seventh Ave., Pueblo, CO 81003.

**Check This!** Opportunity in sunny South Texas for qualified Chief Engineer. EOE. Box B-117.

**Our production load** is expanding and we need HELP! PTL has openings for the following production positions: Studio Lighting Director, EFP Lighting Director, Lighting Technicians, Cameramen, Scenic Staging, Prop Construction. A minimum of two years broadcast experience required. Salaries are competitive. Send resume to Production Unit Manager, PTL Television Network, 7224 Park Road, Charlotte, NC 28279. PTL is an Equal Opportunity Employer.

**A sunny South Florida** television station is looking for a studio maintenance engineer with a minimum of 3 years experience and FCC first phone. Send resume to Ed Roos, WPTV, PO Box 510, Palm Beach, FL 33480. EOE.

**Maintenance Engineer**—3 to 5 years experience for a modern, well-equipped northeast large market independent. Good salary and benefits. An Equal Opportunity Employer. Send resume and salary requirements to Box B-172.

**Engineer Supervisor,** for midwest AM-FM-TV. The successful applicant will be knowledgeable and experienced in state-of-the-art audio systems, AM directional, U.H.F., and have construction and installation experience. First class ticket required. E.O.E. M/F. Box B-15.

**TV Transmitter Technician**—Immediate opening for TV Transmitter Technician at Channel 7 operation. Technical education, FCC 1st Class license, and experience necessary. Please send resume to Personnel Department, WNAC-TV Boston, a CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.



## HELP WANTED TECHNICAL CONTINUED

**Video Tape Operator/Engineer** for Rocky Mountain area. Familiar with Sony 1100, ACR-25, Ampex 1200, full-time network delay. FCC first. Apply Charles Upton, Pikes Peak Broadcasting, Box 1457, Colorado Springs, CO 80901. 303-632-1515. EOE.

**Broadcast Engineer** familiar with operation, design and maintenance of modern telecommunications equipment and methods including digital techniques to work at studio and remote locations. Min. req. 1st class F.C.C. license and: 3 yrs. TV exp., or 2 yrs. related courses or SBE certificate. 4 yrs. EE degree acceptable in lieu of license. Contact Personnel WTVS, 7441 Second Blvd., Detroit, MI 48202. EOE/M/F.

**Florida network affiliate** has an opening for a chief engineer that will provide a great amount of self-satisfaction. This is a real opportunity to advance your professional career and do so in a great place to live. Salary open. E.O.E. Reply to Box B-208.

## HELP WANTED NEWS

**Meteorologist wanted** for Florida television station; excellent opportunity in a major weather market; require at least two years on-air experience; an Equal Opportunity Employer; send resume to Box B-19.

**Reporter Photographer** for Northern Illinois news leader. Rockford-Freepoint station seeks self-starter with ENG experience. Tape and resume to News Director, WIFR-TV, Box 239, Rockford, IL 61105. EOE.

**Anchor**—for top-rated operation in 3-station Joplin market. If you have good news background, pleasant appearance, good voice and real ability to communicate, we want to see your tape. Salary negotiable. Solid future in excellent area for a real pro who can do more than just read the news. Tape and/or interview required. E.O.E. Rush tape and resume to Don Blythe, KOAM-TV, Pittsburg, KS 66762.

**Reporter with experience** and ability to handle 1 PM to 10 PM shift. Resume to Personnel Director, Broadcasting, Box 100, Nashville, TN 37211. An Equal Opportunity Employer.

**Wanted: Sports Anchor/Reporter.** Must do own shooting/editing. Upper Midwest market. \$8500-\$9000. EOE. Box B-188.

**We're looking for** news anchor who can produce and deliver a winning newscast. CBS affiliate in Illinois' second largest city, competitive market. Tape, resume and salary history to News Director, WIFR-TV, Box 239, Rockford, IL 61105. EOE.

**Sports Director:** Need aggressive sports anchor. Top 100 Market. Emphasis on local coverage, features and commentary. Anchor experience a must. Send resume Box B-138.

**Night Assignment Editor** for top ten market station. Good news judgement and the competitive urge imperative. Experienced writer, familiar with ENG operation. Box B-162.

**Faculty position** in broadcast journalism. Supervise reporting, writing, producing, broadcasting news programs in newsroom environment. Conduct classroom sessions. Advise students. MA required. Extensive experience in radio news or radio and television news with solid record of accomplishment and excellent recommendations also required. Teaching experience, interest in academic research, doctorate desirable. Position open August 1, 1980. EOE. Send resume and references to Chairman Broadcast Department, School of Journalism, University of Missouri, Columbia, MO 65211. Deadline: April 1, 1980.

**News Producer** (Jackson/Lansing, Michigan). Experienced broadcast journalist with at least two years of reporting or producing background. A strong writer, who is well organized, creative and can edit, to put together our evening newscasts. Send resume, writing samples and tape to WILX-TV, PO Box 30380, Lansing, MI 48909, Attn: Personnel. Equal Opportunity Employer.

**Photographer** for a station that values good photography and good photographers. You'll work with live shots, tape and film in a creative atmosphere; in a medium-sized midwestern market. Box B-179.

**News Reporter**, possible anchor work. ENG and editing experience helpful. Will consider school graduate for small building News Dept. Tape and resume to Marty Orgel, WBMG-TV, Box 6146, Birmingham, AL 35209.

**Executive Producer** to produce late newscast and oversee evening news operations. Must have at least three years producing and news management experience. A job with lots of room to grow for bright and creative person. Contact David Henderson, News Director, KMGH-TV, 123 Speer Blvd., Denver, CO 80203.

**TV News Reporter/Anchor:** Immediate opening for person with at least three years experience as a working reporter/anchor. Heavy emphasis on live news coverage. We need a person who knows how to communicate with interest and energy. Contact David Henderson, News Director, KMGH-TV, 123 Speer Blvd., Denver, CO 80203.

**Sports Director** needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone with a solid background in sports who can communicate that knowledge in an interesting and entertaining manner. Equal Opportunity Employer. Send resume to Box B-206.

**Assistant News Director** to manage and guide the day to day newsroom operation. Must have at least five years experience in TV news management and newscast production. Contact David Henderson, News Director, KMGH-TV, 123 Speer Blvd., Denver, CO 80203.

**TV News Producer**—Response for writing, timing and coordination of newscasts, including quality control and accuracy. Must have B.A. in journalism or telecommunication arts; executive training in journalism, and current TV news production techniques with understanding of film and ENG editing. Salary \$14,000 depending upon training and experience. Send complete resume to News Director, WOI TV, WOI Building, Ames, IA 50011, by March 5, 1980. E.O.E./AAE.

**TV News Director:** Mississippi's top television news operation is seeking a news director. Individual must have strong knowledge of news, both gathering and production. And ability to guide, direct and motivate young talented news department which is strong on talent and potential, but short on experience. Must be strong administrator as well as top notch news person. Send resume and salary requirements to General Manager, PO Box 1214, Jackson, MI 39205.

**TV Broadcast Meteorologist.** Must be able to gather pertinent weather data from highly-sophisticated in-house equipment; generate regional forecasts; prepare appropriate visual material and deliver weathercasts in a manner that is understandable and of interest to the viewing public. Must have BA in meteorology or equivalent experience and education, 3-5 years current TV weathercaster experience & AMS accreditation. Salary \$20,000, depending upon experience and education. Send complete resume & current tape to: News Director, WOI-TV, Ames IA 50011 by April 1, 1980. E.O.E./AAE.

**Reporter-Anchor** with experience for expanding staff. Must demonstrate outstanding capability to produce stories. Send tape and resume to W. Vincent Burke, V.P. News, WHAS, Inc., Box 1084, Louisville, KY 40201.

**Producer** must have experience with ENG. Must have track record of excellence. Send tape and resume to W. Vincent Burke, V.P. News, WHAS, Inc., Box 1084, Louisville, KY 40201.

**General Assignment Reporter** for local TV station. Strong reporting and production background & two years experience as TV news reporter preferred. Send resume and/or tape: Personnel Office, 3 Constitution Plaza, Hartford, CT 06115. We are an equal opportunity employer!

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Producer**, knowledgeable, experienced and familiar with all producing techniques; capable of extensive travel, doing feature pieces for syndicated Magazine Show. Send resume to Michael D. McKinnon, McKinnon Productions, KIII-TV, PO Box 6669, Corpus Christi, TX 78411. E.O.E.

**Prime time magazine** in the top ten markets is looking for two top people. One field producer who can tell great stories, and one ENG photographer/editor with an eye for beautiful pictures. If you have experience with features that stand out, and care about quality, we'd like to hear from you. E.O.E. Box B-28.

**Eastern NBC Affiliate** seeking to upgrade promotional efforts is looking for the idea person who can spark a coordinated media campaign. Promotion director should be able to write and produce for TV, radio and print media with professionalism. EEO employer at Box B-186.

**News promotion** is where it's at. Need an assistant promotion manager with experience in news promotion. Must be a good idea person and be able to write and direct effective news promos. Salary open. E.O.E. Reply to Box B-202.

**Television Program Director:** Position currently available. Responsible for supervision and operation of campus color television services. Includes planning and production of programs, supervision of production workers, implementation of goals related to development of television operations. Limited television practical teaching will be required. MA in Communications with emphasis in educational television. Some practical experience required. Salary competitive. Send resume and credentials by April 1, 1980 to: Dwight Cleveland, Director of Broadcast Services, Office of Communications, Troy State University, Troy, AL 36081. Troy State University is an Affirmative Action/Equal Opportunity Employer.

## SITUATIONS WANTED MANAGEMENT

**General Manager** with outstanding credentials! Television 24+ years; Radio—13 years; Broadcasting—35+ years, including MANAGEMENT 19+ years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, film-buying, news, promotion, community-involvement, etc. In markets small, medium and large, overcame overwhelming obstacles, achieved revitalization/rapid-turnarounds; produced spectacular sales and profits, plus prestige. Very competitive! Quality-leader in industry. Accustomed to full responsibility. Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend-interviews. Box B-197

**General Sales Manager**—Wishes to relocate to the southeast. Proven success in agency, station, rep., and management. Active, concerned, personable. Let's talk it over. Box B-200.

**Currently employed** G.M. with excellent record and references seeking new opportunity. Box B-191.

## SITUATIONS WANTED TECHNICAL

**TV-FM-AM Field Engineering Service** 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.

**Director of Engineering** who has corporate level and hands on experience in construction, maintenance of TV/AM/FM group owned stations, seeks position with a company who has plans to expand, operate, update, modernize an efficient operation. Prefer sun belt headquarter location. Box B-166.

**Operations/Maintenance Engineer** with TV broadcast experience seeks permanent full time position. Solid technical school background. 1st phone with radar. Can relocate. Box B-180.

**Field Engineering**, system design, installation, modification, by day, week, or project. Religious media discount. Jim Cason, POB1254, New Bern, NC 28560. 919-638-5956.

**Need quality engineering** talent? See display ad for Director of Engineering-Chief Engineer this issue.

## SITUATIONS WANTED NEWS

**Need professional help?** Check me out! Radio newsroom veteran. Excels in gathering, writing, interviewing, airing, anchoring! Ready for TV break. Employer will provide excellent references. Box B-84.



## SITUATIONS WANTED NEWS CONTINUED

**Young woman seeks** entry level reporting. Two years college FM news. BBA. Good appearance and writing skills. Will relocate. Tape. Laura Bruce, day 516-294-4182, eve 516-775-1559.

**If you're reading this** looking for someone strongly committed to news with good editing, reporting, production skills, then I'm looking for you too. Major market experience. BA Broadcasting. Desire small/medium market. Box B-130.

**Aggressive black reporter** with major market experience seeks position in competitive market. Market size no problem as long as position has opportunity for advancement. Call 704-375-5318.

**Meteorologist**—Experienced 2½ years radio. Forecaster, manager private service. TV consultant looking for station. Knowledge of animation. National Weather Association committees radio/TV, ethics, public forecasts. Chris Orr, 23364 Larkshire, Farmington, MI 48024. 313-476-4621.

**Washington, D.C. Correspondent:** Experienced reporter looking to cover the nation's capitol for local markets. Radio/TV. Film and tape. Box B-174.

**Major market pro** reporter/anchor wants evening anchor. Knowledgeable, 35, degree, family. Box B-194.

**I know the importance** of numbers. Award-winning TV/AM News Director seeks Reporter/Anchor/News Management position. Proven track record. 703-527-6183.

**Is your weather** dull and boring? The nation's number one weather family can add personality, credibility and a rating-getting gimmick. We do telethons, commercials, promotion and talk shows. Box B-190.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Experienced auditor** in broadcasting, desires divisional controllership or senior audit position. Degreed, early thirties, single. Will travel. Resumes furnished. Box B-82.

**Black-Producer-Director-Switcher**, Top 40 market, 8 years experience in news, public affairs and entertainment seeks new challenges. Forte is local production with network look. Large northeastern or southern city preferred. Box B-48.

## SITUATIONS WANTED MANAGEMENT

**Mature General Manager** of large CATV System middle atlantic states, 25,000 Basic subscribers, 9,000 Pay subscribers. Interested in relocating to growth opportunity in Florida or south East, will consider other areas. Successful background in achieving maximum profits. Excellent business, personal and financial references. Box B-103.

## For Fast Action Use BROADCASTING's Classified Advertising

## ALLIED FIELDS

### HELP WANTED SALES

**Broadcast Systems, Inc.** is looking for professional sales engineers to represent many of the nations top equipment manufacturers. Requirements are heavy TV Station Engineering and TV Equipment sales experience. Our compensation plan includes an attractive base salary and a rewarding commission schedule. Expenses are paid. Send resume to BSI, 8222 Jamestown, A-103, Austin, TX 78758 or call 512-836-6014 or 800-531-5232.

### HELP WANTED ANNOUNCERS

**Live disco dee-jay** to run teen disco at large Maryland ocean front amusement park from mid-May through Labor Day. Will be on-duty at least five (5) evenings per week. Reply in writing only with resume and availability to: J. Fineran, Heineken, Fineran & Assoc., PO Box 1318, Salisbury, MD 21801.

## HELP WANTED INSTRUCTION

**Television Faculty:** Instructor/Assistant Professor, tenure track, contingent on funding, to start September 1980. Professional background in production, writing and/or broadcast news for growing department with award-winning, on-going production/station management workshop. Good mix of academic and professional experience required, appropriate terminal degree. Salary competitive. EOE/Affirmative Action Employer. Send resume and references to: Ron Rabin, Chairman, Department of Journalism, Broadcasting and Speech, Buffalo State College, 1390 Elmwood Avenue, Buffalo, NY 14222 by March 15, 1980.

**Loyola** has 3 tenure track August '80 openings. Assistant or Associate Professor level. Successful candidates will be considered for chairperson (Ph.D. required) for Communications Dept. with 11 full-time faculty, 380 majors. Advertising/Public Relations sequence is new and needs several course offerings including commercial, copywriting. Journalism concentration seeks faculty member familiar with VDTs to teach basic reporting and writing, media law, advise student weekly. Broadcast opening requires versatile teacher for TV/radio and film production courses and to advise campus radio station. Terminal degree preferred. Professional experience required. Salaries negotiable. Write: Search Committee, Communications Dept., Loyola University, 6363 St. Charles Avenue, New Orleans, LA 70118. Loyola is an equal opportunity/affirmative action employer.

**Mass Communication.** Instructor (tenure track) position available September, 1980. Duties may include teaching broadcast announcing, broadcast writing, radio production, TV production. Professional announcing and production experience required. Masters degree required/Ph.D. preferred. F.C.C. First Class License preferred. Salary to \$15,964. Minorities and women encouraged to apply. Application deadline: April 7, 1980. Send complete credentials to: Dr. Irene Shipman, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204. An equal opportunity employer.

**University of Nevada-Reno** seeks faculty member to develop TV/radio news sequence beginning in fall of 1980. Should have at least master's degree and 5 years of full-time professional news experience, with emphasis in broadcasting. Salary and rank depend on qualifications. Deadline for applications: Feb. 1, 1980. Write to Prof. L.W. Gilleland, Chairman, Department of Journalism, University of Nevada-Reno 89557. An Affirmative Action/Equal Opportunity Employer.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000** and 5,000 watt AM FM Transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**I.G.M. 500 Automation Channels** wanted. Would consider buying whole brain. Alan Moore, 618-532-1885.

**Used Grass Valley** 1600-3D or larger. Cash. Video East, Inc. 215-330-8766.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Hellaz** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**AM Transmitters (Used)** 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**40' Mobile Vans:** Excellent condition - 10,000 miles. 10 tons air conditioning, 15KW heating. Production oriented. Complete with CDL-1260 Switcher and Philips-PC-70 cameras. Ready to roll, reasonably priced. Northwest Teleproductions 612-835-4455.

**1 KW AM Gates BC-1T** and BC-1J. On the air. Many spares. Current proofs. M. Cooper 215-379-6585.

**Ampex TA55B UHF Transmitter**—55 kw, Good condition, \$150,000.

**GE TT57 30KW UHF transmitter**—Spare Klystrons available Fall \$45,000.

**GE PE-400 Color Cameras**—Pedastals, Racks, like new, ea \$14,000.

**GE PE-350 Color Cameras**—All accessories, good condition, ea \$7,000.

**GE PE-240 Film Camera**—Automatic Gain & Blanking, \$8,000.

**IVC 500 Color Camera**—Lens, cables, encoder, \$8,000.

**RCA TK-27A Film Camera**—Good Condition, TP 15 Available, \$12,000.

**Eastman CT-500 Projector**—Optical and mag sound, \$9,000.

**Eastman 285 Projectors**—Reverse, good condition, ea \$6,000.

**RCA TVM-1 Microwave**—7GHZ, Audio Channel, \$1,000.

**RCA Hi-Band refurb. heads**—RCA Warranty, ea \$3,500.

**Ampex 1200A VTR's**—Loaded with Options, ea \$24,000.

**Norelco PC-70 Color Camera**—16X1 200M lens, 2 available, ea \$18,000.

**Norelco PCP-70 Color Camera**—Portable or Studio Use \$10,000.

**Norelco PC-60 Color Camera**—Updated to PC-70, new tubes, \$11,000.

**New Videotek Monitors**—Super quality, low price.

**New Lenco Terminal Equipment**—Fast Shipment, 30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen or Charles McHan, Quality Media Corporation, In GA call 404-324-1271.

**Audio Carousels:** 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for fast sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241.

**FM Transmitters (Used)** 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**1 KW AM RCA BTA-1R.** 1962, on-air, excellent condition, SS rectifiers. M. Cooper 215-379-6585.

**3 KW FM Visual** with Collins 310Z-1 exciter, excellent condition, on air. M. Cooper 215-379-6585.

**5 KW AM Gates BC5-H,** on air, spare finals, spare driver deck. M. Cooper 215-379-6585.

**Ampex AVR-2 Videotape recorders:** Three fully loaded, nearly new VTRs (two with editors), equipped with dropout comp., Autochroma/velocity comp., auto tracking, and full color monitoring, interfaced to CMX-300 system, plus three spare heads. Contact Rod Hall at 213-577-5400.

**1,000KW Power Plant** (One Million Watts): Perfect for standby generator for entire TV station (or small town). Diesel fueled. Like-new condition. \$150,000. Bill Kitchen, Quality Media Corporation. 800-241-7878.

**RCA Quad Videotape machines:** Two TR-70's, two TR-60's, one TR-61, one TR-22, two TR-5's, one TR-4. In stock, all high-band with heads, some have DOC, Cavec and editors. Call Ivey Communications Corp. 305-423-8299.

**Test equipment for sale:** In stock, new and used waveform monitors, vectorscopes, color monitors. Choose from Hewlette Packard, Tektronix and Conrac. Call for quote on immediate delivery. Ivey Communications Corporation 305-423-8299.

**Houston-Fearless "Colormaster"** film processor, Model CM16ME4. In good condition. Has tendency (clutch) drive system. Will use processes ME-4, VNF-1, and RVNP from 30-50 feet per minute. Will consider any reasonable offer. Contact News Director, WTOL-TV, PO Box 715, Toledo, OH 43695.



**FOR SALE EQUIPMENT  
CONTINUED**

**Microwave Associates MA2A transmitter,** receiver, antennae, dishes. 2 watts, 2 Gig. range, one audio channel. Solid state. New Life Communication 612-235-6404.

**Automation Package:** IGM 500, in instacart, 1 carousel, 1 Scully transport, 1 time announcer. \$6500 Firm. P.O. Box 1345, Monroe, LA 71201. 318-387-3922.

**Audio Pack AA Cartridges.** Various lengths, 40 sec.—5.5 minutes. As is; \$1.50 in lots of 100, \$1.75 in lots of 10. Alan Moore, 618-532-1885.

**Harris FM-20-H3 transmitter**—currently on air—six years old, excellent condition, new final and IPA tubes last month, many spare parts. Replacing with higher power transmitter and lower gain antenna. Send inquiries to Box B-164.

**Ampex AVR-2 Videotape recorders:** Three fully loaded, nearly new VTRs (two with editors), equipped with dropout comp., Autochroma/velocity comp., auto tracking and full color monitoring, interfaced to CMX-300 system, plus three spare heads. Contact Rod Hall at 213-577-5400.

**Telemet NTSC Chroma Keyer Decoder,** model 4706-A1. Our cost: \$2150, selling for: \$1500 or best offer. Contact: National Video Industries, Inc., 15 W. 17 St., New York, NY 10011. 212-691-1300.

**Ampex HS-100B Slomo.** Excellent condition, used in studio environment. Includes spare disc. Box B-192.

**Used AM Transmitter** 250-1000 watt, RCA BTA-1M, low frequency, clean—good condition. \$1,400 firm. 404-267-6558.

**2 hi-band RCA TR-22C's** with D.O.C.'s, 1 with editor. Excellent condition. Video East, Inc., 215-337-8766.

**COMEDY**

**Free sample** of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227

**Phantastic Phunnies**—400 introductory topical one-liners ... \$2.00!! 1343-B Stratford Drive, Kent, Oh 44240.

**"Comic Relief."** Just for laughs. Bi-weekly. Free sample. Wilde Creative Services, 20016 Elkhart, Detroit, MI 48225.

**MISCELLANEOUS**

**Artist Bio Information,** daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Custom, client jingles** in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

**Underwater films available** for syndication. 305-945-1352.

**EMPLOYMENT SERVICES**

**Hundreds now agree!** Jobsheet has the most complete listing of radio jobs! Current sample: \$1.00! Three month subscriptions: \$12.00! Limited time special offer—1 year: \$28. Media Consultants, 2504 Regent Court, Lafayette, IN 47905.

**RADIO PROGRAMING**

**Bill's Car Care.** Remarkable, concise. Daily. Easy to sell. Audition, Box 881, Cincinnati, OH 45201.

**Radio and TV Bingo.** Serving over 1,000 stations, oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

**Lecturer-Author (Who's Who).** China, USSR, Persian Gulf; offers telephone interviews, takes listeners phone calls. Free for book plugs (or P.I.) 201-623-2864, 201-686-2382. International Intertrade, Box 636, Newark, NJ 07101.

**INSTRUCTION**

**FCC "Tests-Answers"** for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 25 and May 6. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**Free booklets** on job assistance. 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**San Francisco,** FCC License, 6 weeks 3/10/80. Results guaranteed, Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

**KIIS Broadcasting Workshop** in Hollywood. Announcing, Disc Jockey, News. Plus top rated account executive program—all taught by top LA. radio-TV teaching broadcasters. Evenings or day sessions. Kiis Broadcasting Workshop, 1220 N. Highland, Hollywood 90038. 213-462-5600. "Where tomorrow's broadcasters are today."

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

**RADIO**

**Help Wanted Programing,  
Production, Others**

**NEWS/TALK  
OPERATIONS DIRECTOR**

Major group owned 50 KW giant is seeking an experienced newsradio or News/Talk programming professional to build and direct operations.

The person we seek must have thorough format knowledge and management experience. Also must possess administrative skills and demonstrate strong leadership capabilities.

Persons in similar positions in our company know of this ad.

Reply in confidence to Box B-129.

EQUAL OPPORTUNITY EMPLOYER, MALE/FEMALE

**Help Wanted News**

**NEWS/TALK PROGRAM  
MANAGER:**

Calif. 50kw. Strong news background required. Apply KFBK Radio, P.O. Box 15779, Sacramento, California 95813.

**Help Wanted Technical**

**CHIEF ENGINEER**

50,000 watt KOMA Radio in Oklahoma City is looking for an aggressive chief engineer. Must be experienced in directional antenna systems. Send resume to: Woody Woodard, P.O. Box 1520, Oklahoma City, OK, 73101. EOE.

**Help Wanted Management**

**Radio Station Business  
Manager**

Major Northeast Market

An excellent career opportunity for a talented, experienced individual who is familiar with all phases of station operation and has a strong financial background. The person hired will play a major role in rebuilding existing accounting and administrative systems; you should be able to create, implement and manage such systems.

If you're ready for a challenge in a big market with expanded job responsibility and an increased opportunity to participate in the decision making process ... and most of all ... if you're really good at what you do ... reply to P.O. Box 5180 Grand Central Station, NYC 10017 with details of your background.

Equal Opportunity Employer.

## Situations Wanted Announcers

### Experienced Entertainer

looking for Contemporary Station in a good market that seeks more than time and temperature. Comedy and surprise is what I concentrate on. First 25 people to call will receive a free at home study course. Learn how to squeeze Charmin in your spare time. Call Unkie Alvin at 717-564-8250.

### TOP MOR PRO LOOKING

**CREDENTIALS:** VOICE—one of the best in the business. Humorous, topical, well organized, works close to sales and sponsors, civic minded. Audience: 8-80. Fifteen year pro, dependable, mature, single, stable. Now working in Metro N.Y.C.

If you have the top M.O.R. or Adult Contemporary station in your market, let's talk.

Box B-155

### AIR PERSONALITY

I'm seeking air work at a major-market or prestigious medium-market station. I'd prefer a stable, personality-oriented adult contemporary or top-40 operation. I'm 25, a college grad, with 7 years of experience in different formats (some major-market air work), production, and public relations . . . presently at a respected medium-market facility. Let's get in touch—I'll consider each inquiry seriously. Box B-171.

### Baseball Play by Play/Sportstalk

Broadcast journalist wants to pitch your pro baseball club/radio-tv. station for position doing play-by-play for upcoming season. Can do sportstalk/pre-game and post-game shows. Tapes, resume and recommendations on request. Contact: Jeff Gale, 8450 DeLongpre Ave. No. 8, L.A., Ca. 90069 or call collect (213) 656-7938.

### If You're Looking

for a robot to fill your mornings til' the next format change try another ad. If you want an off the wall, warm, witty, mature, stable pro who might be the best one on one communicator you've ever heard, let's talk. Top fifty markets or comparable money only. Box B-175.

## Situations Wanted Programing, Production, Others

### STATION NEED A FACELIFT?

4 Bottom-line-oriented broadcasters ready to build & win! All in mid-20's with combined 20 years experience. PD, MD, Promotions, Production & 4 air talents who believe that radio is a 24 hour per day business. Sound too good to be true? Write us in confidence. R-C-R Enterprises, 3116 Coachmen East, Lindenwold, N.J. 08021.

## Situations Wanted Programing, Production, Others Continued

### TALK SHOW HOST

Seeks new challenge. Currently in Top 10 market. Issues my specialty but versatile. Winner of International Trivia Championship. Appeared on Tom Snyder's Tomorrow Show. M.A. and B.S. Broadcast Journalism. Call David Gold (617) 424-1907

### Situations Wanted News

### SPORTS DIRECTOR

Seasoned professional now available.

Proven No. 1 Network Experience  
Ratings puller Strong air man

Box B-132

## TELEVISION Help Wanted Management

### Local TV Sales Manager

Our need can be your opportunity! We're a well-established independent UHF station in the top 50 seeking a local sales manager with strong "independent" experience.

The person with the right qualifications will step into a bright future with room for much personal growth and financial rewards.

EEO

Reply to Box B-67

## Help Wanted Programing, Production, Others

### PRODUCER

Top 10 East Coast Market needs a producer of documentary and special programming. Minimum 3 years' proven experience in studio, film, and tape field producing required. Proven ability to conceive, develop, write and coordinate production also required. Staff supervisory experience essential. Send resume to

Box B-195.

An Equal Opportunity Employer M/F/H/Vets

The Christian Broadcasting Network is looking for

### PRODUCERS

to work on its popular daily religious talk show "The 700 Club" which is broadcast throughout the United States, Canada and around the world. The 700 Club is hosted by Pat Robertson and is a combination of interviews, documentary reports, filmed news features and music. We are looking for an energetic, creative individual for this challenging position requiring a mix of spiritual sensitivity and professional expertise. The program is produced in our new international Communications Center located in Virginia Beach which houses four of the most modern studios in the nation that are equipped with the finest technology available today. The position would require a minimum of 10 years TV production experience combined with a working knowledge of directing, writing and management principles. If you are qualified and feel a call to serve, send resume to:

CBN Personnel  
CBN Center  
Virginia Beach, VA 23463  
CBN is an Equal Opportunity Employer

## MANAGER VERMONT EDUCATIONAL TELEVISION AN AFFILIATE OF THE UNIVERSITY OF VERMONT

Nominations and applications are invited for the position of Manager of the Vermont Educational Television Network. The manager is the chief administrative officer of the system with responsibility for administration and planning activities.

Vermont ETV was established in 1966. The system consists of four licensed stations which serve all of the State of Vermont, Southern Quebec including Montreal, and portions of New York and New Hampshire. The system employs approximately sixty staff members and operates with a budget of nearly two million dollars per year.

The system is an affiliate of The University of Vermont, and has studios and administrative offices in Burlington, Vermont. The Manager reports to the Vice President for Academic Affairs of the University.

Candidates should possess at least a bachelor's degree. At least three years of management experience in television are required.

Position is available May 1, 1980. Nominations and applications (including resume) should be submitted by March 7, 1980 to:

Kenneth N. Fishell  
Search Coordinator for Manager of VT ETV  
Office of Academic Affairs  
Waterman Building  
Burlington, Vermont 05405

The University of Vermont is an Equal Opportunity, Affirmative Action Employer.



## TV Studio Technician

AT&T Long Lines seeks highly qualified candidates to contribute to a first-class corporate color teleproduction facility.

Responsible for maintenance and operation of broadcast-quality cameras plus quad and Type-C one inch video recorders. Experience with studio and field production necessary. Computer-controlled editing experience a plus. Occasional opportunities to produce/direct programs.

Openings are at both our Cincinnati, Ohio and Bedminster, N.J. locations. We provide excellent salaries and comprehensive benefits programs.

Please write in detail, outlining education, experience, salary history, geographic preference, to: Professional Employment Director, AT&T Long Lines, Dept. BM-2, Room 5A110, Bedminster, N. J. 07921.



**AT&T Long Lines**

An equal opportunity employer

### Help Wanted Technical

## ENGINEERING SUPERVISOR

WCVB-TV, Channel 5 in Boston, seeks an assertive engineering supervisor who will maintain the highest degree of technical standards as the state-of-the-art permits. Will be expected to maintain operations within FCC rules and regulations. May be responsible for recruiting, training, and supervising line personnel.

Candidates should have 5 years TV broadcast operational and maintenance experience with working knowledge of TV broadcast systems including remote pick-up and transmission as well as previous supervisory experience. An FCC first class license is required, and individual must be able to work a varied schedule.

**If qualified and interested, please send resume to (no telephone calls please) Boston Broadcasters, Inc., Personnel Department, E0217, 5 TV Place, Needham, MA 02192.**

An Equal Opportunity Employer M/F.

## TELEVISION TECHNICIAN

Due to baseball telecasting contract, Baltimore television station needs technicians for 6 months employment, approximately March 15 to September 15. Must have FCC 1st class license and technical school education. Send resume to:

Chief Engineer  
WMAR-TV  
6400 York Rd.  
Baltimore, Maryland 21212  
E.O.E. M/F

### Help Wanted News

## METEOROLOGIST

Top 25 market station expanding weather department. Searching for meteorologist/environmental reporter who can communicate. Please send resume to Box B-173.

An Equal Opportunity Affirmative Action Employer, M/F.

### Situations Wanted Technical

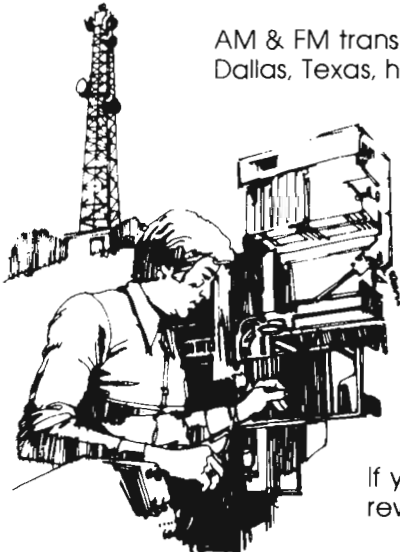
## DIRECTOR OF ENGINEERING-CHIEF ENGINEER

15 years of diversified experience in AM, FM, TV, Satellite TVRO. Looking for new opportunity where engineering and personnel are important, not an afterthought. Ready to move now! (717) 234-0362 or Walter L. Konetsko Jr., 2210 Green Street, Harrisburg, Pa. 17110.

## ALLIED FIELDS

### Help Wanted Sales

# SALES ENGINEER AREA MANAGER



AM & FM transmitters, RF equipment, Rockwell International, Collins Broadcast Products, Dallas, Texas, has a unique opportunity for a Sales Engineer with 5 or more years of experience in international sales in broadcasting for AM and FM equipment.

The individual we seek must have either a BSEE or equivalent sales experience in analyzing, promoting and selling broadcasting equipment. Must be fluent in Spanish and willing to travel frequently to Latin America. This position commands a high salary plus attractive commission plan in addition to a full range of company-paid benefits, including pension and savings programs.

We are an equal opportunity employer. Minorities, women and handicapped are encouraged to apply.

If you meet the high standards we require and are ready to enter into a rewarding career, please submit your resume to:

Professional Staffing 2003  
Collins Transmission  
Systems Division  
Rockwell International  
M/S 433-100, ccu 465  
P.O. Box 10462  
Dallas, Texas 75207



**Rockwell  
International**

...where science gets down to business

# Bids And Quotations Specialist

RCA Broadcast Systems is looking for a Bids and Quotations Specialist with 3 to 5 years broadcasting experience (TV/RADIO STATION). Position requires analysis of customer equipment requirements, coordinating and monitoring bid and quotation preparation to assure satisfactory technical and sales approach, costs, pricing, and participation in the presentation of bids and quotations to management and to customers.

These are highly-regarded career positions that require moderate travel. We offer excellent compensation and benefits. Interested applicants should send resume in confidence to:

J.W. Hendrickson  
RCA Broadcast Systems  
Bldg. 3-2  
Camden, New Jersey 08102

An Equal Opportunity Employer

# RCA



## A Tradition On The Move!

### Public Notice

The Initial Board of Trustees of the Association for Public Broadcasting will meet at the Georgetown Holiday Inn, Washington, D.C. Meeting begins at 3:00 p.m. on February 28, 1980 and reconvenes at 9:00 a.m. on February 29. Selection of a President; consider reports from Association's task forces on FCC, CPB and legislative matters.

### PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE ANDOVER, MA

The town of Andover, Mass. will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4 p.m. on 28 May 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the town of Andover. 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/City 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  
Andover, MA 01810

### Employment Service

**B  
A  
L** **BROADCASTER'S  
ACTION LINE**  
The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Service \$40.00  
Call 812-689-2907  
R2, Box 25-A, Lexington, Indiana 47138

### ENGINEERING POSITIONS

We specialize in the placement of Maintenance, Studio Supervisor, Assistant Chief, Chief and Directors of Engineering for TV and Radio Stations and all related fields coast-to-coast. Over \$2,000,000.00 in Salaried Positions Placed - no fee. To discuss your employment possibilities phone Alan Kornish at (717) 287-9635 or send your resume now.

# KEY systems

NEW BRIDGE CENTER, KINGSTON, PA. 18704

### TV/RADIO PERSONNEL ARE YOU LOOKING?

#### WE'RE RECRUITING AGAIN

We're recruiting nationally for Fee Paid Jobs in Radio/TV Sales, Management, News, Engineering, Talent, and Production.

Resumes to:

## the Associates

Media Career Consultants 4821 S. Sheridan  
Suite 209 Tulsa, Oklahoma 74145

### Radio Programing

#### RADIO STATIONS & ADVERTISING AGENCIES

Get that National ad sound for your client for just \$10 per spot. Add a fresh new voice to your market. Custom syndicated campaigns also available at nominal cost, sold exclusively on a per market basis. Straight voices, character voices, dialects, comedy spots all available. Also mass duplication, all formats. Call D & P Productions, Inc. 305-625-4435.



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

### For Sale Stations

#### FOR SALE

WMIN AM Mapelwood, MN.  
Sub. St. Paul  
Contact O.B. Borgen  
Phone 507-765-3856

#### THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948  
Elmira, NY  
14902  
(607) 733-7138

Brokers and  
Consultants  
to the  
Communications  
Industry







STATION				CONTACT	
S	Small	AM	\$375K	29%	Dan Rouse (214) 387-2303
S	Medium	AM	\$575K	\$167K	Bill Whitley (214) 387-2303
NW	Medium	AM/FM	\$1,700K	\$189K	Larry St. John (206) 485-1066
W	Medium	Fulltime	\$2,300K	Cash	Ray Stanfield (213) 262-5764
S	Metro	Fulltime	\$550K	Cash	Bill Chapman (404) 458-9226
MW	Metro	AM	\$550K	\$150K	E.L. Roskelley (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

**CALIFORNIA:** AM/FM in top suburban market. \$1,000,000 cash firm.

**NORTHWEST:** Full time AM in excellent market. Turnaround priced at \$550,000. Cash plus \$225,000 due in 4 years.

**CALIFORNIA:** AM/FM in strong secondary growth market. On target for \$400,000 plus in 1980 with positive cash flow. \$800,000 on terms.

**NORTHWEST:** AM fulltimer complete with real estate. Profitable. \$170,000 with 29% down.

**CALIFORNIA:** AM daytimer with PSA plus FM CP. Ailing owner needs experienced operator to assume approximately \$325,000 after \$50,000 down.

**SOUTHWEST:** Class C FM with potential in rural market. Real estate included for assumption of \$335,000 plus \$50,000 down.

**CALIFORNIA:** Developing coastal FM. \$630,000 cash, firm.

**NORTHWEST:** Full time AM. Did \$388,000 in 1979 but needs owner/operator. \$850,000 includes real estate. Terms or good discount for cash.

- Class C in Colorado. \$590,000. Terms.
- Daytimer. NW Georgia City. \$360,000.
- \$4,000,000 cash. Powerful AM/FM.
- North Carolina daytimer. Big town \$400,000.
- AM/FM near North Florida resort city. \$340,000.
- Super "Powerhouse" AM with FM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Two stations in California.
- Powerful Daytimer in Eastern central New Jersey. \$850,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Powerful educational FM in Wichita. \$350,000.
- AM/FM Fulltimer. Class B. Big Town in Maryland. \$640,000.
- FM covering large Tennessee city. \$600,000.
- Fulltimer in large North Carolina city. \$1,500,000.
- Ethnic station in large Northern city. \$1,900,000.
- Fulltimer large metro area Georgia. \$925,000. Terms. Will sacrifice.
- Daytimer in East Tennessee small town. \$195,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltimer. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltimer. N.W. Coastal. \$400,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- Daytimer. Million + Pop. in coverage area. \$1,000,000. Terms.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

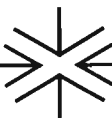
Let us list your station. Confidential!

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**

"Specializing In Sunbelt Broadcast Properties"  
5050 Poplar • Suite 816 • Memphis, Tn. 38157



Select Media Brokers

PO Box 5, Albany, Georgia 31702

**SELECT MEDIA BROKERS**

SC	Daytime AM	150K	Small
FL	Fulltime AM	390K	Medium
PA	Daytime AM	400K	Medium
SC	Daytime AM	440K	Medium
FL	Daytime AM	165K	Small
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Daytime AM	165K	Small
NY	Daytime AM	450K	Small
NC	& Fulltime FM		
NC	Fulltime AM	750K	Medium
NV	Daytime AM	800K	Metro
AL	Fulltime AM	175K	Small

912-883-4917  
PO Box 5, Albany, GA 31702

**H.B. La Rue, Media Broker**

RADIO, TV, CATV, APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**ONCE-IN-A-LIFETIME!**

AM fulltime/Class "B" FM in Monterey, CA area! Grossing almost million per year. Group situation. Active or inactive with \$50,000 min. If you insist on 51%, save your stamp! If active, please include resume. Box B-205.

*William A. Exline, Inc.*

31 CARROLL COURT, SAN RAFAEL, CA 94903  
(415) 479-0717  
MEDIA BROKERS - CONSULTANTS

**THE HOLT CORPORATION**

APPRAISALS-BROKERAGE-CONSULTATION  
OVER A DECADE OF SERVICE  
TO BROADCASTERS

Westgate Mall, Suite 205  
Bethlehem, Pennsylvania 18017

215-865-3775

**For Sale Stations  
Continued**

**MEDIA BROKERS  
APPRAISERS**

RICHARD A.  
**SHAHEN**  
435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers

213/828-0385	202/223-1553
Suite 214	Suite 417
11881 San	1730 Rhode
Vicente Blvd.	Island Ave. N.W.
Los Angeles, CA. 90049	Washington, D.C. 20038

**WZZI 1250**

Madisonville, Tennessee. A professional, small market contemporary country station-stable billing-growth potential. Excellent facilities-\$150,000.

**R.D.HANNA  
COMPANY**  
BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Lane, Suite 505 • 8340 East Princeton Avenue  
Dallas, Texas 75225 • Denver, Colorado 80237  
(214) 696-1022 • (303) 771-7675

**Dan Hayslett**  
& associates, inc.  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas



**Excellent Opportunity**  
for Religious Broadcaster. 5 KW AM in super growth area of Southwest

Jack Parry  
Jack Daniels & Associates  
300 N. Linam  
Hobbs, NM  
505-393-5181

**BROADCASTING'S  
CLASSIFIED RATES**

Payable in advance. Check or money order only.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

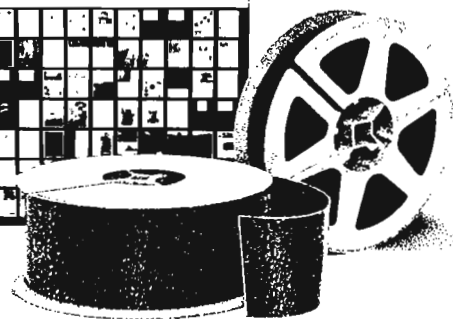
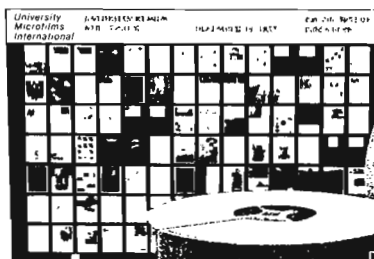
Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

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# Fates & Fortunes

## Media



Lovvorn

**Dixon C. Lovvorn**, VP-general manager of Cosmos Broadcasting's WSFA-TV Montgomery, Ala., named VP-general manager of co-owned WDSU-TV New Orleans, succeeding **K. James Yager** who resigned. **John L. Sander**, assistant general manager of WDSU-TV, named station manager.

**Ian K. Harrower**, VP-general manager of Gateway Communications' WTAJ-TV Altoona, Pa., named to same position with co-owned WLYH-TV Lancaster, Pa. He succeeds David Dodds, who joined WGAL-TV Lancaster as general manager



Harrower



Connors

(BROADCASTING, Feb. 11). **J. Thomas Connors**, general sales manager of Gateway's WOWK-TV Huntington, W. Va., named general manager of WTAJ-TV.

**Wayne K. Killimer**, general sales-station manager, KBAK-TV Bakersfield, Calif., named VP-general manager.

**Ralph Petti**, general manager of Obie Communications Corp.'s KUGN-AM-FM Eugene, Ore., named president and general manager of co-owned KAYO(AM) Seattle.

**Eugene Vincelette**, general manager of WJYE(FM) Buffalo, N.Y., named VP.

**Bob Gaskins**, operations manager, WCZY-AM-FM Detroit, named VP.

**Rod Loudon**, general manager of Sterling Broadcast Group, which includes 12 radio stations, named general manager of Sterling's KDKO(AM) Littleton, Colo.

**Kathryn C. Pelgrift**, treasurer of Philip Morris/USA and former VP, planning, CBS Inc. (1974-77), and assistant to president of CBS (1972-74), joins NBC as VP, corporate planning, effective today (Feb. 25).

**Stephen Stander**, assistant general attorney, NBC, New York, named general attorney.

**Linda M. Francavilla**, senior payroll clerk, network news administration, ABC News, New York, named business manager, film services, ABC broadcast operation and engineering.

**Joseph G. Rothman**, VP of Chase Manhattan Bank, New York, joins CBS Inc., as assistant treasurer.

**Barbara Sorey**, controller, Big Valley Cablevision, Stockton, Calif., named general manager.

**Bill Miles**, manager of financial analysis and revenue, WKYC-TV Cleveland, named manager of financial controls.

**Sheldon Siegel**, noncommercial WLVT-TV Allentown, Pa., and **Michael Collins**, non-commercial WNED-TV Buffalo, N.Y., elected VP's of Eastern Educational Television Network in Boston. **David Ives**, noncommercial WGBH-TV Boston, and **Charles Vaughn**, non-commercial WCET(TV) Cincinnati, elected to network's executive committee. **Betty Cope**, noncommercial WVIZ-TV Cleveland, elected treasurer.



Seferl

**James R. Seferl**, chairman and president of Peters, Griffin, Woodward, New York, joins Cosmos Broadcasting Corp., Columbia, S.C., as VP-corporate development. Cosmos owns four TV stations, one AM and FM.

**James H. (Trey) Smith**, VP operations, Mission Cable TV, San Diego, named VP-

general manager.

**Roland Ullos**, administrator of program and talent negotiations, NBC Entertainment, named assistant general counsel for Golden West Broadcasters, Los Angeles.

**Don Kellermann**, staff director for Joint Republican Leadership in Congress, responsible for coordinating activities of Senate and House minority leaders and involved in policy formulation, joins Times Mirror as special assistant for government affairs, based at company's new Washington corporate office.

**Michael B. Isaacs**, assistant general counsel,

National Cable Television Association, joins Colony Communications Inc., cable subsidiary of Providence Journal Co., as director of planning and government affairs.

**Virginia Gaines Fox**, deputy executive director of Kentucky Educational Television, joins Southern Educational Communications Association, Columbia, S.C., as president.

**Ronald Werth**, president of The Focus Group, California-based market research consulting firm, joins Mutual Broadcasting System, Washington, as director of research.

**David E. O'Hayre**, director of taxes, named treasurer of American Television and Communications Corp., Denver. **Robert Niles**, assistant controller, named controller. And **Phyllis Kornegay**, formerly with Ferroxcube Corp., subsidiary of North American Philips Corp., named ATC's director of company services.

**Lana Albright**, VP of administration for WLW(AM) Cincinnati, named VP of administration for licensee, Mariner Communications, and general manager of Mariner's WSKS-FM Hamilton, Ohio (Cincinnati).

New officers, Louisiana Association of Broadcasters: **Winston Linam**, KSLA-TV Shreveport, president; **Jim Trahan**, KVOL(AM) Lafayette, president-elect; **Art Suberbielle**, KANE(AM) New Iberia, radio VP; **Jack Long**, WVUE(TV) New Orleans, TV VP, and **Dan Hollingsworth**, KRUS(AM)-KXKZ(FM) Ruston, treasurer.

## Advertising

**Robert Kingsbury**, senior VP and management supervisor, N W Ayer ABH International, New York, named general manager of agency's new office in Detroit. **Howard Davis**, VP-account supervisor, named VP and assistant to chairman Louis T. Hagopian.

**Myron Poloner**, assistant to Louis T. Hagopian, chairman and chief executive officer of N W Ayer ABH International, New York, joins Martin Landey, Arlow Advertising there as executive VP-client service.

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**Joseph Therrien**, VP-general manager of San Francisco office of Cunningham & Walsh, named senior VP.

**Steven Cony**, account supervisor, and **Edgar Kahn**, television producer, J. Walter Thompson, New York, named VP's.

**Mary Van Heuvel**, account supervisor, McCann-Erickson, New York, joins Kenyon & Eckhardt there as VP-account supervisor. **Peter Hall**, **Michael Weinstein** and **David McConaughy**, account supervisors, K&E, elected VP's.

**Theodore Lamontagne**, management supervisor, Grey Advertising, New York, joins Backer & Spielvogel there as VP-account director on Seven-Up, new products development account.

**Marty Regen**, former creative director with Grey Advertising, New York, joins Dancer Fitzgerald Sample there as senior VP-creative director.

**Beth Trachtenberg**, independent producer and program consultant, joins Grey Advertising, New York as VP and director, TV programming.

**Jacque O'Connor**, from J. Walter Thompson in Los Angeles, joins D'Arcy-MacManus & Masius there as broadcast supervisor.

**David Davidian**, VP-executive art director, Grey Advertising, New York, joins Foote, Cone & Belding there in same capacity.

**Duane Plants** and **Nell Leinwohl**, executive art directors, Needham, Harper & Steers, New York, elected VP's. **Pat Cafferata**, VP and associate research director, NH&S, Chicago, named deputy research director.



Follis

**Daniel Follis**, VP-Detroit regional sales manager, Blair Radio, named senior VP and manager of Blair's specialized sales division, succeeding Gerald Gibson, who died Jan. 26 (BROADCASTING, Feb. 4). He will continue to be based in Detroit. **Michael Verschuren**, account executive with Blair

Radio in Detroit, succeeds Follis. **Edwin J. Howard**, VP-New York sales manager of Blair Radio's newly formed state radio network representation division, named VP and manager of division. **Edward Papp**, general sales manager of radio syndication division of Multi-Media Communications in Chicago, joins Blair Wired State Networks as account executive on Chicago sales staff.

**Jerry Braet**, Los Angeles sales manager for TeleRep, named VP-West Coast manager.

**W. B. Taylor Eldon**, VP-national sales manager, HR Television, New York, named VP of corporate development.

**Jeff Lovins**, associate director of research, Katz Television, New York, named associate director of programming, Petry Television Inc., New York.

**Pam Masters**, account executive, Television Advertising Representatives, Chicago, **Keefe Werner**, account executive, NBC Spot Sales, New York, and **Jay Rosenthal**, account executive, John Blair & Co., New York, named

account executives for TVAR, New York. **Hal Whack**, account executive, WBZ-TV Boston, joins TVAR in Chicago as account executive.

**Arnold Levy**, with research staff of Katz Radio, New York, appointed account executive with H-R/Stone, New York.

**Marc Guild**, network research manager, McGavren Guild Radio, New York, named director of network research and operations.



Guild



Damen

**Marty Damin**, account executive, Eastman Radio, New York, named manager of Eastman Radio network department, succeeding Tony Miraglia, who joined Major Market Radio (BROADCASTING, Feb. 18).

**Linda Goodman**, director of sales development, ABC Radio, New York, named general manager of national market development. **Donna Morris**, account executive, ABC Radio, named manager of special programming sales.

**Jim Ross**, assistant sales manager, WIIC-TV Pittsburgh, named sales manager. **Stephen Cummings**, account executive, KDKA-AM-FM Pittsburgh, joins WIIC-TV in same capacity.

**Tom Schnurbusch**, sales manager, KRE-AM-FM San Francisco, joins KITV(TV) Honolulu as general sales manager.

**Jens M. Lund**, local sales manager, KSTU(TV) Salt Lake City, named general sales manager.

**Jim Mikels**, assistant sales manager, WATE-TV Knoxville, Tenn., named general sales manager.

**Robert Levi**, account executive, WTBS(TV) Atlanta, named retail sales manager. **Toby Steinberg**, from WRNG(AM) Atlanta, and **David Brenner**, from Radio-Television Representatives (RTVR), Atlanta, join WTBS as account executives.

**Jack Dempsey**, local sales manager, WOWK-TV Huntington, W. Va., named general sales manager, succeeding J. Thomas Connors (see page 99). **Jim Maher**, in sales position with WOWK-TV, named local sales manager.

**Linda Pomillo**, account executive for CBS's CTS National Sales in New York, named national sales manager for CBS-owned WBBM-TV Chicago.

**Lamont T. Pinker**, account executive, WBNG-TV Binghamton, N.Y., named national sales manager.

**Jack West**, VP for media and account services, Sohigian & Partners, Southfield, Mich., advertising agency, joins WCZY-AM-FM Detroit as general sales manager.

**Joe Armao**, account executive, Radio Advertising Representatives, New York, joins KDKA(AM) Pittsburgh as national sales manager.

**Kay Thomas**, account executive, KISW(FM) Seattle, joins KAYO(AM) there as general sales manager.

**Douglas T. Peele**, former general manager of WEZR(FM) Fairfax, Va., named general sales manager of WPRW(AM) Manassas, Va.

**Bob Zuroweste**, general, sales manager, KBEQ(FM) Kansas City, Mo., named general sales manager for co-owned WSKS-FM Hamilton, Ohio (Cincinnati).

**John McRae**, former sales manager, KRKR(AM)-KEWT(FM) Sacramento, Calif., named VP-director of sales for KDIG(AM) San Bernardino, Calif., and co-owned KBON(FM) Lake Arrowhead, Calif.

**Greg Bell**, former general sales manager of KXRR(AM) San Jose, Calif., named general sales manager of Sterling Broadcast Group's KDKO(AM) Littleton, Colo., and national sales manager for Sterling Broadcasting of Los Angeles, parent company of KDKO. **Shirley Jordan**, account executive, KLZ(AM) Denver, joins KDKO as local sales manager. **Kim Smith**, from KTLK(AM) Denver, joins KDKO as account executive.

**Steve Litwer**, account executive, KUDL(FM) Kansas City, Mo., named sales manager. **Lin Grey**, account executive, Fremmerman-Malcy Advertising, Kansas City, joins KUDL as account executive.

**Maysie Stewart**, broadcast executive for Associated Press, Washington, joins WMAL(AM) there as account executive.

**Jim Gross**, account executive, WFYR(FM) Chicago, named to same post with KBZT(FM) San Diego.

**Dallas Rodriguez**, formerly with WPOP(AM) and WIOF-FM Hartford, Conn., joins WELI(AM) New Haven, Conn., as account executive.

**Dona Starks**, from WFLA-TV Tampa, Fla., joins WJYW(FM) there as account executive.

## Programming

**Ina Bernstein**, VP, talent and television packaging, ICM, Los Angeles, joins ABC Entertainment there as VP, casting, motion pictures. **Bill Sanders**, prime-time development coordinator, ABC Entertainment, named manager, prime-time series development, East Coast, for unit. **Peter Stameiman**, literary agent, joins ABC Entertainment as program executive for current comedy programs, supervising production and programming for *The Ropers*, *Three's Company* and *One in a Million*.

**Allen Sabinson**, manager, program commitments and prime-time forecasting, NBC Entertainment, New York, named director, program commitments. **Michael Phillips**, program manager, KYUU(FM) San Francisco, named director, programming, NBC FM Radio. He will continue to be based at NBC-owned KYUU.

**Richard P. Rosetti**, who created and produced pilot, "Grandpa Goes to Washington," for Paramount, joins 20th Century-Fox, Beverly Hills, Calif., as director, movies for television.

**Jerold Franks**, casting director, Columbia Pictures Television, Los Angeles, named director of talent and casting.

**Angelo Pizzo**, assistant to executive producer Philip Mandelker, named director, motion pictures for television, Time-Life Television, Los Angeles. **Bruce Wilson**, assistant controller of Viacom International, New York, joins Time-



Life Films there as director of finance.

**Glen Hagen**, Northeastern director for United Artists Television, New York, joins Group W Productions there as Eastern division sales manager.

**Robert W. Pittman**, program director, WNBC(AM) New York, joins Warner Amex Cable Communications there as director of pay television programming.

**Annette Leiderman**, director, retail sales, CBS Television Stations division, named account executive, ESPN, Bristol, Conn. **Patricia D. Nolan**, administrative assistant to the executive VP and director of sports programming of D'Arcy MacManus & Masius, named director, ESPN client relations.

**William Pace**, producer of *PM Magazine* on WJBK-TV Detroit, joins WDIV(TV) there as executive producer of programming.

**Paul Shienfeld**, on NBC production staff in London, named director, European production, NBC Sports.

**Robert L. Lewis**, program manager of KVOS-TV Bellingham, Wash., named VP.

**Peggy Hughes**, program director, noncommercial KAET(TV) Phoenix, joins noncommercial KVIE(TV) Sacramento, Calif., as director of programming.

**Bob Laurence**, program director, KBEQ(FM) Kansas City, Mo., named group program director for licensee of KBEQ, Mariner Communications, and program director of group's WSKS-FM Hamilton, Ohio (Cincinnati). **Tomm Rivers**, program director, WRKR-AM-FM Racine, Wis., joins WSKS-FM as production director and air personality. **Charlie Brown**, program director, WOKV(FM) Hamilton, Ohio, named music director and air personality at WSKS-FM.

**Jay Cooper**, air personality, KERE(AM) Denver, named program director.

**John Anderson**, air personality, WROK(AM) Rockford, Ill., joins KDKO(AM) Littleton, Colo., as program director.

**Alex Simis**, operations manager and news director, Obie Communications Corp.'s KUGN-AM-FM Eugene, Ore., named operations manager and director of news informational services for co-owned KAYO(AM) Seattle.

**Stephen Abramson**, producer-director and weekend weatherman, WAVY-TV Portsmouth, Va., joins WHAS-TV Louisville, Ky., as producer-director.

**Mark Ellis**, air personality, KPLZ(FM) Seattle, named assistant program director.

**Jack Wymer**, VP-community relations director, and host of *Man on the Street* program for 45 years on WING(AM) Dayton, Ohio, will now work full time as VP-community relations director. **Bill Nance**, reporter and host of weekend public affairs program, named to *Man on the Street*.

**Low Katz**, program director, WWDC(AM) Washington, joins WAVA(FM) there as production manager and weekend air personality.

**Clint O'Keefe**, from KYYS(FM) Kansas City, Mo., joins KUDL(FM) there as music director.

**W. Scott Simon**, from WPRS(AM)-WACF(FM) Paris, Ill., joins WSDR(AM) Sterling, Ill., as sports director. **Bob Schmalfeldt**, former news director at WCQL(AM) Pewaukee, Wis., joins WSDR as afternoon announcer and feature reporter. **Bill**

**Schmalfeldt**, from KROS(AM) Clinton, Iowa, joins WSDR as program host.

**Dr. Ernest Phelps**, director of telecommunications and mass communication at Miami University in Oxford, Ohio, joins noncommercial WNMU-FM-TV Marquette, Mich., as director of learning resources division.

**David Dorkins**, graduate, Florida A&M University, Tallahassee, joins WPLG(TV) Miami as production assistant.

**Keith Miles**, graduate, Florida A&M University, Tallahassee, joins noncommercial WFSU-TV there as writer and producer.

## News and Public Affairs

**Robert Siegenthaler**, executive producer of late-night specials on Iran on ABC-TV, New York, named executive producer of news specials. **Terry Cory**, operations producer for ABC's *World News Tonight* in New York, named senior producer in Chicago for program.

**Robert Beers**, news manager, producer and reporter for WTUV(TV) Miami, joins CBS News as producer for its new Latin America bureau, which moved from Caracas, Venezuela, to Miami last week. **Charles Gomez**, Washington-based reporter for CBS News, reassigned to Miami.

**Tom Kirby**, news director, KOCO-TV Oklahoma City, joins WTNH-TV New Haven, Conn., in same capacity.

**Max Tooker**, news director, WCBI-TV Columbus, Miss., joins WAFF(TV) Huntsville, Ala., in same capacity.

**Bruce Kamen**, formerly with ABC Radio News, New York, joins ABC-owned KGO(AM) San Francisco as assistant news director.

**Ted Jones**, former news director at WNOE-AM-FM New Orleans, named news director at WBOK(AM) there.

**Cynthia Heath**, anchor on KCBQ(AM) San Diego, assumes additional duties as news director.

**Dave Rabiner**, former news director of KREM-

AM-FM Spokane, Wash., joins KPAM-AM-FM Portland, Ore., in same capacity.

**Dick Rosse**, director of foreign news, Mutual Radio, Washington, named to newly created position of senior correspondent. **Charles Eldridge**, former director of radio news for Washington bureau of NBC, joins Mutual as director of news operations. **Dick Doty**, director of public relations for Mutual, named news coordinator.

**Michael Blake**, morning drive supervisor for Associated Press, New York, named day supervisor of AP's national Broadcast News Center in New York. **Joyce Rosenberg**, with AP, succeeds Blake. **Marianne Pryor**, who writes physical fitness feature for AP, named night supervisor. **Steve Felca**, former news director for WTVR(AM) Naugatuck, Conn., joins AP Broadcast. **Susana Hayward**, from assignments in Latin America and Caribbean for AP World Services, transfers to AP Broadcast. **Frank Sesno**, editor, AP Radio, Washington, named correspondent in London. **Bonnie Rollins**, news director, Commodity News Network, Kansas City, Mo., **Craig Dellimore**, from WCBS(AM) New York, and **Tom Crosby**, graduate assistant, American University, Washington, join AP Radio as editors. **Jack Doniger**, from WRC(AM) Washington, joins AP Radio as sports anchor. **Joe Kafka**, reporter covering Capitol Hill and U.S. Department of Agriculture for The Berns Bureau in Washington, joins AP Radio as agriculture editor and anchor of *AgReport*. He will continue to be based in Washington.

**Sally Wiggin**, from news staff of WBRC-TV Birmingham, Ala., joins WTAE-TV Pittsburgh as reporter.

**Chris Huston**, reporter and weekend sportscaster, KDBC-TV El Paso, Tex., joins KGUN-TV Tucson, Ariz., as reporter.

**Paul Martino**, reporter-anchor, WGEM-TV Quincy, Ill., joins WKRQ-TV Mobile, Ala., in same capacity. **Bruce Cunningham**, sports reporter, WTVR-TV Richmond, Va., joins WKRQ-TV as sports anchor and reporter.

**James Edward Paymer**, anchor, producer, investigative reporter and documentary writer-reporter and producer, KNTV(TV) San Jose, Calif.,



booster, indefatigably publicizing church bake sales, firehouse spaghetti dinners, hospital auxiliary fashion shows and other modest civic enterprises that tend to be swamped by the waves of a frantic urban community. His wit, by turns cornball and sophisticated, is a leavening that can make one feel a bit better for a few minutes exposure.

"Willard has never pretended to be other than Willard—he periodically plugs the grunts at the National Weather Service whence come his forecasts, for instance. His laughter has an irresistible spontaneity, and there is in his perspective a neighborliness that has come to seem archaic. That may be it: The neighborliness that emanates from Willard Scott defines the man as he comes into our homes. A rare quality, not just on television.

"His unpretentious good nature will play as well in Peoria as in Washington, we imagine. (The chance at the big time, he chortled, is perfectly timed: 'This comes in the twilight of a mediocre career.')



joins KOMO-TV Seattle as weekend anchor.

**Lonnie Wong**, field producer for Meyers News Film in Sacramento, Calif., joins KTXL(TV) there as general assignment reporter.

**Patrice Wood**, weekend anchor and reporter, WDHO-TV Toledo, Ohio, joins WJAR-TV Providence, R.I., as general assignment reporter.

**Brenda Box**, reporter, KHOW(AM) Denver, joins KDKO(AM) Littleton, Colo., as news director.

**Ed Hotaling**, producer-writer, WRC-TV Washington, assumes additional duties as on-air news analyst on 5:30 p.m. newscast.

**Elizabeth Karnes**, former executive assistant to Bill Moyers of *Bill Moyers' Journal* produced by noncommercial WNET(TV) New York, named director of research for program.

**Denis Gullino**, manager of UPI Audio in Washington, named regional executive for western Pennsylvania and West Virginia, based in Pittsburgh. **Arthur Lingle**, Tucson, Ariz., bureau manager, named regional executive for New England, based in Boston. **Daniel Drosdoff**, Caribbean division manager based in San Juan, P.R., named news editor for Latin America, based in New York. **Pieter Van Bennekom**, Caribbean news editor, succeeds Drosdoff. **Allan Siegert**, with UPI in Atlanta, named regional executive working in cable, based in Atlanta.

**Mark Reinhardt**, news editor, noncommercial WHA(AM) Madison, Wis., joins noncommercial WKMS-FM Murray Ky., as news director.

**Alex Bullock Jr.**, graduate, Florida A&M University, Tallahassee, joins WJXT(TV) Jacksonville, Fla., as videographer.

## Promotion and PR

**Barbara Crouse**, promotion manager, wowo(AM) Fort Wayne, Ind., joins co-owned WBZ(AM) Boston in same capacity.

**Kris Blancq**, writer-producer in creative services, KITV(TV) Honolulu, named promotion manager.

**Phil Zachary**, operations manager, Mariner Communications' WITS(AM) Boston, named pro-

motion manager and air personality for co-owned WSKS-FM Hamilton, Ohio (Cincinnati).

## Technology

**Frank T. Alfieri**, senior VP and chief financial officer of Clark Equipment Co., Buchanan, Mich., named chief financial officer of RCA Corp., effective March 1, and will be proposed for election as executive VP, finance, RCA, at company's board of directors meeting on March 5. **Charles C. Ellis**, who has been chief financial officer of RCA, will continue as senior VP, reporting to Edgar H. Griffiths, chairman and chief executive officer.

**Thomas DeMaeyer**, VP-general manager of Teletronics Video Services, Des Plaines, Ill., elected VP of parent company, Video Corp. of America.

**Edd C. Monski**, chief engineer, WLPA(AM)-WNCE(FM) Lancaster, Pa., named director of engineering for Hall Communications, licensee of station. He will continue to be based at WLPA-WNCE, and will be responsible for Hall's five AM and four FM stations.

**James C. Van Eaton**, assistant director of engineering, Vidtronics, Hollywood, named director of engineering.

**Carl Covington**, consulting engineer, Washington, joins AP Radio there as assistant chief engineer.

**Tom Polls**, director of engineering and operations for Comcast, Bala Cynwyd, Pa., named member of year at Society of Cable Television Engineers annual awards luncheon Feb. 5 in Phoenix.

## International

**John Simpson**, diplomatic correspondent for BBC television news, named political editor. He succeeds David Holmes who becomes chief assistant to director-general of BBC.

**William J. Peck**, former general manager and director of Richard Price TV Associates, named London-based European sales director for

Time-Life Television.

**Roy Curtis-Bramwell**, assistant head of public relations for BBC Enterprises, London, joins Westward Television there as head of publicity.

## Allied Fields



Beaty

**Layne R. Beaty**, chief of radio and television division, Department of Agriculture, Washington, retires Feb. 29. Successor has not yet been named. Beaty, one-time farm broadcaster in Southwest, joined Agriculture in 1955.

**R. Michael Senkowski** named partner in law firm of McKenna, Wilkinson &

Kittner, Washington. He joined firm in September 1977 after serving as administrative assistant to Richard Wiley when latter was FCC chairman. **Dennis P. Corbett**, graduate of Georgetown Law School, Washington, joins firm as associate.

**C. Phyll Horne**, 59, chief of FCC's Field Operations Bureau, has retired, effective Feb. 29, because of ill health. Horne joined commission in Dec. 1961 and served as engineering assistant to Commissioner and later Chairman Rosel H. Hyde. He continued in same capacity under Chairman Dean Burch. He was named to present post in June 1973.

**Robert Nohe**, from Nielsen Station Index agency-advertiser marketing staff in New York, named Southeastern regional manager for NSI, media research group. He will be based in Atlanta.

**Barbara Graff**, account executive, WOR(AM) New York, joins Arbitron Radio advertiser-agency sales there as account executive.

## Deaths

**Joseph Lorin**, 83, VP and account supervisor at Grey Advertising, New York, from 1930 to 1955, and editor of agency's *Grey Matter* newsletter until his retirement in 1966, died at his home in South Palm Beach, Fla., on Feb. 4. He is survived by his wife, Dorothy, and son, Martin.

**Vince Dempsey**, 77, retired night editor for ABC-TV's daily electronic feed (DEF) of news stories to affiliated stations, died Feb. 13 in New Rochelle, N.Y., hospital. He had been with ABC 29 years serving as writer, producer and editor for ABC radio and TV. Survivors include his wife, Beatrice, and two daughters.

**Henry S. Broughall**, 62, owner of media brokerage firm in Broomfield, Colo., Mountain States Broadcast Properties, and related equipment company, Highland Associates, died of heart attack Jan. 7 at his home in Broomfield. Before opening his own company, he worked for General Electric. Survivors include his wife, Elizabeth, two sons and three daughters.

**Anthony Joyce**, 33, journalist with Australian Broadcasting Commission, died in London from wounds he received in Zambia last November. He was shot by unidentified attacker after filming bridge destroyed by Rhodesian commandos.

**Pioneer women.** American Women in Radio and Television's search to document broadcasting firsts among women (BROADCASTING, Nov. 12, 1979) has drawn a flood of nominations. Among them: Linda Wertheimer, National Public Radio, Washington, first woman to broadcast live from the Senate gallery; Susan Stenberg, National Public Radio, Washington, first woman to anchor a national news program; Althea Ulerich, WMAJ(AM) Clearfield, Pa., first woman sales manager (1945); Jo Jo Shuttly (MacGregor), Detroit, first female traffic helicopter pilot; Sylvia Rosales, first woman writer/producer in Spanish language broadcasting, WKAQ(AM) San Juan, P.R. (1956); Nancy Littlefield, currently director, Mayor's Office of Motion Picture & Television, New York, first woman accepted into Directors Guild of America (1954); Beulah Chance, KSMW-TV Caprock, N.M., first woman transmitter operator (1968); Susan Sherman, first woman TV program director, WTVN(TV) Indianapolis (1958); Jane Lurie, currently at WCBS-TV New York, first woman "one-man band" (ENG photographer—audio editor, WAST-TV Albany, N.Y. (1977)); Jo Interrante, first woman with total responsibility for news and programming at any major radio or television network, RKO Radio Network; Gertrude Lewis, first woman news analyst, WLOL(AM) Minneapolis, 1937; Mary Jean Parson, first woman network unit manager, ABC, 1966; Bonny Guiard, first woman to form a radio/TV business affairs company servicing agencies, production firms and media buying services, Tra-flix, New York (1970); Dorothy Brunson, first black woman to get FCC approval of an application for a radio station and first black woman to be a radio station owner, WEBB(AM) Baltimore (1970); Carolyn Wean, first woman news director of top-10 market station, KYW-TV Philadelphia (1978), and Maudie Butler, first woman radio program director, WIBW(AM) Topeka, Kan. (1920's). Challenges to these nominations and other new nominations should be sent to Timatha Pierce, AWRT president, 1321 Connecticut Avenue N.W., Washington 20036, by March 31.



# Stock Index

Exchange and Company	Closing Wed. Feb. 20	Closing Tues. Feb. 12	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	33 7/8	35	- 1 1/8	- 3.21	7	949
N Capital Cities	47 1/2	45 1/8	+ 2 3/8	+ 5.26	13	650
N CBS	52	52 1/8	- 1/8	- .23	7	1,461
N Cox	65	65 1/2	- 1/2	- .76	13	437
A Gross Telecasting	26 1/4	26 3/8	- 1/8	- .47	8	21
O LIN	43 1/2	43 1/2			11	119
N Metromedia	69 1/2	71 5/8	- 2 1/8	- 2.96	10	320
O Mooney	10 1/2	10 1/2				4
O Scripps-Howard	64 1/2	65 1/2	- 1	- 1.52	12	166
N Storer	29 3/8	31 1/8	- 1 3/4	- 5.62	16	341
N Taft	31 1/2	32 1/4	- 3/4	- 2.32	11	275

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	20 3/4	20 1/2	+ 1/4	+ 1.21	17	37
A Affiliated Pubs.***	18 1/4	29 5/8	-11 3/8	-38.39	6	62
N American Family	9 7/8	10	- 1/8	- 1.25	4	104
N John Blair	17 3/4	19 1/8	- 1 3/8	- 7.18	4	65
N Charter Co.	41 1/4	43 1/2	- 2 1/4	- 5.17	35	819
N Chris-Craft	21 1/4	23 1/2	- 2 1/4	- 9.57	12	58
N Coca-Cola New York	5 3/4	6	- 1/4	- 4.16	7	101
N Cowles	24 1/2	24 5/8	- 1/8	- .50	20	97
N Dun & Bradstreet	44	44 3/4	- 3/4	- 1.67	17	1,224
N Fairchild Ind.	49 3/4	52 1/4	- 2 1/2	- 4.78	10	283
N Fuqua	20 1/8	20 1/4	- 1/8	- .61	6	254
N Gannett Co.	43 7/8	44 5/8	- 3/4	- 1.68	14	1,179
N General Tire	17 1/8	17 3/4	- 5/8	- 3.52	4	404
O Gray Commun.	39	42	- 3	- 7.14	12	18
N Harte-Hanks	24 3/8	25 5/8	- 1 1/4	- 4.87	14	227
O Heritage Commun.	12 1/2	12 7/8	- 3/8	- 2.91		30
N Jefferson-Pilot	30 1/4	30 1/2	- 1/4	- .81	8	681
O Marvin Josephson	13 1/4	12 3/4	+ 1/2	+ 3.92		34
O Kansas State Net	27 1/2	27 1/2			23	51
N Knight-Ridder	23 3/8	25	- 1 5/8	- 6.50	10	768
N Lee Enterprises	21 1/2	20 3/4	+ 3/4	+ 3.61	11	155
N Liberty	17 1/2	17 3/4	- 1/4	- 1.40	8	236
N McGraw-Hill	28	30 1/8	- 2 1/8	- 7.05	11	693
A Media General	26 1/2	28 7/8	- 2 3/8	- 8.22	11	196
N Meredith	39	41	- 2	- 4.87	8	120
O Multimedia	38 3/4	31 1/2	+ 5 1/4	+16.66	16	367
A New York Times Co.	23 1/2	23 3/8	+ 1/8	+ .53	18	277
N Outlet Co.	18 3/4	21	- 2 1/4	-10.71	5	46
A Post Corp.	17	18 1/8	- 1 1/8	- 6.20	7	31
N Rollins	30 1/8	27 7/8	+ 2 1/4	+ 8.07	14	403
N San Juan Racing	15 7/8	14 5/8	+ 1 1/4	+ 8.54	20	39
N Schering-Plough	36 3/4	34 1/2	+ 2 1/4	+ 6.52	10	1,961
A Sonderling	30 3/4	31	- 1/4	- .80	10	33
A Tech Operations	10 3/4	11 1/2	- 3/4	- 6.52	27	14
N Times Mirror Co.	36 1/2	37	- 1/2	- 1.35	10	1,239
O Turner Broadcasting	13	13				128
A Washington Post	20	19 3/4	+ 1/4	+ 1.26	7	312
N Wometco	19 3/4	19 3/8	+ 3/8	+ 1.93	9	183

<b>CABLECASTING</b>						
A Acton Corp.	14 7/8	16	- 1 1/8	- 7.03	10	39
O Ameco+						
N American Express	30	28 7/8	+ 1 1/8	+ 3.89	6	2,138
O Athena Comm.	8 5/8	6 3/4	- 1/8	- 1.85		14
O Burnup & Sims	10 1/4	11 1/8	- 7/8	- 7.86	54	88
O Comcast	25 1/4	24 1/2	+ 3/4	+ 3.06	25	42
O Entron*	5	5			5	4
N General Instrument	48 1/4	51 3/8	- 3 1/8	- 6.08	13	401
O Geneve Corp.	35 7/8	37 3/4	- 1 7/8	- 4.96	15	40
O Tele-Communications	26	28 1/8	- 2 1/8	- 7.55	32	277
N Teleprompter	23 1/2	24 5/8	- 1 1/8	- 4.56	31	398
N Time Inc.	53	50 1/4	+ 2 3/4	+ 5.47	10	1,481
O Tocom	20 1/2	14 3/4	+ 5 3/4	+38.98	44	30
O UA-Columbia Cable	52 1/2	50	+ 2 1/2	+ 5.00	24	176
O United Cable TV	26 3/4	28 3/4	- 2	- 6.95	19	108
N Viacom	40 3/4	43	- 2 1/4	- 5.23	21	154

Exchange and Company	Closing Wed. Feb. 20	Closing Tues. Feb. 12	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	6 3/4	6 3/4			3	21
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	36 1/4	35 5/8	+ 5/8	+ 1.75	6	356
N Disney	46	45	+ 1	+ 2.22	14	1,492
N Filmways	9 5/8	8 7/8	+ 3/4	+ 8.45	6	54
O Four Star*	3/4	3/4				8
N Gulf & Western	20 1/2	21 3/8	- 7/8	- 4.09	5	920
N MCA	54 1/8	53 3/8	+ 3/4	+ 1.40	10	1,258
O Medcom	4 3/4	4 1/2	+ 1/4	+ 5.55	19	8
N MGM	19 3/4	19 3/8	+ 3/8	+ 1.93	9	639
O Reeves Commun.	20 3/4	20 3/4				20
N Transamerica	17 3/8	18	- 5/8	- 3.47	6	1,138
N 20th Century-Fox	46 1/4	49	- 2 3/4	- 5.61	6	362
O Video Corp. of Amer.	6 1/8	6 1/4	- 1/8	- 2.00	20	6
N Warner	58 1/4	55 1/4	+ 1	+ 1.80	12	1,167
A Wrather	19 5/8	20 1/2	- 7/8	- 4.26	53	45

<b>SERVICE</b>						
O BBDO INC.	34 3/4	35 1/4	- 1/2	- 1.41	8	87
O Compact Video	14 3/8	14 7/8	- 1/2	- 3.36		27
N Comsat	37 3/4	41 1/4	- 3 1/2	- 8.48	9	302
O Doyle Dane Bernbach	25 1/2	26	- 1/2	- 1.92	9	67
N Foote Cone & Belding	24	24 3/8	- 3/8	- 1.53	8	62
O Grey Advertising	49	48 1/2	+ 1/2	+ 1.03	6	30
N Interpublic Group	35 3/8	33 1/2	+ 1 7/8	+ 5.59	7	156
O MCI Communications	8 1/2	6 3/4	+ 1/4	+ 3.70	81	180
A MovieLab	6 1/4	6 1/2	- 1/4	- 3.84	11	9
A MPO Videotronics	5 1/8	5 1/4	- 1/8	- 2.38	5	2
O A. C. Nielsen	29 7/8	28 1/2	+ 1 3/8	+ 4.82	14	326
O Ogilvy & Mather	23 3/4	24 1/2	- 3/4	- 3.06	8	85
O Telemation	1 1/4	1 1/4				2
O TPC Communications	8 1/4	6 1/2	+ 1/4	+ 3.84	11	5
N J. Walter Thompson	31 3/8	31 7/8	- 1/2	- 1.56	7	83
N Western Union	24 3/8	25 5/8	- 1 1/4	- 4.87	10	369

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	8 1/2	8 3/4	- 1/4	- 2.85	7	14
N Ampex	16 1/4	20 1/4	- 2	- 9.87	12	208
N Arvin Industries	13 1/4	13	+ 1/4	+ 1.92	4	78
O CCA Electronics*	1/8	1/8				1
A Cetec	7 3/8	6 1/2	+ 7/8	+13.46	16	4
A Cohu	8 7/8	7 1/4	- 3/8	- 5.17	23	11
N Conrac	23	23				37
N Eastman Kodak	48 1/2	49	- 1/2	- 1.02	9	7,827
B Elec. Missile & Comm.	3 1/4	3 7/8	- 5/8	-16.12	30	8
O Farinon	29 1/4	30 1/8	- 7/8	- 2.90	27	145
N General Electric	52 1/4	54 3/8	- 2 1/8	- 3.90	10	9,644
N Harris Corp.	37	38 3/4	- 1 3/4	- 4.51	16	969
O Harvel Ind.	8 1/2	6 1/2				17
O Intl. Video	7/8	7/8				2
O Microdyne	27 1/4	29 1/4	- 2	- 6.83	28	3
N M/A Com, Inc.	38 1/8	39	- 7/8	- 2.24	50	215
N 3M	52	52 1/4	- 1/4	- .47	11	6,056
N Motorola	57 3/4	59 1/8	- 1 3/8	- 2.32	14	1,648
N N. American Philips	29 1/2	30 3/8	- 7/8	- 2.88	8	354
N Oak Industries	35 3/8	35 1/4	+ 1/8	+ .35	24	149
O Orrox Corp.	8 3/4	6 1/2	+ 1/4	+ 3.84	10	11
N RCA	24 1/8	25 3/8	- 1 1/4	- 4.92	7	1,805
N Rockwell Intl.	58 5/8	58 3/8	- 1 3/4	- 2.99	9	1,993
A RSC Industries	4	4 1/8	- 1/8	- 3.03	22	9
N Scientific-Atlanta	43	44	- 1	- 2.27	24	202
N Sony Corp.	7	7 1/8	- 1/8	- 1.75	12	1,207
N Tektronix	61 5/8	60 7/8	+ 3/4	+ 1.23	16	1,108
O Texcan	6 1/4	8	+ 1/4	+ 3.12	49	6
O Valtec	18	18 3/4	- 3/4	- 4.00	38	71
N Varian Associates	32 1/2	33	- 1/2	- 1.51	181	222
N Westinghouse	24 1/4	24 3/4	- 1/2	- 2.02	7	2,085
N Zenith	9 1/2	9 3/4	- 1/4	- 2.56	9	178

Standard & Pools 400 Industrial Average 131.66 133.83 -2.17

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Pools' or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \*Stock did not trade on given day; price shown is last traded price. \*\*No P/E ratio computed, company registered net loss. \*\*\*Stock split 3 for 2. +Stock traded by price less than 12.5 cents.

# *They're still talking about "Edward and Mrs. Simpson"*



"TV at its very best. It's in the highest tradition of British biographical drama on a par with 'Elizabeth R,' 'Jenny,' 'The Six Wives of Henry VIII' and last year's Mobil Showcase offering 'Edward the King.'" *Cecil Smith, Los Angeles Times*

"The production is a period gem...gloriously sumptuous..." *John O'Connor, New York Times*

"Performances are fastidious and fascinating..." *Tom Shales, Washington Post*

"A jewel of a drama...achieves an aura of suspense worthy of Lord Hitchcock."  
*Harry F. Waters, Newsweek*

"'Edward & Mrs. Simpson' is incredibly sordid and wonderful...spectacular...the acting is super."  
*Marvin Kitman, Newsday*

"Joy to watch..." *Clive Barnes, New York Post*

"Captures the high spirits of the times..." *Kay Gardella, Daily News*

"A jewel, a flawless sapphire...as fascinating as an adder."  
*Judy Flander, Washington Star*

"It's a brilliant, compelling, puzzling, fascinating, infuriating, but splendid story.\*\*\*\*\*"  
*Frank Swertlow, Chicago Sun Times*

"'Edward & Mrs. Simpson'...should be crowned monarch of the 1980 television season."  
*Arthur Unger, Christian Science Monitor*

"Smashing...first-rate TV:" *Rick Dubrow, Los Angeles Herald Examiner*

"Beautifully crafted television..." *Bill Carter, Baltimore Sun*

"Absolutely top drawer:" *Ann Hodges, Houston Chronicle*

"Recreated with richness and affection."  
*Rex Polier, Philadelphia Bulletin*

"Both Fox and Harris are superb...a refreshingly cynical slice of modern history..."  
*Bruce Williamson, Playboy*

"Superb, even gripping...a stunning TV series probe(s) the world's most provocative love story."  
*Amy Gross, Vogue*

"Compulsive viewing...titillates our curiosity..." *Martine Latour, Mademoiselle*

"Superb performances...a show worth watching."  
*Joan Hanauer, United Press*

"Edward & Mrs. Simpson" a Thames Television production.

**Wednesday evening, February 27, at 8:00, episode 6. Check local listings.**

**Mobil  
Showcase  
Network**



## The human side of the law: Judge Wright

In the late 1940's and early 1950's, J. Skelly Wright was a young federal judge in New Orleans, admittedly not very experienced in the law—his background principally was as a federal prosecutor—but filled with idealism and sensitive to what might be called the moral imperatives of the cases on which he worked. Today, at 69, now chief judge of the U.S. Court of Appeals in Washington, Wright is vastly more informed in the law but, in the view of those who have studied his career, no less filled with idealism, no less sensitive to those same imperatives.

To broadcasters and their attorneys—FCC officials, too, for that matter—the sight of Wright on the bench waiting to hear arguments in a case in which they are involved can be disconcerting. Never mind that he is soft-spoken and courteous, the Louisiana drawl wrapping in cotton even the sharpest questions. If they are on the “wrong” side of what could be considered a minorities or civil-rights issue, they have reason to be concerned. Even in the bloodless area of common carrier law, Wright can be an activist of startling creativity.

Lawyers who have observed him over time—including those who admire him—talk of Wright as “result-oriented.” Indeed, a law school student at the University of California at Berkeley—Michael Bernick—was so struck by this aspect of Judge Wright after reading a number of his cases—particularly those in civil and criminal law—that he used Wright as a model in a book he wrote last year on the subject—as the title of the as-yet unpublished work has it—“Judging as Trying To Be Right.”

“Result-oriented,” of course, does not necessarily constitute a compliment. Judges are presumed to arrive at results only after cold analysis of the law and the facts. And there are more than a few judges to whom the label applies. But Wright himself does not shrink from it—although he says it requires elaboration. At times, he says, his initial reaction to a case is formed not only by what is legally right but by its “moral overtones.” Now, the “visceral reaction” must be tested against precedent and the principles of the law that apply to the case. And if “good prior law” does not accord with his initial reaction, he will change his mind. Stability and predictability in the law, he says, as do most lawyers and judges, are important. But injustice, he adds, is not to be tolerated. And if he finds prior law “poorly conceived” or “clearly unjust,” he will turn away from it, and develop his own theory as to how a case should be decided.

Obviously, such a course is risky. The decision “will be shot at by those who are



James Skelly Wright—chief judge, U.S. Court of Appeals in Washington; b. Jan. 14, 1911, New Orleans; BA, 1931, and JD, 1934, Loyola University, New Orleans; LLD, Yale University, 1961, Notre Dame, 1962, Howard University, 1964, and University of Southern California, 1975; high school teacher, 1931-35; lecturer, English history, Loyola, 1936-37; member of faculty, Loyola School of Law, 1950-62; assistant U.S. attorney and U.S. attorney, eastern district of Louisiana, 1937-49 (except for service as lieutenant commander, U.S. Coast Guard, 1942-45); U.S. district judge, eastern district of Louisiana, 1949-62; U.S. circuit judge, Washington, D.C., 1962 to date; named chief judge of circuit, March 28, 1978; m. Helen Mitchell Patton, Feb. 1, 1945; one son, James Skelly Wright Jr.

more inclined to follow precedent than I am . . . There will be law review articles. Other judges, on this court and others, will write. Also, the Supreme Court may review. So the constraints are pretty significant, and you better be confident of your views and be ready to accept the possibility of reversal.”

And Wright has been reversed—in the *CBS vs. Democratic National Committee* case, for instance. Wright, writing for the majority of a three-judge panel, in August 1971, said that broadcasters who sell time for commercial advertising cannot impose a flat ban on the sale of time for editorial advertising. He said the system violated the First Amendment rights of those interested in speaking on issues of public importance—and conformed “to a paternalistic structure in which licensees and bureaucrats” decided what issues are important and how they are to be presented. The Supreme Court, on the other hand, felt the power of deciding what is to be broadcast—the power of editing—should be left with broadcasters.

But there are other areas in which Wright decisions remain a major factor in communications law. *Citizens Communications Center*, also issued in 1971, overturned an FCC policy statement

aimed at according broadcasters a measure of protection against challengers at renewal time. (That opinion, while never overturned, has been denied in subsequent appeals court and Supreme Court decisions.) And three years ago, *Home Box Office*—the opinion was unsigned, but Wright says it was “put together” in his office from contributions of the two other judges on the panel—not only declared the commission’s cable television rules a violation of the First Amendment but required the agency to adopt rules strictly limiting members’ contacts with interested parties in rulemaking proceedings. (Courts must have a *full* record for review, he said the other day. “We can’t review whispered conversations in backrooms.”)

But the communications law case of which he seems most proud—“inordinately proud,” he says—is in the common carrier area and involves MCI Telecommunications Corp.’s Execunet service. The commission, acting on a complaint by AT&T, sought to bar MCI from offering what is in effect a long-distance telephone service. But, Wright says, “we took a commission decision and turned it upside down.” And more than the fact that his two opinions in the case were affirmed by the Supreme Court, he seems to take satisfaction from the aftermath: “Execunet opened up the whole area of common carrier—wide, with the result that this is one of the most rapidly growing areas of communications.”

Wright was 38 years old and a U.S. attorney in New Orleans when President Harry Truman appointed him a federal district judge there. And Wright considers it an advantage to have begun his career on the bench while relatively young and inexperienced. Many of the judges he knew had been appointed after a full career in corporate law (he refers to them generically as “railroad lawyers”), and their opinions, he says, reflected that background. Even the opinions of the Supreme Court—including those overturning New Deal legislation—“revolted” him. Wright, no railroad lawyer, mounted the bench “less inhibited by principles of law.” Certainly, he was prepared to break new ground.

For as a district judge in New Orleans, in the 1950's, Wright took a leadership role in ending segregation in the South. In a number of cases, he moved even before the Supreme Court’s historic *Brown vs. Topeka Board of Education* decision in 1954. Among many in the South, he was anathema. “It’s not easy to forget your past,” he says, in looking back over the experiences that shaped him as a judge. “I was not as respectful [as some]. I have not improved with age. So I hope I bring a little more humanity, in its broadest sense, to the law than some of those who, with the best of intentions, think I am more result-oriented than I should be.”

## Two steps too far

The FCC is being unrealistic in escalating its standards of equal employment opportunities for minorities and women in radio and television (BROADCASTING, Feb. 18).

The new standards it has set for smaller stations, meaning mostly radio, will be difficult for many to meet. Although the FCC has let stations with fewer than five full-time employees remain exempt from submitting written EEO programs, it will subject those with five to 10 employees to license-renewal review if minority-group or women employees do not equal, in comparison with the composition of the local work force, 50% over-all and 25% in the top four job categories. Commissioner Anne Jones correctly expressed concern about "overkill" in the application of those standards to stations of that size. Nor will many of the smaller stations among those the next FCC group—those with 11 or more full-time employees—find it easy to comply with 50% parity both over-all and in the top four job categories.

It isn't entirely clear in the FCC's action what it means by "subjected to review." If a station fails to meet the new standards, will honest efforts and extenuating circumstances be considered? The history of administration of FCC guidelines suggests this will degenerate into a simple numbers game.

As to the FCC's intention to begin investigating the composition of employment at the television networks, it can only be said that the agency is exceeding its authority and whistling Dixie at the same time.

The professed purpose is to eliminate stereotypes and right the balance of minority and women representation in television programming by the infusion of minority and female presence in decision making. Assuming that the end would follow the means, as there is no evidence it would, the whole project is based on the commission majority's judgment that there is unacceptable stereotyping or representational imbalance in television network fare. When it makes that judgment in the first place, the FCC strays into forbidden ground.

The networks have not been eager to pick fights when they could avoid them, but in this case, there will surely be a confrontation at some point. When the FCC moves overtly to reshape programming by restructuring network payrolls, it is an act of censorship once removed. Time to draw the line.

## Tripola

Broadcasters and others regulated by the FCC will get a breather for three weeks in May. Five of the seven FCC commissioners, headed by Chairman Charles D. Ferris, and a delegation from the FCC staff will be out of town—about as far out of town as it is terrestrially possible to go. They will be in the Peoples Republic of China (BROADCASTING, Feb. 18), to discuss telecommunications, of course.

That visit will immediately follow another, April 19-May 3, by a composite delegation from Congress and the executive branch, headed by Henry Geller of the National Telecommunications and Information Administration, also discussing telecommunications, a subject that must fascinate the Chinese these days.

The invitations for these missions may be coming, as is steadfastly claimed, from the Peoples Republic of China, but the travel money is coming from—where else?—U.S. treasury. Forty or more federal employees will be on the trips.

As for the FCC, it cannot be said that the China expedition will be encumbered by amateur travelers. Last week Ferris and Com-

missioners Joseph R. Fogarty and Anne P. Jones, along with staff members, were in London to discuss, surprise, telecommunications. Commissioner Robert E. Lee was in Chicago and South Bend, Ind., making speeches. Commissioner James D. Quello was in Albuquerque, N.M., at a "teleconference" on educational TV. Commissioner Abbott Washburn was at the National Association of Television Program Executives conference in San Francisco. Three weeks ago, Ferris, Fogarty and Lee were in Hawaii for, but why go on?

Itchy foot is a disease that has always afflicted FCC members. Indeed for some the seven-year term could as well be called the seven-year itch. It is reaching epidemic proportions, however, in the China expedition.

## Grown-up

The importance of television news has never been as widely recognized as it is now. Its audiences are at their highest levels and growing, and it is being accorded serious recognition even by competitors that used to treat it carpingly, if at all. If evidence of the latter point is needed, it may be found in the Feb. 25 issue of *Time*, which used CBS News's Cronkite-Rather succession as the peg for an eight-page cover package subtitled "TV's News Explosion."

Audience growth, specifically the audiences that have been attracted to ABC News's late-night Iran specials, have prompted ABC-TV to schedule a 20-minute newscast at 11:30 p.m. NYT four nights a week. The plan, described elsewhere in this issue, inevitably will find critics as well as advocates among affiliates. But both must agree that it reflects a perception of audience potential that, whether it proves right or wrong, could scarcely have been imagined a few years ago.

Television news has grown up, and is still growing. It has grown up partly because of competition, partly from experience, partly as a result of new technologies—and wholly because the people in it have been determined to learn and grow. The growing tendency of other media to treat TV news as responsible journalism can have derived only from a growing awareness that TV news is responsible journalism.



Drawn for BROADCASTING by Jack Schmidt

*"I don't have anything personal against the beard, Turk, but we are getting a lot of static hopping over to the mike."*





# Meet Jim Barker

WFYR-FM CHICAGO

Chicago is a market of change. It seems as though the winds off the lake which give the city its nickname blow constantly through the broadcast community ushering in new formats and facilities. In this blustery marketplace WFYR-FM has emerged at gale force.

To keep chart of the constant changes and respond to them is a task which requires a manager with a combination of experience

and adventure. Such a man is Jim Barker, Vice-President and General Manager of WFYR. Senior in service with RKO Radio, Jim started at WGMS in Washington, D.C. in 1959. He then spent ten years in Chicago with RKO Radio Sales before accepting his present post at the helm of Chicago's only full-service FM radio station, in 1976.

An introspective individual, Jim leans towards the intellectual. He founded and led a great books discussion group for four years. This introspection also leads to concern. Jim has chaired the advisory panel of The Spalding School for the Handicapped and recently placed a wheelchair intern on the staff at WFYR. He is also the former chairman of the Chicago Radio Broadcasters' Association.

A quiet, gentle man, Jim Barker has brought great strength and stability to a station in a city where the winds of change blow unceasingly. RKO Radio is pleased to give you this opportunity to meet him.



**RKO RADIO**

WRKO • WROR Boston/WFYR Chicago/WAXY Fort Lauderdale-  
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