

FCC's yes on cable deregulation Capacities
buying Cablecom Special report on TV journalism

Broadcasting Jul 28

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On September 8, join stations coast to coast
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NEWSPAPER
MAY 1980
XTR DEC/82

A Clear

Television's highest rated

NOV 1979 NSI

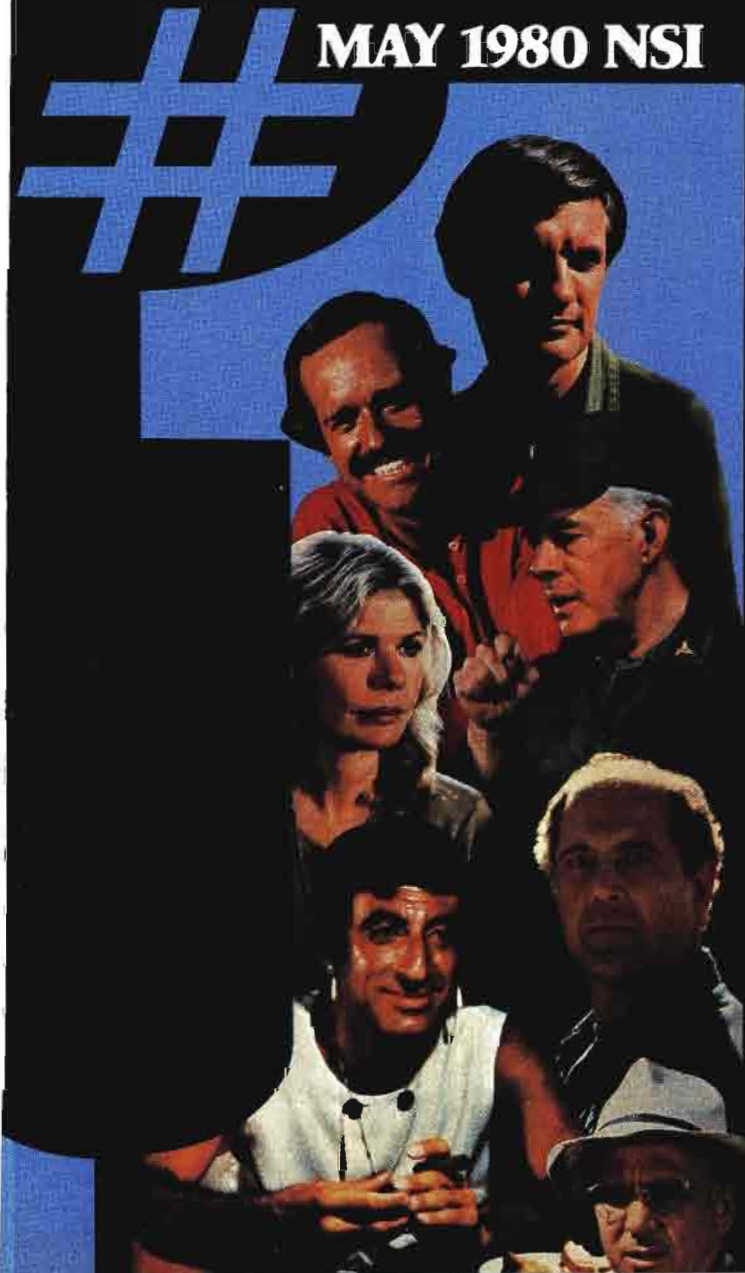
FEB 1980 NSI



Sweep!

off-network series.

MAY 1980 NSI



- #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 Men 18-49

M*A*S*H



Still the One!

"Family Feud" is the Number One choice in game shows among women 18-49 and men 18-49.

Not just by a hair, but by a commanding preference!

With young women, for example, "Family Feud's" average DMA rating is 1.8 points higher than the second-ranked game. And 2.1 points higher than the third.

The story was the same in February. And also in November.

But in September, it will take on a beautiful new twist. A new strip format. That's when you can use "Family Feud's" exceptional strength to attract your key access audience of 18-49 adults five nights every week!

Goodson-Todman's

"FAMILY FEUD"

Hosted by Richard Dawson

Source: Cassandra/NSI, 5/80, 2/80, 11/79.
Audience estimates subject to qualifications available on request.
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The Week in Brief

TOP OF THE WEEK

BOWING OUT OF CABLE □ The FCC repeals its rules on syndicated exclusivity and distant-signal importation. It triggers court action by Malrite and plans for legal counterattacks by NAB and MPAA. The Hill may get into the act. **PAGE 25.**

CAPCITIES UPS ITS CABLE ANTE □ The major broadcaster-publisher agrees to buy RKO General's Cablecom-General for \$139 million. **PAGE 28.**

POST MORTEM ON FORD-BUSH □ The critics have a field day with speculation about the influence of media on politics. The networks take their lumps—and bows—on coverage of the vice presidential shuffle in Detroit. **PAGE 28.**

STRIKE REPERCUSSIONS □ The walk-out of SAG and AFTRA poses a threat to production for the new season and higher charges right on down the line to the consumer. Payments for performers in the new video technologies are a major issue. **PAGE 30.**

SPECIAL REPORT

A+ MARKS FOR LOCAL TV JOURNALISM □ The latest technological advances and the oldest journalistic traditions enabled local television to cope with news breaks around the corner and around the world during the past year. Some of the people involved lend insight to the challenges and trends. **PAGE 33.** BROADCASTING spotlights notable efforts in the pursuit of spot news, **PAGE 38**; in the presentation of public-affairs programming, **PAGE 54**; in the structuring of documentaries and the pursuit of investigative reporting, **PAGE 60.**

MEDIA

KARL ELLER'S POSSIBLE DREAMS □ The media entrepreneur has never thought in small terms. And observers note that his latest venture with Charter shows he has no intention of lowering his goals or changing his tactics. **PAGE 80.**

BUSINESS

TOUGH TO FIGURE □ Wall Street analysts see no clear pattern in the current performance of media-related

stocks. They call broadcast and cable activity a "hodgepodge." **PAGE 85.**

ABC SLOWDOWN □ The company's earnings in the second quarter decline to \$53.8 million, 6% under the same period in 1979. First-half profits slip 5% to \$78.1 million. **PAGE 85.**

MARGIN OF ERROR □ Arbitron Radio launches a replication study to better define sampling errors in its audience studies. **PAGE 87.**

PROGRAMMING

PTV-CABLE TOGETHERNESS □ Public broadcasters and cable operators conduct an experiment that some see as a precursor to a California cable network. Test involves a two-hour teleconference on the energy issue. **PAGE 88.**

JOURNALISM

TV'S ECONOMIC COVERAGE □ Three articles in *Industry Week* point out difficulties in the relationship between the medium and business. **PAGE 90.**

MUSSED UP IN MOSCOW □ American newspeople at Olympics get rough treatment when they try to cover anything but sports. **PAGE 91.**

TECHNOLOGY

CBS GOES IT ALONE □ Company breaks with the rest of the industry on teletext standards. It will submit its own ideas, based on French Antiope system, to FCC. **PAGE 92.**

CABLE NET ONE TENANTS □ The final slots on the satellite to be launched next June go to CNN, Warner Amex and Times Mirror. **PAGE 93.**

HELPING HAND FROM UNCLE SAM □ NTIA makes four awards, totaling \$1.8 million, to encourage satellite use by the public sector. **PAGE 94.**

PROFILE

PRAGMATIC PUBLIC RELATIONS □ Shaun Sheehan believes in extracting emotionalism from issues and dealing with basics. It's the realistic approach that has helped him to cope with the challenges of his post as senior vice president, public relations, at NAB. **PAGE 121.**

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NEW FROM MCA TV!

UNIVERSAL NETWORK MOVIES 85

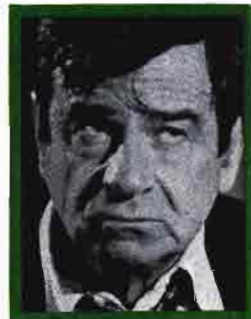
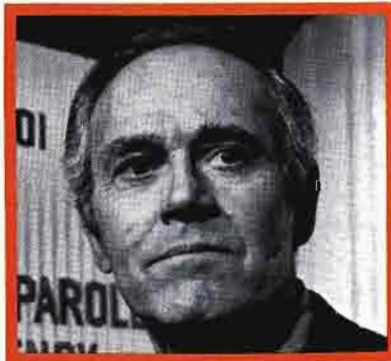
The five CBS O&O's bought 'em all!

NEW FROM MCA TV! "Universal Network Movies 85"

Here's a superb combination of 85 movies especially made for the networks
—33 90-minute and 52 two-hour lengths—perfect for all your movie time slots!

Each movie has the stars that today's audiences look for—Peter Falk, Dennis Weaver, Barbara Eden, Larry Hagman, Henry Fonda, Lee Remick, Angie Dickinson, Raymond Burr, Shirley Jones, Robert Conrad, Kirk Douglas, Martin Sheen, Martin Balsam, Anthony Quinn, Brenda Vaccaro, Walter Matthau, Jill Clayburgh and dozens and dozens more!

In the kind of movies that television audiences love: contemporary drama, with lots of action, adventure, romance, mystery and suspense! Almost all available now!



UNIVERSAL
NETWORK
MOVIES 85

85 of television's best movies
from the company that started it all

MCA TV

Forward march

TV networks are nearing end of up-front selling of prime time for new season and by their own counts their total is within whisker of last year's record of about \$1.6 billion. CBS official claims lead with almost \$600 million to date; NBC executive claims second at nearly \$500 million and ABC official—claiming other two are exaggerating—checks in at over \$400 million. Sales officials generally seem elated, pointing out that buyers this year lack impetus provided last year by knowledge that inventory would be substantially curtailed by winter Olympics.

Generally, word is that most buyers are spending more than year ago, but also holding back more. CBS sources estimate their rates are up by 10%-12%, maybe 13%-14%. NBC's are said to average 8%-10% increase while ABC's—because of ratings slippage—are believed to be up by 6%-8%. Up-front selling should be completed in next week or so. Scatter-plan—and some daytime—selling has already started.

Safety measure

Money wasn't only object in selection of Capital Cities Communications among other bidders for RKO's Cablecom-General (see page 28). Others wanting to buy Cablecom offered as much money (nearly \$140 million) and same terms. It's understood Blyth Eastman Paine Webber recommended sale to Capcities because, as company with no present cable operations, its acquisition of major cable group would raise less Justice Department interest than might be aroused by Cablecom sale to existing MSO. Among other bidders were Wometco and Tele-Communications Inc.

Feds on franchising

Federal investigations into awards of cable franchises in Pittsburgh and Houston are heating up. Houston Mayor Jim McConn appeared last Tuesday before federal grand jury that has been probing possible violations of antitrust laws in city's award of five franchises last year. He and several members of city council at time awards were made were subpoenaed early this month, but McConn was first to appear. Records of companies that won franchises and of Storer Broadcasting and Warner Amex Cable Communications which bought three of franchises have also been subpoenaed.

In Pittsburgh, two and possibly five other council members were subpoenaed last week by grand jury investigating possible influence peddling and bribes

surrounding award of franchise to Warner Amex subsidiary there. Three council members were subpoenaed by grand jury in May, but only one showed up (BROADCASTING, July 14).

War council

National Association of Broadcasters will confer tomorrow (July 29) with number of communications attorneys in effort to develop strategy to counter FCC's decision to eliminate distant-signal and syndicated-exclusivity rules (see page 25). Most likely, NAB and industry groups will join as intervenors in Malrite Broadcasting's appeal, filed in Second Circuit Court of Appeals, New York, immediately after last week's ruling.

Feeling among some lawyers is that Second Circuit may be more favorable to broadcasters' point of view than U.S. Court of Appeals in Washington, where most FCC cases are heard. In fact, sources say Malrite may not have acted alone in deciding to appeal in New York. First thing court will be asked to do is stay FCC deregulation.

Fights in fringe?

With schedule of Democratic national convention still being worked out, one key question is whether prime time will be reserved for celebration of Democratic party, in full view of network cameras, or for discord. Since Senator Edward M. Kennedy (D-Mass.) seems determined to challenge President Carter for nomination, convention managers foresee long sessions on each of four days and are prepared for fights over rules and platform. But they have planned to interrupt those fights in prime time for speeches and films honoring party and spelling out its differences with Republicans.

Not clear last week, after meeting of Kennedy and Carter people on convention, is whether Kennedy forces are agreeable to call recess in fights that would otherwise spill over into prime time.

Togetherness

FCC may go along with National Association of Broadcasters' petition for joint industry-government advisory group to study all aspects of radio allocations, despite FCC staff recommendation against it. Staff, taking cue from Chairman Charles Ferris, is preparing decision saying there are already number of ongoing aural rulemakings and there is no need to combine them at this time. But there are indications four commissioners—James Quello, Robert Lee, Abbott Washburn and either Joseph Fogarty or Anne

Jones—will disagree. NAB has argued that piecemeal approach to creation of more radio stations is undesirable.

Short cut

Since Magnavox believes that much of support for Kahn/Hazeltine AM stereo system stems from fact that many broadcasters have already purchased and installed equipment in experimental stage, it has developed way to convert Kahn exciter to generate Magnavox-format AM stereo broadcast signal.

Bob Streeter, co-inventor of Magnavox system, said conversion is simple and that Kahn equipment of one major broadcast group has already been converted. Magnavox will demonstrate converted exciter to other broadcasters who have purchased Kahn equipment..

To each its own

Potentially messy affiliation switchover in Atlanta is on verge of solution. When WSB-TV there jumped from NBC to ABC, there was talk that WXIA-TV—which is moving from ABC to NBC—might hold ABC to full term of its contract and cherry-pick from both networks from Sept. 30, when WSB's NBC contract expires, to Dec. 5, termination of WXIA's ABC deal ("Closed Circuit," June 9).

But both networks and both stations have been conferring, and word late last week was that switchover would occur week of Sept. 1.

Trib stock soars

Fair market value of Tribune Co. (*Chicago Tribune*, *New York Daily News*, WGN Continental Broadcasting, paper mills in Canada and other newspapers) has jumped 10% in past quarter. Stockholders have been notified that shares (about 8,000 outstanding) had increased in value from \$60,000 to \$66,000 each as of July 8. (That totes up to \$528 million, all held by heirs of late Colonel Robert R. McCormick and associates, along with beneficial interest in trusts and stock held by senior employees of parent company.)

STV-ITNA

If next brave news world turns out to be subscription television, Independent Television News Association is ready and waiting. STV stations this week will receive "get-acquainted" letter from ITNA and news supplier is arranging meeting with newly formed Subscription Television Association. Already ITNA client is Golden West Broadcasters' STV, KHFC-TV Oklahoma City, which will debut with daytime news in fall.

Business Briefly

TV ONLY

Ohio Art □ Baseball Kid toy. Begins this week for third quarter in New York and Boston. Agency: Ed Libov & Associates, New York. Target: children, 2-11

White Lily Foods □ Flour. Begins Sept. 29 for nine weeks in Georgia markets of Albany, Atlanta, Augusta and Columbus; Alabama markets of Birmingham, Dothan, Huntsville-Decatur-Florence and Montgomery; Tennessee markets of Knoxville and Chattanooga; Lexington, Ky.; Greenville, N.C.-Spartanburg, S.C.-Asheville, N.C., Tallahassee, Fla., and Columbia, S.C. Early fringe and day times. Agency: Tucker Wayne & Co., Atlanta. Target: women, 18-49.

Pinellas County (Fla.) Tourism □ Begins Aug. 25 for nine weeks in nine markets. Day, fringe and prime times. Agency: Louis Benito Advertising, Tampa, Fla. Target: adults, 25 and over.

Colonial Penn Group □ Auto insurance. Begins Aug. 4 for four weeks in 13

markets. Early news and prime times. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: adults, 50. plus.

Scott Paper Co. □ Cottonelle bathroom tissue. Begins Sept. 1 for four weeks in 43 markets. Agency: BBDO, New York. Target: women, 25-54

Eco Laboratories □ Lime Away disinfectant. Begins Aug. 18 for four weeks in about 50 markets. Day times. Agency: Warwick, Welsh & Miller, New York. Target: women, 25-49.

American Can □ Aurora paper towels. Begins Aug. 4 for four weeks in eight markets. Day and fringe times. Agency: Scali, McCabe, Sloves, New York. Target: women, 18-49.

d-Con □ 4-Gone insecticide. Begins this week for four weeks in more than 10 markets. Prime and late fringe times. Agency: William B. Tanner, Memphis

When Will We Have Electric Cars?

Tough question?
Sure it is.

But it's just one of hundreds of tough questions fielded each year by the Communications staff of the Motor Vehicle Manufacturers Association.

As the national trade association for U.S. car, truck

and bus makers, we have the resources to provide answers and information—quickly and reliably.

If you're looking for industry views on some of the tough transportation issues of the day—or statistical data on just about any aspect of motor vehicles—we can help.



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of the United States, Inc.

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313 / 872-4311

Advantage

We'll be glad to. Mego Corp. has agreed to follow suggestions of National Council of Better Business Bureaus for its toy advertising and use phrase "You have to put it together" in lieu of "Assembly required." Bureau suggested children might more easily understand first version.

Bear's best friend. Kellogg Co., through Leo Burnett U.S.A., is full sponsor of three upcoming Berenstain Bears animated half-hour specials on NBC-TV. Newly produced *Berenstain Bears Meet Big Paw for Thanksgiving Holiday* is set for Nov. 20; reruns of *The Berenstain Bears' Christmas Tree* and *The Berenstain Bears' Easter Surprise* return for seasonal encores. Co-producers are Perpetual Motion Pictures and The Cates Brothers Co.

New York makes it official. Television and radio commercial titled "I Love New York," commissioned to promote tourism in state, became official song of New York by proclamation of Governor Hugh Carey. Jingle was created by writer Steve Karman, who was also responsible for TV-radio catch-phrases, "When you say Budweiser, you've said it all" and "Weekends were made for Michelob."

Promote. Klein & Co., Los Angeles-based broadcast promotion firm, has established two new divisions: Ocean Gate Productions and Splice Here. Ocean Gate will expand company's promotion efforts into cable and subscription television fields and will be headed by Mark Rasmussen. Splice will provide film and tape editing facilities. Bob Hughes will direct.

Rep Report

WIXT(TV) Syracuse, N.Y.: To Katz American Television from Petry Television.

WNWS(AM) Miami, Fla.: To Bernard Howard from Savalli/Gates.

WXAP(AM)-WNOK(FM) Columbia, S.C.: To Blair Radio from Torbet.

WHEN A CLEVELAND SCHOOL ASKED US FOR HELP, WE GAVE THEM THE BRUSH.



Sometimes a brush and a few gallons of paint can make a big difference. At Collinwood High on Cleveland's Far East Side, that's all it took to turn a deteriorating environment into a source of pride, and an example for others to follow.

It all began when a Collinwood teacher asked WKYC-TV's Editorial Director to sit in on a class. The subject hit close to home—urban decay.

After the discussion, the students asked him to comment. He didn't hesitate. "Neither you nor I can fix the lack of money, or lack of books, or the big things," he said. He looked around the classroom at the dull tan paint peeling off the walls. "You can fix a small thing. You can probably do it in a day, and if you want to do the work . . . the least we can do is pay for it."

The total cost was \$297, for paint and supplies, lunch, and equipment rental fees. The teacher and

29 student volunteers worked from 9 a.m. to 8 p.m. one Saturday, painting the room a lively sky-blue. Our biggest contribution was not the money, though.

It was the idea.

WKYC-TV is just one of the five Flagship Stations of NBC—each committed to serve its own community. Sometimes the commitment is large, like our Health Fairs that have provided free medical screenings for hundreds of thousands of people. Sometimes it's small, like a couple of brushes and some paint.

What's important is that the commitment is there—a commitment that's helping us paint a brighter future for the cities we serve.

THE FLAGSHIP STATIONS OF NBC

WKYC-TV
CLEVELAND

WRC-TV
WASHINGTON, D.C.

WMAQ-TV
CHICAGO

WNBC-TV
NEW YORK

KNBC-TV
LOS ANGELES



Target: adults, 25-54.

New York and New England Apple Institute □ Apples. Begins Sept. 21 for four weeks in about five East Coast markets. Agency: Singer Advertising, Boston. Target: women, 18 and over; women, 25-54.

S.C. Johnson □ Wasp & Hornet insecticide. Begins Aug. 4 for three weeks in 18 markets. Day and fringe times. Agency: Foote, Cone & Belding, Chicago. Target: adults, 18 and over.

Westinghouse □ Appliances. Begins Sept. 1 for three weeks in about 60 markets. Day, fringe and news times. Agency: Kelly, Scott & Madison, Chicago. Target: women, 18-49.

Genessee Brewing □ Cream ale. Begins Aug. 4 for three weeks in 13 markets. Fringe and sports times. Agency: William Esty Co., New York. Target: men, 18-49.

Jou Jou Design □ Jeans. Begins in August for various flights in Miami and New York. Fringe and prime access times. Agency: Richard & Edwards, New York. Target: women, 18-34.

RADIO ONLY

Sherwin-Williams □ Martin-Senour paint. Begins Aug. 20 for third quarter in 13 markets. Agency: Wyse Advertising, Cleveland. Target: adults, 25-54.

Allied Van Lines □ Movers. Begins Sept. 15 for six weeks in more than 10 markets. Agency: D'Arcy-MacManus & Masius, Chicago. Target: Adults: 25-49.

Mission Macaroni □ Pasta products. Begins in early September for four weeks in about 14 Northwestern markets. Morning drive, midday and afternoon drive times. Agency: Vantage Advertising, Seattle. Target: women, 25 and over.

3M Co. □ Recording tape. Begins Aug. 25 for four weeks in about 20 markets. Agency: BBDO, Minneapolis. Target: men, 18-34.

Pro Hardware □ Retail hardware. Begins late September for two-to-three weeks in 20 markets. All day parts. Agency: Ross Roy/Compton, New York. Target: men, 25-54.

Family Mart □ Retail stores. Begins Aug. 11 for two weeks in nine markets. Agency: Bozell & Jacobs, Atlanta. Target: women, 18-49.

Texas Instrument □ Home computer. Begins Aug. 18 for three weeks in Houston, Philadelphia and San Francisco. Morning and afternoon drive times. Agency: Tracy-Locke, Dallas. Target: men, 25-54.

Owens Country Sausage □ Meat products. Begins this week for two weeks in 16 markets. Morning drive, midday and afternoon drive. Agency: Bloom Advertising, Dallas. Target: women, 25-54.

Bachman Foods □ Snacks. Begins this week for two weeks in Pennsylvania markets of Philadelphia and Harrisburg-York-Lancaster-Lebanon and in Baltimore. Morning drive, midday and afternoon drive, plus Saturdays. Agency: Lewis & Gilman, Philadelphia. Target: women, 25-49.

Helsberg Diamond Shops □ Begins this month for two weeks in 18 markets. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston. Target: adults, 18-34.

Central Hardware □ Hardware stores. Begins Aug. 12 for two weeks in various Tennessee markets. Agency: George, Gibbs, Hammerman & Myers, St. Louis. Target: adults, 25-54.

Levi Strauss □ Goofs retail stores for irregulars. Begins Aug. 13 for three days in 23 markets concentrating on the South. Agency: The Sullivan Agency, Columbia, S.C. Target: teen-agers, and adults, 18-34.

Tasty Baking □ Tastykakes. Begins Sept. 8 for two weeks in New York; Philadelphia; Baltimore; Pittsburgh; Washington; Scranton-Wilkes Barre, Pa., Altoona, Pa., Norfolk, Va., and Binghamton, N.Y. Agency: Lewis & Gilman, Philadelphia. Target: women, 18-49; women, 40-55.

The Limited □ Women's fashion retailer. Begins Aug. 5 for 11 days in 22 markets. Agency: Marc & Co., Pittsburgh. Target: women, 18-24.

Time-Life □ *Sports Illustrated*. Begins in August for one week in Cincinnati and Omaha. Morning drive, afternoon drive and weekends. Agency: Wunderman, Ricotta & Kline, New York. Target: men, 18-49.

RADIO AND TV

Brittania □ Jeans. Begins in August for two weeks in about 10 markets. Agency: Wells, Rich, Greene, Los Angeles. Target: adults, 18-34.

"I'll speak up when the bureaucrats speak out."



One side of any story is one too few. Especially when the rights and freedoms of millions of people are involved.

I'm Anne Browder, Assistant to the President of The Tobacco Institute. And it's my job to get the American public some of the facts on smoking that the government would rather keep to itself.

If you've got an audience who'd be interested in a lot of thought-provoking information—and a little give-and-take on the issues—I'd welcome the chance to speak to them and answer their questions.

I'm not interested in changing anyone's mind. But I can give people the information they need to use theirs intelligently.

Anne Browder's background includes 15 years in the broadcasting communications industry with the National Broadcasting Company and Television News, Inc. She is also a member of American Women in Radio and Television. To arrange for a free guest appearance, write The Tobacco Institute, 1875 I Street, N.W., Washington, D.C. 20006; or call (800) 424-9876.

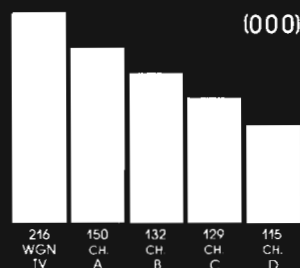
The Tobacco Institute

WGN Television

#1 independent in the top 20 markets.

Rank	Station	Market	Share*
1	WGN	CHICAGO	17.1
2	KMSP	MINNEAPOLIS	16.7
3	KPLR	ST. LOUIS	16
3	WTTG	WASHINGTON	16
5	KTVU	SAN FRANCISCO	15
6	WNEW	NEW YORK	14
6	KSTW	SEATTLE	14
8	WKBD	DETROIT	13
8	WTTV	INDIANAPOLIS	13
10	WUAB	CLEVELAND	12
10	WTBS	ATLANTA	12
12	KTLA	LOS ANGELES	11
12	KTTV	LOS ANGELES	11
12	KTVT	DALLAS	11
12	KRIV	HOUSTON	11
12	WTOG	TAMPA	11
16	WCIX	MIAMI	10
17	WSBK	BOSTON	9
18	WTAF	PHILADELPHIA	8
19	WBFF	BALTIMORE	6
20	WPGH	PITTSBURGH	5

AND THAT'S NOT ALL... WGN-TV
IS THE #1 ADULT STATION FROM
5-7 PM WEEKDAYS** (18-49)



AND THAT'S NOT ALL... CALL WGN CONTINENTAL SALES COMPANY OFFICES FOR THE REST!
CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • DETROIT

*Source: NSI, May, 1980 DMA Share, 5-5 7am-1am

**Source: ARB, May, 1980

Data subject to qualifications listed in both reports

Datebook

■ Indicates new or revised listing

This week

July 28-31—*New York State Broadcasters Association* 19th executive conference. Otesaga hotel, Cooperstown.

July 29—*Radio Advertising Bureau* Idearama for radio salespeople. Royal Villa, Raleigh, N.C.

July 29—*Radio Advertising Bureau* Idearama for radio salespeople. Marriott Inn Airport, Cleveland.

July 29—*Radio Advertising Bureau* Idearama for radio salespeople. Red Lion Motor Inn, Sacramento, Calif.

July 29—*Radio Advertising Bureau* Idearama for radio salespeople. Marriott hotel, Kansas City, Mo.

July 30-31—*Wisconsin Broadcasters Association* annual summer meeting Pioneer Inn, Oshkosh

July 30-Aug. 3—*National Federation of Community Broadcasters* annual conference. Clark University, Worcester, Mass.

July 31—*Radio Advertising Bureau* Idearama for radio salespeople. Hilton Inn, Lansing, Mich.

July 31—*Radio Advertising Bureau* Idearama for radio salespeople. Richmond Hyatt House, Richmond, Va.

July 31—*Radio Advertising Bureau* Idearama for radio salespeople. Travelodge International hotel at Los Angeles Airport.

July 31—*Radio Advertising Bureau* Idearama for radio salespeople. Americana Inn and Conference Center, Arlington, Tex.

July 31-Aug. 1—*Arkansas Association of Broadcasters* meeting Friday luncheon speaker: Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee. The Arlington, Hot Springs

August

Aug. 3-5—*South Carolina Broadcasters Association* meeting. Hyatt on Hilton Head, Hilton Head.

Aug. 3-7—*Cable Television Administration and Marketing Society* annual meeting St. Francis hotel, San Francisco Information: Lucille Larkin, (202) 296-4219

Aug. 4-5—*National Broadcast Association for Community Affairs* board of directors meeting Sheraton Washington hotel, Washington.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Inn Towne, Albany, N.Y.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople. Des Moines Hilton Inn, Des Moines, Iowa.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt Birmingham, Birmingham, Ala.

Aug. 5—*Radio Advertising Bureau* Idearama for radio salespeople. Red Lion Motor Inn, Portland, Ore.

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

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

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

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

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

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

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

September

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

Sept. 1—Deadline for entries for annual Women at Work broadcast awards sponsored by *National Commission on Working Women* for radio and TV reporting and programing about working women in categories of spot news, news series, editorials, public affairs/documentaries and entertainment. Entries must have aired between May 1, 1979, and July 31, 1980. Information: Deborah Ziska NCWW, 1211 Connecticut Ave., N.W., Suite 310 Washington 20036, (202) 466-6770

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

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

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

Sept. 8-9—*Society of Cable Television Engineers* technical seminar on testing and test equipment, microwave, preventive maintenance and construction techniques Registration due Aug. 1 Princess Kaiulani hotel, Honolulu

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

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

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

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

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

Sept. 15—Deadline for submissions to *Atomic Industrial Forum's* Forum Award competition Award carries \$1000 prizes in both electronic and print media for excellence in reporting on peaceful uses of

Major Meetings

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

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

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

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

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

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

Nov. 10-12—*Television Bureau of Advertising* annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 9-11, 1981, Fontainebleau Hilton, Miami.

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

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

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

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

Jan. 25-28, 1981—Joint convention of Na-

tional Religious Broadcasters and National Association of Evangelicals. Sheraton Washington hotel, Washington.

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

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

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

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

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

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

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

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

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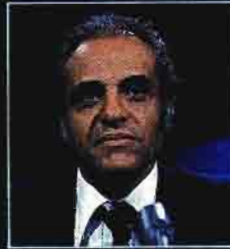
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nuclear power. Information: Mary Ellen Warren, Atomic Industrial Forum, 7170 Wisconsin Avenue, Washington 20014. (301) 654-9260

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

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

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

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

Sept. 21-23—*Nebraska Broadcasters Association* annual convention Midtown Holiday Inn, Grand Island.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

October

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

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

Oct. 2-5—*Women in Communications Inc.* 48th annual meeting. San Diego

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

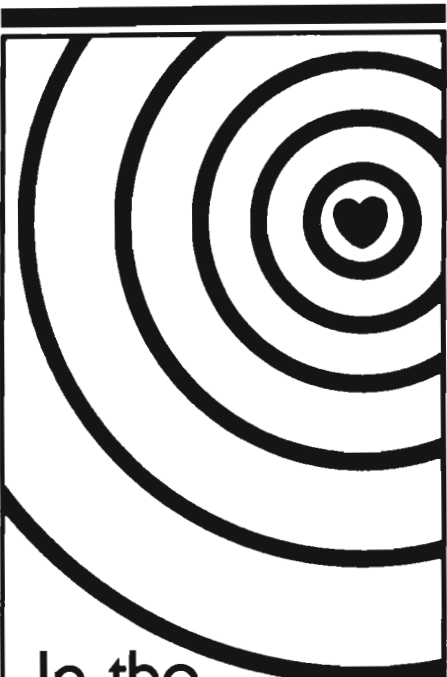
Oct. 15-16—*Society of Cable Television Engineers* annual fall meeting on "Emerging Technologies." Playboy Club Resort and Conference Center, Great Gorge, N.J.

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

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

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

Oct. 15-18—*National Broadcast Association for Community Affairs* annual convention Sheraton Washington hotel, Washington.



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SPECIAL MEDIA RATES

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

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

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

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

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

Oct. 22-24—1980 Japan Broadcast Equipment Exhibition co-sponsored by *Electronic Industries Association of Japan*, *National Association of Commercial Broadcasters in Japan* and *NHK (Japan Broadcasting Corp.)*. Science Museum, Kitanomaru Park,

Chiyoda-ku, Tokyo. Information: Japan Electronics Show Association, No. 24 Mori Building, 23-5 Nishi-Shinbashi 3-chome, Minato-ku, Tokyo

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

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

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

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

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

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

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

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

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

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

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

November

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

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

Nov. 10-12—*Television Bureau of Advertising's* annual meeting. Hilton hotel, Las Vegas

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

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

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

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

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

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

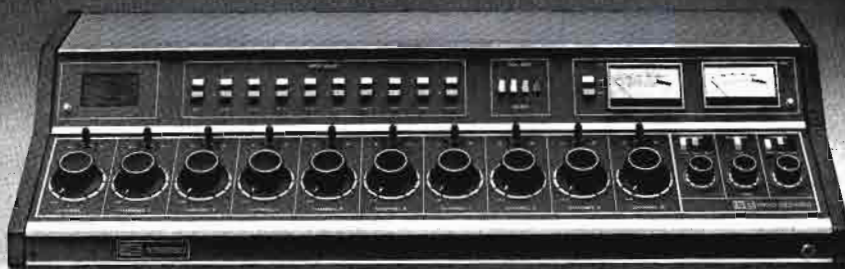
Nov. 13—*International Radio and Television Society* Newsmaker luncheon. Waldorf Astoria hotel, New York

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

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

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

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Errata

In July 21 "Monday Memo" biographical sketch, it was incorrectly stated that former FCC Complaints and Compliance Division Chief **Arthur Ginsburg** will join University of Texas at Austin as assistant professor of journalism in school of communications. He will be **visiting professor**.

The June 30 "Profile" of **Bill and Kay Koplovitz** incorrectly said that UA-Columbia Cablevision had won "all" 52 cable franchises that it sought in New Jersey. The company won 52, but others it applied for were won by other applicants.

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

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

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

December

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

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

Open Mike®

Get on with it

EDITOR: In your June 30 story on AM stereo ("FCC brings AM stereo back to the barn") you found it "surprising" that we at Belar Electronics Laboratory are unhappy about the report that the commission might reopen the entire AM stereo matter at its Aug. 1 meeting. It's not so surprising. Belar has always favored quick action on AM stereo and opposed pointless delay. That's why Belar joined the other proponents of AM stereo in urging the commission to select a single system.

Naturally, we were disappointed to learn on April 9 that Belar was not the winner, although we were pleased to note that Belar came in a close second to Magnavox. However, now that the commission has done exactly what we and the other proponents of AM stereo asked it to do—that is, select a single system—we at Belar are not going to adopt the crybaby approach of complaining about the choice that was made. Instead, we urge the commission to release the text of its decision as soon as possible. We want to get on with AM stereo.

In the flurry of press accounts that followed the commission's decision, one point seems to have been completely overlooked: Selection of the Magnavox system does not rule out marketplace competition or technical innovation. Once the commission's decision is made final, every manufacturer (including Belar, Motorola, Hazeltine and Kahn) will have the opportunity to produce and refine equipment that meets the technical specifications of the regulation proposed by Magnavox. Magnavox has already announced (it could hardly do otherwise) that its broadcast equipment patents will be made available royalty-free to other manufacturers of broadcast station equipment. As we see it, every manufacturer will have the incentive to improve existing technology and produce equipment for sale in marketplace competition with the other manufacturers.—*Arno Meyer, president, Belar Electronics Laboratory, Devon, Pa.*

Don't touch that 'Dial'

EDITOR: The July 14 editorial, "Off the Air," exposes again an unfortunate blind spot in your otherwise excellent trade

magazine: your antipublic-broadcasting prejudice.

The argument about government support of public broadcasting is, if not moot, then quantitative. Every commercial station's channel monopoly is guaranteed and maintained by a tax-supported government agency; the U.S. Postal Service is supported by tax money, thereby keeping down the mailing costs for all publications. What Phillip Merrill of *Washingtonian* magazine must learn is the lesson learned by most successful and enlightened commercial broadcasters who compete for audience with public radio or TV: The best way to deal with the problem generated by the advent of *The Dial* is not grumbling and litigation; it is simply to be a better magazine.—*John M. Emery, manager, WCRB Productions, Waltham, Mass.*

Not talking

EDITOR: To the best of my knowledge there is no "growing sentiment" within the National Academy of Television Arts and Sciences for reunification with the Academy of Television Arts and Sciences ["Closed Circuit," July 21].

NATAS represents all of the industry *except* Hollywood. The board of trustees, which elected me chairman last month, may decide at some point to institute talks with the Hollywood-based academy. If the NATAS board so instructs, we'll be delighted to open such talks, assuming only that Hollywood is interested.

Until that time, whatever conversations individuals may have are theirs alone and are not being held formally or informally as representative of NATAS.—*Joel Chase-man, president, Post-Newsweek Stations, Washington; chairman, National Academy of Television Arts and Sciences, New York.*

Cutting down upcuts

EDITOR: The number of picture upcuts seen on the networks' coverage of the Republican convention should be enough reason for them to stop trying to sweeten pool coverage for the sake of looking different. The upcuts and the many close-up stage line jump cuts are distracting, look stupid and are not excusable—just like they said in school.—*Joseph McCusker, pool director, United Nations Television, New York.*

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AN OPEN LETTER TO MR. ROONE ARLEDGE PRESIDENT ABC NEWS

Dear Mr. Arledge:

After viewing the "20/20" segment on rail safety on June 5, I concluded that "20/20" bears about as much relationship to real journalism as "Charlie's Angels" does to real police work.

Having briefed ABC's producer on the well-documented facts of rail safety, particularly concerning the rail movement of hazardous materials, only to have those facts all but ignored, I must comment on the lack of professionalism displayed in the "20/20" broadcast. With its conspicuously biased report, "20/20" has done significant harm to the reputation of the railroad industry in general and to the individual railroads depicted so inaccurately on this program.

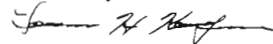
We were informed by the producer before any filming took place that "20/20" was working on the thesis that railroad track is deteriorating, that increasing amounts of hazardous materials are being shipped by rail, and that catastrophic accidents "are waiting to happen." In response to our demonstration that this premise was invalid, "20/20" made several offhanded comments that things were getting better, and proceeded to use ten-year-old film clips in an effort to prove that the predetermined story line was accurate. The resulting broadcast showed reckless disregard for the truth.

Railroads aren't perfect. But the facts, which are available to anyone willing to check them, clearly establish that railroads are the safest way of shipping anything overland. Last year, freight trains moved 70% of all hazardous materials transported within the United States. Yet trains were involved in *only 9%* of all accidents related to the shipping of such materials. Of the remaining 91% of hazardous materials accidents, 75% of all injuries and 80% of all fatalities occurred on public highways and involved motor vehicles. And as "20/20" knew, but ignored, there were *no* fatalities last year in rail accidents involving hazardous materials.

Railroad safety has been improving steadily. Last year was the railroads' safest since record keeping began more than one hundred years ago. This is why I am particularly concerned about the distortions and bias of the "20/20" report.

Because I am as much a journalist as a public relations practitioner, I believe the best interests of my industry and the public are served by a full and open discussion of matters of public concern. In that belief, I have always cooperated with reputable members of news organizations. Even after my confrontation with "20/20," I still intend to assist reputable reporters and writers. I hope ABC News will provide some of them.

Sincerely,



Lawrence H. Kaufman
Vice President
Information and Public Affairs

ASSOCIATION OF
AMERICAN RAILROADS

OFFICE OF INFORMATION AND PUBLIC AFFAIRS
1920 L STREET, N.W. · WASHINGTON, D.C. 20036 · 202/293-4160

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Monday Memo®

A broadcast journalism commentary from Richard Pack, Richard Pack Productions, Great Neck, N.Y.

Pack's pats and pan for local TV news

Games people play. If you're going to build a local news audience—especially if you're coming from behind and are trying to knock off the number one—there's one essential ingredient. It's called patience, and it is a virtue seldom possessed by television station general managers. Instead of realizing that the habit factor is so strong in local news that it can take years to overtake and pass an established leader, many general managers prefer to play the "News Merry-Go-Round Game."

It goes like this:

The ratings are down, or not moving fast. So . . .

1. You change the set. Be sure to spend a lot of dough. Dazzle 'em!

2. When that doesn't work, fire at least one anchor. Hire a new one, under 30, from out of town—far out.

3. No luck. So fire the other anchor. Replace him or her.

4. No improvement. Nielsen shows station up one-tenth of one per cent, Arbitron says down two points. Solution: Fire the news director.

5. Tell the new news director to find a new sportscaster, and a weatherperson.

6. Watch out! Now there's a dangerous variation on the local news game, imported from New York, Los Angeles and Chicago—"Fire the General Manager."

7. The new GM, of course, starts all over. He orders a new set. Elaborate and expensive.

□

Words. Rarely do you hear news executives talk about writing. They will bitch about the general manager's penury, the engineers' continuing goof-ups, the anchorman's fluffs and high salary, the poor quality of the network's DEF (daily electronic feed) service, the weatherman's confusing charts and the sports director's verbosity. But seldom are heard complaints about bad writing, or praise for good writing.

At best, television news writing is dull. At worst, it often resembles the voice-over copy that accompanies industrial films. Try and find news writing that has flavor, bite, style, coherence, precision.

Why is writing so neglected? Is it because so many news directors and producers are so in love with equipment, pictures and action that they forget that, wonderful as are the modern instruments of communication, ultimately all news must depend on that ancient primary means of communication, the word?

□

Heads good and bad. I sometimes wish the late Chet Huntley, a great TV newsman, had never made that speech about



Richard Pack, now head of his own radio, TV and motion picture production firm, was for nearly 20 years senior vice president, radio and TV programing, for Westinghouse Broadcasting. In that capacity, he also directed news operations. After leaving Westinghouse, he was for four years creative consultant, programing, for Post-Newsweek Stations

"talking heads" and how bad they are for television. At the time there was a great deal of truth in what he said. TV news, the young child of radio, was too talky and not sufficiently visual.

Now, a younger generation of news directors and producers are so obsessed with avoiding "talking heads" that they often go overboard on visuals and on any film, good or bad, as long as it's film or tape. I, too, think "talking heads" can become a drag, especially when a local news program is cluttered with so many of the usual and familiar speechifying heads that seem to be a hallmark of local news: the mayor, the police chief, the same civic faces and voices, the same local establishment types, and institutional spokesmen.

Still, there's no reason to waste time with a dull or empty piece of tape or film, when that same time might better be used for a "tell" story by the anchorman, *telling* the audience a solid piece of news.

Talking heads also can be valid in the field reporter's story, when that head has something important or interesting or amusing or moving to say. Too often editors and producers cut away quickly from a meaningful talking head to a dull cover picture or a meaningless shot. Pictures instead of meaning.

□

Olden times. Accentuating the negative when discussing local TV news is constructive. Too many of the people associated with local news have become smug and complacent, resting on their ratings laurels. Local TV news has reached a plateau. When you travel around, small market or large, you see a terrible same-

ness about news. The same formats, the same gimmicks, the same concepts, the same attitude, the same sets, the same interchangeable anchor people. They are stuck in a rut, and what it will take to move them to a higher level of broadcast journalism is fresh ideas, a serious focus on content, courage to innovate and break out of old formats—not new gadgets and machinery.

Still, it must be recognized that local TV news has made tremendous strides over the years, and its achievements should not be minimized. Network news people have always tended to look down on local news, even when their own news was rooted in old ways. Many of the techniques and concepts of modern television news presentation and reporting were pioneered by *local* stations. In fact, not until ABC News shook things up under Av Westin did network news stir out of its comfortable traditional ways.

□

Back to the beat. I believe more attention must be paid to the development of television reporters. Too often, they are not enterprising enough, nor do they innovate. The role of the reporter differs from station to station and has not been adequately defined. The reporter must be more than just an anchor who happens to do his or her stuff from the field, rather than from a studio.

Réporters—and this largely may be the fault of their news directors or assignment editors—too often stick to the traditional beats, the usual local establishment sources, and to wire-service-originated stories.

□

Recommended. If I were a professor of journalism or director of a local news department, I would advise my students or staff to watch the following: the ABC *World News Tonight*, CBS's *Sunday Morning*, *Phil Donahue*. And listen to National Public Radio's *All Things Considered*.

If I were a professor of journalism, I would pay more attention to broadcast journalism. Quite a few journalism pros are snobs about TV—print-oriented to the point that they continually downplay television news and overplay the virtues of newspapers. Travel around the country and you'll discover many stations which, despite their faults, are doing a better job of covering the local scene than the competitive newspapers in their market.

□

In closing. On the other hand, let's hear it for radio news. Why is it that you can hear a crisp, well-written five-minute radio news period, and know what's been happening much better than after watching a half hour or hour or 90-minute TV news program? I don't know. I just asked.

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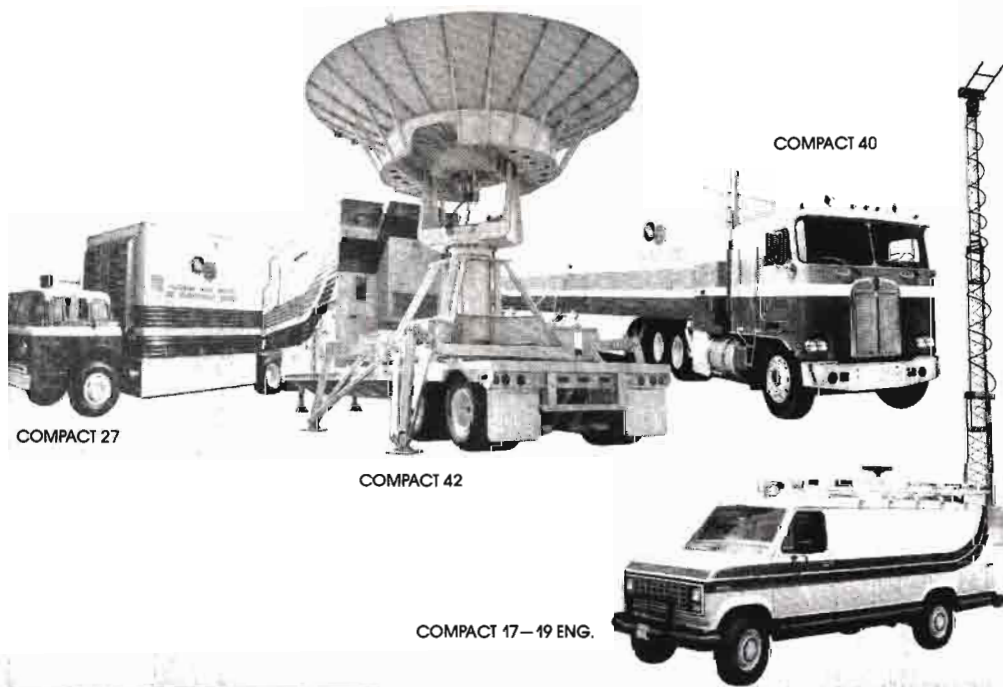
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FREEZING LEGISLATIVE VOTING VIOLATIONS

ATLANTA—While covering the legislative sessions of the Georgia House of Representatives, WXIA news photographer Steve Byerly noticed something odd.

Legislators were using electronic voting machines to vote on legislation for their absent colleagues, a clear violation of a House rule.

So, every time the team from WXIA, a Gannett television station, spotted this misconduct, they turned on the cameras. After three weeks they

had taped enough material freezing the action of the voting violations as they happened—for a revealing news report.

As a result of this alert and aggressive reporting, the Speaker of the Georgia House began warning offending legislators that WXIA was watching and told them they had better cast only one vote: their own.

Almost immediately the strange voting practices were stopped cold in their tracks, and the voting rule involved became known throughout the House as “the WXIA rule.”

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ment to freedom in every business we are in, whether it is newspaper, TV, radio, outdoor advertising, film production, magazine or public opinion research.

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Atlanta
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Oklahoma City

TOP OF THE WEEK

FCC now all but out of cable business

Commission repeals rules on syndicated exclusivity and distant-signal importation; Malrite immediately goes to court while NAB and MPA plan legal counterattack; Hill may get into the act

The FCC, in the name of program diversity, last week repealed two of its last rules that have limited cable television in its use of broadcast signals.

And before the ink on the order was dry, the decision faced appeal. Malrite Broadcasting, which owns WUHF(TV) Rochester, N.Y., an independent UHF station, and WCTI(TV) New Bern, N.C., an ABC-affiliated VHF, as well as a radio group, filed a notice of appeal in the Second Circuit Court of Appeals in New York. Malrite said it would argue that repeal of the rules endangers young UHF independents.

Malrite's appeal will not stand alone. The National Association of Broadcasters, the Motion Picture Association of America and the Association of Independent Television Stations have all vowed to do whatever they can to prevent the promulgation of last week's decision.

And repercussions from a House Judiciary subcommittee are expected. The subcommittee's chairman, Robert Kastemeier (D-Wis.), had asked FCC Chairman Charles Ferris last March to delay action until new copyright legislation could be considered. Ferris gave him a firm no (BROADCASTING, March 31). Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, last week called the ruling a "big break for cable." But he explained that "this will bring closer the time when cable will face competition with broadcasters as programers rather than just carriers." Van Deerlin said the decision "mandates further action by the Judiciary Committee on copyright legislation" and indicated that he is sure his committee will be "pressed for early FCC oversight hearings"—normally scheduled for February.

In a 4-to-3 vote—Commissioners Robert E. Lee, James Quello and Abbott Washburn dissenting—the FCC eliminated all limits on the number of broadcast signals a cable system may carry and

removed the protection formerly granted local television stations against duplication of the syndicated programing to which they hold exhibition rights.

The four-member majority, Chairman Ferris, Joseph Fogarty, Tyrone Brown and Anne Jones, concluded that elimination of the rules would result in benefits to viewers at no significant harm to broadcasters.

Broadcasters, however, had vigorously argued that they faced an erosion of audience and a loss of program values if cables were allowed to carry all the broadcast signals they desired. Program distributors had asserted that the marketplace would be dislocated by the removal of syndicated-exclusivity rules.

During the commission's discussion before voting last Tuesday (July 22), Commissioner Brown explained: "There are grounds in the argument that cable systems pay less for programing than those who buy it for over-the-air broadcast. In my mind, there's no doubt that cable is getting a break. The question we have to deal with as a matter of communications policy is whether this has an impact on broadcasting, not profits but its

to cable and only some loss of broadcast revenue in three of 170 markets—at no loss of broadcast service. The studies were attacked by broadcast groups as biased in favor of cable.

The FCC also concluded that due to several factors, among them increasing population and rising advertising rates, net profits of TV stations have continued to increase despite large increases in the number of cable TV subscribers.

Another decisive factor in the commission's decision was a poll, conducted by the National Cable Television Association, concluding that of all cable systems in the top 100 markets that were subject to the syndicated-exclusivity rule, only 27% had been asked by local broadcasters to provide syndicated protection.

Chairman Ferris said: "It is clear that removing the 'protection' of exclusivity arrangements will not 'destroy' the supply of program materials. This regulatory protection is in fact rarely requested by local broadcasters and would, in any event, provide a small scope of security to a relatively few limited number of programs even if . . . applied.

"The program supply market can now



They did it. The commission, on the dais on the day of the vote (from the left): Brown, Washburn, Lee, Ferris, Quello, Fogarty and Jones.

ability to provide service around the country. The report makes a devastating case that that kind of impact is not being made, and that's as far as we need inquire, as a matter of communications policy."

The report to which he referred was one prepared by the FCC Cable Television Bureau in support of its recommendation to eliminate the rules. The bureau concluded that a number of studies conducted over a four-year period beginning in 1972, when the rules were first adopted, showed little audience diversion from broadcasting

develop undistorted by this artificial regulatory scheme. It will adjust to a new reality where advertising rates will reflect both the distant signal as well as the local viewer, and the value of syndicated rights will account for viewers who can watch programs at times that are more convenient to them."

Randy Nichols, chief of the FCC's Cable Bureau, took issue with the broadcasters' unfair-competition argument. He said that cable had already been brought into the competitive marketplace when

Congress adopted the compulsory license fee in 1976.

Washburn, however, said the commission should defer action pending congressional review of the copyright law. He asked Nichols: "Don't you think cable is going through a revolving door on someone else's push?"

Quello, while approving of the distant signal analysis, said the staff was "too anxious" to prove there was no need for syndicated exclusivity. In his dissent he quoted a Storer Broadcasting analysis that harshly criticized the economic report from the Cable Bureau.

In the Tuesday meeting Quello expressed concern about what he felt was a "distinct" economic advantage cable had over traditional broadcasters, and he said he did not know "the potential impact on UHF development" a rule change would have.

Ferris responded by saying: "Our staff has found that cable has in many cases improved the profitability of broadcast stations by improving the reception of an otherwise weak UHF signal."

Quello was not to be swayed. "Elimination of syndicated exclusivity is not justified; there's a basic inequity; it's not wanted and doesn't serve the public interest," he said. "It doesn't provide true programing diversity, just time diversity."

Quello added: "What's going to happen in three years with cable coming on faster than ever before? There's a dissolution in revenues and a dissolution in service . . . We're flaunting the intent of Congress." Quello then proposed that the commission delay action until the Copyright Royalty Tribunal adopts new compensation rates. He advocated oral argument, meanwhile, so the commission would be equipped with "fresh data" to make its decision.

Washburn and Lee agreed with this pro-

posal. Ferris and Brown, however, argued that the commission should not delay until Congress acts, despite requests from Congress to do so. Both said that Congress, in adopting the 1976 act initiating the compulsory license fee, along with subsequent acts of the CRT, provide parties with a proper forum to seek a change in compensation arrangements.

It appeared for a while during the meeting that a compromise might be reached on the syndicated-exclusivity issue. Commissioner Fogarty said that although he believed the rule to be "inane" and has advocated its repeal for a long time, he was concerned about the "timing" of such a repeal. "The commission foisted these rules on the individual parties and it would be inequitable to repeal them without the transition necessary for parties to adjust to a change in policy." He advocated a transition period of some sort for existing contracts.

Quello said he would work with Fogarty on drafting a proposal for a three-year moratorium, one that would protect not only existing contracts but any new ones until a three-year cut-off date.

FCC General Counsel Bob Bruce, however, cautioned that it would be an "extremely heavy burden," to justify delay on the basis of the record.

The commission recessed for lunch, during which time Quello and Fogarty agreed to draft a proposal satisfactory to all. The proposal, which never made it through the mill, said: "In view of past reliance upon our syndicated-exclusivity rules in contract negotiation, protection will continue to be provided to licensees for syndicated-exclusivity contracts entered into prior to July 22, 1980, for their duration (including extensions for which consideration and terms for such extension periods have been agreed upon

therein) or not longer than three years, from July 22, 1980, whichever occurs first."

Quello, after having worked for a majority decision on this point, announced—to general surprise—that he could not move to adopt the proposal. He later explained that he felt he would be "giving up too much for such a little return." What Quello wanted was a moratorium for all contracts, but a majority of the commission was willing to go only as far as a three-year hiatus for existing contracts. Quello did want to make it clear that if the commission had retained syndicated exclusivity, or had adopted a moratorium plan, he would have favored unlimited distant-signal carriage.

The FCC also denied the proposal to adopt rules requiring cable systems to obtain retransmission consent from the originating station before carrying that station's signal. It found that "retransmission consent was a surrogate for full copyright liability, and that Congress had considered and rejected full copyright liability in favor of the compulsory license fee system in 1976." Therefore, it concluded the adoption of such rules would go beyond the commission's statutory authority.

Tom Wheeler, president of NCTA, said he was "extremely pleased that the rules which have limited consumer choice for the last eight years have finally been lifted and that cable systems will finally provide the most service to the most consumers in the best way possible." Not only did Wheeler stress the importance of the kinds of programing now to be made available to consumers, but he also said, "the heart of this decision allows consumers time diversity" in addition to increasing viewing options.

Wheeler acknowledged that the "ball

InBrief

House Commerce committee last week began **mark-up of H.R. 6121 common carrier amendments** to Communications Act, but skidded to abrupt halt. Committee found itself entangled in parliamentary procedure and got only part way into reading of bill before action on House floor postponed Wednesday (July 23) session. Thursday meeting was canceled for same reason. Committee will try again this week, with number of potential new roadblocks having surfaced.

Reagan-Bush Committee and chairman of one of several committees organized to raise money to produce and buy time for radio and television commercials in behalf of Ronald Reagan's presidential campaign are **urging broadcasters not to be frightened by Carter-Mondale Committee letter** they received last week. Letter warns of litigation if they carry those commercials (BROADCASTING, July 21). Loren A. Smith, chief counsel to Reagan-Bush committee, in letter to several hundred television stations that received Carter-Mondale letter, said that there is no connection between that committee and "independent expenditure groups" and that threats in Carter-Mondale letter "are based on dubious or nonexistent legal grounds." Senator Harrison Schmitt (R-N.M.), chairman of Americans for Change, said in statement in *Congressional Record* that Carter-Mondale letter constitutes "blatant intimidation of broadcasters that borders on harassment." And in news release, he said threat is baseless. "We have every legal right to buy commercial broad-

casting time to present our point of view" . . . **That point is being litigated, however.** U.S. Court of Appeals in Washington on Thursday rejected Carter-Mondale request to block issuance of \$29.4 million in federal financing to Reagan on ground that independent groups that plan to raise up to \$60 million in Reagan's behalf are violating campaign laws. However, court ordered prompt creation of special panel to hear two suits challenging legality of that fund-raising.

New York Times Co. has signed deals to purchase Cable Systems Inc. and Audubon Electronics, holders of 55 franchises near Philadelphia in southern New Jersey. Times pays **\$119.2 million**—\$82.7 million in cash and notes including interest (payable over six years) and \$36.5 million in construction costs. Systems now have 56,000 subscribers and pass 123,500 homes. Times can pull out of deal if level isn't at least 73,000 subscribers and 160,000 homes passed by early next year.

Demands of producing around-the-clock TV news **are taking toll at Washington bureau of Cable News Network.** George Watson, vice president and managing editor, and David Newman, executive producer, were close to resigning last week, but, on advice of CNN President Reese Schonfeld, are taking two-week vacations before making final decisions. Schonfeld, who had gone to Washington last week to discuss strategy for coverage of Democratic convention and wound up trying to keep bureau's key personnel from straying, would not speculate on whether they would actually resign upon their return. Neither Watson nor Newman could be reached for comment. Schonfeld knocked down speculation that there was bad blood between him and Watson. There has been "no jockeying for authority," he said.

game is far from over" with the decision already facing appeal. "And, I fully expect that those who have wanted to thwart cable will run to Congress to fan the fire," he said.

The FCC is now left with only three cable rules to administer. The sports blackout rule bars a cable system from importing from a distant station a game involving a local team playing at home if the game is not broadcast locally. The other rules afford broadcasters protection against simultaneous cable importation of their network programming and require cable systems to carry the signals of local stations. Would the NCTA like to see those rules also repealed? Wheeler said: "We are taking one step at a time. Let's not be greedy and recognize that Tuesday's decision was more a victory for viewers than cable television."

Steve Effros, executive director of the Community Antenna Television Association, said: "For the first time people in smaller markets will be able to receive as much programming as those in the major markets."

NAB President Vincent Wasilewski called the decision "ridiculous," saying: "The ruling is heralded as deregulation and the end of protectionism with greater reliance on marketplace competition as the governing force. The opposite is true. There is no marketplace when neither the creator nor buyer of the product has control over its use."

Jack Valenti, president of the MPA, said that without syndicated exclusivity, "basic cable runs rampant, buying on the cheap and getting what it wants with no permission of the copyright owner and no negotiation of any kind—which all its competitors must undergo." Valenti predicted that "in a very short time, free TV programming will be in a sad state, to the detri-



NCTA \$750,000. Some space in the 40,000-square-foot structure will be made available for sublease to lawyers or nonprofit organizations that fit the area's "special purpose" zoning. The prestigious street includes the embassies of Canada and Chile, and the headquarters of the Brookings Institution.

ment of all Americans who can neither afford pay cable nor have access to it." He said that Congress is the "last hope of insulating competition in the marketplace."

Herman Land, INTV's president, said: "We are concerned over the threat of unlimited importation of distant stations to the full realization of the independent stations' potential. Young stations, which have a difficult time as it is achieving viability against network dominance, will find it even more difficult to emerge into full stationhood."

NBC called the ruling a "step backward for the viewing public" and said it would impair the ability of local broadcasters, particularly in small television markets, to provide a local service to their communities.

ABC said the commission "is systematically eroding the base of local television with each gift it hands cable." The FCC's decision, said ABC, "clearly places the burden on Congress to rectify the unfair competition which will be further accentuated by this decision."

Reaction has begun to letter from National League of Cities that suggested its members take action to protest new Senate communications bill. Los Angeles Mayor Tom Bradley has asked city council to **impose moratorium on awarding of cable franchises**. Matter will be discussed by council committee on Tuesday, but council has already indicated it opposes such drastic action. In Minneapolis, Councilwoman Ruby Hunt said council has passed resolution, notifying state's congressional delegations that if offending language is not removed from bill, **city will put halt to franchise process** and consider municipal ownership of cable.

□

National Cable Television Association convention, held in Dallas this year, generated **\$525,000 in profits** on revenues of \$1.4 million. Profits were up from \$272,000 made at 1979 convention.

□

Five Western **broadcast journalists were arrested last week in Teheran** because of alleged involvement with American TV networks. Three of men, John Connor and Simon Maxwell of UPITN, and Scott Chisolm of Visnews, have been released. Both London-based news syndication services supply film to U.S. networks, something which, Visnews officials said, Iranians knew from beginning. But Carl Sorenson of Danish TV and Hami Sama of Turkish TV remain in custody. Iranians claim that two secretly worked for American broadcast media.

□

Rona Barrett, gossip columnist who has been regular on ABC's *Good Morning America*, will join NBC this fall as regular contributor on *Today*, also as West Coast anchor on new 90-minute *Tomorrow* show and as host of prime-time specials.

UpComing

At FCC: Items at Thursday-Friday meeting, final one before August recess, will be discussion on whether to accept or reject further notice of proposed rulemaking on AM stereo (BROADCASTING, June 30); further notice of inquiry on 9 khz spacing in AM band; staff recommendation to deny NAB petition to form joint government-industry advisory group on AM allocations; license-renewal of WNET(TV) Newark, N.J.-New York. **On Capitol Hill:** House Commerce Committee continues mark-up of H.R. 6121, bill to amend telecommunications section of Communications Act on Tuesday, Wednesday and Thursday. House Committee on Foreign Affairs's Subcommittee on International Operation on Thursday will review work of U.S. at WARC. **In Cooperstown, N.Y.:** Three-day agenda of New York State Broadcasters Association meeting that starts Tuesday will include sessions each morning on Ford Foundation Media and Law Program, with FCC Chairman Charles D. Ferris and Commissioners Tyrone Brown and Abbott Washburn among participants. **In the air:** Official tests of RCA's SMARTS system for delivery of syndicated (and other) TV programs by satellite are due to start today (July 28), in conjunction with Viacom International and Post-Newsweek Stations. Tests originally were scheduled to start in October 1979 (BROADCASTING, March 19, 1979) but were delayed by number of factors including loss of RCA's Satcom III. In tests of SMARTS (selective multiple address radio and television service), Viacom programs will be sent by satellite to Post-Newsweek's four TV stations.

Major move by Capcities into cable

It's buying Cablecom-General from RKO for \$139 million; included are 231,000 subscribers and a chain of movie theaters

Capital Cities Communications took a big plunge into cable last week with an agreement in principle to buy RKO General's Cablecom-General for \$139,236,000.

It would be the first move into cable operation for the major broadcaster and publisher, which after a late start in the cable field is currently building a group of franchises but does not expect to have any on stream before the first quarter of 1981.

Cablecom-General, based in Denver, owns 43 systems in a dozen states, serving about 231,000 subscribers, of which an estimated 35% take pay cable services. It also owns about 100 motion-picture theaters. Capcities officials declined to comment when asked whether they planned to keep the theaters or sell them.

The agreement in principle calls for cash payment and is subject to completion of a final agreement, according to a Capcities official, who said he expected no problems. The basic price is to be \$42 per share (or equivalent).

He estimated that Capcities would be paying \$650 to \$660 per subscriber for the entire Cablecom-General operation, including its theaters. But he said no effort had yet been made to assign a value to the cable operations alone, making a per-subscriber estimate on this basis impossible.

A Wall Street specialist, however, estimated that the theaters were probably worth around \$10 million, leaving \$129.2 million for the cable division. On this basis, the per-subscriber rate would approximate \$560, which the analyst considered "a good deal" for Capcities. Even at \$660, some thought it a good deal.

In the fiscal year ended Nov. 30, 1979, Cablecom had revenues of \$37.4 million and net income of \$5 million. Cable contributed \$22.7 million revenues and \$7.6 million operating income, while theaters accounted for \$10.9 million revenues and \$1.1 million operating income ("other" was responsible for \$3.8 million revenues, \$170,000 operating income).

Cablecom's systems are primarily in Arizona, California, Iowa, Kansas, Mississippi, Missouri, New Mexico, Oklahoma, Tennessee and Texas. Its theaters are in Oklahoma, Texas and New Mexico.

"It's purely a financial thing," RKO General Chairman Thomas F. O'Neil told BROADCASTING in describing the reasoning behind his company's decision to sell its way out of cable at a time when many

are clamoring to get into the field. "We're not wedded to any business," O'Neil maintained. "We're in investments." O'Neil's view is that "from the return-on-investment standpoint, the opportunity isn't as great in this field as in some others."

According to O'Neil, RKO had fended off a number of purchase inquiries over the last several years, deciding three months ago to have Blyth Eastman Paine Webber "sort out" the situation. He said, "25 to 30 different guys were canvassed," regarding the sale, and expressed his satisfaction that RKO "got a good price."

"Good price" was a phrase also used by Wall Street analysts looking at the agreement from the Capcities side. Cable cash flow estimates range between \$10.5 million and \$13 million, putting the price tag in the 9-10 times cash flow range.

Paying \$560 a subscriber may seem cut-rate in comparison to other recent cable purchases, but analysts like Dennis Leibowitz of Donaldson, Lufkin & Jenrette point out that "the big dollars are for [systems] with a lot of franchises or a lot of potential." The Cablecom systems, in his view are, relatively mature, with high penetration levels.

Older systems also mean restricted

channel capacity and franchise renewals in the offing. O'Neil wasn't ignoring those facts in deciding to sell. His returns-on-investment logic takes into consideration that franchising municipalities are "getting a hell of a lot more sophisticated" and that RKO was "afraid that when a franchise expires, we'd never get as good a deal."

Looking at where RKO might re-invest its \$139.2 million, O'Neil pointed out that "the other part to cable is software," suggesting the company may get into programming.

For Capcities, Leibowitz believes the impact on the company's stock will be a trade-off, with the earnings dilution from the purchase being offset by a high multiple in the eyes of investors who would now see Capcities as a cable play.

Capcities is currently building franchises in suburbs of Detroit; Ann Arbor, Mich.; Albuquerque, N.M., and Indianapolis. Ann Arbor is expected to be the first in operation, probably early next year.

Capcities owns six television, six FM and seven AM stations, and is extensively engaged in newspaper and magazine publishing. For the year ended Dec. 31, 1979, it had net income of \$64 million on revenues of \$415 million.

Beating around the Bush-Ford story

Networks take their lumps for getting too caught up in events; for their part, they maintain they were reporting the facts almost as they were happening

If the biggest and most exciting story of the Republican national convention was Ronald Reagan's selection of George Bush as the vice presidential nominee, easily the second biggest and most exciting story was the media's—particularly television's—coverage of that event. Certainly an enormous amount of newsprint was devoted to that subject. After all, it was, as CBS News President Bill Leonard said last week, "history caught on the fly."

Not everyone, however, was applauding the catch. For the performance brought into question the nature of television's coverage of a breaking story.

To some, the speed and flexibility television affords its journalists were used recklessly. The *New York Times's* John J. O'Connor suggested that the correspondents' "exclusives" . . . be delayed for 15 minutes" to give editors a chance to check them. And to others, the alleged power of the medium was awesome. The *Washington Star's* Lyle Denniston thought Walter Cronkite's interview with Gerald Ford on CBS shortly after 7 p.m. on Wednesday—regarded by many as a pivotal event in the Vice Presidency story—demonstrated the power of television over American politics in almost unprecedented fashion. ("It took nearly five hours of hard bargaining by the politicians to undo completely the

prospect that the broadcast had created.")

Then, too, *Newsweek* and others expanded on that thought, wondering whether the outcome of the convention had been altered by the manner in which it had been reported—whether the reporters speaking from the floor had affected Reagan's decision.

Even NBC offered its criticism of the coverage—by others than its team, of course, and only by way of giving itself a pat on the back in full-page ads in five newspapers last week (and this week in BROADCASTING). "While some reporters were jumping to conclusions, 'NBC hung in there with extraordinary calm,'" the ad says, quoting Rick DuBrow in the *Los Angeles Herald Examiner*. (Privately, NBC News executives' language on the subject is more colorful. NBC was the only network "that didn't get sucked in" on the Ford story, as one put it.)

Such talk, understandably, does not go down well with CBS's Dan Rather. He had broken the story of Reagan's unprecedented effort to persuade a former President to accept the vice presidential nomination on CBS Radio at 11 a.m. on Wednesday. He updated it in radio reports at noon and again at 3 p.m., before doing an even later version on the *Evening News* that was fed at 6:30 p.m. That report closed with a quote from an unnamed congressman who predicted that George Bush would be the nominee. But, the congressman told Rather, Reagan "really wants Ford."

"CBS was first on the story, and had

more of the story and had more of it right than anybody else," Rather said. "Some people who didn't have the story can argue that 'ignorance is bliss.' Since Ford didn't end up on the ticket, they can say this was all hype and that Ford never intended to be on the ticket."

NBC, Rather said, "didn't have a clue" as to what was going on at 6:30 p.m.

But CBS didn't leave it to the troops to defend the company's honor. On Friday, it ran full-page ads in the *New York Times* and *Washington Post* proclaiming CBS to have been "On top of the story . . . Just where you'd expect us to be." As Rather said, "The competitive pressures were enormous."

CBS/Broadcast Group President Gene Jankowski declined comment on the NBC ad, saying that "what's important is what happened on the night, not the post mortems." And on the night, he said, CBS won (in the ratings), as it did for the entire convention coverage week.

For many viewers, the coverage of the Vice Presidency story began with Rather's report on the *Evening News*. The story was advanced substantially a little after 7 p.m., in Walter Cronkite's interview with Ford, in which Ford made clear he was prepared to accept the nomination under certain (and rather extraordinary) conditions. Ford helped move the story along in his subsequent interview with ABC's Barbara Walters when he said that the details still standing in the way of agreement with Reagan "can and must be worked out." Then for the next four hours, reports broadcast on all three networks seemed to point inexorably to what Republicans were calling the "dream ticket" of Reagan-Ford. Finally, the bubble of expectation burst, at 11:54 p.m., with NBC's Chris Wallace's breathless report that Reagan had chosen Bush.

The coverage no doubt will provide meaty material for study by future generations of graduate students in communications and psychology. But for the broadcast journalists on the spot in Detroit, it was a matter of making decisions quickly, under pressure. CBS Washington bureau chief Ed Fouhy, who served as a producer in Detroit, compared it to live coverage of a sports event. But one difference is that reporters covering a football game know they cannot scoop their competitors on developments as they occur. And beating the competition whenever possible is one of the imperatives of any form of journalism. Wallace's report on Bush was no less prized by NBC because it preceded by only an eyeblink Lesley Stahl's report of the same development for CBS. And published reports that ABC was five minutes late on the story wounded ABC News people. For ABC had claimed some glory that night, too. Jeff Gralnick, vice president and executive producer of special events, said reports flashed by Wallace and Stahl were unconfirmed. "The first definite word [on Bush]," he said, "came from Susan King, who was at Bush's suite, at the Pontchartrain hotel."

(ABC, which was making its first effort at extensive, live coverage of a convention since 1964, did not return to New York claiming to have done a superior job. "It was a new management team and a new news team," Gralnick said. "On balance, we're pleased. But there were things we could have done better.")


But analogies other than those to sports events were easy to come by last week. "Television did what television does; it puts notes on the air," said ABC News Vice President Richard Wald. "You don't pass stuff through editors and rewrite people before going with it." (Of course, anyone counting on that kind of newspaper technique to assure accuracy had to have been shaken by the banner headline across the front page of the first edition of Thursday's *Chicago Sun-Times*: "It's Reagan-

portion of an interview with Ford, in which Ford said his answers to Cronkite had been a reaction to Rather's account of the negotiations between the Reagan and Ford camps. He said he had been "dumb-founded" by the report and felt he had to be "candid" and "forthright." He couldn't, he said, "stand up there . . . and say nothing was going on.")

As for going live with reports on the running story, that seems to involve a giant leap of faith. Leonard said one simply obtains and depends on "the best people . . . who check each other" and "who have good sources." He and Bensley say CBS was ahead on the story all night and insist their correspondents' information was accurate. "The information was good when we got it," Bensley said.

But there were some who watched CBS


**On top
of the story.**



**Just where you'd
expect us to be.**

CBS NEWS

**NBC NEWS
WAS RIGHT ON
THE BUTTON.**



NBC NEWS
JOURNALISM THAT MAKES A DIFFERENCE.

Ford.") "Live television is a printing press running live," said NBC's vice president, politics and special programs, Gordon Manning. To CBS's Leonard, "it's history [occurring] before your eyes."

All of which is true and, some feel, scary. How *does* a television news organization providing live coverage guard against giving instant legitimacy and currency to reports that may be inaccurate, or against being manipulated by those who would use the media for their own ends?

What was cited by some in Detroit and in the press as an example of manipulation, for instance, was Cronkite's interview with Ford. CBS's executive producer, Russ Bensley, was relaxed on the subject. Was CBS used? "I guess so. If Ford wanted to go public, he had the opportunity. The interview had been scheduled a week in advance. He didn't have to say what he did. We gave him the forum." But as Leonard said, "Would you suggest we shouldn't interview Ford?"

(Cronkite himself seemed more concerned. He went to the unusual length on the *Evening News* on Friday, of addressing the issue with a clip from the *Phil Donahue* show of that day. It included a

or read its transcript of coverage who felt some of the reports could have done with a bit more qualification. Cronkite, for instance, twice on Wednesday night, said Reagan would bring Ford to the hall and announce that the former President would be his running mate. By 11:31, however, Cronkite had edged away from that position. He said Ford would not be going to the hall, after all. Cronkite did not know whether that suggested a hitch had developed in the Reagan-Ford talks.

The other networks were also carrying interviews with presumably authoritative political leaders who were making it seem that the Reagan-Ford ticket was a certainty. The pull in the direction of accepting those reports as gospel was strong. Wald last week said ABC's producers felt compelled on one occasion to rein in the network's anchors—Frank Reynolds and Ted Koppel—who were close to saying a deal had been struck.

At NBC, credit for saving its correspondents from going too far on the Ford story was given to Douglas Kiker. "He was the hero," said Manning. Kiker, who had been stationed outside the Ford suite on the 70th floor of the Detroit Plaza hotel, was

reporting that no agreement had been reached. "If he had been wrong, the rest of us would have gone wrong," NBC convention co-anchor John Chancellor said last week.

Several of those involved in the coverage said a major difficulty floor reporters had in obtaining good information was that sources were influenced by a wish to see the "dream ticket" realized. "We all got caught up in a rumor mill," said ABC's Sam Donaldson. "We got half-fact, half-wishful thinking, and then stretched the information too far." Chancellor also spoke of the danger of delegates' desire transforming their hope "to what appeared to be facts." The convention itself, he said, "was seized by a mania."

Indeed, for all of NBC's self-congratulation on its restraint and coolness, Chan-

cellor and his co-anchor, David Brinkley, seemed shaken by the dramatic turn of events on Wednesday night and the role they and television played in dealing with the reports sweeping the hall. "What I think you've seen is an example of politics out of hand in the electronic age," Chancellor had said, shortly before sign-off early Thursday morning. Brinkley picked up the theme. Rumors, he said, were flying "with the speed of light, because television, in a situation like this, has become something of an intercom" between politicians on the floor and in hotel rooms around the city.

Even after some reflection, Chancellor last week said, "In general, everyone got a little off the mark. It was not the finest hour for journalism."

For all of the hullabaloo over their

coverage, the networks seem determined to go after the next big running story—the Democratic convention in New York in two weeks—with the same enthusiasm they demonstrated in Detroit. Precise plans, in terms of amount of coverage, await a judgment as to the kind of convention the Democrats will present. As of last week, it seemed that the convention might be a throwback, in terms of long sessions filled with controversy. In that event, the networks would probably spend more time covering the Democrats than they did the Republicans.

But there wasn't a network executive last week who indicated the editorial approach would be any different. "We will do the same damn thing," ABC's Gralnick said. "We will pursue vigorously, analyze vigorously and report as it happens."

Unions endanger production for the new season

SAG and AFTRA out on strike; main issue is payment for appearances in new media forms

Some 60,000 members of the Screen Actors Guild and the American Federation of Television and Radio Artists went on strike last week, closing down most television entertainment production across the country. The labor dispute with the three commercial networks, major studios and independent producers involves pay issues for commercial television but it centers on the form of payment actors and actresses will receive from the new video technologies.

Over 700 Hollywood actors picketed The Burbank Studios, headquarters for Columbia Pictures and Warner Bros., last Thursday in the first public display of what SAG President William Schallert intimated may well turn into a lengthy labor confrontation. With picket sign in hand, Schallert said the strike would continue "until what we consider our just demands have been achieved." And, admitting to the possibility that the strike could force the television networks to rerun programs well into the fall, he added: "Every time they show a rerun, it pays a residual."

Joining Schallert on the picket line last week were, among others, such actors and actresses as Jack Klugman, Loretta Swit, Ricardo Montalban, Dennis Weaver, Burgess Meredith, Wayne Rogers, Howard Duff and Hal Linden. Schallert said that picketing would probably spread after about 10 days to most of the Hollywood studios.

At the heart of the dispute is the question of performer participation in revenues from the new video technologies such as videocassettes and videodisks. SAG and AFTRA are demanding some form of profit involvement in the sale of programs to the new forms of entertainment. None of the new technologies is covered under previous contracts.

In the supplemental markets, SAG and AFTRA have stepped back from an original proposal for 12% of gross sales to the

new technologies. Early last week, the unions were asking 6%. Even that, however, was said to have been rejected by the employers.

Pay is also an issue. SAG is arguing for a 35% pay increase in the first year of the new three-year contract. The producers, however, are said to be offering, at best, 30% spread over the life of the contract.

Work stopped last week on some 100 television series and one-time-only projects made under guild contracts—including such hit series as *Dallas*, *Charlie's Angels*, *Hart to Hart*, *Little House on the Prairie*, *M*A*S*H* and *Quincy*. Productions for the new technologies as well as feature films were also halted by the SAG action. (SAG members acting in commercials, industrial and educational projects were not affected.) AFTRA's work stoppage applied only to prime-time dramatic programing and not to news programs, game shows or soap operas.

The talks between the groups broke down shortly after the 12:01 a.m. (Pacific

time) July 21 deadline. The walkout officially commenced at 2 o'clock that morning, although talks went on for five hours beyond that. Although talks began again Monday night, they were suspended and put "on hiatus," according to Schallert, and no date for a restart was set.

The strike has come at the height of the summer production season, and a lengthy walk-out could result in the delay of the opening of the fall network season (set to begin on ABC Sept. 8 and on the other two networks Sept. 15). Last week, network officials were still expecting to keep to that schedule, however.

The strike was forcing a number of studios to lay off technicians and other support personnel. Lay-offs were reported at Universal Studios, 20th Century-Fox, Spelling-Goldberg Productions, Warner Bros. and others.

SAG last walked out on the studios in 1960, when the union was headed by Ronald Reagan, now the Republican nominee for the Presidency.



Prime-time pickets. Jack Klugman (*Quincy, M.E.*) and Wayne Rogers (*House Calls*) walk the line last week in Hollywood



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3	Eyewitness News (Thurs. 10 PM)	25
4	Eyewitness News (Sun. 10 PM)	24
	Eyewitness News (Tues. 10 PM)	24
	60 Minutes	24

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

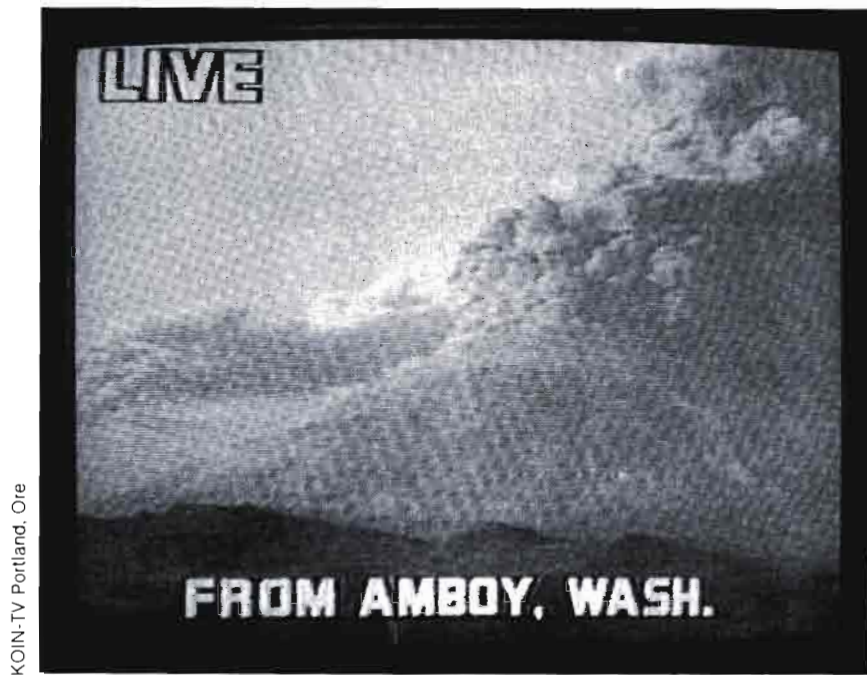


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Local TV news takes wing

Last year's toys became this year's tools of the trade for the news departments of television stations. Satellites, helicopters, microwave, ENG—they've become commonplace, not just big-ticket, one-upmanship items acquired for local-news wars. But if all the outlets in town have a "Skybird," if the whole market is into ENG and if every station in the city can go live, on-the-scene with spot news at any time, then what's the "tie-breaker," as one news consultant put it, for local TV news? What sets the one station above the other? The answer, according to BROADCASTING's annual survey, is content. Some stations used their microwave capabilities to take viewers close in as Mount St. Helens erupted; some needed little more than a telephone and a typewriter before going on-air with such stories as an expose of dangerous nitrosamine levels in beer; some used satellites to go abroad and make an international story such as the SALT talks more understandable to local viewers; some used ENG to evaluate the impact of a national story such as the Cuban refugees on their home towns. But whether their news crews worked out of the studio or traveled to Teheran, television stations now know that viewers are more concerned with the what and not the how of TV journalism.



WCSC-TV Charleston, S.C.



WPLG Miami

WLS TV Chicago

News directors, consultants agree: Content is key

Helicopters don't make for number-one-rated newscasts, it's the product that puts a station on top in a market

A technological revolution crept quietly into the newsroom last year, leaving the message that local journalism, previously reserved for events around the corner, could now include events around the world.

The change was due to satellites—tools that, generally, only larger stations had begun to use but eyed by more and more smaller-market broadcasters. The biggest test the satellites got was at the Republican national convention in Detroit (BROADCASTING, July 21). For the first time, a number of local stations, most of which were involved in deals to share transponder time, had the capacity to do what only the network news operations were capable of a few years ago. Live coverage from the convention floor gave viewers the opportunity to keep up with their local delegations, much to the delight of news directors and producers, who had nearly universal praise for the new era in news coverage.

Another major development, which broadcasters were viewing with a cautious eye, was the computerized newsroom. Although only a few news operations have taken the plunge—the \$80,000 to \$100,000 investment excludes most operations from retooling—many news directors were predicting that, before long, they would probably follow the handful of pioneers.

But while most were keeping tabs on the future, they were also refining the techniques that had recently become standard fare. The conversion to electronic newsgathering equipment was completed at many stations, while others continued to switch over gradually. Investigative journalism, which had become popular a few years ago, was still the order of the day for many. Live coverage of news events increased significantly, as did the use of helicopters. The difference this year, however, is that these tools—once fads, which were sometimes used not for better newscasts

per se, but rather to get a leg up on the competition—are now being used in ways that news directors say substantially increase the quality of news reports.

One group broadcaster that has been out front with new technology is the Bonneville International Corp., which has its own transponder on Westar I. J. Spencer Kinard, news director of Bonneville's KSL-TV Salt Lake City, says the satellite has dramatically expanded the station's horizons. In the past, he says, stories used to be confined to the immediate metropolitan area. But now crews are sent to remote spots in Utah or out of state. And last year they also did live reports from Israel and Tokyo.

The station also installed an electronic editing system and is in the process of building an uplink. "We've taken the first steps to the future," Kinard said.

John Lippman, news director of KIRO-TV Seattle, another Bonneville station, says the satellite feeds have been a big plus to the station, as has been a helicopter, which is the only one in the market. But he thinks the real key is basics. "The flash only works to some extent," he said. "You have to deliver the goods."

The trend in the Seattle market, he added, has been an emphasis on hard news. He notes that all the stations are doing more live coverage than in the past, and he predicts there will be even more in the future. It won't, however, be "20-second, run-and-gun" journalism, Lippman says, but rather "in-depth, significant reporting."

Like the Bonneville stations, news directors nationwide say they are going more and more to live reports. And while live "wars" have developed in some markets, as stations try to outdo the competition with on-the-spot coverage, others have managed either to de-escalate from similar battles or avoid conflicts altogether.

One area where the live wars haven't hit is southern Florida, much to the pleasure of David Choate, news director of WCKT-TV Miami. According to Choate, the station is now doing more live coverage than ever before, including live coverage from a helicopter, which has become a favorite tool of newscasters in all

locales. But Choate says he has tried to maintain rigorous standards in determining what events will receive live coverage. "I don't like going live just for the sake of going live," he says.

Steve Murphy, news director at WOWT-TV Omaha, has also resisted the temptation to go live with no real reason, particularly now that the station has added the first live microwave capability between the state capital, Lincoln, and Omaha. But the station, over the last year, has added seven people and extended the early evening newscast by a half-hour, and it gives heavy emphasis to live reports where appropriate. And the *San Francisco Chronicle*-owned WOWT, which is in the 65th market, hopes to have a downlink within the next year to receive satellite reports from the Washington bureau of co-owned KRON-TV San Francisco.

For the city of Boston, this was the year of live coverage of the annual marathon, a visit by the Pope, the inauguration of the John F. Kennedy library, the New Hampshire primaries and a visit by the tall ships.

"This year was a test of everybody's ability to go live," says James Thistle, news director of WCVB-TV Boston. "Live coverage became real competitive and a prestige item."

To cover the tall ships in Boston Harbor, Thistle had 21 cameras on hand. He also made use of satellite transmissions during the Republican convention, and has entered into a sharing agreement for further use of the satellite—along with approximately 35 other stations—with Cable News Network.

With the experience gained this year, particularly in Detroit, most believe that satellite transmissions will soon be routine for television stations, offering the capability of making everything a local story.

Marty Haag, of WFAA-TV Dallas, who says that satellite transmission from the Republican convention worked "amazingly well," believes it will soon be a "day-to-day routine to bring feeds in from other areas." Haag also finds another change taking place—a greater emphasis



Kinard



Lippman



Thistle



Haag



McHugh



Reymer



Magid

on news series. Two years ago, he says, series were done primarily during rating periods, now they're being done routinely. And although series may have run a maximum of five parts in the past, Haag says they're now running up to 15 parts, giving the news department a chance to thoroughly examine a subject.

For WFAA-TV, as well as a lot of other stations, the hottest news topic this year, which many predict will remain a trend for the coming decade, was business and economic reporting. Haag estimates the station doubled or tripled its business coverage.

In Louisiana, John Spain, news director of WBRZ(TV) Baton Rouge, agrees that economic reporting has become a crucial area, and one that has been a particular weakness of TV journalism. The problem, he says, has been TV's attempt to package a 90-second report on a complicated subject, which often has been ineffective. But Spain, who notes that he has been keeping an eye out for personnel with business backgrounds, as the networks have done in the past, believes his operation is on the right track. "We're doing better than we did a year ago," he says. "We're trying."

For Paul Paolicelli, news director of WAGA-TV Atlanta, satellites and helicopters have meant better news coverage, but he thinks the philosophy of news reporting has really made the difference. "We're trying to shed perspective on events," he says. "We used to shoot footage on fires; now we're trying to do pieces on fire prevention and fire insurance."

"The new direction is the old direc-

tion," Paolicelli adds. "We're all trying to regroup and define ourselves more strongly in our editorial profile."

Howard Glassroth, news director at WJLA-TV Washington, shares that view. "The industry is taking an introspective turn," he says. "It's so easy to establish cosmetic parity, but I think what really matters is who can deal with the issues that affect the viewers."

The viewers, he says, have become sophisticated, and not easily fooled. "Hype is a phase we went through, but that's in the past. The next frontier will be good, solid news."

For news directors, managing a newsroom has meant a new focus. Recently, says Ronald Mires, of KGTV(TV) San Diego, "news directors have had to become more and more engineers, so you can order equipment." At his station, Mires has had to keep up with new and sophisticated gear for live helicopter transmissions, turning the chopper, in effect, into a satellite relay station.

"Live coverage has grown to the point where we're using it better than we did in the past," Mires says. "We know what will work with live reports and what won't. We can do live now with sophistication."

Many news directors perceive that they have begun to build successfully on the foundations set in recent years. They also see local news operations as a more integral part of a station's success than ever before, and this trend, they say, should continue in coming years.

Not everyone, of course, has been able to take advantage of new technology. And

some believe they can remain competitive with the tools they are accustomed to.

For example, Jay Moore, news director at WTVR-TV Richmond, Va., says his operation is the only one in that city without live capabilities, but he thinks the station is doing well without it. "We're not losing very much to the competition because of it," he says. "It's a tool one has to weigh carefully."

At WLBX-TV Bangor, Me., the 147th market, news director Peter Henderson says he has not adopted any new direction, but is rather looking to sharpen existing skills. Henderson says the station's general approach is to make the audience news oriented and explain stories more fully. It's a gradual process, he says, but he thinks there has been improvement.

Louis Prato, of WDTN(TV) Dayton, Ohio, says investigative reporting continues to be an essential aspect of the news operation, with reporters being given more time to fully develop a piece.

Prato says his station didn't think it was worth the expense to do live coverage from the Republican convention, but he thinks that more live satellite coverage, along with computerized newsrooms, is inevitable. "The future has arrived," he said.

□

Seconding the state-of-the-art opinion of TV news at the local level were a group of professionals, who by definition of their jobs, have a more national perspective on the medium—the news consultants.

With so much past emphasis on the



Paolicelli



Glassroth



Mires



Prato

form, says consultant Al Primo, stations now are about even on that score. Today's "tie-breaker," he says, is the station that does the news better. Similar thoughts come from consultants Frank Magid, whose client list includes a "considerable number of mature stations," and George Skinner, who claims that "the technical aspects are pretty much in hand."

Arnold Reymer, president of Reymer & Gersin media consulting and research, says news competition is "getting closer to the situation of the airlines"—where viewers are beginning to feel that all newscasts are about equally good and the differences among them not at all major.

It therefore follows that consultants should be talking more about writing and reporting skills than sets and helicopters.

But even when equipment comes up, consultants generally are claiming a more news-conscious attitude among stations. Philip McHugh, chairman of McHugh & Hoffman, says the "gimmickry is going out of the helicopter," and, citing Phoenix stations that are now able to cover the entire state of Arizona, he explains that they have "avoided the pitfalls of putting it up just to be there."

Peter Herford, director of affiliate services for CBS News, claims that the helicopter "battle is becoming more rational," as he finds stations no longer as quick to jump with an investment but giving greater thought to where the news budget best can be used.

With technology mastered, Skinner claims, he is left with an "uneasy feeling" that not enough attention has been paid to the people who are bringing the news to viewers. Doubtless, different consultants have different attitudes on the amount of work that must be done in this area. But like Skinner (who shortly is leaving the Katz News Service to go out on his own), consultants are emphasizing reporting



Primo



Herford



Skinner

skills rather than reporting tools.

Primo says his major thrust is—and has been—not the over-all news program presentation but the reporting staff itself, teaching a correspondent to understand the story to be covered or to work better with a cameraperson. Primo stresses that the future belongs to whomever can present news in a more meaningful way.

Skinner talks about his service in terms of "coaching" seminars and writing sessions. And Frank Magid too describes his coaching service—one that he says "has really blossomed."

The research role also is changing as consultants explain audience information surveying in a new light. There is less emphasis on how attractive or personable the anchor is perceived to be. Skinner says the objective is to look at the audience and ask: "What do you want?" Magid, for example, has done considerable research on which topics viewers want for minidocumentaries, finding that people's interests go well beyond the cliché subjects of vice and prostitution.

And in a broader sense, it means a new position for the consultant in the news scheme. As Magid says, the "role now is providing a source of information about

what's next"—what new needs can be uncovered rather than reminding stations that they should beef up their supers or shoot a story in a particular way.

Reymer too believes that research in the 1980's will deal less with the mechanics of the broadcast than with what "makes the viewers tick . . . what needs are gratified by news." And while "a given is the best news possible," he claims that promotion can only become a stronger factor.

That, again, ties into Reymer's airline analogy. If competence generally is perceived to exist across-the-board, it will be all the more important to distinguish a station's style. Those stations going after a young audience perhaps would be better off playing up their news as "in the vanguard." An older audience might want to be assured that a station's news is easy to follow. Caution would have to be exercised; a promotion tie-in claiming that the station has "the most experienced people" could be a turn-on to one audience group, but perhaps a turn-off to another seeking something fresh and new.

Although the checks and balances of technological improvements in a market may lead to a returned emphasis on pure content, the times also have to be considered. That point is made by Philip McHugh, who explains that the audience itself is wanting "much more serious news."

Coming out of Watergate and Vietnam, he claims, there was a lull-of-sorts in world news, with nothing with as much sweeping interest. With Iran and Afghanistan as well as today's inflation, McHugh says, viewers generally are "paying much more attention to content because they are worried." In a recent survey of a major market, McHugh adds, a listing of what people want from the news placed sports eighth.

Aside from increased interest in "serious news" in traditional time slots, McHugh also mentions new news forms such as the "live at 5" concept filling other dayparts. He also adds that "I suspect you're going to see the emergence of local 24-hour newscasts" in key markets. That's not going to happen overnight but there are signs that it may be on the horizon. This particularly is coming on the UHF front, where subscription television stations are turning to news for their nonpay hours. Golden West Broadcasters next fall, for example, is planning 9 a.m.-5 p.m.

On the other hand. Not everyone is optimistic about the direction in which local TV journalism is headed. Lee Hanna, former vice president of television news for NBC, and currently working to put together the presidential debates for the League of Women Voters, believes news is neglected. The reasons, he says, are that general managers have little understanding of the way journalism really works; news directors tend to be imitative rather than innovative, and stations rely on consultants, who often make recommendations based on meaningless studies.

Hanna believes that consultants are doing a particular disservice, as they take a successful idea and try to duplicate it in another market with different characteristics that may be unsuited to the new format. "Consultants have homogenized the news," he says. "They've been foisted on news directors who don't need them."



Hanna

He also believes that news directors rely too much on the wire service daybooks for story ideas, rather than playing hunches and doing long-range planning. In addition, Hanna complains that not only are the same stories seen on stations in a particular market, but the same types of stories are seen from market to market. "In every city, I'll find you a two-alarm fire," he says. "You don't have to copy everything the competition is doing."

But the bottom line, he says, is that management has to understand and appreciate the role of journalism. Without that understanding, Hanna says, news directors—who have an average expectancy of less than two years at a station—will not be given adequate opportunity to really do their job. "We won't get anywhere until general managers get into the mainstream," he says.

SOMETHING EXCITING HAS HAPPENED TO TELEVISION REPORTING.



There is a new video magazine on the scene that isn't afraid to dig for stories. It's called, "WHAT'S HAPPENING AMERICA?"

When the series premiered in April on WOR-TV, New York, it was hailed by critics and viewers alike. John O'Connor of the NEW YORK TIMES said: "The packaging is attractive, the reporting is feisty, and the entire project is promising." Kay Gardella of the DAILY NEWS wrote: "Considering how difficult it is to get a magazine show rolling, this one, with its colorful opening... is off to a flying start!" And Mike Botta, television editor for the HERALD NEWS,

called "WHAT'S HAPPENING AMERICA?... the best locally-produced magazine series in New York television history."

"WHAT'S HAPPENING AMERICA?" is a series dedicated to penetrating research, in-depth reporting, and excellent production. Who else but an author, reporter, columnist of SHANA ALEXANDER'S caliber could host such a hard-hitting, intelligent approach to journalism.

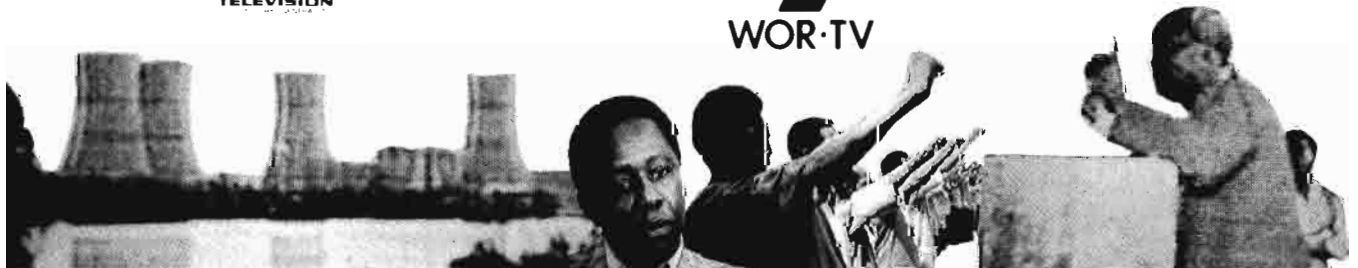
Don't miss the latest investigative edition of this new Ch. 9 series. In today's world you can't possibly have too much information.

WHAT'S HAPPENING AMERICA?



WOR-TV

RKID
TELEVISION



news on its new KHFC-TV Oklahoma City, joining other STV operations such as KWHY-TV Los Angeles, WCIU-TV Chicago and WKID(TV) Fort Lauderdale, Fla., which also have major news commitments.

Technology and content, at the bottom line, however, cannot be separated. A greater emphasis on content over equipment may lead to a different style, but the recognition exists in news departments that it is the interplay that determines the final product.

In Detroit earlier this month, that interplay showed itself. At the Republican national convention, Al Primo found that "literally the entire convention was almost taken over by local broadcasters covering the story the way the networks weren't"—with local and regional interest. The story was there and local news content was expanded to follow community interests to the Joe Louis Arena, but only because technology—particularly ENG and satellite time—allowed it.

CBS's Herford says simply that the strongest trend over the last five years in news has been that "there's more and there's better," in the "level of sophistication" of the stories themselves and the delivery systems.

In 1980, as in the past, it takes both substance and effective delivery to make a successful newscast. But now that the technological tools have been collected and set in place, the business at hand—the news—is the thing.

From mountain top (St. Helens) to city streets (Miami): A year's worth of coverage by the country's TV stations

Spot news efforts

The eruption of Mount St. Helens was the story of the year for many stations in the Pacific Northwest. **KOIN-TV Portland, Ore.**, was on the scene live from the first eruption on March 27 to the massive destruction on May 18 and continues the watch. The station's helicopter and microwave experience paid off when the crews encountered the problems created by the volcano. The ash permeated both newsfilm and ENG equipment requiring constant care and maintenance, often creative repair in the field. A \$100,000 ENG van was feared lost when a river overflowed its banks. Two-and-a-half weeks later it was recovered. KOIN-TV has packaged its coverage in a half-hour report, *Eruption: St. Helens Explodes*, which is available on home videocassette for the public through Blackhawk Films and to other television stations through ICM Television Marketing. In addition, Lee Enterprises (the station's parent company) and another subsidiary, SINO Publishing, are publishing a book on the volcano, using many photos from the television coverage.

Also at Mount St. Helens was **KING-TV Seattle**. The station established a base camp about five miles northwest of the peak before the May eruption and used helicopter and airplane coverage. It relayed reports to the station via a two-watt, four-foot, microwave dish for 50 miles to the station's ENG van which then relayed the signal another 63 miles to Seattle. Crews were also dispatched to the state capital, to various interstate highways to report on conditions and to Yakima to report on the ash cloud that blanketed that city.

KGBT-TV Harlingen, Tex., provided in-depth coverage of the Ixtoc Uno oil well spill that polluted the Gulf of Mexico with millions of gallons of oil. KGBT-TV sent reports live via microwave from a command post on Resort Island, sharing space on

KDFW-TV Dallas's helicopter to shoot footage. KGBT-TV expanded its news programs to one hour when oil washed ashore and aired two special reports on the spill, one dealing with the environmental and economic impact.

Another hostage situation was played out in Lebanon, Ohio, involving a crew from **WHIO-TV Dayton**. Steve Schwaid and Dennis Cheatham successfully negotiated the surrender of a man suspected of beating his wife and holding her at gunpoint. Schwaid persuaded the man to throw his gun

out a second story window, before his peaceful surrender.

Despite a tornado that knocked out the facilities of **WWLP Springfield, Mass.**, news director Keith Silver went to gather footage of the storm. Dodging flash floods and debris he and his crew managed to get into the air to film the storm's destruction and get back for the 6 p.m. newscast.

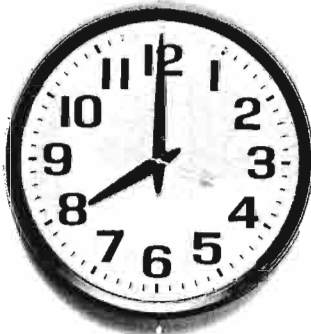
The station also filmed the rescue of some 40 demonstrating Iranian students from a hostile mob that had organized as a counterdemonstration. Police whisked the Iranians out of a back door of a building while the mob and the media were out front. But WWLP managed to get one crew out back to film the get-away.

When President Carter ordered the evacuation of residents of Love Canal, **WKBW-TV Buffalo, N.Y.**, went live during the noon news to deliver the announcement. A poor audio signal forced the station to install a balanced phone line directly to the Love Canal Homeowner's

Getting around. WAGA-TV Atlanta gets the news out and in with the aid of satellite technology; WJBK-TV Detroit gets out to the news with this land and air fleet.



The May ratings have extended our happy hours.



8-9:00 a.m.

*"Phil Donahue" beats "Today" and "Good Morning America" combined.**



3:30-5:00 p.m.

*WCCO-TV early fringe programs deliver most adult viewers.**



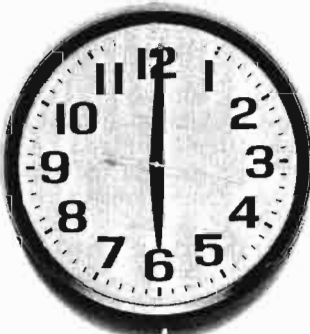
5-5:30 p.m.

*WCCO-TV's "5 PM Report" wins with a 32% ADI share.**



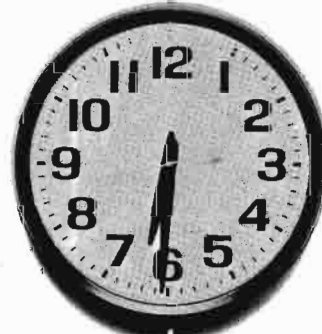
5:30-6:00 p.m.

*CBS Evening News beats ABC and NBC network news combined.**



6-6:30 p.m.

*WCCO-TV's "6 PM Report" is #1 with a 13 rating, 33% ADI share.**



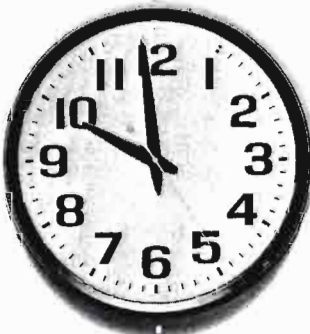
6:30-7:00 p.m.

*"PM Magazine" dominates the access time slot with a 39% ADI share.**



6:30-10:00 p.m.

*CBS prime time programming makes WCCO-TV #1 in total homes reached (M-Sat, plus Sun 5-10 p.m.).**



10-10:30 p.m.

*WCCO-TV's "10 PM Report" has an 18 rating vs. KSTP's 21 rating.**



WCCO TV
Minneapolis St. Paul

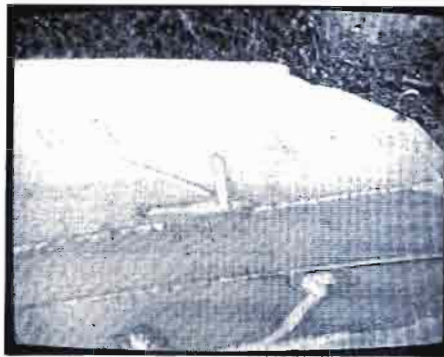
A CBS Affiliate  Represented by TeleRep

The Number One Station in the Twin Cities.**

*Arbitron Reports, May 1980. **Arbitron Reports, May 1980, M-S Sign/On-Sign/Off. Estimates subject to limitations.



Caught. Dave Crockett, KOMO-TV Seattle cameraman got caught in the flood of mud and debris resulting from the eruption of Mount St. Helens. He left his news car, drew a message for search parties in the ash on the



car and was finally rescued 10 hours later by helicopter. He filmed his ordeal and KOMO-TV aired it as a half-hour special report. ABC-TV picked up the footage for network use.



From near ... KING-TV Seattle science reporter Jeff Renner and cameraman Mark Anderson set up a live shot from Mount St. Helens.



... and far. Larry Kane, WCAU-TV Philadelphia anchor made the trek to the volcano.

Association office to carry acceptable audio, while video was sent back via microwave.

□

KATU Portland, Ore., at Mount St. Helens had remote crews at the mountain and in the air covering the devastation. In addition the station's follow-up stories covered the effects of the eruption on tourism in the area and river commerce on the Columbia River and the hundreds of problems caused by ash fallout.

Another big weather story for KATU was a crippling ice storm last winter. The coverage included special cut-ins and stories from outside the studios using emergency generators to run the transmitter since the studio's power was knocked out.

□

KSL-TV Salt Lake City put its earth station to work in producing a documentary that was co-anchored live from the studio and from Jerusalem. The story was the culmination of the work of three staffers who spent 15 days in Israel following Mormon Church President Spencer W. Kimball and a delegation of religious leaders who made the trip to dedicate a monument outside Jerusalem. Even with the packaged tape inserts for the program from Israel arriving less than a half-hour before they were scheduled to air, the show, including live questioning from Salt Lake City, went off without a hitch.

□

A car and three minicam vans belonging to **WBBM-TV Chicago** tracked down the mayor's two top aides who had just announced their surprise resignations. Reporter Mary Laney followed the two in their car as they headed to the airport. Meanwhile the station's assignment desk instructed the vans to join her on an expressway and the chase was on. Finally the two called out the window and said that they'd talk, pulled over and the station had a live interview conducted on the shoulder of the expressway.

The visit to Chicago of Pope John Paul II was given 20 hours of coverage, most of it live, by WBBM-TV. It was anchored by Bill Kurtis and Walter Jacobson from a specially-designed set illustrating the Pope's route and itinerary. The extensive coverage won a Chicago Emmy for best planned coverage of a single event.

□

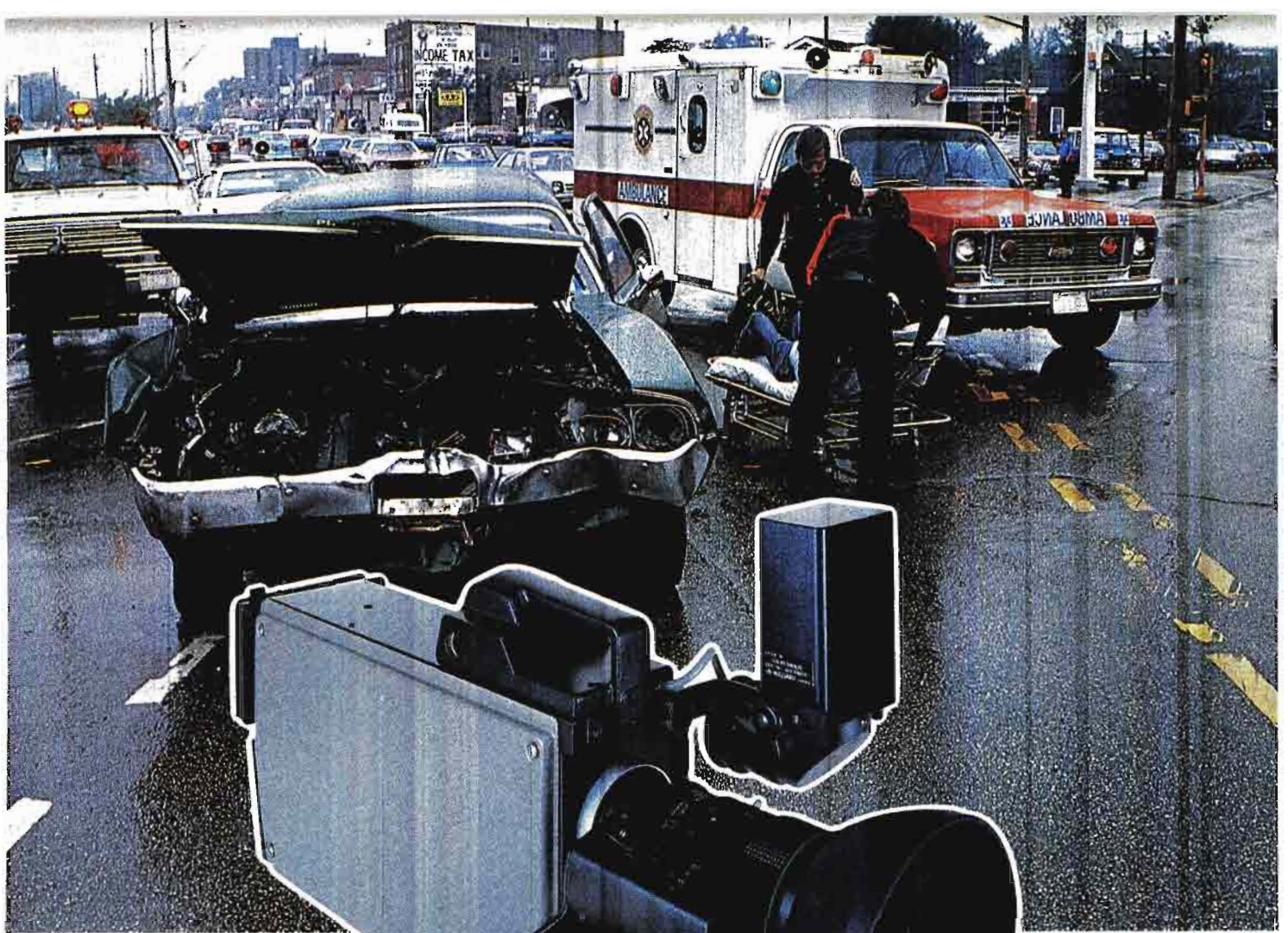
WBNS-TV Columbus was presented with a full news day when, during the late stages of the Ohio primary, both Jimmy Carter and Ronald Reagan scheduled rallies in the city on the same day. To make things worse the two scheduled the rallies at the same time six blocks apart. To cover both, the station's noon news started early and was expanded to more than an hour from its normal half-hour length. Both candidates began their rallies about the same time. WBNS-TV used split screen and box effects to cover both events at the same time. In addition to the live coverage

of both speeches, the station aired a special following its 11 p.m. news repeating both speeches in their entirety.

Another example of WBNS-TV reworking normal newscasts came last summer and fall when the U.S. Supreme Court ruled in the Columbus school busing case and again when the busing started. When the ruling came down shortly before noon, the station decided to combine the 6 p.m. and 7 p.m. half hours into one newscast covering all aspects of the decision. When school started in September in a staggered, two-day start, the station mobilized more than 20 staffers starting before dawn. One example of the coverage was the assigning of crews to students who were switching from schools where they had been in the majority to those where they would be in the minority. Coverage started with breakfast and followed them throughout the day. There were more than a dozen live updates throughout the morning from various locations.

□

Acting on a tip, **WTMJ-TV Milwaukee** photographer Mike DiOrio and reporter Steve Olszyk went to cover a police search for a robbery suspect who had fired at a sheriff's deputy. The suspect took two hostages and a car. The police cornered him, and the police chief traded himself for the hostages. When the suspect and the chief got to a road block (at about 8:15 p.m.) shots were fired and both men were killed. Olszyk and DiOrio had been following the police to the roadblock and were



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If you thought that an Ikegami ENG camera's been beyond your budget till now, take heart. The HL-78A approaches the high performance standards of the HL-79A. But the price is encouragingly lower.

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Ikegami HL-78A

next day at about 100 feet away when the shooting broke out. Later in court, a frame-by-frame examination of the tape and one shot by WISN-TV there proved that the chief had been shot accidentally by his own men.

Another story for which WTMJ-TV was in the right spot at the right time was the attempted rescue of the hostages in Iran. Reporter Jerry Taff was in Paris covering the attempt of Barbara Timm to see her hostage son, Kevin Hermening. The station stayed with the story from the time it broke until network programming began in the morning. The station broke the news to several of the area's congressmen and spoke to them on the phone, had live interviews with Kevin Hermening's father who was at the station all night. That evening the station expanded its early newscast to an hour, dropping sports and weather, with reports from a crew dispatched to Washington and from the station's helicopter pilot, a former military

started. Special bulletins interrupted regularly scheduled programs to advise the public of impending danger, safety precautions, and curfews. Over the next three days the station aired continuous live reports from Miami police headquarters on the status of police attempts to calm the community. Expanded news programs aired at both 6 and 11 p.m. during the three-day riot and in the riot aftermath. A prime-time special featured dialogue between State Attorney Janet Reno and black community leaders. A live feed via satellite from Tallahassee, Fla., covered an emergency statement issued by Florida Governor Bob Graham. Former U.S. Ambassador Andrew Young, and civil rights activist Jesse Jackson appeared in the station's studio to request an end to the rioting. During the early morning, 10-to-20-minute specials with advisory updates aired hourly.

A few months after WPLG had broadcast a five-part series on the disastrous effects

and photographer Tom Haas made two trips. The first, in November, reported the status of Iranian Jews, how Iranian women were reacting to the return to Muslim modesty and the feelings of Iranians who had relatives in the U.S. Their reports on these and other stories were fed via satellite to New York and by landline to Philadelphia. The two returned in March as the release of the hostages seemed imminent. They covered the failure of the UN commission's attempts to win release of the Americans and on the local political situation, which was volatile. While shooting the exterior of the Iranian parliament building, photographer Haas heard shouting. He looked up to see a rifle pointed at him. He put down his camera and the gun was lowered. His interpreter told Haas that the rifleman was prepared to shoot if he had not stopped taping.

□

WISN-TV Milwaukee participated with ABC and four Chicago stations in the pool coverage of the Pope's visit to Iowa and Chicago, providing cameras and equipment for two major appearances. The station also provided live coverage of the Pope's arrival in Iowa and Chicago along with the Polish mass and the mass in Grant Park. The station fielded three complete crews in Chicago and a fourth in Iowa, airing triple packages in each of the prime-time newscasts Thursday and Friday and fresh reports in the noon and early morning news.

□

Being a small UHF station, **wvit New Britain-Hartford, Conn.**, had to work harder to cover the Pope's visit to Boston. It started by joining the Boston TV pool. After borrowing additional mobile equipment from other broadcasters, it turned a small conference room into a broadcast studio in a day's time. The station strung audio and video cable down 25 floors of a stairwell, tying it off every two floors. Wvit eventually filled five-and-a-half hours of Pope coverage at a cost of \$30,000, winning a state Sigma Delta Chi award for its work.

□

On one day's notice, **WRAL-TV Raleigh, N.C.** assembled an hour newscast of an undercover drug investigation that resulted in the arrest of over 100 high school students. Coverage included reports from the Carolina coast on drug smuggling, drug rehabilitation programs and coverage of the actual arrests. The station expanded its newscast to one hour that evening to cover the day's events including the arrests, special reports and a news conference.

WRAL-TV went to great lengths in its sports coverage, particularly golf. Using five announcers, 45 technicians, and seven miles of cable it provided four-and-a-half hours of local coverage of the last four holes of the American Defender WRAL Golf Classic. One new wrinkle—the station used its new Sky 5 helicopter to



Two in one. WBNS-TV Columbus, Ohio, covered simultaneous speeches by Ronald Reagan and President Carter with a split screen.

flyer, who explained what happened using models and drawings.

□

For eight weeks, **WPLG Miami** reporter Richard Schlesinger reported live from Tampa, Fla., nightly on the trial of four white policemen accused of murdering a black insurance executive. When a not guilty verdict was rendered, the station interrupted regularly scheduled telecasts to announce it. At 6 p.m. it aired a package on community reaction to the verdict issued by an all-white jury. Later that evening, WPLG reporters were in downtown Miami when hundreds of blacks gathered at the Metro Justice building for a peaceful rally against what they called a pattern of general abuse by the criminal justice system. When the rally ended, a riot

a major hurricane would have on south Florida, Miami was placed on alert for Hurricane David. Everyone on the news staff was put to work, regular programming was interrupted and the station stayed on the air live for 21 hours. Reporters were placed at emergency operations centers in three counties. WPLG also took live calls on the air answering questions such as where to go for safety, which stores had hurricane supplies, how to get to the emergency shelters, who should evacuate, etc. When the storm was no longer a threat to the immediate area, the station aired a special 90-minute newscast detailing the effects of the hurricane on south Florida.

□

Kyw-TV Philadelphia sent a TV crew into Iran. The team of reporter Ti-Hua Chang

**"THE TEN O'CLOCK NEWS"
IS THIS YEAR'S EMMY
AND GOLDEN MIKE WINNER
FOR BEST NEWS SERIES ON
AN INDEPENDENT STATION!**



Kim Singer & Nathan Roberts

THE TEN O'CLOCK NEWS

WEEKNIGHTS KHJ-TV LOS ANGELES



An RKO General Station

Every Night We Give You Something Extra.

simulate the flight of the golf ball in demonstrating the layout of the final four holes. For the Pinehurst Hall of Fame classic WRAL-TV used two four-foot transmitting dishes, one on the station's tower, the other on the Pinehurst hotel 70 miles away to provide local viewers with microwave coverage.

While filming a feature in a Boston neighborhood, a **WNAC-TV** crew learned that someone had taken a hostage a few blocks away. When it arrived, a police deputy was attempting to talk to the captor. Then the deputy was shot and began to stagger. All was recorded by cameraman Jim Fitzgerald and soundman Jeff Grove. They recorded a 33-second sequence as the policeman was helped to a car to be taken to a hospital. A second crew arrived to set up a live broadcast and were fired upon.

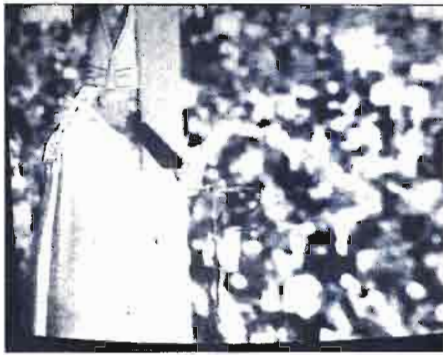
WNAC-TV was also in the courtroom for live coverage of the verdict and, one day later, the sentencing of Bradford Prendergast, accused of killing his girlfriend. It was the first trial in the state to allow cameras in the courtroom. The station later aired a special in which it interviewed the judge, two lawyers, two witnesses and a juror examining what influence they thought cameras had on the trial.

The station also broadcast more than five hours of the arrival of the tall ships in the Boston harbor. **WNAC-TV** used 17 cameras to tape reports from the ships. The coverage cost about \$50,000.

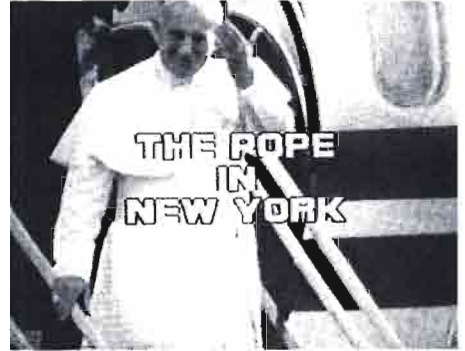
When inmates took hostages at a county jail in Newark, N.J., **WABC-TV New York**



Riot squad. Using a helicopter and minicams, **wtvj Miami** covered the May rioting in the Liberty City area.



Papal parade. Top: In Des Moines on **KMTV** Omaha, in Chicago on **wBBM** TV Bottom: In Philadelphia on **WPVI-TV** arriving in New York on **WPIX**



not only went to cover the story but reporter John Johnson participated in it. The inmates had demanded to speak to a black reporter, and Johnson was helicoptered in. Johnson had been in on the negotiations at Attica and had been held hostage before in a Harlem church, and though guns were pulled on him twice, he helped end the siege, while **WABC-TV** crews updated reports through the night.

WCIX-TV Miami was on top of the Cuban refugee problem from day one. When Cubans seized the Peruvian embassy in Havana, **WCIX-TV** sent a crew to Peru to report on Cuban refugees arriving there. It also flew a crew to Costa Rica when refugees began arriving there. When the refugees began to flood Key West, Fla., the station rented a plane to speed delivery of daily reports from there.

KCRG-TV Cedar Rapids, Iowa, broadcast the entire afternoon of the Pope's visit to Des Moines, Iowa. Six staffers spent two days in Des Moines using ENG gear, news cars, one airplane and two helicopters. The station interspersed coverage with on-the-scene commentary from the anchorman and a local priest.

KCRG-TV also participated in a court coverage. **KCRG-TV** pooled coverage with other TV stations in Iowa's first year of cameras in the courtroom experiment.

At the end of **wtvj Miami's** newscast on May 17, word came of the verdicts in the Arthur McDuffie case that was to touch off rioting in Miami. Based on caller reac-

tions, a **WTVJ** news team started to drive through the city. It was the target of harassment and thrown bottles and evaded a van that tried to ram its car before making it safely behind police barricades. **WTVJ** watched the emergency rooms at local hospitals, reporting the number and condition of the victims as they came in. It was the next day, behind a National Guard convoy, that **WTVJ** was able to return to film the looting and damage that had occurred. That day the station aired a special on the riots, gathering reaction from community leaders as to why the riots happened and what needed to be done for the future of Miami's multiethnic community.

The weather radar system at **WKZO-TV Kalamazoo, Mich.**, was credited with saving lives in forewarning of tornadoes that hit the area on May 13. The station used the emergency broadcast system warning audio tone and a "W" (for "warning") on the TV screen to advise residents of the tornado's approach. The station sent crews out to cover the damage, one cameraman filming the twister to within one block of himself before heading for a basement shelter. The storm damage story was virtually the entire news show for the evening. **WKZO** put together a special a week later on the cleanup and efforts to put damaged businesses back on their feet.

WPIX New York covered the visit of the Pope in that city with a total of 21 hours of programming. The station followed the Pope's airport arrival, originated the pool broadcast of the mass from Yankee Stadium, covered his prayer service the



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ARB Top 10 Programs*

Action News (Wed. 6 PM)
 Dukes of Hazzard
 ABC World News (Wed.)
 Action News (Mon. 6 PM)
 60 Minutes
 Action News (Tues. 6 PM)
 Action News (Thurs. 6 PM)
 Dallas
 ABC World News (Thurs.)
 ABC World News (Mon.)

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Represented by Katz

* Arbitron: May 1980



Globetrotters. Top, l-r WLWT Cincinnati's Scott Osborne in the Mid-East; WJBK-TV Detroit's Joe Weaver in Tokyo. Bottom WFMJ-TV Mil-

waukee's Melodie Wilson in Paris; KYW-TV Philadelphia's Tom Haas and Ti-Hua Chang in Teheran.

St. Patrick's cathedral and his departure for Philadelphia. WPXI also aired a three-hour special using highlights of the Pope's trip in America, utilizing the 25 hours of tape it had accumulated by then.

□

Detroit's WJBK-TV claimed a beat with live satellite coverage of United Auto Workers leader Doug Fraser's visit to Japan. Auto industry reporter Joe Weaver interviewed Fraser and also broadcast reports via satellite from the UAW convention in California. The station's earth station has also been used for reports from Washington and plans are for microwave linkage with Lansing for direct telecasts from the state capital.

□

Less than 24 hours after 11 persons were killed at a December Who concert in **Cincinnati**, WLWT was on the air with a three-part, half-hour report on the tragedy. One-third of the station's staff was put to work, gathering information from relatives of the victims, reaction from the mayor and a local rock critic, an account of the tragedy

and an interview with Who lead singer Roger Daltrey.

□

When state prison inmates in northern Indiana took six hostages, one of their demands was that a reporter from **WSBT-TV South Bend** be present to monitor the negotiations. Thus, reporter Bill Warrick got the exclusive inside story on the talks. Warrick followed up with later prison reports and offered a personal viewpoint on the story in other reports in addition to his news stories.

□

A serious sewage spill in San Francisco Bay caused **KNTV San Jose, Calif.**, to devote most of the evening newscast to the accident. Reporters talked to treatment plant officials, fishermen whose livelihood was affected by the spill and area government officials. A live field anchor was used on the scene to coordinate the coverage.

Reporter Don Gomez and an independent film crew traveled to Nicaragua last summer, where they covered Sandinista guerillas outside Managua, providing

KNTV with reports of the fighting there.

□

Wews Cleveland reporter Bill Jacocks was a key figure in negotiations with a man holding hostages. Jacocks spent three days in city hall and was instrumental in getting one of the hostages released. Eventually the man released all the hostages and surrendered.

Another fast breaking story for Wews involved the hunt for a fugitive who killed an FBI agent. The FBI and Cleveland police used the station's news helicopter, Chopper 5, as a command post. The helicopter also became a studio out of which the station co-anchored the evening newscast, live.

□

When part of the Sunshine Skyway bridge over Tampa Bay, Fla., collapsed after being struck by a freighter in a May thunderstorm **WFLA-TV Tampa** was on the scene with a live report, despite squall conditions, three hours after the accident. WFLA interviewed the state trooper who

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Anchor team: Bill Jorgensen, Steve Bosh, Pat Harper

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For over twenty-five years, television network news belonged only to CBS, ABC, and NBC.

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New York	WPIX	St. Louis	KDNL	Buffalo	WUTV	Fresno	KMPH
Los Angeles	KCOP	Atlanta	WANX	Memphis	WPTY	Tucson	KZAZ
Chicago	WGN	Seattle	KSTW	Oklahoma City	KGMC	Ft. Wayne	WFFT
Philadelphia	WTAF	Denver	KWGN	Orlando	WOFL	Rockford	WQRF
Boston	WSBK	Indianapolis	WTTV	Louisville	WDRB	Lafayette	KADN
Washington	WDCA	Portland	KPTV	Reading	WTVE	Las Vegas	KVVU
Dallas	KXTX	Milwaukee	WVTV	Norfolk	WYAH		
Houston	KHTV	Kansas City	KBMA	Salt Lake City	KSTU		



Independent Network News Produced by WPIX New York

reported the accident, the man whose car stopped 14 inches short of plunging into the bay, and later a survivor of the accident. The station anchored its evening newscast from the bridge that evening and assembled a panel discussion program after the late news that night. In follow-up reports, WFLA obtained a tape of the May-day call from the freighter.

WFLA also went to the bay for on-the-spot coverage within an hour of a collision between a Coast Guard cutter and another ship.

□
WAFF Huntsville, Ala., provided live coverage of a downtown fire that threatened a residential neighborhood, destroyed the offices of 40 local businesses and caused millions of dollars in damage. The station interrupted regularly scheduled programming to cover the blaze, broadcasting information on school closings and evacuations.

□
WCSC-TV Charleston, S.C., traveled to Vienna, Austria, to cover the signing of the SALT treaty last year because the chief negotiator, Lieutenant General George W. Seignious III, was from Charleston. Among its reports were interviews with Seignious.

The station also went to Rome with a local Roman Catholic bishop to cover the selection of a successor to Pope Paul VI. Hurricane David also received the attention of WCSC, which covered the storm's destruction and sent a crew by air to photograph the eye of the storm in Florida, two days before it struck Charleston.

□
Acting on intuition, **KOMO-TV Seattle** cameraman Dave Crockett on May 18 went to Mount St. Helens, the rumbling volcano he had been covering since March. Crockett was two miles from the mountain when it first began erupting and recorded the next six hours of his day, as he abandoned his car and scrambled from the mud, water and trees, that descended from the peak, to the top of a ridge where he was rescued by helicopter. The next day his film and several reports aired on KOMO and excerpts were picked up by the national media; film footage by ABC and in lead stories in *Time* and *Newsweek*.

□
A **KOMO-TV Seattle** news team was the only media representation that accompanied Washington Governor Dixy Lee Ray's 10 day visit to the People's Republic of China. The news team sent daily feeds for KOMO and co-owned KATU(TV) Portland, Ore., and produced a documentary from the trip that won five regional awards.

□
KMTV Omaha filmed footage of a 4:30 p.m. plane crash for the lead story on the 5 p.m. newscast, claiming a beat. KMTV had a helicopter there within 15 minutes of the crash, flying through the storm that



On the scene. **WNAC-TV Boston** had its cameras covering police negotiations to free a hostage when an officer was shot.

downed the plane, gathering the only video coverage of the scene for early evening newscasts.

□
Not three weeks after **KSDK-TV St. Louis** aired a prime-time special on tornadoes, one hit the area. The station stayed on the air after normal sign-off time, providing periodic reports, and pre-empted regular afternoon fare the next day with a half-hour special on the previous night's storm.

KSDK also followed the travels of a local bishop who traveled with the Pope during his October U.S. visit, and pooled resources with KTVI St. Louis in covering the installation of St. Louis's new archbishop.

□
The night of the Who concert tragedy in **Cincinnati**, **WCPO-TV** carried an hour and a half of live reports from the arena, police headquarters, the morgue and the hospital.

A WCPO zoom lens camera aided in a

hostage situation at the city's bus terminal. Police were able to determine the man's characteristics from film the station shot from a vantage point occupied before police barricaded the area.

Another piece of WCPO equipment helped the station obtain a beat. WCPO used its helicopter to fly to Ann Arbor, Mich., to interview the man who had been named Cincinnati's new city manager.

□
WPVI-TV Philadelphia scored a double first with the Pope's visit to that city as two WPVI reporters separately spoke with the pontiff on camera. During his visit the station aired nine hours of live coverage and background pieces, winning a city press award.

□
WJLA-TV Washington broadcast 12 hours of live, uninterrupted coverage of the Pope's visit to the nation's capital, mobilizing nearly all its resources. It kept abreast of the crowds, traffic and parking problems and interspersed coverage with a status report on Catholicism in American today.

□
KPIX San Francisco claimed to be the first Bay Area station to cover the eruption of Mount St. Helens. Reports included live stand-ups, features on local residents and the economic impact of the eruption. Using a satellite feed also enabled KPIX to cover the Pope's visit in Chicago.

□
WTVN-TV Columbus, Ohio, covered the first day of school last fall, after court-ordered desegregation went into effect. Through the first two days the station aired nine hours of special live programming consisting of reaction from parents, teachers, students and school board officials. WTVN-TV utilized nine crews, 20 technicians and added eight extra newspeople to monitor the first days of busing in the city.

□
KSTP-TV St. Paul used 24 news people, 23 cameras and two aircraft to cover the Pope's visit to an Iowa farm in October. The station carried live cut-ins, a live half-hour program and a half-hour special that weekend. Land line charges alone were estimated at \$16,000.

□
WWHT West Orange, N.J., claims the distinction of being the smallest station in the biggest market (New York). It emphasizes coverage of its own backyard with such stories as an exclusive interview with a postal safety official after a New Jersey postal worker was crushed to death. WWHT followed a toxic waste explosion with special reports on other hazardous wastes sites in New Jersey. The station also interviewed a jail guard who had been dangled over a 10th floor elevator shaft by inmates who took him and other guards hostage.

News Comes Alive In Dayton!

November 12, 1979, Dayton watched "22Alive" for the first time on **WKEF**, and viewers respond in a word: **Professional!**



Dayton's only "all ENG" newscast.

More weekend news, weather and sports than any other Dayton station.

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During the Cuban boatlift, **WBBH-TV Fort Myers, Fla.**, smuggled a film crew into Cuba on a crab boat. Though its \$15,000 camera was thrown into the Caribbean sea by Cuban authorities during a search, most of the film was saved, providing footage for eyewitness accounts of the story.

When tornadoes struck Grand Island, Neb., on the night of June 3, **KHAS-TV Hastings, Neb.**, stayed on the air until 3:15 a.m., broadcasting weather bulletins, emergency information plus news reports on the damage as three field crews rotated coverage. The exclusive footage was eventually supplied to all three networks with NBC-TV jetting film to the *Today* program on June 4.

It didn't take long for **WFSB-TV Hartford, Conn.**, to make good use of its helicopter. Three days after it acquired the whirlybird, a tornado struck the area. In addition to providing live remotes, the copter transported victims to the hospital. But since the bird had yet to be equipped for live remotes, the engineers had a problem on their hands. First they installed a portable ENG window microwave unit in the helicopter. An ENG van was stationed in the middle of the tornado area, with a blinking hazard light so the chopper could find the receiving unit. The van tracked the bird via ground antenna. The mobile unit then relayed the live video back to the studio for broadcast. Three engineers and 10 reporters and photographers were used.

Barely a day old, **KARD-TV Wichita's** new 4.5-meter earth station was put to good use. The day it was cleared for operation a story broke on an investigation into fuel vapors leaking from nearby Titan missile silos. Residents had been evacuated and KARD sent a news crew to Washington that day, to interview the state's two senators and the congressman whose district was affected by the leak. All that was done in time to get the story on the evening newscast at 6 p.m., via satellite and earth station.



Vantage point. A WCPO-TV Cincinnati minicam zoom lens and crew hidden in a bus station aided police in catching a gunman holding hostages aboard a bus.

In addition to covering the flight/plight of the Cuban refugees, **WTSP-TV Tampa-St. Petersburg** sent a news crew with a boat flotilla back to Cuba to take a first-hand look at the situation. The crew was soon a story itself. Craig Roberts and Darrell Holm were first detained by Cuban authorities, stripped of their equipment and finally locked in a Havana high-rise. They remained there for six days under gun until a "sizable sum" of money wired to Cuban officials by the station obtained their release. Efforts to contact them had been fruitless.

WTSP's helicopter was put to good use when the bridge over Tampa Bay collapsed after being hit by a freighter. The helicopter-filmed reports were used by the Coast Guard that morning in charting rescue plans. The station used live cut-ins all day to update the story and put together a half-hour special for airing at 7:30 that night.

KXAS-TV Fort Worth, in deciding to cover the primary campaigns of Texans George Bush and John Connally, opted to let the



Chase scene. After a murder suspect fled the courthouse during his trial, **WVAC-TV Boston** crews followed police and were on hand for his capture.

networks cover the big stories and major speeches, while **KXAS** talked to the voters. By sampling a cross-section of voters from different interest groups, and covering the issues, **KXAS** not only got a good estimation as to what the vote totals would be in a given primary, but also why the voters were casting ballots as they were.

WTMJ-TV Milwaukee went to Paris to cover the trip of Mrs. Barbara Timm to Iran to visit her son, and got its first taste of satellite experience. Though telephone costs nearly rivalled that of the satellite time, the station sent reports for all three of its news shows for two weeks in covering the Milwaukee area resident.

While **wowk-TV Huntington/Charleston, W. Va.**, was barred from pre-trial hearings in a West Virginia kidnaping case, months later the station took an ENG crew into an Oak Hill, Ohio, courtroom to cover the trial of a murdered police officer. Testimony by witnesses,



Eagle eye. This bullet, believed to be the one that struck Vernon Jordan, was found by a **WLKY-TV Louisville, Ky.** helicopter pilot working with **WPTA-TV Fort Wayne, Ind.**

conviction and sentencing of the defendant were filmed by **wowk-TV's** news team.

WCAU-TV Philadelphia's anchorman Larry Kane removed himself from the set desk to cover national stories with the local angle. Kane went to Mount St. Helens in Washington to cover the volcano and interviewed former Philadelphia residents living there, including one couple that had moved there six months ago.

Kane also went to Washington to gather reaction to the abortive Iranian rescue mission and analysis from local senators and congressmen in April.

Winter floods hit the **Phoenix** area for the third year in a row and **KPNX-TV**, with the aid of its Hughes 500D helicopter was giving live updates and expanded newscasts on the situation. A Tayburn Electronics microwave tracking system allowed the helicopter to fly to several news locations without having to transmit to repeater equipment on the ground.

Hurricane Frederic found two **WVL-TV New Orleans** reporters, sent to cover the storm, lying on a Mobile, Ala., hotel room floor, phoning in a live report of the storm. When the eye of the storm passed through, reporter Norman Robinson and cameraman Bob Eutsler ventured outside to film the destruction, only to have to scurry back in when the storm hit again. The crew and equipment survived, but the station's news car was damaged.

WOWT Omaha has developed an unusual approach for its *Live At 5* newscast. Two anchors run the show, one debriefs reporters as they come in with their stories, before they have been recorded, and gives a live ad-lib of the story. The other anchor introduces features and packaged stories from the studio.

Broadcasting has a long history of providing severe weather warnings, and **KTEW Tulsa, Okla.**, has established the Tornado Alert Broadcasting System (TABS). One

NBC NEWS WAS RIGHT ON THE BUTTON.



It wasn't supposed to be much of a convention. Not for surprises, anyway. Then came Wednesday and the rumors began to circulate. Ford was interested. Reagan was talking. A deal could be made. Would be made. Some even said a deal had been made.

That night at precisely 11:54 p.m., NBC's Chris Wallace broke the real story. He stood on a couple of chairs with a Reagan representative from Illinois and announced the selection of George Bush.

That scoop was a fitting reward for our entire news team. The story had been tricky from the start. There was confusion at the highest levels and turmoil on the floor. While some reporters were jumping to conclusions, "NBC hung in there with extraordinary calm." That's according to Rick Du Brow in The Los

Angeles Herald Examiner. "In retrospect," he concluded, "the calmness under this pressure made last night one of the greatest in NBC's history."

Calmness under pressure. It suggests the kind of solid confidence that comes from careful preparation. It also says something about our professionalism and political savvy during one of the most exciting convention nights ever.

Maybe it says something else, too. Something about our decision to stay with the convention when others were switching away. "Only NBC carried Reagan's departure from Los Angeles live," noted Tom Shales in The Washington Post, "and only NBC stayed with the podium during the official start of proceedings Monday night."

That first night provided a kind of keynote for our coverage throughout the week. "NBC . . . outperformed the competition on opening night," said Peter Boyer of The Associated Press. "NBC seemed to be working a little harder." In fact, NBC devoted more hours to the Republican Convention than either of the other major networks.

"Thus NBC was most efficient at communicating the sense of the event." That's from Tom Shales in The Washington Post again, but it captures exactly our own definition of purpose.

It wasn't supposed to be much of a convention. The fact that things turned out differently is perhaps the best reason why we stayed with it from gavel to gavel. And why Daniel Henninger in The Wall Street Journal called ours the "winning team."



John Chancellor
David Brinkley
Tom Brokaw
Tom Pettit
Garrick Utley
Chris Wallace
Jessica Savitch
Theodore H. White

NBC NEWS 
JOURNALISM THAT MAKES A DIFFERENCE.

TABS feature is its all-night tornado watch. When a tornado is likely, viewers may leave their television sets on upon going to sleep. If a tornado is spotted, the station transmits a warning tone and flashing light, to wake the viewer, followed by information on the weather.

KTEW also established a snow patrol, canvassing city streets, broadcasting traffic and road conditions during early morning shows.

Public affairs

The forgotten plight of the Asian-American was the subject of one **WPVI-TV Philadelphia** public affairs show this past year. The piece examined the language barriers, employment discrimination and the skilled labor unions that have forced them into stereotypical occupations. The station also aired a program on the music industry and one programmed for youth featuring Stevie Wonder and Dick Gregory. One other program on Hispanic-Americans examined the differences between the native country and life in Hispanic communities in the U.S.

WITI-TV Milwaukee devoted the entire month of October last year to *Operation Kids*, in conjunction with the International Year of the Child. The station aired two documentaries, one on three mentally handicapped young adults and another on youngsters in Little League.

One week featured a morning call-in show about child raising. One nightly feature on the news was *The Good Kids*, profiles of children who had done commendable things, and one noon news feature utilized high school students reporting on the activities in their school.

WBBM-TV Chicago held a public forum during the city's school crisis during which the schools were closed for two weeks. A panel included the mayor, president of the board of education, president of the teacher's union, the mayor's financial adviser and head of the city council's finance committee. There were live remotes from which parents could ask questions directly to the panelists and a bank of phones in the station's newsroom for callers with questions.

One of **WLBT Jackson, Miss.'s**, public affairs programs is *Kids Corner*, where junior high school youths have discussed the draft, child abuse, sex education, drug abuse and the Olympic boycott in panel formats. The show, designed to help youth better understand the world around them, airs monthly on Saturday afternoon.

WTTG(TV) Washington followed a one-hour special on the drug, PCP, hosted by Paul Newman and Joanne Woodward, with its own one-hour panel discussion of the drug's presence in Washington. The

station alerted local high schools, governments, antidrug organizations and area hot lines to the special.

WTTG also aired a town meeting-formatted discussion on the Olympic boycott with congressmen and Olympic officials. The program was fed into 12 other markets, including New York, Los Angeles and Philadelphia. Another WTTG program, *Runaway*, focused on the runaway problem in the Washington area.

Two public affairs programs that **WBBH-TV Fort Myers, Fla.**, aired within the last year concerned cancer detection and an examination of a mental hospital. In the cancer story, the station's anchorman,

with a family history of the disease, went through tests and examined symptoms, using a first-person approach. The station's cancer clinics that were set up found nearly 50 cases and were credited with detecting several advanced cases that were treatable.

The cameras in the 10-part mental hospital series filmed both commitment and competency hearings which touched on sensitive issues. WBBH believes it may have been the first time television was present at such hearings.

Part of the news format at **KTXL Sacramento, Calif.**, is live interviews by anchor Pete Wilson on topics of local and national

Surviving the technological onslaught

Here's how Jerry Hansen, executive producer, KNBC(TV) Los Angeles, describes the impact of new technology on the station's coverage of the California primary.

"I don't want this election night program to look like Warren Harding's."

Given that admonition by our news director, Irwin Safchik, to give our program a modern look, we at KNBC News in Burbank set out to plan *Decision 80: The California Primary*. Before it ended I began to worry that Irwin's wishes about our coverage might come true. This wasn't going to look like Warren Harding's election. It was going to look like George Washington's.

Always before, in displaying returns, we had used "the boards," those old and monstrous but always dependable concoctions of wood and digital read-outs that transformed the studio into a realm of excitement and awe on election night. Now, as per Irwin's orders, we were chucking them in favor of Chyron, the up-to-the-minute character-generating device, to be interfaced with a cold and calculating computer in Phoenix. (Phoenix?)

Not only that, it was a volatile presidential election year; there were more of those fascinating initiatives that find their way onto the California ballot; and we in news were estimating the need for perhaps as many as 12 remotes. The station people who worry about things like money were talking six.

As we plunged into the strange, new world of computerized returns we were bombarded with terms alien to us—modem, baud, CPU, TTC, half-duplex, dip switch, black box (which was really blue), hardware, software and firmware. And there was another: crash. In computer talk a crash is the ultimate. When you crash, you're out of business.

Blessed with access to a vast array of equipment at the NBC complex in Burbank, we were able to get two Chyron IV's, which would be interfaced with the computer. One was to be the mainstay, the other a back-up. But once we had them, the director asked, "Why not use them both?" And he threw in Quantel for good measure. I shuddered.

By then, the drop-out in the presidential contests had begun and we were able to downgrade the number of remotes to 10. Meanwhile, the money people were bending and allowed that we might have as many as nine. As the election neared, one man's misfortune became our fortune. George Bush was out. Nine remotes they were.

Three single minicams were to feed via microwave, a fourth via telco. Four cameras in four different ballrooms in two hotels were to be fed through two crash trucks. And for what was left over there was to be a roving minivan, accompanied by a relay truck.

The final days preceding the election found us in the usual madhouse. When's the Kennedy survey? The computer is spelling LA County La County. Who forgot to credential the Reagan crew? Kennedy is moving! What do you mean the computer can't do that? The network wants to pool. Kennedy is moving again! Change 10 to Telco, we can't microwave out of the new location! The Kennedy people say *what?*

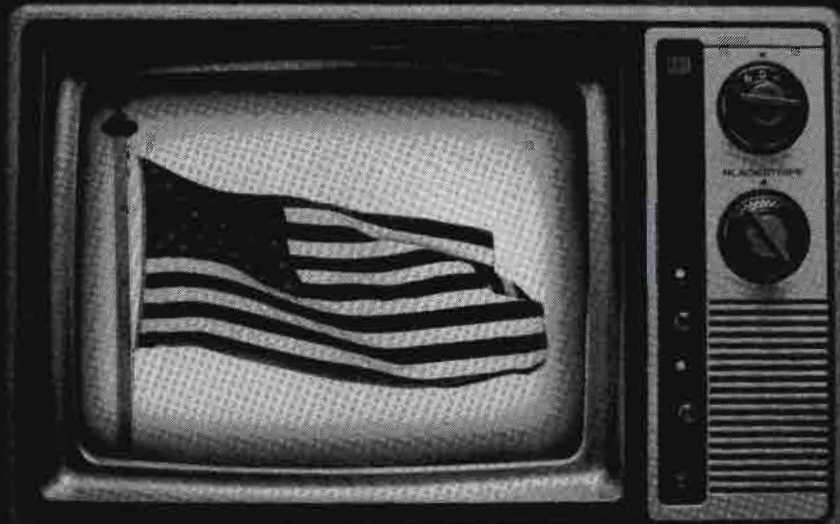
On the afternoon of the election, one of the Chyrons began to, as the operator put it, dump. A crowd of maintenance people and computer experts had gathered around the other. And I noted that a third had been wheeled into the studio and was being readied. Then came an urgent call from one of the remotes. They had dropped a camera. I mean, they had physically dropped a camera! All I could think of was Warren Harding.

Then, suddenly, we were on the air. And just as quickly, so it seemed in the control room, we were off. The two-and-a-half hours had gone by in a flash, and everything had worked.

We'll use the computer and Chyron again in November. The money people are giving us suspicious glances; we haven't told them yet we'll probably need up to eight remotes—after all, it is a volatile election year. And Irwin will tell us again he won't want it to look like you know what.

Which, after we found time to think about it, got us wondering. How the hell does he know what Warren Harding's election looked like?

Number one in Boston. From dawn's early light



'till twilight's last gleaming.*

It's hard to say you're number one at something without a lot of flag waving. But for a TV station that's first in its market from sign-on to sign-off* it's somewhat excusable.

And we must admit, here at Channel 5 WCVB-TV Boston, we are a bit proud of what we've accomplished in just 8 short years.

Besides our top ranking overall, WCVB-TV also has consistently been number one in big news events. Our recent coverage of the Tall Ships visit scored an 11 rating, 42% share,** well above the other area stations.

Last October, when Pope John Paul II said Mass on The Boston Common, there again more New Englanders tuned us in with a 21 rating, 41% share.†

Even as far back as Queen Elizabeth's visit in 1976 we out-ranked the competition with a 13 rating and 59% share.††

Our regular news programming is also scoring big, with NewsCenter 5 at 11 topping the late night slot for three consecutive rating periods. And our locally produced shows such as Good Day, Body Works, This Was America and a variety of specials are still getting great numbers.

With all the entertainment choices people have today, it's nice to know we're the number one TV station in our little corner of the land of the free and the home of the brave.

WCVB TV Boston



*Source: ARB, May 1980. **Source: ARB telephone coincidental, May 1980.
†Source: ARB telephone coincidental 10/1/79. ††Source: ARB telephone coincidental 7/11/76.

Nationally represented by HRP.

concern. Wilson has interviewed state highway officials, church leaders, tax-cut advocate Howard Jarvis, and the director of the northern California Ku Klux Klan, and he encourages people to call in and participate.

KTXL also recently aired a boxing special, examining the recent deaths of two boxers, and discussing safety with doctors, promoters and boxers themselves.

□

Despite limited resources and a short history, **wqtv Boston** regularly produces a four-day-a-week, one-hour magazine show, *Boston ... Live*, without a budget. Station personnel produce *Live* as part of the various duties they perform. The station also airs a one-hour call-in, *Soundoff*, on Fridays, on issues of local and national concern.

□

KwTV(TV) Oklahoma City aired a five-part special on teen-age pregnancy. *Too Much, Too Little, Too Late* examined too much pressure, too little information, and too late in time for many teen-agers whose lives have been disrupted. The station aired editorials, commentary and a call-in show on the subject. The series was later rebroadcast by popular demand.

□

On the eve of the threatened major league



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A bad year. KPIX TV San Francisco's year-by-year retrospective of the 70's included this grim incident from 1972

baseball players strike in May, **WCPO-TV Cincinnati** put together a one-hour panel show with both management and players sides represented. The panel included Dick Wagner, president and general manager of the Reds; Reds player representative Ray Knight; former pitcher and player agent Jim Bunning; Montreal Expo pitcher Fred Norman plus the station's three sportscasters. The panel also handled questions from a live studio audience.

□

The passing of the 70's caused **KPIX San Francisco** to air a special on the important stories it covered locally in the past 10 years. For the San Francisco area that meant, among others, the Patty Hearst case, the Guyana massacre and the Mayor Moscone-Harvey Milk murders.

After a CBS program on gay power and politics in the city, KPIX aired a 45-minute program presenting reaction of gay leaders, the mayor and CBS producers.

□

Part of **wwht West Orange, N.J.'s** public affairs efforts include *Black Spectrum* and *Sixty Plus*, shows that are directed to those particular audiences. The station also examined "good consumerism" with a former state consumer affairs official and has its own magazine-formatted *N.J. Notebook*.

□

On the first anniversary of the accident at Three Mile Island, **wHP-TV Harrisburg, Pa.**, prepared 150 minutes of special programming to mark the mishap's effect on the area. The station took a poll, comparing it to polls taken just after the accident, which was mentioned by the national wire services and requested by state and federal agencies. WHP-TV also sponsored a town hall meeting with state and federal officials along with area residents, and a call-in show. With the recent release of radioac-

tive gases to start cleaning the plant, WHP-TV daily provides viewers with radioactivity measurements in the area.

□

To involve its audience in the news, **KSLA-TV Shreveport, La.**, has devised a telephone poll. During the first part of the 6 p.m. newscast, the station profiles a certain issue. At the end of the report, the audience is invited to call the newsroom and express opinions on the issue. The questions are kept simple—ones that can be answered yes or no or with a person's name. KSLA-TV uses 10 telephone lines during the 20-minute call-in period. The response averages about 1,400 calls and the results are reported on the 10 p.m. news.

□

Another station to use a survey segment is **wTTV Bloomington, Ind. (Indianapolis)**. In its public affairs show, *Your Show*, the station uses two anchors, one in Bloomington and one in Indianapolis. The hour-long show airs five days a week and is split between the two studios with more than a dozen segments ranging in length from 30 seconds to six minutes. In addition to guests, the show has a staff of regulars who appear weekly, biweekly or monthly and include several doctors, an attorney, an accountant, a consumer expert, a movie critic and a veterinarian. The telephone survey, "You Tell Us," has viewers calling in to record a yes or no vote on the day's question and brief comments if they wish. The results of the survey and a sampling of the comments on both sides of the question are reported on the next day's program.

□

Various weekly features offered by **wKEF Dayton, Ohio**, on its *22 Alive* include segments on how to stretch money, on

RK

PEOPLE
TUNE
INTO US

BECAUSE
WE TUNE
INTO THEM

RKO General. It's many things to many people. For some, it's four of the country's most successful, most involved television stations. And for others, it's eleven of the most listened-to radio stations—AM and FM—across the nation.

But more important than how people rate us is how we rate with people. That's because we're in the business of communicating with people. Real people who look and listen to us for more than just a way to pass time.

For us that means getting out from behind our cameras and transmitters and getting involved with the people we serve. In ways that help them and with programs that touch their lives and communities.

Sometimes it means speaking to the Hispanic community. Or playing Santa Claus for a kid who thought there'd never be a Christmas.

One of our radio stations actually marches for the March of Dimes. Another sponsors an annual "Run for the Green" to help the Easter Seal Society help kids who could never run on their own.

And we televise public affairs programs that help citizens get answers from government officials. And shows that know the trouble the Black community has seen—and try to deal with it. Moreover, we have shows that cater to women, the handicapped, and kids—but never take them for granted.

Because giving our communities what they want is part of our responsibility. And giving them what they need is another.

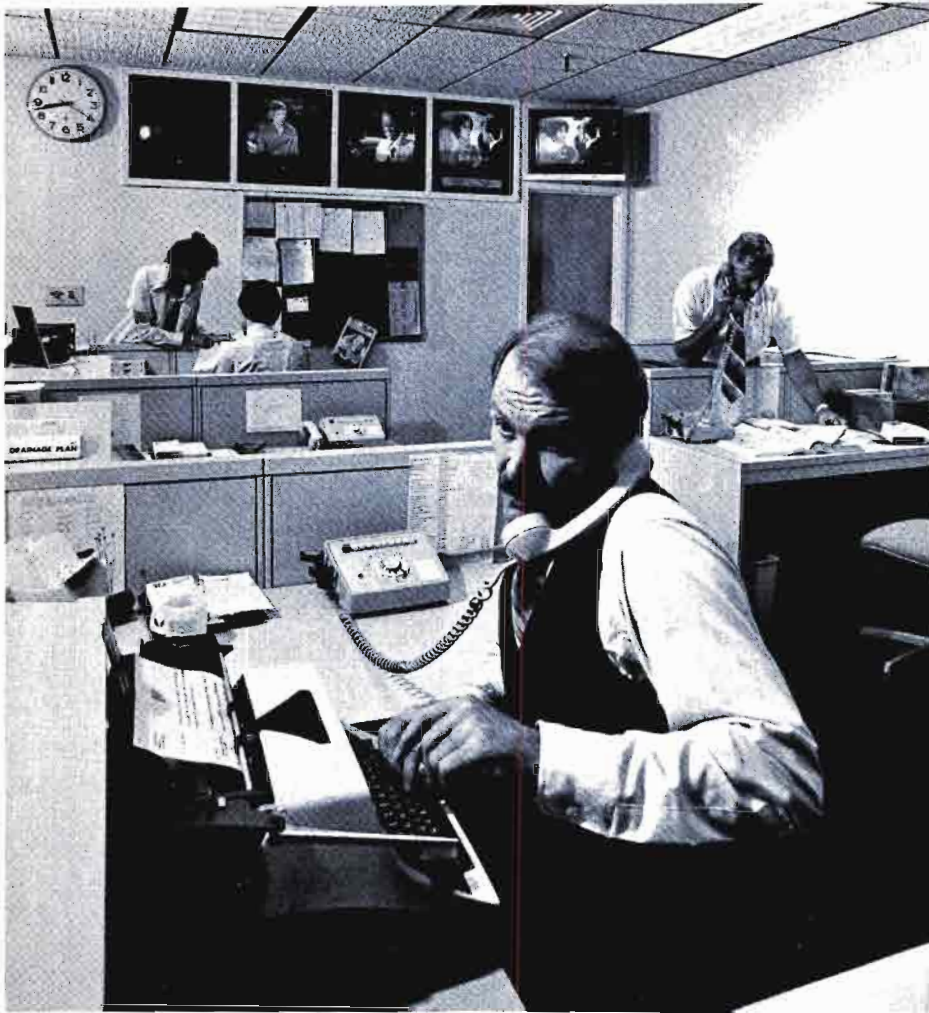


WRKO • WROR Boston/WFJR Chicago/
WAXY Fort Lauderdale-Miami/KHJ •
KRTH Los Angeles/WHBQ Memphis/
WOR • WXLO New York/KFRC San Francisco/
WGMS AM-FM Washington D.C.



DIVISION OF RKO GENERAL INC.
WOR-TV (9) New York, KHJ-TV (9)
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WHBQ-TV (13) Memphis





When you're up against a deadline, you don't have time for the corporate runaround.

You need facts. Figures. And a perspective in a hurry.

For years, our companies have operated one of the largest electric power systems in the world. We're right on the energy front. And we've learned that meeting your information needs is every bit as important as meeting the electricity needs of the growing Southeast.

That's why The Southern Company has built a staff of news professionals. People who've been there. People who will provide you with energy information whenever you need it.

From the computer that designs an energy-efficient home for today, to the promise of synthetic fuels for tomorrow, the information is here for the asking.

Contact the news and corporate information group: Gale Klappa, Dave Altman, Glen Kundert, or Judi Wallace.

The number in Atlanta is 404-393-0650. After hours call 404-455-1077. Any time, day or night.

Southern Company 

the southern electric system

sports and on prevention of heart, pulmonary and other diseases.

□

Two of **WOR-TV New York's** public affairs specials featured study guides. The shows on teen-age drinking and the role drinking plays in violent crime were half-hour specials and were telecast on consecutive nights. More than 7,500 study guides were sent to school and community groups.

□

Kyw-TV Philadelphia thinks it's found a solution to some of the problems inherent in reporting economic news with its series, *Pay Check Survival*. The station contracted with Wharton Econometric Forecasting Associates to do quarterly and annual forecasts on consumer prices in the eight-county Philadelphia area. The series of reports, which are televised quarterly for at least two weeks, looked at where prices are likely to go for items such as mortgage rates, homes, gasoline, TV sets, cars, fruits and vegetables, beef and chicken and medical expenses.

□

Last year, as part of the International Year of the Child, **wbztv Boston** covered the "Kidsfair" festival on the Boston Common, with three-and-a-half hours of live coverage. Part of that was filled with nine minidocumentaries, narrated by Lorne Greene, covering youth unemployment, juvenile delinquency, children and TV, teen-age sexuality and family life.

Another public affairs show **wbztv** produced concerned spinal cord injuries, focusing on the rehabilitation of six victims. The show drew a laudatory response, with several hospitals and medical associations requesting copies be made for teaching purposes.

Last fall, **wbztv** began a prime-time program dealing with issues of major concern to urban residents and blacks. Hosted by Tanya Hart, interviews have included Jesse Jackson, Andrew Young, Vernon Jordan, Alex Haley and Los Angeles mayor Tom Bradley. *Coming Together* has also traveled to other cities to interview prominent leaders and examine happenings in black communities there.

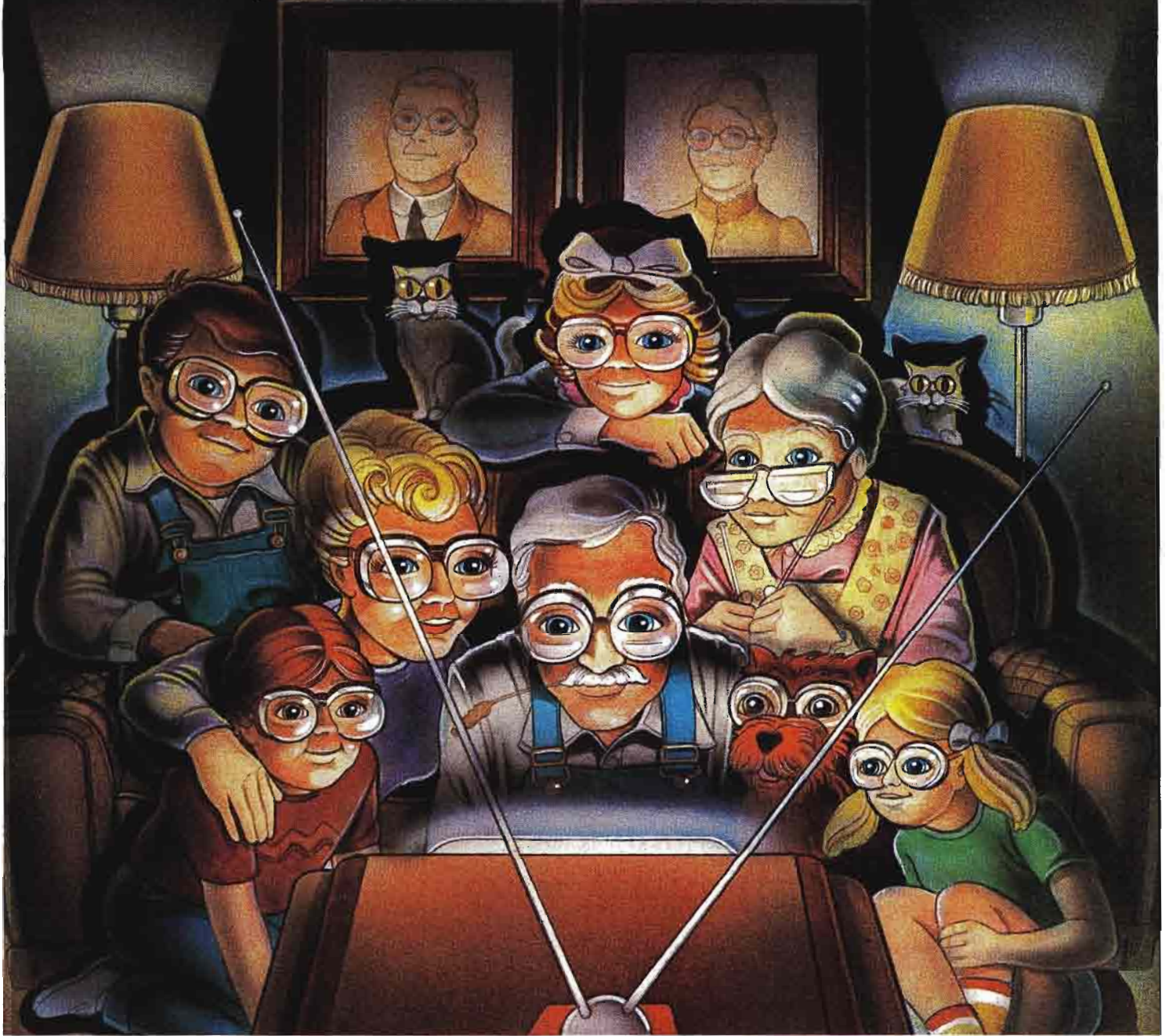
□

Part of **wpix New York's** public affairs line-up includes a new high school editorial writing competition. Editorials are requested, reviewed and chosen by **wpix** with the winners receiving a savings bond, a plaque and air time on **wpix's Sunday Night New York** to present their pieces. *Sunday Night* is **wpix's** 90-minute prime-time news magazine, covering the tri-state area. Other public affairs fare includes programs aimed at different religious faiths, blacks, the Spanish-speaking and other minorities.

□

For eight and 13 years respectively, **kmsp-TV Minneapolis** has programmed public affairs shows for both ends of the demographic spectrum. *Senior Citizens*

HOW WE HELPED A LOT OF PEOPLE IN NORTH CAROLINA IMPROVE THEIR VISION.



Around the turn of the century, North Carolina's Outer Banks saw the Wright Brothers prove once and for all that man could fly.

Yet, until recently, there were people along the Outer Banks who had a hard time seeing television.

But now WITN-TV in Washington is transmitting from a new 2,000-foot tower, and WNCT-TV in Greenville will be utilizing the same tower soon. Which means

that more than two million people in eastern North Carolina will be getting a clearer picture of what's going on in the world.

We're honored to have been chosen to design and build the new tower, and we're justifiably proud of the friendships we've made at Channel 7 and Channel 9.

Since 1950, we've made a lot of friends in broadcasting. And, in the process, Kline Iron & Steel has

become the number one company in the world in the design, fabrication and erection of tall towers.

So, if there's a new tower in your plans, give us a call. Because no matter how high you're going, you'll find that a Kline tower stands head and shoulders above the rest.

**KLINE
IRON & STEEL**

Forum has aired weekly for nine months of the year since 1972, with recent programs concerning social security, health insurance, the census and peer counseling. Since 1967 KMSP-TV has produced *Young Issues*, a topical program where teen-agers have interviewed guests and discussed items like draft registration, solar energy, cults and deprogramers, the shortage of foster parents and whether juveniles should be tried as adults.

□
WDTN Dayton, Ohio, dramatized the life-saving technique, CPR, by having one of their staffers feign unconsciousness in front of a busy shopping mall. The program showed people wanting to help but not knowing what to do, dramatizing the need for CPR instruction. The acting was part of a six-part series WDTN did, causing thousands of inquiries into CPR and an increase in area CPR classes.

Investigative, documentaries

Color Me Blue, probing the disillusionment and frustrations of **New York** policemen, was a documentary aired by **WABC-TV**. Marie Torre, who reported, wrote and produced the piece, took a sobering look at how their work affects their lives by talking to patrolmen, the police commissioner and a police psy-

chologist. The report noted the almost double rates of suicide and divorce for policemen than for other segments of the population.

□
WABC-TV also aired a three-part special on emergency medical attention in the city. The report found a backlog of calls, an inefficient dispatching system and a lack of personnel and administration to staff the system. A news team filmed a woman, complaining of chest pains, who had to wait three hours for help. The news team was also able to arrive on the scene before an ambulance for an accident or heart attack. A state committee has looked into the situation and has recommended several changes.

□
One of the documentaries **WNAC-TV Boston** aired involved a new method of sex determination. *Lifeline* reporter Charlene Mitchell traveled to San Francisco to investigate the Ericsson method, said to be 86% effective in increasing the chances of a male offspring. The method involves chemically treated sperm and artificial insemination.

□
The parole of 16-year-old Kimberly Powers, sentenced to 30 years for heading a gang of teen-agers that terrorized and robbed elderly citizens, enraged citizens. **WCIX-TV Miami** produced an hour special, interviewing the prison warden,

fellow inmates of Powers, the trial's attorneys and judge.

□
WCIX-TV also produced a five-part series on teen-age sexuality, finding increasing numbers of 10- to 13-year-olds involved as prostitutes, sex offenders and bartering sex for transportation.

□
WTNH-TV New Haven, Conn., went to the winter Olympics before and after the games to film reports about the town of Lake Placid, N.Y., and the spectacle. In advance, a news team returned with a 14-part series that included reports on souvenirs, snowmaking preparations, and roller skiers. Since the station is an ABC affiliate it aired the events. After the games WTNH-TV returned and did another five-part series, reflecting on the highlights, using quick cuts from ABC, intercutting them with music, and examining what areas of Lake Placid looked like then, after everyone went home. The report also looked at the effect the games had on the townspeople.

□
One of the longer investigative reporting operations was conducted by **KTHV Little Rock, Ark.**—a five-month examination of the state's parole system. Aided by a computer, the station investigated 811 parolees released over a seven-month period and found that some, convicted of murder, had served less than two years. KTHV found one inmate who had gone through the crime/parole/crime cycle four times. The result of the research and interviews with officials was a five-part series aired in February. The piece caused the state's attorney general to prepare tougher parole legislation.

□
KTHV also did a series on the herbicide, 245-T, considered a necessity by farmers yet controversial because of the health effects of its byproduct, Dioxin. The piece included comments from experts, coverage of Environmental Protection Agency hearings and interviews around the state with alleged victims.

□
WRC-TV Washington's investigative reporting team followed up its 1979 reports on asbestos in hair dryers with another on the deficiencies in certain baby formulas. The report focused on inadequate laws and regulations governing safety and nutritional standards, and the Food and Drug Administration's unsuccessful attempt to recall defective products after the agency discovered deficient salt components in infant formulas. The report brought congressional action and the accolades of Representative Ronald Mottl (D-Ohio) who called Lea Thompson's report, "television journalism at its best." The Senate began similar hearings last month on a bill designed to institute quality control in the formula process.

□
WISN-TV Milwaukee built a six-part investigative series on the problems of sex-



*There is nothing wrong
with America that faith, love of
freedom, intelligence, and energy
of her citizens cannot cure.*

Dwight D. Eisenhower

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CUMBERLAND VALLEY CABLEVISION

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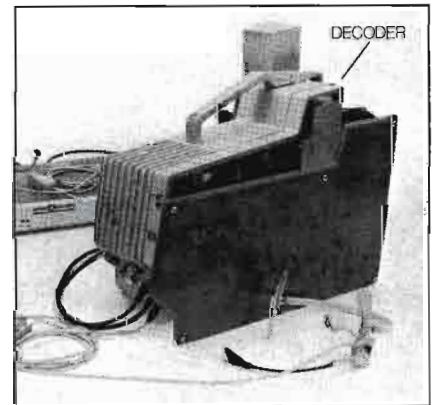
Our new and exciting co-ax digital remote control system provides dependable, studio-like remote control to ENG/EFP cameras in the field *at a fraction of the cost of other systems!*

It is the most affordable and reliable remote control system available on the market today. Easily interfacing with a full range of professional ENG/EFP video cameras currently in use, such as: Ikegami HL-77 and HL-79A, RCA TK-76B, NEC MNC-71 cameras, and many more.

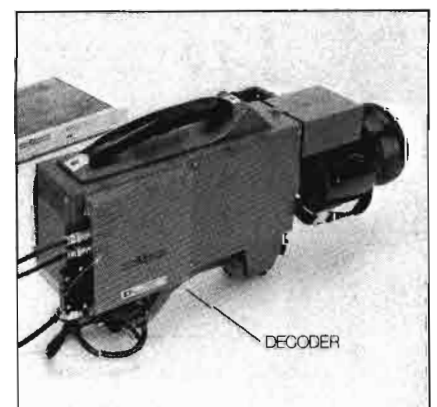


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- Low-cost coaxial cable allows complete remote control and camera set-up functions from greater distances with greater safety and utmost reliability.
- System is ideal for all extended shooting situations such as sports events, live concerts, political rallies, etc.



RCA TK-76B shown with decoder neatly "sandwiched" between camera body and door.



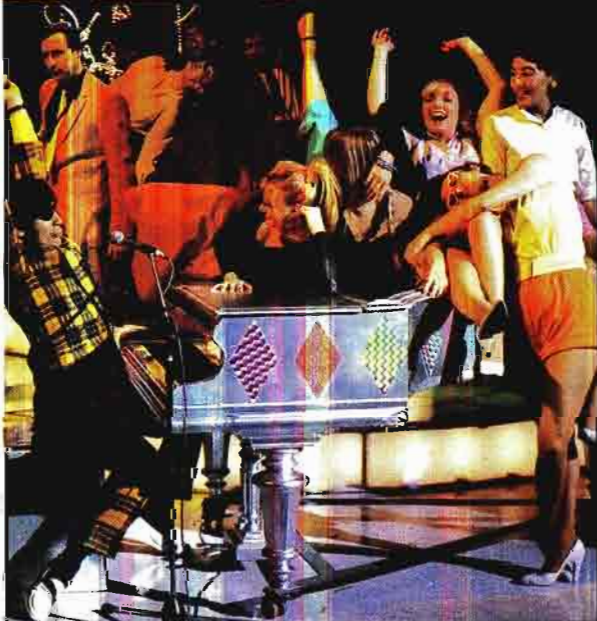
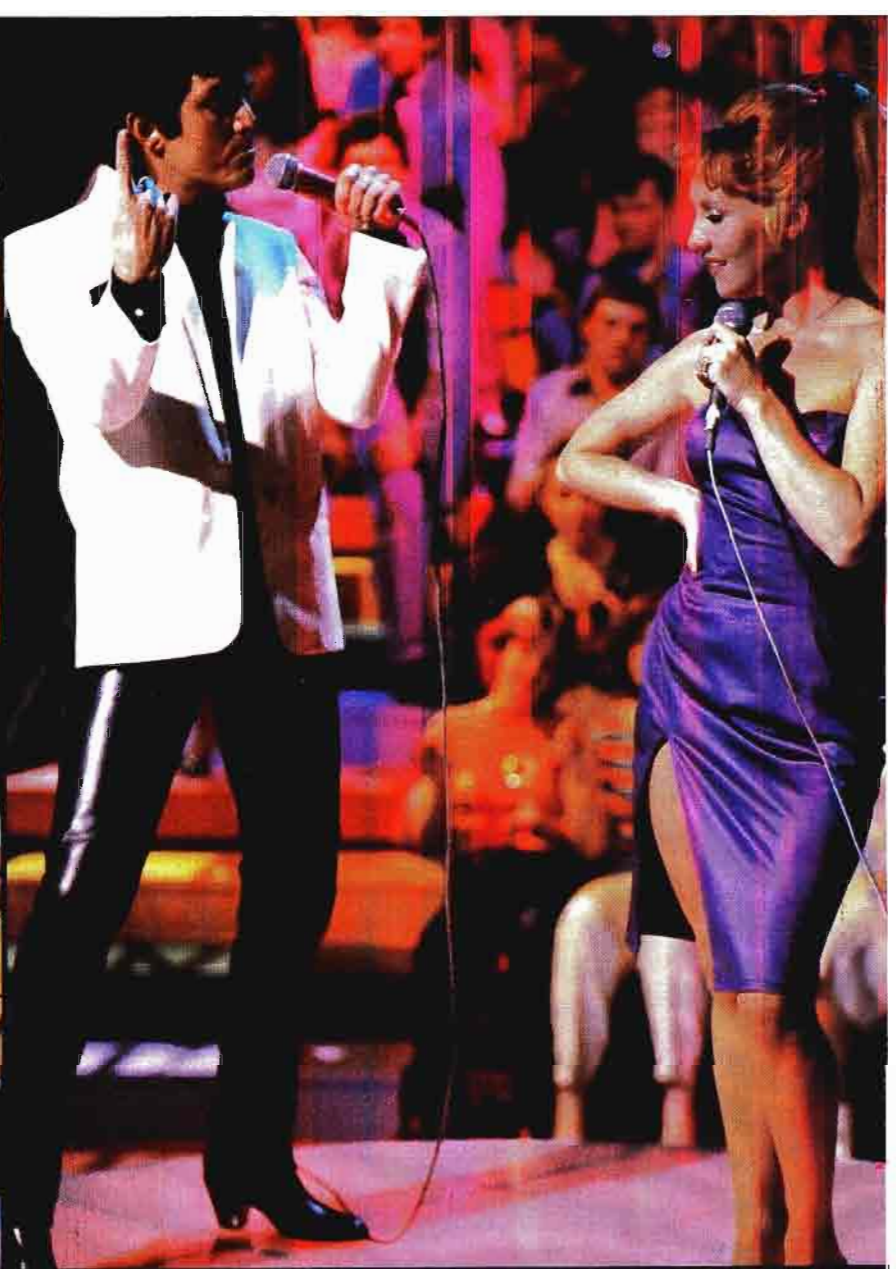
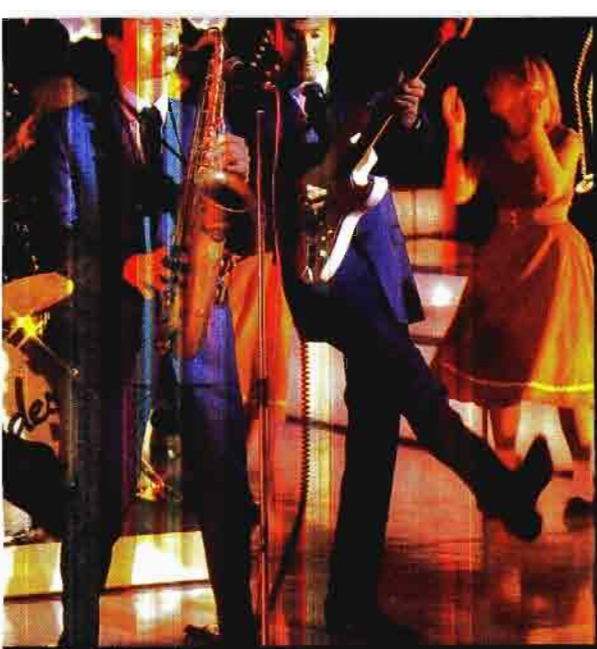
Ikegami HL-77 shown with side-mounted decoder.

For full details, call toll-free: 800-421-7486.

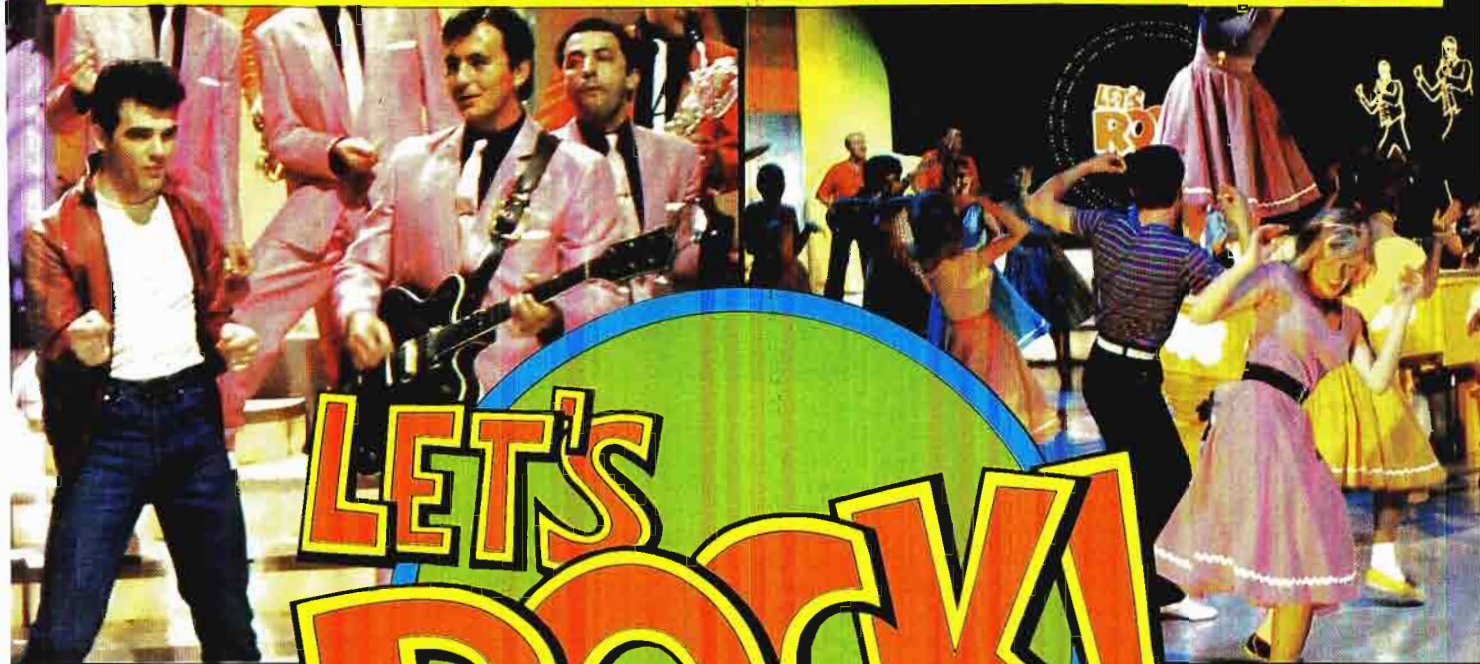
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Youngstown *WKBN-TV*
Binghamton *WSKG*
Las Vegas/Henderson *KVVU-TV*
Boise *KTVB*
Austin, Tx. *KTVV-TV*
Charleston/Huntington *WMUL-TV*
Albany/Schenectady/Troy *WMHT*
Milwaukee *WTMJ-TV*
Richmond *WXEX-TV*

**ALL BRAND NEW!
24 HALF-HOURS!**



ual assaults in Wisconsin prisons around the experiences of an inmate. It showed that the prison system has no way to protect inmates other than to confine them to cell blocks designed to separate the most dangerous inmates from the rest of the prisoners. Originally scheduled for five-parts, the series was extended to six by reporter Charles McLaughlan in response to audience interest. Following the series a legislative committee was set up to study prison reforms with the prison rape situation a key issue.

Another WISN-TV investigative effort, "Wisconsin's Sacred Spot," examined the activities of a shrine built around the alleged visions of a woman who claims that since 1950 the Virgin Mary appears to her and speaks through her. The shrine operates a home for unwed mothers as one of its programs. Assistant news director Bunny Raasch and reporter Charles McLaughlan spent several months on the story which ran as a 12-part series. As a result, the Catholic archdiocese condemned the shrine, and investigations were begun by the district attorney, the criminal division of the Internal Revenue Service, the Social Security Administration, the state medical examining board and the U.S. Attorney's office. And the state legislature changed the medical patient privacy laws so that they better regulate medical facilities like the unwed mother's home. After the story aired, the Madison, Wis., *Capital Times* collaborated with WISN-TV on follow-ups to the story, reprinting most of what the station had aired (with credit) and cooperating on developing new angles and covering the progress of the state investigation.

Other investigative series done by WISN-TV included a 13-part series on the problems of disciplining doctors in Wisconsin, one on school bus safety and one on the problems of air traffic safety across the country.

Reporter Dick Allgire of **KUTZ Salt Lake City** is investigating the death, declared accidental, of a former policeman. People close to the man believe he was killed because he was about to reveal corruption and mob connections in city government. The Bureau of Alcohol, Tobacco and Firearms is investigating and the chief witness for the grand jury (and Allgire's main informant) has recently disappeared and is feared dead.

In an unusual cooperative venture, **WLS-TV Chicago** and the *Chicago Sun-Times* put together a 20-member investigative team that uncovered a multibillion-dollar automobile accident insurance fraud scheme. Using undercover people posing as phony accident victims, the team uncovered a collection of lawyers, doctors, chiropractors, ambulance chasers, clinic operators and hospital administrators who, combined, pocketed more than \$3 billion a year in insurance money. After the shows



legalized gambling on Atlantic City. Last week's offering, produced by WMHT(TV) Schenectady, N.Y., and WNED-TV Buffalo, N.Y., dealt with a family who believes their son died as a result of chemical exposure near Love Canal, a neighborhood in Niagara Falls, N.Y. Subsequent shows will feature reports on housing struggles of the elderly, unemployment among black men in Seattle, California's water war and a controversial judge in Wisconsin. Fifteen IPS member stations produced the half-hour documentaries, with the Maryland Center for Public Broadcasting doing final production work. Executive producer for the series is Larry Pomeroy, former Midwest producer for the *CBS Morning News*. IPS estimates that 80% of all U.S. households can be reached through its member stations.

and newspaper stories appeared one hospital's accreditation was revoked and it closed, six other hospitals conducted their own investigations, six doctors resigned, the Cook County state's attorney launched a probe of alleged police involvement, and state officials began an investigation of the lawyers named. Both WLS-TV and the paper ran follow-ups, including showing how the investigation was accomplished. Later, WLS-TV reporter Peter Karl appeared on ABC's *20/20* to report on the story.

Another WLS-TV investigative effort had reporter Roberta Basking showing that many brands of beer contained potentially dangerous levels of nitrosamines, known to cause cancer in animals.

WBBM-TV Chicago reporter Bill Kurtis went to Vietnam to do a story on children born of U.S. military fathers. He found some of them—street urchins not allowed to attend school because of their parentage. Some of the mothers gave Kurtis letters documenting the children's origins. Since his report the State Department has said it will waive immigration requirements for bringing these children into the U.S. Kurtis also wrote about his trip for the *New York Times Magazine*.

Six months into research for a story on air traffic safety, WBBM-TV received a tip that there had been a near miss at O'Hare airport between two jets due to a computer malfunction that lasted 19 minutes. After getting exclusive interviews with both the air traffic controller and the computer operator involved the station went with the whole story.

Two investigative reports done by **WSAZ-TV Charleston/Huntington, W. Va.:** A piece probing conditions in juvenile correctional facilities and a report on an increase in athletic injuries.

PTV partnership. Public television stations have banded together to make available their own brand of local TV journalism. The Interregional Program Service, an association of 120 public TV licensees operating 238 public TV stations, was formed last January to make available U.S. and foreign programming, along with new series produced jointly by IPS members. The consortium's first effort, *U.S. Chronicle*, is a 13-part series centering on life in America which had its debut the week of July 7. Anchored by Jim Lehrer, co-host of the Public Broadcasting Service's *MacNeil/Lehrer Report*, each program explores in depth one issue, produced locally by an IPS member. The series opened with a report on gasohol, produced by WETA-TV Washington, and was followed by a New Jersey Public Television report on the effects of

Probe 5, the investigative team at **KSL-TV Salt Lake City**, produced an hour program that documented abuses in nursing homes in the state. The work involved setting up a dummy corporation to pose as a buyer of a home in order to document the profit figures. The day after the program aired, the State Department of Health fired one employe and made several changes in the inspection procedures in patient care facilities. KSL-TV is now fighting libel and civil rights suits totaling, \$13 million filed as a result of the show.

The local police department accused **WKBW-TV Buffalo, N.Y.**, of ruining an undercover drug investigation by reporting the illegal activity. Both organizations, however, had been investigating and the information WKBW-TV aired, it claimed, was gathered from its own probe. The public investigation resulted in arrests of several alleged dealers.

WLS-TV Chicago produced a half-hour documentary, *Children of Divorce*, that studied the feelings and attitudes of adults and children whose parents have separated or divorced.

An investigation by **WAGA-TV Atlanta** exposed federal waste in a program to train maids. A federal grand jury has subpoenaed records from the training organization and funds are being withheld as a result of the station's report. Another probe found the state being charged for work paid for by the federal government.

An investigation **WBZ-TV Boston** undertook uncovered apparent conflicts of interest and improprieties in the Massachusetts Division of Food and Drugs. The re-

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Because you want a forecast that's clear even when the weather isn't, we've added Steve Deshler at 4:30, 6 and 10. A man who reports the weather in a straightforward style. From inside and outside. As though your day depended on it.



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Live location coverage is news at its best. So we've added Field Anchor Kim Peterson to the 6 P.M. Eyewitness News. Kim Peterson is an award-winning reporter who covered Vietnam while it was still a war and Jimmy Carter while he was still a governor.



NEWS YOU CAN USE.

You want news that affects your life and lifestyle, so we've added more. At 6 P.M., anchors Diane Allen and Jay Levine bring you more of the news you need. From more places. The way it means the most to you.



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If it happens on the weekend, you should hear about it on the weekend. That's why we've added more weekend coverage. Larry Moore and Mary Ann Childers anchor half hour newscasts at 5:30 and 10.

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"I average 100 hours per month traffic reporting over Boston," he says, "and my F28C-2 is still fun to fly. Good, stable flight characteristics. Good autorotation qualities. One of the most economical helicopters I've ever flown."

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port probed possible contamination of salvaged food, sanitation problems and personal relationship between employees of the state and relatives and friends in the food industry. As a result one administrator was indicted by a federal grand jury and another fined.

□

Among the investigative reports produced in the past year by **KOIN-TV Portland, Ore.'s** weekly *Northwest Illustrated* was one which revealed the storage of deadly nerve gas at the U.S. Army's Umatilla Depot in eastern Oregon. The report prompted the governor of Oregon and others to demand the removal of the toxic chemicals. After months of controversy, the gas was finally removed.

□

KATU Portland, Ore., presented a five-part series on Cambodian refugee camps. The station accompanied a group of doctors and nurses from Oregon and Washington who volunteered to help in the camps.

□

Subjects of documentaries examined by **wcyb-TV Bristol, Va.'s** new Project Five unit included reports on coal mine potential, doctor shortages, crime and the impact of inflation on education.

□

To investigate complaints concerning the Henry Clay High School, **wkyt-TV Lexington, Ky.**, reporter Karen Young enrolled as a senior. She signed up for six classes, carried a camera (under the guise of working on the school yearbook) and a tape recorder in her purse. She documented charges of student-imposed segregation in the bathrooms and in the cafeteria; student drinking and marijuana smoking; the causes of large-scale student cutting of classes and the lack of information conveyed to parents. The principal was interviewed by another reporter before the five-part series aired. The series resulted in actions by the school board including closing campuses during the day and requiring students to remain at school, tightening security measures and toughening attendance monitoring procedures. Later, a series of feedback shows was presented with reactions to the original series from students, school board members and teachers.

□

WVUE New Orleans's full-time investigative reporter, Richard Angelico, uncovered illegal wiretapping by the sheriff of Jefferson Parish, the county containing most of New Orleans's suburbs. Angelico's stories showed how the bugs were done, who was bugged and why. (The buggings were planted on suspected criminals, but were criminal in nature themselves.) As a result, the sheriff was indicted and convicted and subsequently resigned.

WVUE also has a documentary series, *Project 8*. Producer/writer Patricia Gormin and cinematographer Bob Weaver produce

one half-hour show a month. The two spend about 350 hours on each show. The station pre-empts the time for the show (in prime time), and most shows are sustaining.

□

In response to the problems of the auto industry, **wxyz-TV Detroit** sent reporter Ven Marshall, a producer and crew on a two-week assignment in Japan. The resulting 10-part series, *Tokyo: The New Motor City?*, was an examination of Japanese car production and the country's life style. Also accompanying the wxyz-TV crew was an unemployed American auto worker who provided observations on worker par-

ticipation and pride in the Japanese product. They also provided daily reports on Michigan Governor William Milliken's visit to the country to encourage more Japanese auto involvement in the U.S.

The biggest car industry story for wxyz-TV was that of Chrysler Corp.'s financial troubles and the subsequent federal loan guarantees. The station covered the story a number of ways including a five-part series that chronicled how the 10th largest industrial corporation in the country had reached the brink of bankruptcy and evaluated its chances for government aid and a return to solvency. The story also involved trips to Washington to cover House and Senate hearings and to Kansas City,

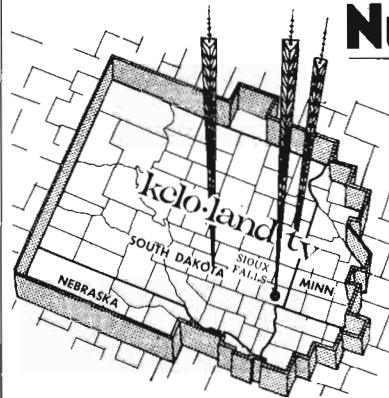


CBS NEWS



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*SOURCE: Arbitron Sweep, ADI share prime time, Feb. 1980.
Subject to usual qualifications.

Represented nationally by  In Minneapolis by WAYNE EVANS

Mo., and Chicago for United Auto Workers meetings.

□
Wxii Winston-Salem, N.C., reporter Jane Harrington hosted an hour-long prime-time special, *Black Americans: 1979*, which examined the progress of blacks since the civil rights movement of the 1960's. The first half-hour was taped and concentrated on comparisons of housing, employment, education and general social conditions of the black community now and prior to 1964. Included were interviews with local and national black leaders and representatives of the black community. A 30-minute live discussion completed the special.

□
 At **wVEC-TV Hampton, Va.**, the station spent six months on the story of a boy with severe facial deformities that made him look froglike and would have eventually blinded him. The station's *Focus* crew followed him through a series of new and major operations that turned his froglike features into those of a normal boy. The program showed surgical procedures where the skull was reshaped, eye muscles cut and the eyes placed in new sockets.

□
 In 1979 **wKEF Dayton, Ohio**, revamped

its news operation. The resulting *22 Alive* team consists of 29 people and more than \$750,000 in equipment, including color radar and Weatherscene, a leased Bell Jet Ranger (Jetcam) and various ENG equipment. Investigative stories tackled by the station covered crib deaths, pollution, and causes of divorce, cancer in children and the psychology of caring for them and health spa rip-offs.

□
 A 10-part documentary on teen-agers by **wKOW-TV Madison, Wis.**, involved an unusual amount of research. First the station contracted with two independent researchers, who, working with the station, came up with a 125-question list that 351 Madison high school students filled out. The station's news director, Wayne Wallace, Paul Pitas and photographer John Scapple then took the results of the questionnaire (which had been run through a computer to give various breakouts) and supplemented the findings with on-camera interviews with students to illustrate the findings. The data was presented on the screen using full-screen Chyron. The different parts of the series were: education, sex, world affairs, alcohol, parents, drugs, leisure time, the future, values and a summary with a look at teen-agers by adults who work with them. After the series ran **wKOW-TV** produced a booklet on it that was mailed to schools,

educators, community leaders, youth workers and others.

□
 A three-part series by **KMOX-TV St. Louis** on the Cuban refugees at nearby Fort Chaffee, Ark., was prompted in part by phone calls from viewers expressing concern about how the processing of the 19,000 Cubans would affect their lives. Anchor Steve Schiff and a crew went to the fort to interview both refugees and local residents about the situation.

□
KMOX-TV produced a documentary on childhood cancer. Reporter Al Wiman spent more than three months in preparation before the shooting started. He spent days in the St. Louis Children's Hospital Cancer Clinic meeting parents, children and staff and observing chemotherapy treatments. After that he met with a doctor to determine which cases he might follow with a camera crew. He then met with the families. He chose two boys who agreed to the filming. One died 10 days after the story was finished, the other is still alive.

□
 When **wPLG Miami** reporter Ileana Bravo set sail for Cuba to cover the refugee sea-lift, she and her crew had prepared to stay only two days—the time it would take to pick up passengers and return to Key West. But it wasn't as simple as that. Their two-day assignment turned into a seven-day nightmare. Bravo, cameraman Lance Heflin and his assistant, Mario Hernandez, arrived at the port of Mariel where more than 1,000 other boats were docked. They were told it would be at least two days before refugees could board the 68-foot shrimper they were on. By the time they realized there was not enough food, water or money to remain that long, it was too late. The Cuban government refused to let any boats leave the harbor without refugees. Cuban gunboat surveillance made sure they didn't. After three days of rationing food purchased at exorbitant prices, bathing in and drinking ocean water, the crew went ashore in an attempt to communicate with **wPLG**.

With passports only—no entry visas—they were taken into custody at a Havana hotel where their equipment was confiscated and some of their supplies were tampered with. The next three days were spent trying to convince Cuban officials to let them exercise their rights as working press, or let them leave via airplane. They could do neither. Instead they were quietly taken to a far away dock and loaded onto a shrimpboat with 85 refugees. Some were relatives of persons who chartered the boat, others were criminals, the sick and the mentally disturbed. All were headed for Key West.

On the eve of their arrival, the station aired a first-hand report on the refugees' search for freedom. Another report on what was happening to refugees in South Florida had aired the night they left Key West for the Port of Mariel.

The station's bilingual reporting staff

WHAT'S IN IT FOR YOU?



A potential audience of 2-1/2 million—plus their families and friends. Localized videotape or radio coverage of the 62nd Annual National Convention of The American Legion in Boston Aug. 19-21, 1980

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THE SKYWAY BRIDGE DISASTER

Friday, May 9, 1980 — Tampa Bay, Florida

7:35 A.M.

The 660 ft. Liberian freighter SUMMIT VENTURE smashes into the supports of the southbound span of landmark Sunshine Skyway Bridge. The super structure collapses into Tampa Bay in the second worst bridge disaster in the nation's history. Thirty five lives are lost.

8:57 A.M.

Despite intermittent driving rain and squalls, WTSP-TV's Sky 10 helicopter sends Tampa Bay its first look... live, from high over the scene of the tragedy.

9:47 & 9:55 A.M.

At the request of the U.S. Coast Guard, Sky 10 broadcasts live shots of the disaster, thus enabling them to do their early rescue planning.

10:01 A.M.

Reporters fresh from the scene describe events being broadcast live from the crippled Skyway Bridge.



SKY 10, the Bay area's only live news helicopter.

10:41-11:19-12:01

Regular programming breaks for cut-ins as the tragedy unfolds. Live ENG Van and boat crews continue the coverage.

1:38 P.M.

Live studio cut-ins with reporters just back from the scene. And at 2:20 & 2:25 P.M. live cut-ins from Sky 10 and Live Eye continue.

5:30 P.M.

ACTION NEWS, The Bay Area's first news, presents expanded coverage of the disaster. Its unique vantage points from air, land and sea enable WTSP-TV to provide the most complete coverage of the story.

7:30 P.M.

Just 12 hours after the Bridge collapse, WTSP-TV presents a live half hour special, "Skyway Tragedy," the first comprehensive program about the disaster.

It's this kind of performance, response to emergency, and service to the community that Tampa Bay has come to expect from WTSP-TV.



Reprinted from the *St. Petersburg Times*, May 10, 1980



Sign your car and catch a car thief.

Last year Americans bought twenty million automobiles, and stole one million more!

Now *paying* for cars and car insurance is too hard to let *steal-*

ing cars be that easy. And some pretty primitive precautions — not to mention sophisticated laws that would make trafficking in stolen cars a Federal offense — can help.

The owner's name, scratched into the inside of the gas cap, was evidence needed to reunite a Texas man with his stolen pick-up truck.

A Detroit Cadillac owner helped police identify his stolen car by remembering *birdseed* spilled under the back seat. (The thief is now roosting in the federal coop.)

Your business card, dropped down window channels into doors or secreted in places only *you* will remember, will serve the same purpose.² And even simpler than "signing" your car is locking it.

In Boston, for example, where 1 out of every 35 cars was stolen in 1975, a "Lock-your-car" campaign run by the National Auto Theft Bureau helped cut theft 26% in two years.³

One last word of advice. Before you buy the expensive options that'll make your car *more* attractive to car thieves, buy the anti-theft device options that'll make it less attractive.⁴

Auto theft can be cut. Auto insurance costs can be controlled. Don't underestimate your own influence. Use it, as we are trying to use ours.

Aetna wants insurance to be affordable.

¹Auto theft is no longer a "cottage industry": it's a huge racket that costs the American people \$2 billion a year.

²The National Auto Theft Bureau also suggests: using a vibrator pencil, etch the vehicle identification number in several

hard-to-find spots. Use your imagination: the more unique your hiding place, the more exasperating to a thief!

³About 20% of stolen cars are driven away with the keys the owner left *in the ignition*; in another 20%, keys are transpar-

ently "hidden" above the visor, in the glove compartment or under the driver's seat. Locking your car won't protect it from a professional thief, but it will protect it from the joy-riding teenagers who account for many thefts.

⁴These devices only slow

down a professional thief, but the more time it takes him, the more chance he'll be caught. Locking systems, cut-off switches and security alarms are all available at auto supply stores.

followed the Cuban refugee story around the nation. They were in Key West for immigration department processing, in Miami for family reunions, at Eglin Air Force Base reporting on resettlement and at Fort Chaffee reporting on runaways.

□
WOR-TV New York launched an hour-long magazine show, *What's Happening America?* with Shana Alexander as host. An interview on the first show with a Three Mile Island nuclear plant employee, during which he admitted falsifying data before the accident, triggered a Justice Department investigation. Another show

in the series reported on the dangerous situation in the Arab city of Hebron and aired four days before the massacre in that city.

□
 In the last year **KYW-TV Philadelphia's** investigative unit—the I Team—claimed to have broken seven major stories and aired 47 individual reports. Included in that total was a year-long investigation into the failure of the city to collect more than \$125 million in delinquent real estate taxes. The 24-part series, *The Tax Dodgers*, resulted in the mayor's announcing a crack-down on such activity and the

collection of more than \$10 million in delinquent taxes between March and June of this year. At the same time, the district attorney's office launched an investigation.

□
 The investigative reporting team at **WKYC-TV Cleveland** received national headlines with their findings of a contract to kill former Mayor Dennis Kucinich. The story aired after Kucinich had lost re-election and came from an interview with an organized crime source who spoke of the contract. The report found that police and Kucinich had known of the plot for more than a year, but that it had been a well-kept secret.

WKYC-TV's investigative team also documented bait and switch selling tactics by a meat dealer that resulted in his arrest and state and federal probes into the companies involved. Two other stores were shut down as a result of the investigation, which won a local Emmy.

Among other reports were a look at ambulance abuse, forgery in a large drug treatment center, and the dangers associated with commuter air travel. The last report found pilots who confessed to falling asleep while flying because of duty-time violations, insufficient training for some pilots with aircraft that were overloaded and Federal Aviation Administration officials publicly downplaying safety problems.

□
Wcco-TV Minneapolis complemented two documentaries it aired on religious cults and new healing approaches in medicine with town hall meetings and call-in shows after the programs. *Mind over Medicine* examined new claims that most disease is stress related, including that of one woman who "wished herself well" from cancer. After the show, viewers were asked to fill out a stress-related questionnaire reprinted in newspapers and to contribute questions to a panel of health experts assembled to discuss holistic medicine.

The other documentary, *Thy Will Be Done*, contained interviews of young people associated with various cults, describing exhaustive fund-raising practices, sleep deprivation and mental manipulation.

One of wcco-TV's most exhaustive efforts was *Politics in Blue*, an investigative documentary on the politicalization of the Minneapolis police department. The police had been criticized for being tools of politicians, delivering votes in return for promotions. Wcco-TV set out to examine the problem by interviewing police administrators and politicians in Philadelphia, Houston, Los Angeles and New York, including then-Philadelphia Mayor Frank Rizzo (at the time under indictment by the Justice Department) and Houston Police Chief Harry Caldwell.

After gathering more comments from a national convention of police chiefs and a management specialist from Carnegie Mellon, the report concluded that the po-



OUR LOCAL COVERAGE INCLUDES WASHINGTON, D.C.

Every day, events are taking place in the nation's capital that have an impact on the Pacific Northwest. To bring these events home to Northwest viewers, television stations KOMO in Seattle and KATU in Portland have added a new dimension to their local newscasts: nightly televised capital reports via satellite.

Washington correspondent David Jackson and producer/researcher Ruth H. Berry cover N.W. senators and representatives, as well as the issues that affect Oregon and Washington. At KOMO and KATU, we believe in complete LOCAL coverage... even if it means moving to Washington, D.C.



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KATU
 Portland, Oregon

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litical circle had to be broken—suggesting the next police chief be from outside the city and his term of office differ from the mayor's two-year term. One month later, the city hired a new chief from New York, on a three-year contract.

□

After a rise in school bus accidents, including 11 deaths, **WRAL-TV Raleigh, N.C.**, produced two five-part series on bus safety. The station culminated coverage with an "Impact Week" which included PSA's, editorials, news stories and viewer "Speak Outs."

Producer Bob Sadler put together a special examining the psychological needs of the dying and their families in *Catch the Joy ... Share the Pain*. The half-hour special introduced a new hospice program in the county.

In its reporting of under-age drinking, **WRAL-TV** followed a youth who found it relatively easy to purchase alcohol, though he was underage. The station interviewed officials in two different state bureaus, each claiming the other was responsible for enforcement. The result was one bureau's crackdown and use of similar undercover checks.

Reporter Don Kobes ran a check on state phone records and found two incumbent officials using state phones to conduct private campaign business. The reports spurred a state probe that confirmed the reports, resulting in the candidate's reimbursing the state for the calls.

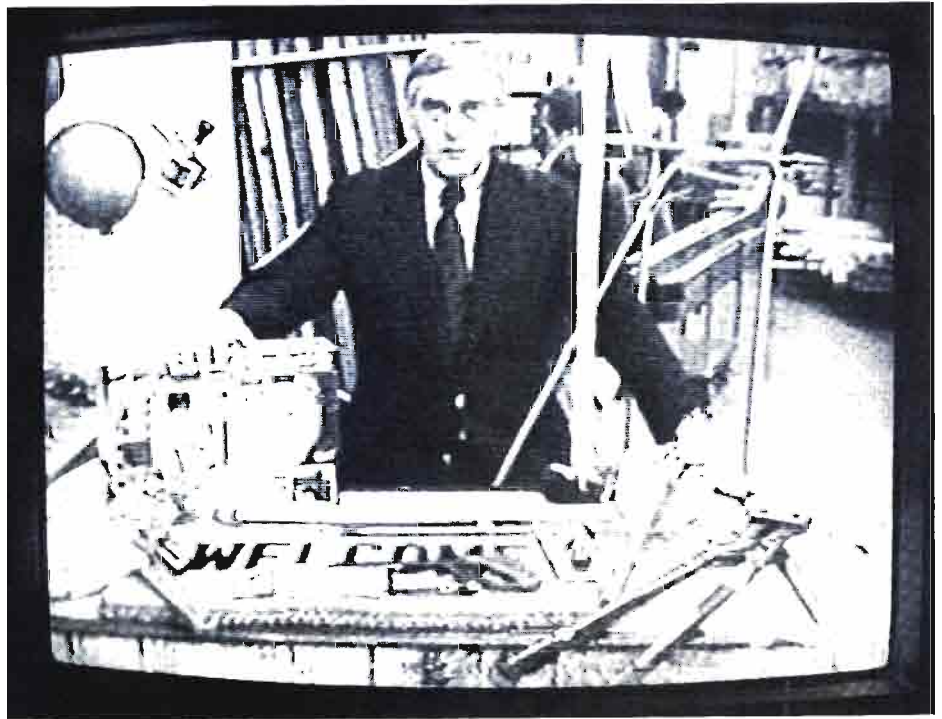
□

Following a local girl's death in a school bus accident, **wowk-TV Huntington-Charleston, W.Va.**, conducted a two-month investigation. The report filmed school buses going 50 miles per hour in 30-mile-an-hour zones, not stopping at railroad tracks and some stop signs. The station aired a multipart series, *A Time Bomb on Wheels*, that resulted in a state education investigation, an "on air" resignation of the school superintendent in whose county the girl was killed, plus new driver training programs and increased maintenance schedules.

Wowk-TV also uncovered a \$250,000 waste of taxpayers' money in the construction of a General Services Administration office in Huntington. The local Veteran's Administration which was to be the principal occupant of the building found problems in the building's structural support, high noise level and inadequate facilities for the handicapped. After the station's reports, the items were corrected at the \$250,000 expense.

□

The sheriff in Poinsett county, Ark., has won re-election as a Democrat and a Republican. Painted as a man who could do as he pleased, he was investigated by **KAIT-TV Jonesboro, Ark.** After seven months of digging, the station found the sheriff pocketing jail expenses, altering the log books, issuing illegal gun permits, working jail inmates in violation of the law and



It's easy. **WJLA-TV** Washington investigative reporter Jim Clarke found a government office where, for \$4.50, he purchased documents outlining methods for breaking a nuclear power plant, including instructions on how to operate 32 security barriers commonly used at nuclear installations. Clarke is shown at a hardware store where, except for explosives, he could purchase everything it would take to do the job.

not cooperating with outside law enforcement agencies. The reports brought a grand jury investigation that charged the sheriff with misconduct. Two weeks later, a close primary election forced a run-off and the sheriff filed a \$1.5-million damage suit against the station, claiming the reporting hurt his campaign. He lost the run-off election.

□

WLOS-TV Asheville, N.C., took a look at the lack of legal rights available to renters in the Carolinas, in two half-hour documentaries. The report documented abuses, finding no laws in South Carolina protecting tenants and the blockage of such action in the state legislature where many legislators are themselves landlords.

The station also examined the funeral industry and the Internal Revenue Service, in documentary reports.

□

After a recent *60 Minutes* piece, **WTVJ(TV) Miami** aired a special on the controversial drug, DMSO. The drug is not approved by the Food and Drug Administration, but is legal in Oregon, where Dr. Stanley Jacob who discovered the drug practices, and in Florida. The station interviewed local medical authorities, Jacob, FDA authorities and patients who say they were cured by DMSO.

The station also examined a bingo hall run by Indians who are at odds with a local sheriff over what laws and jurisdiction they are under—the Indians' own or Florida's. The courts have ruled the reservation a

sovereign nation, thus allowing the Indians to govern themselves. Meanwhile other bingo businesses are losing bingo players to the Indians, and the sheriff wants to close down the hall, claiming the Indians are using tax-exempt land for profit.

□

WdAM-TV Laurel, Miss., followed a local relief mission to Nicaragua last summer and reported its efforts to assist the country with local dollars. The Laurel area has a number of Nicaraguan students and other immigrants from that country, providing the station with the local angle on the story.

□

The problems of Vietnam veterans were examined in a three-part series on **WTEN(TV) Albany, N.Y.** The segments included a look at the herbicide, Agent Orange, the psychological damage to some veterans and a tape of a therapy session at a local veterans' hospital, which drew protests from viewers because of the trauma that was shown.

□

Among the investigative pieces **WJLA-TV Washington** did this past year included a report on the inadequate storage of highly toxic PCB in federal warehouses, causing health problems for workers, and safety enforcement problems for the General Services Administration. A congressional investigation followed.

The station also found a private nursing

HOW TO SAVE FUEL DURING YOUR SUMMER VACATION

ENGINE TUNING, TIRE PRESSURE, AND HOW YOU DRIVE MAKE A BIG DIFFERENCE.

You're sure to be on the move this summer. With gas more expensive, you may find helpful a few simple reminders on the best ways to get maximum mileage. They won't take a lot of time, and may save you a fair amount at the gas pump.

A car that is properly tuned and maintained will be the most fuel-efficient. Newer GM cars require less routine maintenance than older ones, but all cars require some periodic check-ups. Fouled spark plugs, improper spark timing or clogged oil and air filters all can reduce mileage significantly. So be sure to follow the maintenance program in your GM Owner's Manual and Maintenance Schedule.

Underinflated tires waste lots of gas. Tires that are too soft have a higher rolling resistance, which forces the engine to work harder and to use more fuel. So have the tire pressures checked periodically, or use a tire gauge yourself, to be sure your tires are inflated to the pressure recommended in the GM Owner's Manual.

Use your air conditioner prudently. Whenever possible, use the vent position on the air conditioner to circulate air; it's not only quieter and cleaner than opening the windows all the way, but your car presents less wind resistance with the windows up. If you park in the shade, your car will be cooler when you get in, so it'll be easier to keep comfortable without making the air conditioner work so hard.

Keeping the proper amount of coolant in the radiator will help prevent your car from overheating. It won't save fuel, but it may save expensive towing costs. A lot of people think it's okay just to add extra water, but that can actually cause the mixture in your radiator to boil. Coolant—a 50/50 mixture of ethylene glycol antifreeze and water—raises the boiling temperature and will therefore help prevent overheating.

Your driving habits are probably the most important factor of all in saving fuel. The best advice we can give is to drive at moderate speeds and accelerate evenly. For example, jackrabbit starts take much more gasoline than gradual acceleration. Frequent stops will also cost you fuel, because every "pump" of the accelerator means extra gas going through the carburetor. Also, "riding

the brake" creates a lot of unnecessary friction and wastes gas.

Extra weight in your trunk, such as tire chains, golf clubs you don't plan to use, even unnecessary luggage, takes more gas to haul. And finally, driving at high speeds substantially reduces fuel economy. So observing the 55 mile per hour speed limit makes economic sense and may save lives, too. Tests confirm that you can get approximately 20% better mileage by driving at 50 miles per hour than at 70 miles per hour.

Attention to routine maintenance and moderation in how you drive are the keys to getting the best mileage from your car during this summer. That'll save you money and help make sure that there's enough gas for others to enjoy a summer vacation, too.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

General Motors

People building transportation
to serve people

home where patients were being abused. The story produced several arrests, a Senate investigation and reformed laws. Another report documented a \$4.50 government manual that told everything that was needed to know about breaking into a nuclear power plant.

Two **KPIX(TV) San Francisco** investigations involved a doctor with a \$1-million practice on Medicare and Medicaid billings alone, the subject of later state and federal hearings, and a two-part report on the People's Temple, with film and videotape made by its late founder, Jim Jones.

WBRC-TV Birmingham, Ala., found out how easy it is for children to buy drug paraphernalia by using hidden cameras in neighborhood stores and suburban shopping malls. The series also examined laws in other states where paraphernalia is illegal. Coupled with editorials, the series prompted the Alabama legislature to pass a law prohibiting the sale of drug-related material.

This past spring **WTVN-TV Columbus, Ohio** aired seven minidocumentaries that included the tales of a police informant, examinations of emergency health care in the area, wife abuse and credit card abuse. Other lighter features looked at those who work at night and the new-found wealth of a \$1-million lottery winner.

The recurrence of flooding in Jackson, Miss., caused **WAPT Jackson** to air a five-part special on the most recent flooding, examining its effects on people's lives and preventive action that could be taken.

A **kaw-tv Portland, Ore.**, investigation led eventually to a 13-count, six-felony indictment of a district attorney in Marion county. The station's month-long investigation uncovered an illegal pocketing of \$10,000 by DA Gary Gortmaker. The day after the story aired the governor and the state attorney general ordered probes that resulted in the grand jury indictment.

The station also sent a news team to Thailand to document the plight of Asian refugees, since many were coming to settle in the Pacific Northwest. The crew spent 11 days visiting five camps, interviewing embassy and relief people, and relaying information from sponsoring families in Oregon. The result was a three-week series plus a documentary.

When the Oklahoma legislature was debating a bill intended to clean up nursing homes, footage from a **KTEW Tulsa** news series investigation was shown. KTEW followed the story from start to finish, when the bill was signed into law.

Cut the fat, is what many **Wichita Kan.**, grocers had to do after **KAKE-TV** investi-

gated the fat content in hamburger in area grocery stores. The station tested hamburger from 58 stores over a four-month period and found 38% of the meat violated state laws. The report also found out the state food and drug inspectors had not tested in Wichita in 24 years. Follow-up tests showed all stores but one were within the guidelines after the report aired and state inspectors began their own testing.

Hitting Home is the title of **WHBQ-TV Memphis's** documentary produced by the station's public affairs programming unit. Producer John Bennett worked exclusively on the series and has produced shows on unemployment, housing, city growth, aging, public education, law enforcement and one that traced the development of segregation, court-ordered integration and private schools in Memphis.

WITN-TV Washington, N.C., produced a



Strong stuff. Some viewers protested, but **WTEN-TV Albany, N.Y.**, felt its report on the affects of the herbicide, Agent Orange, on Vietnam veterans was worth unsettling the audience. Footage included traumatic therapy sessions with psychologically affected victims.

six-part documentary that explored the new medical facilities available to eastern North Carolinians at the regional medical center at Pitt Memorial Hospital in Greenville.

A documentary, *Transit 2000*, produced by **KATU Portland, Ore.**, was produced in cooperation with the city's League of Women Voters to examine various transportation options. The show featured 35 minutes of material produced by KATU's special projects director, Rick Meyers, and reporter Jim Hyde. That was followed by a 22-minute live studio discussion with transportation experts and interested citizens. Telephone comments were invited and recorded. They were later transcribed and passed along to the Department of Transportation and the local transportation agency. The show was later rebroadcast on public TV and on KATU using different panelists.

Prime Time is the name of **WBRE-TV**

Wilkes Barre, Pa.'s hour-long news magazine show. Topics tackled by producer Pete Gonigam include the failure of no-fault insurance in the state, an 11th hour flood of state and federal efforts to halt chemical waste dumping in the region and the uncertain cost and unproved effectiveness of federally mandated auto emissions inspection programs the state is being forced to begin.

In *Free to Kill*, a **Wews Cleveland** documentary series, Tappy Phillips researched conditions at Lima State hospital and the methods by which the mental patients there are rehabilitated. She examined loopholes by which a murderer who is committed, because of a plea of "not guilty by reason of insanity," can be released within 90 days. After the story aired, the state's laws were made more stringent and it is more difficult for a patient to be released from mental institutions. The series also uncovered patient abuse and illegal drugs at Lima.

On the eve of the first anniversary of the Mid-East peace agreement, **WLWT Cincinnati's** anchorman Scott Osborne traveled to the area to take a look at the effects of the peace on the Arab and Israeli people. Cincinnati has a large population of both Arabs and Jews, and coupled with Mayor Ken Blackwell's appearance in Jerusalem at an international mayor's conference, there was local interest in the story. Osborne and an RCA TK-76 and Sony 3800 VTR survived two sandstorms in 100-degree heat to gather footage for use in a two-week 10-part series and a half-hour documentary.

In *Arson: The Crime You Pay For*, **WLWT's** investigation turned up an apparent arson ring and focused on efforts to control arson by local insurance and fire officials.

The health and economic side effects of the 500 electronics companies near **San Jose, Calif.**, were the subject of a five-part minidocumentary **KNTV San Jose** did on the subject. The station investigated toxic chemicals used in the industry, foreign competition and the interlinkage between the health and economic welfare of the so-called Silicon Valley, the name give to the Santa Clara Valley.

When Oklahoma Congressman Mike Synar and New York Congresswoman Geraldine Ferraro each spent a week in the other's district, **KTEW Tulsa** accompanied them to document the rural/urban life styles of both areas. The result was a five-part news series and half-hour documentary the station aired in prime time.

KPNX-TV Phoenix borrowed a *Candid Camera* technique in filming insurance salesmen misrepresenting policies to a

“What have you done for us lately?”

At Television 5 we're never asked that question. Viewers trust us to keep them on top of it all.

We have one anchorman who doesn't stay anchored. His assignments have taken him to such far-off places as London, Brussels, Moscow, Leningrad and Puerto Rico. And,



whether he's putting viewers one-on-one with local, state or national leaders, holding Q&A sessions with community groups, or sharing his experience and expertise with journalism students, Chris Clark stays in touch.

Television 5's "Special Reports Team" doesn't just cover news...they uncover it. When team reporters Judy Anderson and Larry Brinton discovered some questionable profit practices in the National Red Cross we broke a story that brought results.



Judy Anderson Larry Brinton

Our series on C.E.T.A. abuses in Nashville brought swift reform. The Davidson County Grand Jury called the series "An outstanding example of excellence in investigative reporting."

We're Nashville's only television station where management takes an editorial stand on issues that affect us all. Management that makes a total commitment to the community through public service and public affairs programming.

Among its many honors Television 5 counts a special national award given, this June, by the Muscular Dystrophy Association. Recognition for the station's production of a touching and inspirational program titled "The Winner"...the story of Chris Bond, a young man from Nashville who, each day, challenges his affliction.

We believe community concern enhances our total news effort. We have the technology. Live action vans, Coptercam coverage and color weather radar.

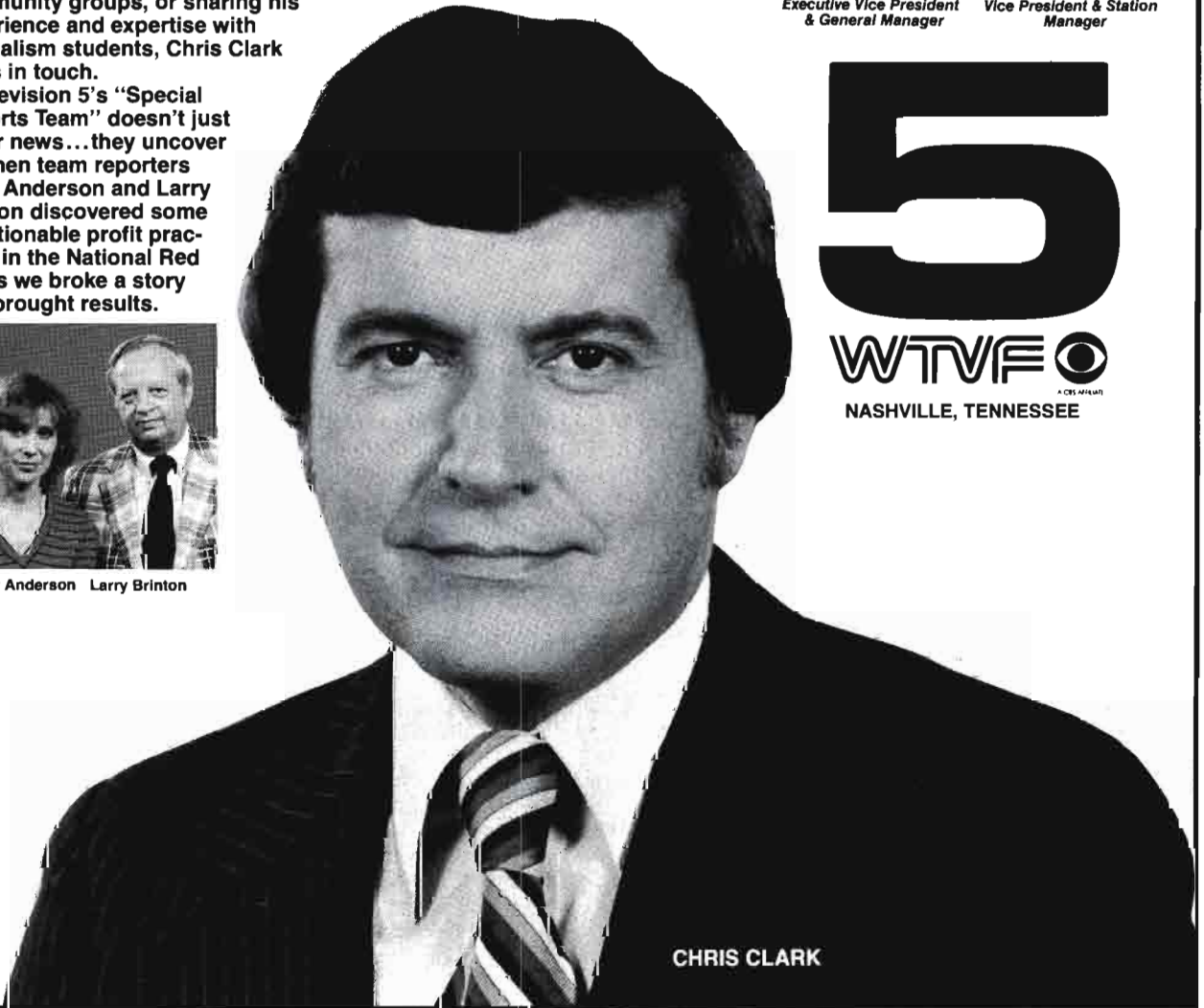
But, most important, we have the people. Some of the best, most dedicated people in the business. That's why it's easy for us to say...**"WE BRING IT ALL HOME TO YOU...FASTER AND BETTER THAN ANYONE ELSE!"**



Harold Crump
Executive Vice President
& General Manager



Tom Ervin
Vice President & Station
Manager



CHRIS CLARK

5

WTVF 
NASHVILLE, TENNESSEE

prospective buyer, an elderly widow. The station cooperated with the state insurance commission in running down unscrupulous salesmen, producing a four-part series and a one-hour news special that resulted in action by the commission.

□

Since Three Mile Island, nuclear power plants have been a common target for investigative reports. That doesn't mean information comes easy. **WAVE-TV Louisville, Ky's** Ron Regan spent weeks uncovering defects in a plant under con-



Caught in the act. WKBW-TV Buffalo, N.Y.'s special series "Operation Carhop" graphically depicted, with hidden cameras, illegal drug transactions.

struction across the river in Madison, Ind. He secured confidential Nuclear Regulatory Commission reports detailing structural defects and spent nights talking to construction workers, verifying information. Two weeks after the story broke, construction stopped, congressional hearings began in Washington, probes arose from the NRC and the state and the U.S. Justice department investigated possible criminal liability by the utility, all of which forced the restructuring of the project's management and institution of quality control training programs for plant inspectors.

□

Five months after a fatal fire in a Holiday Inn in Cambridge, Ohio, **WDTN Dayton, Ohio**, examined fire code safety violations that were supposed to have been corrected. State officials found that the fire inspector did not exercise the authority he had to stop Holiday Inn from re-installing sealed windows. The reports also caused the motel manager to agree to install smoke detectors.

□

Last year, **WLBT Jackson, Miss.**, followed

the last stages of life of a terminally ill cancer victim with *Probe*, its award-winning investigative reporting program. *Probe* filmed sequences from medical examinations and a family Thanksgiving dinner, giving viewers a sense of the effect of the sickness on patient and family.

□

WVL-TV New Orleans set out to investigate drug smuggling along the Louisiana coast by starting in Bogota, Colombia, interviewing authorities there, mapping drug routes to the U.S. and talking to an

(I-Team) had a busy 12 months. Last summer, while investigating the state's gasoline shortage, it found more gas was actually coming into the state than the year before, but that spot market hoarding by companies was causing the long lines.

Another I-Team investigation turned up the premature introduction of the emergency telephone number, 911, in the county. It discovered gaps in information storage, operators who weren't familiar with the system and memos from the manufacturer saying the system was not ready for use. The report caused local officials to investigate.

□

One of the more than 100 **KNBC Los Angeles** investigative reports over the last year detailed a nuclear accident in an experimental sodium reactor 40 miles north of Los Angeles, 20 years ago. The investigative team, UNIT 4, verified the story by checking public records and Nuclear Regulatory Commission films, obtained through the Freedom of Information Act.

□

A mysterious disease that hit children in Ohio and Michigan prompted **WTVG-TV Toledo, Ohio**, to investigate the matter, in both miniseries and a half-hour special. Causes and cures of the disease, Reyes syndrome, are not known, but a national foundation has been set up in Bryan, Ohio, by a mother who lost a child to the disease. **WTVG-TV** talked to doctors and health department officials about the ongoing research into the disease.

□

Less than two years on the air and **KTVI St. Louis's** news magazine show, *Extra*, has a Peabody award. The monthly show becomes a weekly this fall. *Extra* has followed stories for months including one on a patient's use of growth hormones that took over a year. The station equipped a station wagon with blackened windows and used night lenses and a surveillance van to film an auto theft insurance fraud scheme.

□

KMTV(TV) Omaha covered in documentary form the Pope's visit to Des Moines in addition to leasing lines for live reports. Another documentary topic was the tornadoes that swept through Grand Island, Neb., on June 3. The station's crews were kept busy shooting video through the night and interviewing survivors.

□

Among the news programming this past year on **KDKA-TV Pittsburgh** was a look at the thousands of Cuban refugees that arrived at Fort Indiantown Gap near Harrisburg; the beleaguered plight of the U.S. steel industry in the face of current tax laws and foreign imports, and an examination of safety in the airline industry, including computer foul-ups in control towers and regulation by the industry itself.

unidentified smuggler who spoke of the risks involved and the profits to be made. **WVL-TV** traced the history of one confiscated airplane, revealing that it was sold at a public auction back to the smuggling syndicate that lost it originally. The "Colombia Connection" series won several local and regional awards.

For two years, **WVL-TV** worked on bringing to light the plight of the city's public school system. *Project Learning* consisted of 15 documentaries, plus other news stories and miniseries exposing the needs and faults of the system.

□

Using only hard news pieces and local material, **WCAX-TV Burlington, Vt.**, produces *Dimension*, a local version of *60 Minutes*. The station's investigative reporting uncovered underworld ties with a Montreal business that was later denied state development assistance when it wanted to move into Vermont. The station also investigated an antipoverty group that had been misusing federal funds. Result: a funding cutoff.

□

Baltimore's WJZ-TV Investigative Team



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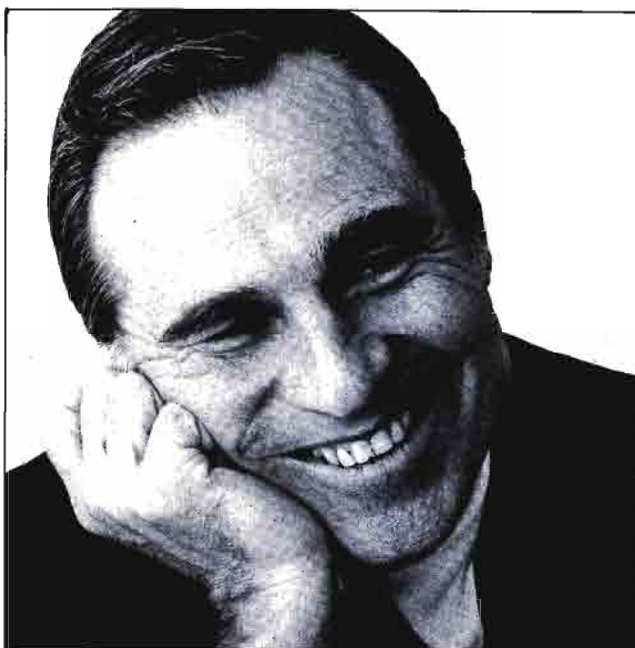
Source: A. C. Nielsen, Feb. 1980

	RTG:	SH.
PITTSBURGH-WTAE SUNDAY 4 PM "SPORTS AFIELD developed good audience numbers which exceeded our expectations." Gary Dreispul, Program Director	10	29
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Karl Eller's new worlds to conquer

Thinking small never occurs to this media entrepreneur, who specializes in highly leveraged and quickly acquired multimedia companies; his latest venture with Charter shows he has no intention of changing tactics

The \$6 million Charter Media is estimated to be paying for KITT(FM) San Diego (BROADCASTING, July 14) is about 23 times what the station fetched when last put on the block four years ago. While price appreciation on that order might raise eyebrows, Charter's president, Karl Eller, is known for paying up—but at the same time, getting his money's worth.

As media analyst Tony Hoffman of Bache Halsey Stuart Shields observed regarding Eller's modis operandi—"With everything he's ever bought, people say he's paid too much, only to turn around three or four years later to say he stole it." Eller's got an ambitious goal for Charter Media, the joint venture he formed with oil behemoth The Charter Co.: Build its roster of a half-dozen radiostations into a full complement of broadcast properties within five years. Along the way he plans to take Charter Media into cable television, expand its nascent newspaper ownership and straighten out the mixed performance of its magazine operations. But when Karl Eller talks, people listen.

It's the track record he's established that makes Eller plausible and that has won him the respect of broadcasters and the fi-

nancial community. In little over 10 years, he nurtured an outdoor advertising business with \$8 million annual revenues into the Combined Communications group for which Gannett paid \$370 million. "That was one of the fastest putting-togethers of a \$370-million company I've ever seen," says media analyst John Reidy of Drexel, Burnham, Lambert, with a trace of understatement. The key to Eller's success, in Reidy's view, is that "he's an aggressive, risk-taking entrepreneur with a damn good understanding of what advertisers want." That sentiment is echoed by Tony Hoffman, who says that part and parcel of Eller's entrepreneurial skill is his capacity to improve the performance of an acquisition. "Even if it's doing well, he turns it around," Hoffman jokes.

Charter Media's first corporate action was clearly cut from that familiar Eller mold. The ink on the joint-venture agreement was barely dry when Eller announced the purchase of Philadelphia's *The Bulletin*. The \$31-million deal for the newspaper calls for only \$2 million in cash; the rest is in promissory notes. (The highly leveraged deal is another Eller trademark.) Although he says he has "no set plans" for future newspaper acquisitions, newspapers are the segment of the publishing universe in which Charter Media will grow. Likely targets, as described by Eller, bear close resemblance to *The Bulletin*: "larger newspapers that need help." The Philadelphia daily was in financial trouble—reportedly to the extent

of \$10 million in losses last year, but Eller professes to have "a good feeling about *The Bulletin* . . . It's a fine paper with a heck of a franchise . . . in a great market." With the right kind of management and promotion, Eller is confident he'll turn it around.

Eller declines to identify any potential Charter Media purchases, although the company's name surfaces in connection with various acquisition-prone entities. The *Nashville Banner* has been named in press reports, and UPI has confirmed that Charter Media was among those that have made inquiries concerning its availability. (UPI insists it's not for sale, yet.) Aside from the class of newspapers he described, Eller suggests "larger" radio stations (the acquisition of KITT obviously is in line with those intentions); television stations in the 15th to 50th markets and an established cable company with 200,000 subscribers or more. Eller admits that at this stage of the game "the entry price will be high" in cable but repeats conventional wisdom—"in two or three years all the franchises will be gone."

There are still some problems in the established shop at Charter Media that have to be dealt with. "There's a lot of work to be done on the radio stations" (whose official transfer to Charter Media from the oil company's Chartcom subsidiary awaits FCC approval). And, although *Ladies' Home Journal* is profitable, *Redbook* is only at the break-even point and *Sport* is still losing money, although Eller won't

say how much. At the moment, he's concentrating on getting the management in those two areas "into position." The other elements of Charter Media are a subscription fulfillment service belonging to Charter and Eller's contribution of the right to buy KIOI(FM) San Francisco for \$12 million.

The KIOI(FM) agreement was the first public sign that Eller didn't intend to sit back and count his money after resigning the post in the Gannett office of the chief executive he secured as a result of the Combined-Gannett merger. Both Eller and Allen H. Neuharth, Gannett chairman and president, have similarly indicated that the reason for Eller's departure boiled down simply to the recognition that only one person could run the merged company. Outsiders further suggest that Eller's entrepreneurial spirit simply didn't fit within the Gannett framework.

Does Eller have any second thoughts now about having sold the company he was influential in founding? No, he says, "you don't look back. It was a good deal—for our shareholders, for their shareholders."

To any who suggests that association with multibillion-dollar Charter might alter Eller's highly leveraged acquisition patterns, Eller points out that "we're not going to tap Charter very much," having arranged separate Charter Media credit lines. Moreover, "the guy who built Charter [Raymond K. Mason] is a pretty good entrepreneur himself," says Eller.

One line of conjecture that Eller doesn't reject is that Charter Media, now structured for 50% ownership each by Charter and Eller, might either make some limited public offering or go completely public. (Wall Street's broadcast investment community has noticed that it's being kept well informed of the activities of the company.) Eller puts a decision on the matter several years down the road, while also saying he has no plans at present, as some have suggested, to buy out Charter's interest himself.

For now, Karl Eller is looking to build what he calls a "multidiversified" media company. "The synergism of those separate media companies—that is what we want to develop."

Closing gap between real world, academia

The Center for Communications Inc. has been formed in New York as a not-for-profit organization to promote closer contact between interested college and university students and professionals in fields of communication.

Frank Stanton, former president of CBS, was elected chairman of the board. Robert M. Batscha, chairman of Columbia University's faculty seminar in communication and president of the Population Resource Center, was named chairman of the executive committee, and Loet Velmans, chairman of Hill & Knowlton, was named secretary-treasurer.

Intermedia

Out of court. CBS and former employe at its KNXT(TV) Los Angeles have settled four-year sex-discrimination suit. Agreement requires KNXT to achieve and maintain 25% goal for women in top 41 management and professional jobs over next four years. Settlement, signed by U.S. Judge Harry Pregerson, also creates two-year, 25% goal for women in middle management positions. Suit was filed by Melinda Cotton, former newswriter/producer, who is now news director at KOCE-TV Huntington Beach, Calif. She had been with KNXT for 16 years. Under terms of settlement, she is to receive \$30,000 from CBS, and \$50,000 scholarship for women is being established at University of Southern California School of Broadcast Journalism.

NBMC backing. National Black Media Coalition has thrown its support behind National Association of Broadcasters' Minority Investment Fund, saying "we feel it is a natural step to try to get the fund into operation." NAB's fund has close to \$15 million in contributions from major broadcasters and television networks, and hopes to reach goal of \$50 million. NAB is attempting to get approval from Internal Revenue Service to certify fund as Minority Enterprise Small Business Investment Corporation and thereby begin making loans. NBMC, in press release issued last week, noting that it has sparred regularly with NAB on other issues such as minority programming and equal employment opportunities, said: "We shall give NAB its due. The fund can help place dozens of new broadcast stations in black hands"

Price of poles. California Cable Television Association was congratulating itself last week following California Governor Jerry Brown's signing into law new pole-attachment bill CCTA helped create and push through legislature. New law sets rates of \$2.50 per year per pole for first four years and of 7.4% of utilities' annual cost of pole and anchor, not to be less than \$2.50, thereafter. Bill Winter, assistant legal counsel for CCTA, pointed out that law contains provision stipulating that if public utility petitions Public Utilities Commission for more than \$2.50 after four years, it will no longer be protected by \$2.50 "floor." Winter said intent of bill was not to reduce rates, but to clarify existing law and prevent utilities from arbitrarily and suddenly increasing rates. Because of "urgency clause" in legislation, rates went immediately into effect upon signing on July 19, Winter said.

The center, Stanton explained, "was formed in direct response to an obvious need in today's world. New York City is the center of communications in the U.S. if not the free world. Communications is a subject of increasing importance to society and of significant interest to students. The center will provide a link to the real world which will benefit students and professionals alike."

Batscha, one of the originators of the idea for the center, said its "program is intended to be an integral part of the curriculum of the universities participating, and the staff will work closely with the faculty to develop programs, on a regular basis, that are specifically tailored to the needs of the individual university curriculum." The center's first programs will be for colleges and universities in the New York metropolitan area.

Members of the 27-person board of directors, in addition to the officers, include William Bernbach, Doyle Dane Bernbach; Peter A. Derow, *Newsweek*; John Elliott, Ogilvy & Mather International; Julian Goodman, former chairman of NBC; Newton N. Minow, attorney and former FCC chairman; Brian Nicholson, *London Observer*; Ralph A. Pfeiffer Jr., IBM World Trade Americas/Far East Corp (and husband of recently deposed NBC Chairman Jane Cahill Pfeiffer); Richard S. Salant, NBC; Frank Shakespeare, RKO General; Seymour Topping, *New York Times*.

The center's temporary office is at 717 Fifth Avenue, New York 10022.

D.C. suburb taking pains with ordinance for cable franchise

Montgomery county draws up strict guidelines to keep politics out of process

Montgomery county, Md., is gearing up to award its cable franchise, which will give the winning applicant rights to serve more than 200,000 homes in the wealthy Washington suburb.

The county council last week passed an enabling ordinance specifying procedures for awarding the franchise. John Hansman, cable television project manager, said the county hopes to have a request for proposal (RFP) ready by February 1981. Prior to that, perhaps early this fall, Hansman said that a package of such "essential information" as housing density, road miles and definition of the primary service area will be available to prospective applicants.

Hansman said the enabling ordinance was a bit unusual in that the county executive will have the primary responsibility to review the applications and pick the franchisee. He added, however, that the county council has retained veto power over the executive's decision. "It's one way to keep tight management over the entire process," Hansman said.

Concerned with the "politicalization" of the franchise process, the council also

adopted a resolution designed to help the county avoid some of the common franchising pitfalls, Hansman said.

According to Hansman, the resolution states that the executive and the council are to make their decision solely on the basis of the public record and that no ex parte communications between the cable applicants and the executive and council members will be allowed.

The resolution also discourages the giving away of interest in local companies, Hansman said, and states that the award will be made without regard to local ownership.

And to take some of the steam out of the cable operators' oft-heard argument that local ownership is needed to insure that local programming will be responsive to the community, Hansman said the resolution creates an independent agency to encourage local programming, provide technical assistance and perhaps fund production of programming.

Although the issuance of the cable RFP is still several months away, 20 companies have already shown interest in the county, including Cox Cable, American Television & Communications, Warner Amex, United Cable, Times Mirror, McClean Hunter, MetroVision, Viacom and Douglas Communications.

With the ex parte rule in effect, Hansman said that he is the principal point of contact for the cable companies.

Changing Hands

PROPOSED

■ **KKIQ(FM) Livermore, Calif.:** Sold by General Broadcasting Corp. to Tri Valley Broadcasters Inc. for \$900,000. Seller is owned by Gerald D. McLevis who has no other broadcast interests. Buyer is owned by Helen Pedotti (30%), Burns Rick and Mile Acquistapace (15% each), Robert Burris (25%) and others. Pedotti, Rick and Acquistapace are Santa Barbara county ranchers. Burris is general manager of KCOY-TV Santa Maria, Calif., which buyer group has sold to Stauffer Communications (BROADCASTING, June 30). They have no other broadcast interests. KKIQ is on 101.7 mhz with 3 kw and antenna 150 feet below average terrain. Broker: Hogan-Feldmann Inc.

■ **KFMI(FM) Eureka, Calif.:** Sold by C&M Broadcasting to Radio Eureka Inc. for \$850,000 plus \$100,000 noncompete agreement. Seller is owned by Roger J. Rocke, who has sold, subject to FCC approval, KNCR(AM) Fortuna, Calif. (BROADCASTING, April 14). He has no other broadcast interests. Buyer is principally owned by privately held Chicago investment firm, EMENCO Investments

Inc. Jerry Levin is president. It has also purchased, subject to FCC approval, KATA(AM) Arcata, Calif. (see below). It has no other broadcast interests. KFMI is on 96.3 mhz with 30 kw and antenna 1,580 feet above average terrain. Broker: W. John Grandy.

■ **KATA(AM) Arcata, Calif.:** Sold by TransWestern Communications Inc. to Radio Eureka Inc. for \$730,000. Seller is owned equally by George M. Malti and Russell B. Carpenter, San Francisco attorneys, who also own KYVA(AM)-KOVO(FM) Gallup, N.M., and KOJO(AM)-KIOZ(FM) Laramie, Wyo. Buyer is principally owned by EMENCO Investments Inc. which is also purchasing KFMI(FM) Eureka, Calif. (see above). KATA is 1340 khz with 1 kw day and 250 w night. Broker: W. John Grandy.

■ **KWGO-FM Lubbock, Tex.:** Sold by Mexican American Services Inc. to KRLB Inc. for \$380,000. Seller is owned by Gonzolez Antonio (8%), president, and 17 others, none with other broadcast interests. Buyer, which owns KRLB(AM) Lubbock, is owned by Don Workman (51%), Charles E. Wilkes (36%), Morris Wilkes (10%) and Jack Dale (3%). Workman is Lubbock banker and ranch owner. Charles Wilkes is Lubbock businessman and owner of cotton and wheat farm in Swisher county, Tex. His nephew, Morris, is former production manager of KFYO(AM) Lubbock. Dale is sales manager and sports director for KRLB(AM). KWGO-FM is on 99.5 mhz with 46 kw and antenna 630 feet above average terrain.

■ **WETU(AM) Wetumpka, Ala.:** Sold by Elmore Service Corp. to Darity Broadcasting Co. for \$294,000. Seller is owned by James Whatley; his brother, Charles; Julia C. Duncan, and Celia L. Coley (25% each). They own WNUZ(AM) Talladega and WRFS-AM-FM Alexander City, both Alabama. Buyer is owned by Martin J. Darity (50%), Lynda L. Newton (40%) and husband, Glyn (10%). Darity owns Montgomery, Ala., advertising firm. Newtons own and operate Montgomery firm that teaches Dale Carnegie self-improvement courses. They have no other broadcast interests. WETU is on 1250 khz with 5 kw day.

■ **WMES(AM) Ashburn, Ga.:** Sold by Ray Mercer to Dawn Lott for \$250,000. Mercer has no other broadcast interests. Lott is Turner county, Ga., school teacher with no other broadcast interests. WMES is 1 kw daytimer on 1570 khz.

■ Other proposed station sale is KKYR(AM) Marshall, Ark. (See "For the Record," page 96).

APPROVED

■ **WJBF(TV) Augusta, Ga.:** Sold by FTI

WEST VIRGINIA

\$280,000

Excellent daytime facility with long history of profitability. Ideal for absentee owner or operator. Real estate included. Terms available.

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 **New Address**

7/28/80



Big deal. Trinity Broadcasting Co. and Doubleday Broadcasting Co. consummated their agreement on July 16 for latter to purchase WFBG(FM) Detroit for \$8.25 million, record price for FM at the time (BROADCASTING Feb 4) Records are made to be broken, however, as was this one four weeks later when Karl Eller purchased KIOI(FM) San Francisco for \$12 million (BROADCASTING March 10) WFBG closing took place at National Bank of Detroit headquarters in Detroit. Seated, from left: Gary Stevens, president, Doubleday Broadcasting Co., Joseph Ninowski, president, Trinity Broadcasting Co., and Daniel Ninowski, vice president, Trinity. Standing from left: Richard Anderson, vice president-administration, Doubleday; Bruce Huston of Cecil L. Richards Inc., broker for the sale. Joe Dunne III, attorney with Gammon & Grange, representing Trinity, Gerald Toner, attorney for Doubleday; Mike Salon, general manager, Doubleday, Leo Kistner, attorney with Kistner, Schienke & Staugaard, representing Trinity, and James Gammon of Gammon & Grange

Inc. to Western Broadcasting Co. for \$25 million. Seller is principally owned by J.B. Fuqua who is also chairman, director and 2.7% owner of Fuqua Industries, Atlanta-based publicly traded conglomerate that also owns three TV's and two AM's plus major interests in sporting goods, petroleum, trucking, movie theater chains and transportation services. Fuqua Industries is disposing of broadcast properties on grounds of unsatisfactory returns on value of broadcast investments ("In Brief," Nov. 19, 1979). It has sold WTVM(TV) Columbus, Ga. (BROADCASTING, July 21) and WTVC(TV) Chattanooga (BROADCASTING, June 30) and, subject to FCC approval, WTVW(TV) Evansville, Ind. (BROADCASTING, March 31). Its AM's, WROZ Evansville and WTAC Flint, Mich., are still for sale. Buyer of WJBF is principally owned by Dale G. Moore, chairman of Western, Missoula, Mont.-based owner of KGVO(AM) Missoula; KCAP-AM-FM Helena, Mont.; KSEI(AM)-KRBU(FM) Pocatello and KMVT(TV) Twin Falls, both Idaho, and WAPA(TV) San Juan, P.R. Western is also purchaser of WTVM(TV). WJBF is ABC affiliate on channel 6 with 100 kw visual, 20 kw aural and antenna 1,370 feet above average terrain.

■ WSNS(TV) Chicago: Noncontrolling (49%) interest sold by Video 44 Inc. to Oak Industries Inc. for approximately \$7.35 million. Station will be converted to subscription television. Seller is owned equally by Harriscop of Chicago Inc. and Essaness Theater Corp. Harriscop is group owner of two AM's and five TV's. Company is principally owned by Irving B. Harris and family. Burt Harris (cousin of Irving) is president. Essaness, Chicago-based theater owner, is owned principally by Jack Silverman (chairman) and family. Oak Industries is publicly traded

electronics and communications firm based in Rancho Bernardo (San Diego), Calif. It owns 50% of KBSC-TV Corona, Calif., which carries subscription programming, and has applications pending for new

TV's in Gary, Ind.; Denver and St. Petersburg, Fla. Everitt Carter is chairman. WSNS is on ch. 44 with 1,050 kw visual, 123 kw aural and antenna 1,420 feet above average terrain.

■ WPIK(AM) Alexandria-WXRA(FM) Woodbridge, both Virginia (Washington): Sold by Potomac Broadcasting Corp. to Metroplex Communications for \$4 million. Seller is owned by Carl L. Lindberg, who has no other broadcast interests. Buyer is owned by Norman Wain and Robert Weiss, equal partners, who also own KEZK(FM) St. Louis; WHYI(FM) Fort Lauderdale, Fla., and WWOK(AM) Miami. They have sold KOAX(FM) Dallas (BROADCASTING, March 3). WPIK is 5 kw daytimer on 730 khz. WXRA is on 105.9 mhz with 50 kw and antenna 410 feet above average terrain.

■ KTIM-AM-FM San Rafael, Calif.: Sold by Marin Broadcasting Co. to Platt Communications Inc. for \$1 million. Seller is owned principally by Jack J. Kraemer and Wishard A. Brown. They also own KSPQ(AM) Spokane, Wash. Brown owns CP for ch. 50 Santa Rosa, Calif. Buyer is owned by Thom Weisel (33%), Ted James, Jon Gruber and Donald H. Platt (14% each) and six others. Weisel, James and Gruber are general partners of Montgomery Securities, San Francisco investment firm. Platt, president of buyer, was formerly vice president and general manager of KSFY(AM) San Francisco,

July 1, 1980

Fairbanks Broadcasting Company

has completed the sale of the assets of radio station

WZZD

Philadelphia, PA.

to

Communicom Corp. of America

The undersigned initiated this transaction and represented the seller in the negotiations

**THE
TED HEPBURN
COMPANY** Cincinnati, Ohio

none of buyers has other broadcast interests. KTIM is on 1510 khz with 1 kw day. KTIM-FM is on 100.9 mhz with 2.2 kw and antenna 360 feet above average terrain.

■ WHOA(AM) San Juan, P.R.: Sold by Carmina Mendez to Angel O. Roman (55.4%) and son, Pedro Roman-Collazo (44.6%), for \$770,000. Mendez owns 20% of WSTE-TV Fajardo, P.R. Buyers own WOLA(FM) Carolina, WBOZ(AM) San German and WGIT(FM) Hormigueros, all Puerto Rico. They have sold WVOZ(AM) Carolina (see below). WHOA is on 870 khz with 5 kw full time.

■ WVOZ(AM) Carolina, P.R.: Sold by International Broadcasting Corp. to Primera Inglesia Bautista de Carolina for \$750,000. Seller is owned by Angel Roman and son Pedro Roman-Collazo (see WHOA[AM] above). Buyer is nonprofit religious organization in Carolina. Felix Castro Rodriguez is president. WVOZ is on 1400 khz with 1 kw day and 250 w night.

■ Other approved station sale is WPRT-AM-FM Prestonburg, Ky. (see "For the Record," page 96).

Deciding how to spend Annenberg's money at CPB

A seven-member task force, headed by former Columbia university president William McGill, was formed last week to

begin studying means of producing college credit courses to be offered via public broadcasting outlets.

The joint task force, formed by the Corporation for Public Broadcasting and the Annenberg School of Communications, is expected to meet for the first time late this week or early next week. It will formulate specifics concerning the \$150-million grant contributed to CPB by Walter Annenberg for telecommunications courses. Annenberg gave the go-ahead July 10 after the Internal Revenue Service reached a favorable tax ruling on the donation ("In Brief," July 14).

No timetable has yet been set for putting the actual mechanism in place, which will utilize both TV and radio with broadcast and nonbroadcast formats.

According to a recent CPB study, during 1978-1979, 735 colleges were using television for teaching courses and 1,089 were using it as an instructional supplement. This means that approximately 1,800 of the nation's 3,000 accredited colleges and universities are already accustomed to using the medium for educational purposes.

The \$150 million will be funneled through CPB over a 15-year period for the production of materials. CPB will not do any of the production work itself.

Joining McGill on the task force are CPB president Robben Fleming; Maurice Mitchell, chairman of National Public

Radio; Newton Minow, former chairman of the Public Broadcasting Service; George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania, and Harry Coles and Merrill Panitt, trustees of the Annenberg School.

Inflation at the FCC

Commission seeks big budget jump in fiscal 1982, mostly for increased housekeeping costs; with government belt-tightening, however, agency may be dreaming

Despite the certainty of federal budget cuts, the FCC will request a 21% budget increase for fiscal 1982 (BROADCASTING, July 21).

The commission had asked the Office of Management and Budget for \$81 million and 2,392 positions for fiscal 1981, which begins Oct. 1, but after OMB and House cutbacks, those figures had been whittled to \$76 million and 2,153 positions.

In addition to \$91,782,000 for fiscal 1982, the FCC wants a total of 2,395 positions, or 242 more than are now set for 1981. This takes into account 108 positions deleted from the budget last spring.

The commission's chief basis for asking for additional funds is housekeeping increases—gasoline, office space rentals, travel and equipment. Also on its shopping list are seven economists—one for each of the commissioners. Tom Campbell, the FCC's associate executive director, told commissioners last week that the need for economists was expressed to OMB last year but was ignored—and he was not sure that it would be recognized this time.

The 1982 budget makes an allowance for only one new policy proposal—it requests \$613,000 for the FCC's pilot public participation program. Of the total, \$500,000 is to be used for disbursements to groups wanting to participate in commission proceedings; the remaining \$113,000 is to be used for starting the program, office space and personnel.

The request also seeks \$11,000 for six additional international trips. Campbell explained that these trips were primarily scheduled for trans-Atlantic facility planning. Each of the commissioners' offices will also receive an additional \$5,000 in travel expenses, if the proposal is adopted, bringing the total travel amount for each commissioner to \$11,000.

Not included in the 1982 budget estimates are \$3.5 million and 86 positions to conduct the clear channel proceeding. This request had been made as an amendment to the 1981 budget and, should it not be acted on, will presumably be added to 1982's request.

Also not budgeted is the FCC's planned move to new office space, some time in the summer of 1981. Because of rising rental costs in downtown Washington, the commission has been looking for space in Virginia.

**Former President
Gerald Ford**
has acquired radio stations
KIUP (AM) & KRSJ (FM)
Durango, Colorado
from Radio
San Juan, Inc.

The undersigned initiated this transaction and assisted in the negotiations:



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Media-related stocks mixed performers in over-all up market

Analysts see no real pattern, advance individual reasons for decline of some issues

"Heterogeneous, not homogeneous"—that's the capsule description Howard Turetsky has for the recent performance of broadcasting and cable stocks. The Cyrus J. Lawrence entertainment analyst isn't alone in his estimates; others on Wall Street use phrases like "all gone crazy" and "hodgepodge" in talking about the two groups' activity.

Capital Cities Communications, Viacom, Metromedia and LIN Broadcasting, for example, all seem to be doing relatively well, while Taft Broadcasting, ABC and CBS are showing poor performance relative to the market in general. But that's not to suggest there isn't any rhyme or reason to the individual stocks' pricing. The first several companies are meeting or exceeding earnings expectations, and consequently their stocks are rising along with or close to the recent upturn in the market. The latter, on the other hand, have been earnings disappointments and have significantly underperformed the market. (ABC got a bit of an upward nudge from a generally discounted takeover rumor, but has since dropped back.) Then, of course, there's Cox Broadcasting, which is now pushing \$82 after the lid of GE's \$67-a-share merger offer was removed.

There are some subtle differences in emphasis in the interpretations different analysts place on the recent developments. Turetsky sees the mixed results of the communications issues in the face of a general forward surge in the market as evidence that "for a lot of years, the group could do no wrong—now the world is saying: 'Hey, these guys are not invulnerable.'" He sees the good performers as exceptions at a time of growing concern over mixed earnings and apparent slowdowns in network, spot and local advertising.

John Reidy of Drexel, Burnham, Lambert takes a more optimistic view, suggesting that the companies with sluggish earnings are the exceptions against a market-wide pattern of investors "looking beyond the recession" and anticipating economic turnaround. Reidy believes there's even been something of a "buying panic" to get into stocks. (Part of the ABC uptick, he thinks, was that investors, although not believing a takeover imminent, were reminded by the rumor that on a long-term basis ABC is quite undervalued at \$29 a

Poor performance potential. The broadcasting industry as a whole is losing ground in terms of investment timeliness. That's the contention in the latest quarterly review of the broadcasting groups in *The Value Line Investment Survey* of Arnold Bernhard & Co., New York. *Value Line* says a major factor is that many broadcast companies are being followers rather than leaders in facing the uncertainties of the future. On the other hand, *Value Line* notes the aggressiveness of CBS and Cox Broadcasting in taking new initiatives and expanding into the new technologies. Cable television is one area stressed, with *Value Line* giving points to others who have been strengthening their CATV stakes: Storer Broadcasting, Viacom and Capital Cities Communications. *Value Line* doesn't take too kindly a look over-all at the networks, emphasizing the recent disruptive top-management firings and failure of the networks to cope with rising programing costs.

share.) And he cites as evidence the strong performance of advertising group stocks in the last several weeks.

Dennis Leibowitz of Donaldson, Lufkin & Jenrett also thinks investors on the whole are looking ahead to recovery, although avoiding those companies whose earnings performance hasn't been "in line." With particular attention to cable, Leibowitz feels that "on balance the group has done well, but not with the vehemence of late '79, early '80 performance." Concern over the costs of building new franchises is helping to make investors "more selective" in his view, although at the same time individual cable issues are now moving ahead in response to the announcements of franchise awards.

Looking ahead across the next few months the consensus is that stock performance for the electronic media companies will follow this present pattern, and remain highly sensitive to short-term earnings.

More time for measuring

Arbitron will start extended radio rating at beginning of next year with markets monitored for up to 44 weeks

Beginning next January, all 241 of the markets measured by Arbitron Radio will get at least one quarterly measurement a year, extending over 10 to 12 weeks, and all of the top-100 markets will get at least two quarterlies, adding up to 20 to 24 weeks. Some will get three, or 32 to 34

weeks' worth, and some will get four, or 44 weeks of measurement out of 52.

Most markets currently are measured for four weeks once a year. The quarterly plan spreads the sample over a longer period—10 weeks in winter and 10 in summer, 12 weeks in spring and 12 in fall. The resultant 44 weeks of measurement are four fewer than originally planned. Arbitron said that the summer survey period was cut to 10 weeks from 12 to keep the measurement period "more in line with the actual summer season" and that the winter period was similarly cut to 10 weeks to avoid the yearend holidays, when listening patterns may be abnormal.

Markets currently getting four quarterly reports a year—based on 44 weeks of measurement—are New York, Los Angeles, Chicago and San Diego. Arbitron said they will be joined by Boston, Detroit, Houston-Galveston, Philadelphia and San Francisco. Getting three reports a year are Baltimore; Cleveland; San Jose, Calif.; Tampa-St. Petersburg, Fla., Washington.

The 1981 quarterly measurement schedule: winter, Jan. 8-March 18 (10 weeks); spring, March 19-June 10 (12 weeks); summer, June 25-Sept. 2 (10 weeks) and fall, Sept. 24-Dec. 16 (12 weeks).

ABC earnings for quarter drop

Programing costs cited as reason; company expects further dip from convention coverage cost

ABC had another down quarter, in keeping with the company's earlier projections that 1980 would see a decline in earnings from last year's record \$5.67 a share. The company reported that for the second quarter, net earnings were \$53,783,000, \$1.91 a share, down 6% compared with the \$56,956,000, \$2.03 a share, for the year-earlier period. Revenues for the quarter rose 15%, to \$578,472,000; second-quarter 1979 revenues were \$501,819,000.

Analyzing the results, ABC said its television network profits were "approximately equal to those of the prior year despite the impact of greater programing costs." ABC television station profits were "slightly higher" while radio profits were flat in comparison with second-quarter 1979. Local television advertising was said to have "remained soft during the quarter." Contributing to over-all decline in earnings were operating losses of the franchise service, Travel Network, and start-up costs of ABC Video Enterprises and ABC Motion Pictures.

Things look worse for the next three

months. "Third-quarter 1980 results will be more negatively affected than were those in earlier quarters principally because of the extraordinary costs of the news coverage of both political conventions," ABC's announcement warned. The second-quarter downturn was 12 cents a share, the first quarter five cents. Some on Wall Street are looking for the third quarter to be off by 30 cents to 40 cents from the \$1.14 a share earned last year. That earnings slippage will come despite the fact that the company has taken its last losses from its Travel Network operations, which were sold in the second quarter.

ABC nevertheless continues to maintain that it will have "the second best year in the company's history," which would mean topping the \$4.60 per share earned in 1978 from continuing operations.

For the half, ABC's revenues were \$1.13 billion, up 18% over the \$953,426,000 for 1979's first six months. Earnings declined 5% for the period, from \$82,423,000, \$2.94 a share, to \$78,115,000, \$2.77 a share.

CNN attractive to advertisers

Fledgling cable network, while behind in its goal for subscribers, is pulling in national sponsors

Advertisers continue to climb aboard the Cable News Network, with the latest clients including Buick, Atlantic Richfield (Arco gasoline), Duracell and General Foods Corp., swelling the total to 31.

George Babick, vice president for sales for CNN, said in New York last week a large group of advertisers will be joining in September and October. Advertising revenues were in the area of \$300,000 per month in the first month of operation in June and, according to Babick, "will grow considerably in the fourth quarter."

CNN, going into its second month of operation, started with Bristol-Myers as a charter client with a \$25-million, 10-year commitment and added Procter & Gamble with an estimated \$1-million-plus order earlier this month. Other clients are GTE Sylvania, Worldwide, GE Credit and *Life* magazine.

"There seem to be different reasons for clients deciding to use CNN," Babick noted. "Some say they want to test cable, some want to reach an upscale audience and others want to reach the fragmented audiences. Whatever their positioning, we at CNN are making an intensive effort in our presentations to advertisers and agencies."

Reese Schonfeld, president of CNN, is decidedly pleased with the pace of advertising sales. He acknowledged that the CNN subscriber level has been a disappointment, but added that "we must be doing something right with our product when so many national advertisers want to

Up and down. The nationwide television and radio networks and their owned and operated stations enjoyed an over-all net gain in revenue in 1979 over the previous year. However, the three commercial television networks experienced a .9% decrease, and their 35 O&O radio stations a 25.1% decrease, in pre-tax profits from 1978. According to a compilation of financial data released by the FCC last week: Total 1979 net revenues for the three TV networks and their 15 O&O stations were \$4 billion, up 15.3% from 1978. Network revenues increased 16.5% to \$3.5 billion, while revenues of the O&O's were \$638 million, up 9.1% from 1978. Network pre-tax profits were down 0.9% from 1978, to \$370.2 million, while profits before income tax for the O&O's increased to \$205.1 million, up 10.1% from the previous year. The three networks reported spending \$324 million on their news and public affairs operations in 1979 compared to \$265 million in 1978. The financial data submitted by the eight nationwide radio networks—CBS, two Mutual Broadcasting System Networks, NBC and ABC's three AM and one FM network, and 35 network O&O's—shows a 6.6% increase in net broadcast revenues for 1979. The total revenues were \$252.0 million in 1979 compared to \$236.3 million in 1978. Pre-tax profits, however, dropped 15.0% in 1979, from \$43.7 million in 1978 to \$37.2 million in 1979. The pre-tax income for the eight networks increased 3.7% to \$15.9 million in 1979, from \$15.4 million the year before. There was a 25.1% decrease in the 35 O&O's in 1979, from \$28.4 million in 1978 to \$21.3 million in 1979. Amounts shown in the chart below are in millions.

	Television					
	Total		Networks		O+O's ^a	
	Amount ^a	% Change from 1978 ^b	Amount ^a	% Change from 1978 ^b	Amount ^b	% Change from 1978 ^b
1 Network advertising revenues			\$4,297.5	15.7		
2 Deductions:						
a Paid to owned and operated stations			43.8	2.1		
b Paid to affiliated stations			287.6	10.4		
Total participation by stations			331.4	9.2		
3 Retentions from network advertising revenues	\$4,011.4	16.1	3,966.1	16.3	\$45.3	4.4
4 Nonnetwork time sales	725.7	9.4	—	—	725.7	9.4
5 Other broadcast revenues	141.7	21.2	136.1	21.8	5.6	7.7
6 Total broadcast revenues	4,878.8	15.2	4,102.2	16.5	776.6	9.1
7 Deduct commission to agencies and representatives and cash discounts	786.4	14.8	647.7	16.1	138.7	9.0
8 Net broadcast revenues	4,092.4	15.3	3,454.5	16.5	637.9	9.1
9 Broadcast expenses	3,517.1	17.7	3,084.3	19.0	432.8	8.7
10 Broadcast income (before federal income tax)	575.3	2.8	370.2	(0.9)	205.1	10.1

^a Last digits of figures may not add because of rounding.

^b Percent change is based on the rounded figures () indicates decrease

	Radio					
	Total		Networks ^b		O+O's ^a	
	Amount ^c	% Change from 1978 ^d	Amount ^c	% Change from 1978 ^d	Amount ^{a,c}	% Change from 1978 ^d
1 Network advertising revenues			\$136,548	9.8		
2 Deductions:						
a Paid to owned and operated stations			2,208	13.4		
b Paid to affiliated stations			19,818	16.7		
Total participation by stations			22,026	16.4		
3 Retentions from network advertising revenues	\$116,930	8.9	114,522	8.6	\$2,408	23.8
4 Nonnetwork time sales	184,198	5.6	—	—	184,198	5.6
5 Other broadcast revenues	3,079	3.6	2,781	3.2	298	7.2
6 Total broadcast revenues	304,207	6.8	117,303	8.5	186,904	5.8
7 Deduct-commissions to agencies representatives and cash discounts	52,198	7.7	20,800	13.8	31,398	4.0
8 Net broadcast revenues	252,009	6.6	96,503	7.4	155,506	6.2
9 Broadcast Expenses	214,833	11.6	80,585	8.2	134,248	13.7
10 Broadcast income (before federal income tax)	31,176	(15.0)	15,918	3.7	21,258	(25.1)

^a These figures for 35 stations compare with figures for 36 stations in 1978. One owned and operated station was sold during 1979, therefore those figures are not included in this report.

^b CBS, MBS (2 networks), NBC, and ABC (3 AM networks and 1 FM network).

^c Last digits of figures may not add because of rounding.

^d Percent change is based on the rounded figures () indicates decrease

be associated with it."

Schonfeld estimated that advertising sales are running about 60% ahead of projections made before CNN began operating.

CNN has about 2.3 million subscribers, far below the goal of five million by the end of the year it set earlier. To stimulate subscriber growth, Cable News Network is undertaking a promotion for 24 hours on July 31 when co-owned superstation WTBS(TV) Atlanta will substitute CNN service for its regular programming ("Closed Circuit," July 21). This move will enable five million cable subscribers to view CNN and perhaps induce subscribers to place pressure on cable systems to pick up CNN.

Arbitron Radio to check for sampling errors

Year-long 'replication' study will help define mistake rate

Arbitron Radio officials said last week they have launched a "radio replication study"—designed to get a better fix on the size of sampling errors in its radio audience surveys—that will take a year to complete and may cost \$250,000 to \$500,000.

Arbitron did a replication study in 1974 that, though concerned primarily with TV audience measurement, concluded that

the average-quarter-hour estimates in its radio reports are subject to smaller sampling error than the "nomograph" in the reports indicates, but that the cumulative audience estimates are subject to greater error than the nomograph suggests. The nomograph is a means of estimating sampling error under different circumstances.

The new study, officials said, is intended to confirm and expand on the earlier one and "to develop an improved model and set of procedures" to get better estimates of sampling error, so that buyers and sellers of radio time can rely on the audience figures with more confidence.

Replication, Arbitron officials said, in this case will involve repetition of an entire study many times through the use of sub-sample simulations. The procedure will be applied to 19 separate Arbitron market reports. For each of the 19, eight replicates or subsamples will be generated and analyzed to determine how much audience estimates tend to vary because of the use of different samples of respondents.

Arbitron said it had retained a statistical consultant, Dr. Martin Frankel, to work on the study with Arbitron's vice president for statistical services, Michael Occhiogrosso. One of the first steps, officials said, will be to generate a data-base package consisting of 342 data tapes for delivery to Dr. Frankel. That is to be completed by the end of this year. The analysis then is expected to take until next summer. Arbitron said the study design has been reviewed by the Broadcast Rating Council's radio technical committee.

Agency sets up unit to champion corporate advocacy

Advisory panel of experts from government and industry to augment efforts of division fostered by William Hesse

The voice of business in advocacy advertising and public relations is being offered added strength, more persuasiveness and firmer legal support. Those are some of the major services of the Corporate Communications Center, a new Washington division of Fahlgren & Ferriss.

CCC evolved under the leadership of the agency's board chairman, William R. Hesse, who joined Fahlgren & Ferriss Jan. 1 after retiring as executive vice president of the American Association of Advertising Agencies.

Hesse emphasized that CCC is neither an advertising agency in the usual sense nor a typical PR firm. It does not solicit or accept a product or service to be advertised. Rather, he said, it is geared to serve corporate needs in projecting positions on issues and goals.

Although not a lobbying organization, Hesse said, CCC can provide the communications that parallel and further that function.

Backing the expertise of CCC is an advisory panel of persons knowledgeable in

How do you handle a hungry lion?



Feed him a car thief.

The familiar voice of Gary Owens offers this advice along with other public service tips on keeping fire, burglars and other everyday hazards out of your listeners' lives. There are four 30-second and four 60-second audio tapes, all in the typically-light Owens style. And they're yours for the asking from State Farm Fire and Casualty Company. Mail the coupon or, if you're in a real hurry, call 309-662-6402.

Richard E. Kepler
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701
Please send me your public service series on avoiding everyday hazards around the home. I understand there is no charge.



Name _____
Station _____
Address _____
City _____ State _____ Zip _____
(No P.O. Box Numbers, please)

government, law, research, promotion and allied fields. As an example, Hesse said, should there be a question of clearance on a controversial commercial, the matter would be referred to CCC panel member Richard E. Wiley, former chairman of the FCC and now administrative partner of



Hesse

the Washington law office of Kirkland & Ellis. Similarly, issues concerned with the Federal Trade Commission could be referred to former FTC Chairman Calvin J. Collier or former FTC Commissioner Mayo J. Thompson.

Among the many other names on the advisory panels is that of Edward P. Rome, senior partner of Blank, Rome & McCauley, the Philadelphia law firm that has served as counsel for major corporations in litigation involving constitutional protection for corporate free speech.

Washington offices of CCC are at 1901 L Street, N.W., Washington 20036; telephone (202) 467-6400.

Bottom Line

Gamesmanship. Atari, coin-operated and consumer video games division of Warner Communications Inc., led company to 27% net income jump in second quarter. Total of \$25.6 million, 90 cents per share, was earned by WCI despite profit downturn in both recorded music and filmed entertainment segments of company. Gains in film licensing to television and television series were said to have partially offset theatrical declines (revenues in both television categories virtually doubled, but Warner doesn't break operating profit of filmed entertainment business into theatrical and television sub groups). Total revenues for quarter were up 29%, to \$449.9 million. For half, \$60.6 million (up 19%), \$2.13 per share was earned on \$876.9 million in revenues (up 12%).

Capital improvement. Net income at Capital Cities Communications was up 12% to \$20.6 million (\$1.57 per share) in second quarter, on 11% revenue improvement, to \$120.5 million. For half, revenues were \$227.2 million (up 15%), income \$35.7 (up 18%), or \$2.71 per share. But company said slowdown is showing up in third quarter, with both broadcasting and publishing sales "flat or only marginally up from last year."

Making money at Metromedia. Second quarter looked good for Metromedia, where gains in revenue of 20% (to \$56,784,000) and income of 24% (to \$19,656,000) for broadcasting unit led corporate improvement of 11% in revenue and 63% in net income. Net income got healthy boost (\$4,324,000) from sale of Metromail division, but without it figure would still be up 22%. Revenue for quarter was \$106,200,000, income \$17,186,000, or \$3.79 per share. For half, revenue hit \$213,569,000, net income \$25,486,000 or \$5.58 per share. One sore spot is Metromedia Producers Corp., whose "reduced results," not enumerated, were attributed to ongoing "reorganization."

Programming

California PTV's work with cable on public affairs special

Energy program is produced by three public stations, fed by satellite to systems in state

Public broadcasters and cable operators in California combined efforts July 20 in a programming experiment seen by some as the precursor of a statewide cable network. Movement in that direction is being fostered as a result of a cable deregulation law passed last year by the state legislature.

The two-hour program, a teleconference called *Power Full/Power Less*, examined the energy issue in the nation's most populous state and was offered free of charge to any cable system in the state capable of receiving a signal from the RCA Satcom I satellite.

The program was spotlighted both for its content and its technology. Panels of energy experts in San Francisco, San Diego and Sacramento were electronically united for the discussion.

Stations participating in the show were KQED(TV) San Francisco, KPBS-TV San Diego and KVIE(TV) Sacramento. The stations, however, did not broadcast the program, which was offered exclusively to cable systems. KQED served as source of the main feed. It received a signal from KPBS-TV via the Westar satellite and from KVIE

via a dedicated microwave link. The San Francisco station, in turn, mixed the signals and sent out one transmission to the satellite.

The show was available to some 225 systems in the state and was California's first statewide cable interconnection attempt. It was produced by Karen Frank, special assistant to the president of KQED.

According to Frank, there was no immediate way to tell how many systems opted for the show. A spot check revealed that 73 systems, primarily in the northern and central sections of the state, were on line. A survey of operators was going on last week to get a complete list of participating systems.

Both Frank and Marc Nathanson, president and chief operating officer of Los Angeles-based Falcon Communications and a vice president of the California Community Television Association, cited the influence of the state's new cable deregulation law on the experimental program. As an incentive to increase channel capacity and provide more public-service channels, the state legislature and Governor Jerry Brown presented operators with a broad-based cable bill last year, freeing most operators in the state to set their own rates (BROADCASTING, Oct. 8, 1979).

The energy program was cited as an example of the kinds of program possible under the new legislative arrangement. It was funded by the California Council for the Humanities, the California Public Broadcasting Commission and the Califor-

nia Energy Commission. Satellite time was donated by Home Box Office and Showtime Entertainment.

'Jazz America' is backed

The National Endowment for the Arts and Atlantic Richfield Co. have made available grants for the production of *Jazz America*, a series that will air on public television and public radio in 1981.

Produced by KCET(TV) Los Angeles in conjunction with Lincoln Center for the Performing Arts, the series is designed to demystify jazz as a music form. The initial 90-minute special—a tribute to the founders of bebop—will be televised by the Public Broadcasting Service and simulcast by National Public Radio. Three additional TV specials and six radio specials will follow.

The endowment, thus far, has only committed itself to the first show, while Arco intends to provide support for the entire series. Depending on how the pilot turns out, however, the endowment may offer additional funding, which would keep the series running three more seasons at a projected cost of \$7 million.

The series will offer on-location performances in jazz clubs and concert halls, along with interviews with well-known performers and archival footage. In conjunction with the series, KCET plans a collaborative education program for students from kindergarten through college.

Network pitches for fall emphasize different demographics

The aging of the American population is an undisputed phenomenon, but the three television networks are viewing that demographic development from different perspectives in selling their new fall prime-time schedules.

ABC-TV, which skews toward younger viewers, has developed a presentation zeroing in on the 18-49 age group as the TV target audience for advertisers. CBS-TV, whose audience tilts older, is accenting the value of the 25-54 segment. And NBC-TV, which demographically falls between ABC-TV and CBS-TV but has been enlarging its share of the 18-49 audience, is pointing out its gains in that age category.

Networks agree wholeheartedly on one point: The 25-49 group is the prize target. But where ABC and CBS differ is that the former contends that the 18-24 layer is more vital to the advertiser than the one above 49, while CBS insists that the older portion of the population represents a better advertising target.

ABC's argument holds that the 18-24's are the logical targets for advertisers because there are two-and-a-half more of them than the 50-54's; they are a "vital market" in terms of the percentage of their income spent and of their potential for ongoing consumption, and they are a market that must be targeted on TV to be reached: "At ABC we recognize their particular importance as viewers and as consumers, and we have made them (and will continue to make them) an integral part of our program planning."

In contrast, a CBS-TV presentation recommends that for the decade ahead, advertisers replace the 18-49 category with the 25-54 grouping in their evaluation. It claims that by 1990, the 25-44 and the 45-54 categories of the population will continue to grow percentagewise and in household discretionary income.

"Conversely the 18-24 segment represents little potential to the marketer of most products and services," the presentation maintains. "This segment of the population will decline as a percent of the population during the 1980's. Their share of discretionary income will fall below its already minimal 1% level during this decade."

NBC-TV does not have an over-all presentation, according to Bob Blackmore, vice president, sales. But he pointed out that in the 1979-80 season, the network has made substantial gains in both the 18-49 male and female audiences while ABC-TV has dropped significantly and CBS has grown modestly.

Beyond that, Blackmore believes that advertisers do not buy networks; they buy programs. He says NBC-TV has a well-balanced and diversified programming range and can offer enough variety to satisfy the demographic requirements of advertisers.

Monitor

Night move. NBC-TV's premiere week still will be dominated by *Shogun* miniseries, but network has changed scheduling somewhat. Instead of premiere episode Sunday, Sept. 14, *Shogun* will start Monday, 9-12 p.m., then run 9-11 Tuesday, Wednesday and Thursday, concluding Friday 8-11.

Northwest switch. Sierra/Cascade Communications's KTVL(TV) Medford, Ore., and KTVZ(TV) Bend, Ore., which have been primary affiliates of NBC and secondary affiliates of CBS, will reverse those affiliations effective Sept. 2, stations and CBS-TV announced last week. Although becoming CBS primaries, they will continue to carry some NBC programs.

Golden West-Wold deal. Golden West Subscription Television and Robert Wold Co announced agreement for Wold to provide GWSTV 73 hours weekly of Westar satellite time for distribution of over-air pay-TV programming ("Closed Circuit," July 14). National service will originate from Oklahoma City and be distributed initially to GWSTV operations in Memphis and Omaha. Dallas and Chicago will go on line later.

Making a monkey out of them? Indonesian TV viewers flooded newspapers there with critical letters after state-run TV network began carrying old U.S. series, *Planet of the Apes*. "It is unbelievable that man could fall under apes' orders," ran typical letter.

Over to disk. ABC Video Enterprises said it has licensed 20th Century-Fox's Magnetic Video Corp. to distribute 88 theatrical and made-for-TV movies, plus ABC Video's "The Miracle of Lake Placid: Highlights of the 1980 Winter Olympics," for sale on videocassettes and videodisks. Films include 68 contemporary theatrical and made-for-TV movies from ABC's collection and 20 classic features from ABC's Selznick library. Among them are "Take the Money and Run," "They Shoot Horses Don't They?," "Charley" and several Alfred Hitchcock classics. Eight of films are to be released in September, 10 others within the following two months and all 88 within 18 months.

Stepping up. With creator-producer Lorne Michaels of *Saturday Night Live* leaving show to work on other projects for NBC (BROADCASTING, June 16), associate producer Jean Doumanian has been upped to producer. Her first task is to hire a new cast, as veterans too are going.

Avant garde. New-wave television has made its debut on public access channel of Los Angeles's Theta Cable system. It's regular half-hour on Saturday nights called *The Heather and Annie Show*, featuring rock groups, new-wave choreography and occasional talk-show format. Recent program, for example, featured dance routine during which number of women roamed on all fours around dance floor like animals. They were led about on leashes by number of men. Quick cut then led to four persons sitting on couch with stars Heather Shane and Annie, her mother, interviewing hair designer and model with multicolored hairdo. Show is produced by duo and made its debut on Theta Jan. 5. It has run regularly since. According to Theta's Wendy White, who oversees public access channel, public response to program has been generally favorable: "They have a following. There's a definite audience for it. A lot of people love it."

Larson moving to Fox TV

Glen A. Larson, the leading producer of television series for Universal Television, has agreed to leave that production company and join 20th Century-Fox Television. In association with Universal, Larson's privately owned production company is responsible for five of the seven-and-a-half hours of Universal product on the fall television network schedules.

The producer will be moving his production company, Glen A. Larson Productions, to the Fox lot after his contract with Universal expires in March next year. He will produce series, made-for-television movies and miniseries for his new company. His is a four-year contract.

Larson's credits for the 1980-81 season include: NBC-TV's *BJ and the Bear*, *Buck Rogers in the 25th Century*, *Quincy*, *The*



Larson

Misadventures of Sheriff Lobo and, for CBS-TV *Magnum P.I.* In past seasons he has made *It Takes a Thief*, *McCloud*, *The Virginian*, *Battlestar Galactica* and *The Six Million Dollar Man*.

How one daytimer became a full-time operation

WFEZ(AM) Meridian, Miss., a daytimer, is helping to provide local cable subscribers with locally originated beautiful music radio after dark and in stereo. A growing number of requests from local residents for full-time beautiful music in Meridian brought the WFEZ general manager, Dave Murray, and Glen Colvin, manager of the local cable company, TV Selection System, together.

Although the cable company, a Comcast subsidiary, offered Muzak and three out-of-town easy listening stations on its FM service, its subscribers wanted WFEZ. Murray installed an FM modulator and stereo generator at a cost of \$1,400 and has been operating on the cable system until midnight since July 14.

Colvin says he is offering the opportunity to go "FM" to the other AM stations in town. He is also having trouble keeping up with new orders.

PlayBack

Group's best yet. NBC-owned radio stations are claiming highest audience level in group's history. Cumulative listenership by adults 18-49 is up 35% over last year to more than five million, according to Arbitron Radio. Most dramatic growth was said to have occurred at WNBC(AM) New York where adults 18-49 for average quarter hour jumped from 56,900 to 82,800.

Not just talking. KABC(AM) Los Angeles ("Talk Radio 79") has new programming-promotion theme titled "Your Direct Connection to Life!" Program director Wally Sherwin calls it first time in 20 years that "sound other than talk will be heard as a part of our regular programming" concept, developed by Los Angeles-based Klein &, "will keynote KABC's progressive approach to talk radio for the '80's," said Sherwin.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist*: (1) *It's Still Rock 'n' Roll To Me* by Billy Joel on Columbia; (2) *Magic* by Olivia Newton-John on MCA; (3) *Shining Star* by the Manhattans on Columbia; (4) *Coming Up* by Wings on Columbia; (5) *Tired Of Toein' the Line* by Rocky Burnette on EMI/America. The top five in **country radio airplay**: (1) *Driving My Life Away* by Eddie Rabbitt on Elektra; (2) *Love the World Away* by Kenny Rogers on Asylum; (3) *Stand By Me* by Mickey Gilley on Asylum; (4) *Save Your Heart For Me* by Jacky Ward on Mercury; (5) *Tennessee River* by Alabama on MDJ.

Journalism



Mutual's break on Ford's brake. MBS capitalized on the most dramatic news story of the Republican national convention when Gerald Ford went on the radio network's *Larry King Show* to clarify the events that almost made, but finally frustrated, a GOP ticket of Ronald Reagan and the former President. The place was MBS's yacht, anchored in the Detroit river in back of the convention center, where the *Larry King Show* was aired nightly, 12:05 to 5:30 a.m. NYT. Ford not only answered questions of the talk-show host, but responded to calls from MBS's listeners. Among other things, Ford said that nothing involving Henry Kissinger had anything to do with his decisions in connection with the proposed ticket, nor were there any discussions of concessions that would decrease the authority and responsibility of the President. Present during the radio broadcast were (l-r): King; Martin Rubenstein, MBS president and chief executive officer; Ford, and Amway Corp. President Richard M. DeVos, who also appeared as guest on the all-night show. MBS is an Amway subsidiary. Mutual said a special booth will be set up in Madison Square Garden as the locale for the *Larry King Show* during the Aug. 11-14 Democratic national convention in New York. In Detroit, Mutual was the only commercial radio network that provided gavel-to-gavel coverage in addition to three-minute convention reports. Anchors were Jon Bascom and Peter Maer, and floor correspondents were Jim Slade, Paul Henderson, Bill Groody and John Henrehan. The entire MBS news team was headed by Tom O'Brien, vice president/news. Coverage was produced by Chuck Eldridge.

Critiquing economic coverage

Journalists and members of business community agree there needs to be improvement in treatment of economic issues during presidential campaign

Business and the media, specifically including television, seem not to be getting along very well. That's not only the impression of business; political candidates, economists and journalists themselves are not pleased with the quality of news media coverage of economic issues thus far in the 1980 presidential campaign.

Three articles in the July 21 issue of *Industry Week*, "the management magazine for executives in industry," point up the difficulties in the relationship, as seen from the business side. One, for instance, says that although coverage has increased and improved, the quality remains uneven and that, "especially on television," it draws criticism.

One of the severest critics quoted is Mobil Oil's vice president of public affairs, Herbert Schertz. "The structure of television prevents serious and adequate coverage of business and economic issues," he is quoted as saying. He also told the magazine, as he has frequently told others, that television is too concerned with entertainment, spends too little time on economics and business

issues, and fails to hire reporters with the necessary qualifications.

The only broadcast industry representative quoted is Av Westin, ABC News vice president. He is quoted as saying that ABC at least, is "dedicated" to giving more coverage to business and economic issues, and noting that the network covers them in depth in *20/20* and the news and public affairs portions of *Good Morning America*, in *Night Line* and in *Issues and Answers*.

The other articles deal with "Fighting Back with Issue Ads." The piece notes that the networks, citing the fairness doctrine problems involved, do not accept issue advertising. It also mentions the uneasiness some companies feel in even dealing with the press (the fear that opening up to a reporter is a good way of getting a company in public relations trouble).

The concern and dissatisfaction journalists are said to share with others concerning the coverage of economic issues in the campaign were reported on in a research paper published last week by the American university's National Center for Business and Economic Communication.

The study, directed by Nick Kotz, a Pulitzer Prize winning journalist now serving as an American university adjunct faculty member, said one major finding was that so-called "horse-race" aspects of the campaign dominated campaign coverage, despite the gravity of national economic issues.

Further, as Kotz says in his foreward, "there are serious institutional factors within the press which greatly limit reporting on issues in general, and the economy in particular." The chief problem is the "beat mentality"—political reporters cover what political leaders say and the mechanics of the campaign, while economic reporters cover what economists say and the mechanics of the economy. All too often, the study says, the two specialties are unrelated.

Russians rough up American newspeople

Soviets apparently don't want reports on anything but sports

Russian police weren't making it easy for foreign newspeople in Moscow during the Olympics last week. Coverage of anything except the Olympic games seemed to be off-limits.

ABC News correspondent Anne Garrels, reporting from Moscow on last Monday's *ABC World News Tonight*, said that "when an ABC tape crew attempted to shoot security around Lenin stadium, they were immediately seized and hustled off to the local army barracks, where they were told they were allowed in Moscow to cover sports only."

Garrels apparently knew what she was talking about. ABC sources said she was a member of the tape crew involved. The other member was identified as camera-

man Michele LaCompte.

The ABC report showed John Moody, UPI's Moscow bureau chief, who Garrels said was "one of two dozen newsmen stopped today in Red Square for trying to film a one-man demonstration against Soviet homosexual laws." Moody told her: "Clearly it was Soviet police who surrounded me and dragged me off and in the meantime nudged me quite a few times and a few shots in private places."

UPI reported that Moody was arrested along with two reporters from Agence France Press, that Moody and one of the others were released after being questioned for 25 minutes and that the third was released after detention for an hour. Moody reported later that the film in his camera was exposed by seven KGB agents who interrogated him, and that the camera was returned to him empty.

Even before the opening of the games,

Soviet authorities were accused of censorship of a news report by the German television network, ARD.

Russian technicians refused to relay four pieces by ARD's regular correspondent in Moscow, Klaus Bednarz. The authorities claimed that Bednarz had conducted an interview with a Soviet dissident. Bednarz said there was no such interview, and the only mention of dissidents was in the part of the package intended as a message to his editor.

Although there is no official screening process for material from the Olympics, the Soviet authorities have warned that broadcasters must deal with sports only. Since most of the technicians involved in sending feeds are supplied by the Soviets, this gives an opportunity to conduct de facto censorship.

Spokesmen for CBS News and NBC News, however, said that their people had encountered no trouble while in Moscow.

NewsBeat

Attracting attention. For the first three weeks of its existence, new Independent Network News, produced and distributed by WPIX-TV New York, has been viewed by average 1,375,000 households. That's result of Nielsen national ratings survey commissioned by WPIX Service, now carried by 30 independent stations across country, has capability to be seen by about 46% of the total U.S. households or 36 million homes. For week ended June 15, total was 1,300,000 households; June 22 was 1,450,000 and June 29 was 1,370,000.

Good morning, Billy. WABC-TV local *Good Morning, New York* was turned into press conference last Wednesday (July 23) with appearance of Billy Carter, day after issuance of White House statement on President's brother and his Libyan connections. Media representatives made up about half of studio audience. ABC-TV electronic newsgathering field unit pooled *Good Morning, New York* for other broadcasters. Other TV stations' cameras started rolling in WABC-TV conference room following program.

Bush, Mondale agree to debate. Republican vice presidential candidate George Bush last week followed lead of top of ticket, Ronald Reagan, in accepting challenge from his expected Democratic opponent to debate in fall. Vice President Walter Mondale had wired challenge on day of Bush's nomination. Earlier, Reagan had accepted President Carter's challenge to series of debates (BROADCASTING, July 21). League of Women Voters is preparing format for series of presidential and vice presidential debates it intends to sponsor during campaign. Among questions league has to answer is whether to invite candidates other than those of Democratic and Republican parties.

Ganging up. Department of Justice has joined number of news organizations in calling on U.S. Court of Appeals in Philadelphia to reverse contempt citation against *Philadelphia Inquirer* reporter who has refused to answer question about source of her information in so-called Abscam case. Justice, embarrassed by leaks to *New York Times*, NBC and *Newsday*, whose reports in February effectively ended investigation of alleged corruption among members of Congress and Philadelphia city officials, had not opposed subpoena served on Jan Schaffer by attorneys for defendants, who are seeking dismissal of indictment on ground that publicity has made fair trial impossible. But last week, Justice joined *Inquirer*, *Philadelphia Bulletin*, *Times*, NBC and the Reporters Committee for Freedom of the Press in seeking reversal of contempt citation. Justice in its brief said inquiry "into the motivation of government officials who may have had contact with members of the press... is immaterial to the underlying issue of whether the indictment should be dismissed."

Back and forth. Appellate Division of New York State Supreme Court ruled that sportscaster Warner Wolf had breached his contract with WABC-TV by joining WCBS-TV New York at higher salary of \$400,000 but refused WABC-TV's request for injunction that would have kept Wolf off air for two years. Ruling came on appeal from State Supreme Court decision that permitted Wolf to join WCBS-TV (BROADCASTING, June 9) and opens way for WABC-TV to sue sportscaster and WCBS-TV for damages and to seek injunction in another court. WABC-TV spokesman said station is considering damage suit against Wolf and WCBS-TV and appeal for injunction.

Hodding Carter set as anchor for planned TV series on the news media

Former State Department spokesman teams with Ned Schnurman, one-time news council executive, for show being pitched to PBS

A New York-based production company is putting together a half-hour program for public television with the mission of scrutinizing the performance of the press—its hits and misses. And anchor for the program would be former State Department spokesman Hodding Carter III, who became a personality in his own right through televised coverage of his press briefings, particularly on the Iranian situation.

The projected *Inside Story* series would begin on the Public Broadcasting Service on Feb. 1, if hopes of the Press and the Public Project, an independent production unit, are realized. Press and the Public is headed by Ned Schnurman, who was for

six years associate director of the National News Council, which monitors the performance of the news media.

Schnurman said last week that a number of major details remain to be worked out. But Carter's commitment to serve as the program's anchor, Schnurman indicated, should help in resolving them.

The program has been offered to PBS, whose programming department still has it



Carter



Schnurman

under consideration. And the job of raising the necessary funds for an initial 13-week series—\$1.8 million—is now getting under way in earnest.

Schnurman said financial assistance is being sought from the Corporation for

Public Broadcasting, foundations that have supported public affairs programs in the past and corporations, not including Mobil Oil.

Schnurman said it "is not in our interest" to be associated with Mobil, which, he noted, is "perceived" to be an adversary of the media. It has complained publicly of media coverage and its inability to place point-of-view commercials on the television networks.

The half-hour program, which will employ tape and film, may provide a source of discomfort for the reporters Carter used to service in the State Department, as well as the press generally. Schnurman said it would be "a no-holds-barred, highly critical" examination of the media—"but in an instructive way." Each half hour would examine the manner in which the press handles a story of major interest to the public.

Carter, who is 45, knows something about the media from various angles. Besides his job as State Department spokesman, which he left on July 1, he is the former editor and associate publisher of the *Delta Democrat-Times* of Greenville, Miss.

Technology

CBS bolts ranks on standards for teletext

Rather than wait for industry consensus to emerge through EIA subcommittee, network goes to FCC with rulemaking proposal based on the Antiope system

CBS, a leader in the development of teletext technology in the United States, plans to submit a set of teletext standards, based on the French Antiope system, to the FCC this week. The standards will be included in a petition for rulemaking that CBS hopes will lead to their eventual adoption.

In making the move, CBS is breaking away from the rest of the industry, which has been trying to come up with national standards through a subcommittee of the Electronics Industries Association.

The subcommittee, spun off by EIA's Broadcast Television Systems Committee, was informed of CBS's decision at CBS headquarters in New York last Monday. At that meeting, Robert O'Connor, whose positions as subcommittee chairman and vice president of transmission engineering for CBS became incompatible, resigned the chairmanship.

By going ahead without the committee's blessing, CBS may have turned the question of standards into a political dogfight. Three systems—Antiope, the British Ceefax-Oracle and the Canadian Telidon—have been jockeying for position in the U.S. If the EIA subcommittee had pro-

ceeded as expected, one of the systems, or perhaps a hybrid, would have formed the basis for national standards that would have been presented to the FCC by a united industry.

It's a new ballgame now. Eb Tingley, deputy manager of EIA's engineering department, said that proponents of Ceefax-Oracle and Telidon systems are sure to submit standards, based on their own systems, to the FCC "in the near future."

Why CBS decided to go it alone is unclear, but a few reasons have been suggested. It was felt that CBS, which had poured a lot of money and a year and a half of time into extensive testing of the British and French systems, had grown impatient with the deliberateness of the EIA subcommittee and was eager to get teletext rolling as soon as possible. Related to this is the heat CBS has taken for not deciding to participate with ABC, NBC and the Public Broadcasting Service in their closed-captioning project for the deaf.

In April 1979, CBS promised the FCC that instead of participating in the closed-captioning project, it would develop a teletext service that would include closed captioning. The closed captioning capability of the Antiope system was demonstrated at a press conference in Washington last September (BROADCASTING Oct. 1, 1979).

Another reason for CBS's action may have been its failure to sway certain powerful voices on the subcommittee, namely RCA and Zenith, to the Antiope system. Carl Eilers, a member of the EIA subcommittee and manager of electronic systems, research and development at Zenith, said: "We are concerned about decoder costs, and the evidence is that the British system is affordable. The decoders for the Antiope and Canadian systems are more expensive than the consumers would go for."

The subcommittee plans to continue its work, and CBS plans to remain part of it. Although it is unlikely that the subcommittee would develop a set of standards based on a system other than Antiope, there are a number of noncontroversial parameters that would apply to all systems and that the subcommittee can still agree on. Eilers said these include data bit rate, the level of modulation, the pulse shape, the envelope delay, the amplitude response and the framing code.

Robert Seidel, CBS's senior project engineer on teletext, was unwilling to discuss the details of CBS's petition before it is filed, but did give several reasons why CBS chose to go with Antiope. CBS was attracted to Antiope, he said, because it is an asynchronous, variable-format system, making it more efficient and more flexible than the synchronous, fixed-format British system.

Seidel said that since "CBS believes

teletext will be an advertiser-supported service. the flexibility in page make-up afforded by the Antiope system is an important consideration."

Seidel said the subcommittee has been putting too much emphasis on price and that although the Antiope decoder is more expensive than that for the British system, the difference is not all that great.

Taking aim at the British system, Seidel said that its claim of being more "rugged" than the other systems "is not justified." He said that in the tests that CBS performed, the British system had only a slightly better bit-error rate—the number of bit errors in every 1,000 bits transmitted—than the Antiope system. "For all practical purposes, there is no difference," said Seidel.

Seidel also preferred the Antiope system because it is directly compatible for use in an interactive videotext system; that is, it can be used to receive pages of textual information sent over telephone line.

And, Seidel pointed out, sticking with Antiope might mean getting two systems instead of one. Seidel said that Antiope and Telidon proponents have been discussing ways of making the two systems compatible.

One of the problems with the commercial application of teletext is access time. With teletext, the pages of information are broadcast cyclically—one page at a time. Before a teletext-equipped television set can decode and display a page ordered by the users, it must wait until the page is transmitted in the cycle.

Seidel said the access time problem can be solved by the use of multipage memories in the decoders. He said that a consumer looking to buy a teletext-equipped television set or set-top tuner might have the option of buying a decoder with one page of storage, or 25 or 100. He said that the user with a multipage memory could store many pages and then have immediate access to them. He said the use of integrated circuits makes the multipage memories affordable to some, if not all, consumers.

Seidel declined to provide any technical details of CBS's planned FCC filing, but he said that the field tests CBS conducted indicated that a bit rate of 5.727 million bits per second was the optimum rate of transmission. He also said that after the first round of testing, all the tests were conducted using line 15 and 16 of the vertical blanking interval. Initial tests using lines 13 and 14 produced visible interference on television screens.

CBS began its tests in early 1979 at its owned-and-operated station in St. Louis, KMOX-TV, and carried them out in four phases. Phase I measured teletext signals in the grade A contour of KMOX-TV. Phase II expanded that testing to KMOX-TV's grade B contour and tested teletext on KDNL(TV) St. Louis, a UHF station.

Phase III tested teletext transmitted over a Westar satellite and across conventional landlines, both microwave and hard-wire. Phase IV tested teletext over cable systems and master antenna systems.

In Sync

Continental plan OK'd. FCC has approved joint venture between Continental Telephone and Fairchild Industries to expand satellite communications business of Fairchild subsidiary, American Satellite Corp. (BROADCASTING, Aug. 27, 1979). Joint venture is part of Continental's efforts to become broad-based telecommunications corporation.

Going-over for 12 ghz. FCC has initiated notice of inquiry for planning broadcast satellite service in 12 ghz band and associated uplinks. Inquiry, which is in preparation for Region 2 conference scheduled for June 1983, asks for discussion of three areas: basic service requirements (type of service, service areas, numbers of channels and numbers and locations of satellites), technical specifications and sharing criteria and planning principles and procedures that will be used in developing actual plan.

No more third. FCC has abolished third-class operator permit. Commission has determined that almost all 53,000 third-class permits it is now issuing annually are unnecessary, largely as result of other radio deregulation actions. FCC has retained, without change, its first-class, second-class and restricted operator permits.

Twice more by '84. Meeting of Intelsat global traffic meeting closed with prediction that demand for international satellite communications will double by 1984. And Intelsat is moving to meet demand. Toward end of year, it will begin launching new high-capacity Intelsat V series satellites, each of which will be capable of carrying 12,000 telephone calls simultaneously, plus two television channels. This is about double capacity of Intelsat IV-A satellites now in use.

At the games. Despite drastically reduced television coverage of Olympic games by United States, Intelsat expects to carry over 1,000 hours of television over its international satellite system. Just prior to the start of games, Intelsat's Television Services Center, Washington, had booked 960 hours. And considering tendency of some countries to leave bookings to last minute, Intelsat said it was likely number of hours would increase. Although U.S.S.R., host country for games, is not one of Intelsat's 105 member countries, it and other countries may use system through earth stations at Moscow, Dubna and Lvov.

Keep it clean. TDK has introduced "virtually nonabrasive" VHS videocassette head cleaner. Cleaner, priced at \$25, is said to be good for 200 cleanings. Company also announced test market introduction of line of Super Avilyn high-grade six-hour VHS cassettes.

Getting bigger. Vidronics, Technicolor's Hollywood videotape post-production subsidiary, says it's nearing completion of expansion and modernization project that will increase capacity 25%. Aug. 15 is target for becoming "only independent post-production house in country" with seven off-line and five on-line editing lounges.

Getting ready. WPDE-TV Florence, S.C., which is scheduled to go on air on channel 15 this fall, has bought RCA TV studio and transmitting equipment worth about \$1.5 million. New station is operated by Eastern Carolinas Broadcasting Co. and will be affiliated with ABC-TV.

Tenants finally set for Cable Net One

CNN, Warner Amex and Times Mirror get final spots on Satcom III-R, primary bird for cable programing

Following a lottery and an out-of-court settlement of a law suit, the line-up on Satcom III-R, the satellite that will be launched in June 1981 to replace Satcom I as Cable Net One, has been finalized.

The new 24-transponder bird will carry the 20 transponders of cable programing that RCA Americom, operator of the Satcom system, had originally planned to move from Satcom I, plus the programing of Warner Amex Satellite Entertainment and Times Mirror Cable Television which

won rights to a Satcom III transponder in a lottery. Also on the bird will be the Cable News Network, which agreed to drop its suit against RCA in exchange for RCA's promise to make CNN's temporary spot on Cable Net One a permanent one ("Closed Circuit," July 21). One transponder is being reserved by RCA for occasional service.

The lottery, held in New York on July 17, was RCA's way of determining which of nine cable programers on Cable Net Two would be allowed to be moved to Cable Net One when Satcom III-R takes over that role. Southern Satellite Systems, CNN's satellite carrier, had agreed not to participate in the lottery as part of the deal between CNN and RCA.

A spot on Cable Net One, be it Satcom I or Satcom III-R, is far more valuable than one on Cable Net Two, which currently

consists of 11 transponders leased from AT&T by RCA on Comstar III. The problem with Cable Net Two is that few cable systems have the second earth station necessary to receive programming on both satellites. And even though the number of two-earth-station cable systems is likely to have increased greatly by the time Cable Net One moves to Satcom III-R and Cable Net Two moves to Satcom I next year, Cable Net One should continue to be the more lucrative satellite for some time to come.

RCA had planned to reserve two transponders on Satcom III-R for occasional use, but reduced that number to accommodate CNN. Last February, Turner Broadcasting, owner of CNN, sued RCA in an Atlanta federal court for breach of contract. Turner claimed that a 1976 contract with RCA gave it the right of first refusal for two transponders on the primary cable satellite.

In a consent preliminary injunction issued by the court in March, Turner agreed to drop the \$34.5 million in damages its suit claimed, while RCA agreed to try to find CNN room on Cable Net One for six months. That room was found and CNN began using transponder 14 of Satcom I in late May.

In exchange for CNN's dropping the entire suit, RCA agreed to extend service to CNN on Cable Net One for three years. CNN will continue to use Satcom I and move to Satcom III-R with the rest of the cable programmers when that bird becomes operational.

The deal is contingent upon the FCC's approval of an application to extend service to CNN and that approval is by no means certain. One RCA official has said he expects opposition to the application.

Ralph Swett, president of Times Mirror Cable, said his company is "excited about being on Cable Net One" and that it was "looking forward to producing programming."

Swett said the final determination on the programming hasn't yet been made. He said, however, the company has narrowed its options from six to two: a service designed for the half-million subscribers served by Times Mirror cable systems alone or a basic cable service available to all cable systems. An announcement on the company's plans will be made within four weeks, Swett said.

For Warner Amex, the prospect of moving to Cable Net One next summer is not reason for any change of plans. Jack Schneider, president of Warner Amex, explained that although Cable Net One serves a much larger audience now than does Cable Net Two, the disparity will steadily narrow. In the long view, he said, the lack of audience on Cable Net Two is "a short term aberration."

However, Schneider said, "It is nice for us. I would rather have the larger audience potential sooner than later."

Of the programming itself, Schneider said that he had several programming formats in development and that the first one he thinks has "sufficient promise will be assigned a transponder." He also said he is

not going to program a transponder differently simply because it is on Cable Net One instead of Cable Net Two.

When Satcom III becomes operational, Warner Amex will have four transponders on Cable Net One, a number equaled only by Home Box Office.

The actual winners of the lottery were Warner Amex and United Video, but United Video had sold its rights to the transponder to Times Mirror last February.

NTIA grants hope to encourage satellite use by public sector

Four awards totalling over \$1 million go to two nonprofit, two for-profit recipients

The Department of Commerce, as part of its program for bringing the benefits of the national investment in satellite technology to the public sector, last week awarded four one-year grants totalling \$1.18 million—two of them to profit-making organizations.

The grants were the first made under the National Telecommunications and Information Administration's Satellite Applications program, which in turn originated with President Carter's October 1978 "Civil Space Policy." That assigned NTIA responsibility to stimulate the "aggregation" of the public service market—that is, the combining of such users who, individually, could not afford the service—for satellite communications.

The largest grant—\$410,000—went to the Appalachian Community Service Network, which has developed over the past 10 years into a private, nonprofit organization designed to meet community service needs, particularly in the Appalachian area.

Another grant went to the Public Service Satellite Consortium, the first organization established (in 1975) to aid public service organizations in delivering services by satellite. PSSC, made up of some 100 nonprofit entities, is receiving \$300,000.

The profit-making ventures and the grants they are receiving are Bell & Howell, the 73-year-old diversified information systems company, \$320,000, and the American Educational Television Network, organized in 1979, \$150,000.

Although the program stresses the public service aspects to be served, there is no ban on granting funds to for-profit organizations. William Lucas, NTIA's associate administrator for applications, who presided at the news conference at which the grants were announced, said that NTIA's role is "to foster new approaches" in the provision of public service by satellites. And in this case, he said later, the market for serving users of public services—health, education and the like—

had not attracted profit-making companies in the absence of subsidies. The decision of the government to provide them as an incentive, Lucas said, was a "dramatic turnaround."

NTIA officials said 11 organizations had applied for grants, about three-fourths of them representing public service groups.

The funding is limited to four years, during which time the grantees, who can seek renewals of their federal aid, are expected to become self-sufficient in the development of the first satellite systems for national public service use. Cooperation among the grantees is said to be an essential element of the awards program. It is aimed at forging "an integrated national system of public telecommunications services," as NTIA said in its news release on the grants. The grants are also aimed at stimulating competition in various applications, which in turn, it is hoped, will attract private venture capital to the non-profit marketplace.

The purposes for which the grants were sought:

■ ACSN—to expand its existing network of satellite/cable telecommunications, which offers instructional programming, to include national public service applications. The grant thus helps implement a federal commitment to transfer the service from a National Aeronautics and Space Administration experiment to a commercial operation.

■ PSSC—to assist public service agencies and organizations in the use of advanced telecommunications. The major objectives will be to aggregate and educate the public service market; the secondary objective is to maintain, operate and schedule PSSC's Denver Satellite Access Facility and transportable earth station. The activities will be combined with those of PSSC's National Satellite Network, formed in 1978, for the purpose of gaining access to satellite facilities.

■ Bell & Howell—to develop a Civic Affairs Network linking multiple locations through satellite earth stations. The network will be used by public service organizations and federal government agencies for training, education, teleconferencing and community outreach.

■ AETN—to transmit specialized continuing education programming to members of professional associations and employ organizations, to aid those taking the courses to gain college credits and meet state licensing requirements. AETN has reserved space on an RCA satellite.

Henry Geller, NTIA administrator, noted that the grants are not demonstration projects. "They are the first step toward fully operational systems which will fulfill public service needs," he said, adding: "Since 1972, \$400 million has been invested in three commercial satellites (Comstar, Satcom, Westar), with immense benefits to the user. Telephone charges via satellite have declined 75%, and TV rates are down 80%. The same benefits can be realized by the public service market through the development of these new networks to deliver more and better services nationwide."

As compiled by BROADCASTING July 14 through July 18 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz.—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz.—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—special hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM applications

- Coolidge, Ariz.—Larry E. Salsbury seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 14451 N. 41st St., Phoenix, Ariz. 85032. Estimated construction cost: \$58,342; first-quarter operating cost: \$15,000; revenue: \$37,000. Format: Easy Listening. Principal: Salsbury is Phoenix, Ariz., businessman. He is applicant for new FM in Green Valley, Ariz. Ann. June 27.
- Wickenburg, Ariz.—Hassayampa Broadcasting seeks 105.5 mhz, 3 kw, HAAT: —156 ft. Address: 426 East Center, Wickenburg 85358. Estimated construction cost: \$57,000; first-year operating cost: \$100,000; revenue: \$136,857. Format: CW/MOR/Rock. Principals: Richard Peterson and Stanley A. Watson (50% each). Richardson owns Wickenburg real estate firm. Watson owns Wickenburg insurance company. They have no other broadcast interests. Ann. June 27.
- Caldwell, Idaho—Stelljes Broadcasting Co. seeks 103.1 mhz, 3 kw, HAAT: 285 ft. Address: 820 Sotano Dr., Sacramento, Calif. 95833. Estimated construction cost: \$45,400; first-quarter operating cost: \$19,400; revenue: \$75,000. Format: MOR. Principals: Thomas Stelljes (51%), wife, Rosann (24%) and Fred K. O'Brien (25%). Stelljes is program director for KWOD(FM) Sacramento, Calif. Rosann is Sacramento paralegal administrator. O'Brien is Fairfield, Idaho investor. They have no other broadcast interests. Ann. June 27.
- Grundy Center, Iowa—Grundy Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: 5373 Sea Isle Rd., Memphis 38117. Estimated construction cost: \$58,500; first-quarter operating cost: \$11,100; revenue: \$75,000. Format: CW & MOR. Principals: Audrey G. Osmundson (80%) and two others. Osmundson is employed with Memphis marketing firm. She is part owner of KDAO(AM) Marshalltown, Iowa and has interest in new FM for Ottumwa, Iowa. Ann. June 27.
- Blue Earth, Minn.—Logos Communications Inc. seeks 100.9 mhz, 3 kw, HAAT: 245 ft. Address: Box 97, Rochester, Minn. 55901. Estimated construction cost: \$43,125; first-quarter operating cost: \$36,800; revenue: \$94,655. Format: MOR. Principals: Ray Logan (53.38%) and seven others with 6.66% each.

Logan is Rochester, Minn., pastor. He is president of *KFSI(FM) Rochester. Ann. June 27.

- Holly Springs, Miss.—Mississippi Black Economic Development Corp. seeks 88.1 mhz, 100 kw, HAAT: 548 ft. Address: 120B College St., Holly Springs 38635. Estimated construction cost: \$170,000; first-year operating cost: \$84,300; revenue: \$84,300. Format: Educational. Nonprofit minority educational organization. James Robinson is president. Ann. June 27.

- South Burlington, Vt.—Lake Champlain Communications Corp. seeks 95.3 mhz, 3 kw, HAAT: 402 ft. Address: 955 S. Prospect St., South Burlington 05401. Estimated construction cost: \$81,300; first-quarter operating cost: \$44,000; revenue: \$67,733. Format: CW. Principals: John R. Hughes (66.66%) and wife, Eve (33.33%). Hughes is general manager and 3.72% owner of WEFZ-FM-TV Burlington, Vt. Eve is housewife. Hughes also owns 10% of WHOS(AM)-WDRM(FM) Decatur, Ala. Ann. June 27.

TV applications

- Miami, Fla.—Florida Broadcasting Ministry Inc. seeks ch. 39; ERP: 3041 kw vis., 305 kw aur., HAAT: 1,018 ft., ant. height above ground: 1,038 ft. Address: P.O. 368, Hallandale, Fla. 33009. Estimated construction cost: \$930,000; first-quarter operating cost: \$120,000; revenue: \$180,000. Legal counsel: Baraff, Koerner & Olender, Washington; consulting engineer: Serge Bergen, Fairfax, Va. Principals: Nonprofit religious and educational corporation. William P. Register is president. It has no other broadcast interests. Ann. June 13.

- Miami, Fla.—Sun Belt Broadcasting Inc. seeks ch. 39; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,017 ft., ant. height above ground: 1,042 ft. Address: 4457, Ft. Lauderdale, Fla. 33338. Estimated construction cost: \$2.3 million; first-quarter operating cost: \$126,000; revenue: \$2.4 million. Legal counsel: Benito Gaguine, Washington; consulting engineering: Moffet, Ritch & Larson, Arlington, Va. Principals: Philip Y. Hahn, Jr., H.T. Smith and Carlos Lidsky (33.33% each). Hahn is Ft. Lauderdale business consultant. Smith is Miami attorney and Lidsky is Coral Gables, Fla. attorney. Hahn is president, director and 25% owner of applicant for new UHF at New Orleans. Smith and Lidsky have no other broadcast interests. Ann. June 13.

- Miami, Fla.—39 Broadcasting Co. seeks ch. 39; ERP: 3280 kw vis., 328 kw aur., HAAT: 580 ft., ant. height above ground: 724 ft. Address: 404 West Surf St., Chicago 60657. Estimated construction cost: \$2 million; first-quarter operating cost: \$170,000; revenue: \$800,000. Legal counsel: Kirkland & Ellis, Washington; consulting engineer: Jules Cohen & Assoc., Washington. Principals: Susan M. Jaramillo, general partner and Howard R. Conant, limited partner. Jaramillo is director of financial planning for WBBM-TV Chicago. Conant owns Des Plaines, Ill., steel company. They have no other broadcast interests. Ann. June 13.

- Dayton, Ohio—Dayton Telecasting Inc. seeks ch. 45; ERP: 1991 kw vis., 230 kw aur., HAAT: 1,169 ft., ant. height above ground: 1,149 ft. Address: Suite, 202 Talbot Towers, Dayton 45402. Estimated construction cost: \$3.6 million; first-quarter operating cost: \$405,000; revenue: \$900,000. Legal counsel: Grover C. Cooper, Washington; consulting engineer: Edward F. Lorentz & Assoc., Washington. Principals: Henry Posner Jr. (48.5%), Albert M. Holtz (27%), Thomas D. Wright (13.5%), Samuel Tolbert (10%) and Fred Schwartz (1%). Posner is 51% owner of Pittsburgh real estate and investment company. Holtz is president and 9% owner of Meridian Corp., Pittsburgh, former licensee of WPGH-TV Pittsburgh which it sold in October, 1978. Wright owns 50% of Pittsburgh real estate development corporation, and 20% of Meridian Corp. Tolbert is director of engineering of Christian Broad-

casting Network, Virginia Beach, Va., group owner of six FM's and four TV's. Schwartz is vice president and 1% owner of Meridian Corp. which has also applied for new UHF's in Portland, Me., and Charleston, W.Va. Ann. June 17.

FM actions

- Russellville, Ark.—Returned as unacceptable for filing, application of River Valley Broadcasting Co. for 100.9 mhz, 3 kw, HAAT: 300 ft. Address: 619 E. Maine St. Russellville 72801. Estimated construction cost: \$60,000; first-quarter operating cost: \$30,540; revenue: \$110,000. Format: CW. Principal: Jerry Canerday who owns cattle ranch in Dardanelle, Ark. and auto exhaust installation co. in Russellville. He has no other broadcast interests. Action June 13.

- Greensboro, Ga.—Boswell & Dingler granted 103.9 mhz, 3 kw, HAAT: 300 ft. Address: 124 Pinecrest Dr., Greensboro 30642. Estimated construction cost: \$84,000; first quarter operating costs: \$29,114 and revenue: \$28,000. Format: MOR. Principals: Andrew M. Boswell and William R. Dingler (50% each). Boswell is vice president of Bank of Greensboro and Dingler is vice president of garment manufacturer. They also own album and greeting card store in Greensboro, and have no other broadcast interests. Action April 4.

- *New York—City College of New York granted 90.3 mhz, 4 kw HAAT: 2670 ft. P.O. address: c/o Clive Enos, Speech Department, 137th St. and Convent Ave., New York 10031. Estimated construction cost: \$60,000; first year operating cost: \$72,700; revenue: none. Format: Educational, music variety. Principal: CCNY is four year public college operated by Board of Higher Education of the City of New York. Action May 22.

- Buena Vista, Va.—Rockbridge Communications Inc. granted 96.7 mhz, 3 kw, —296 ft. Address: 711 Plunkett St., Lexington, Va. 24450. Estimated construction cost: \$45,473; first-year operating cost \$13,850; revenue \$100,000. Principals: Melvin H. Sorrels and his wife, Dorothy and James A. Geason and his wife, Jean. Geason is retail food store produce manager. His wife is secretary. Sorrells owns auto service and his wife is bank manager. None has other broadcast interests. Action June 17.

- *Reserve, Wis.—Lac Courte Oreilles Ojibwa Public Broadcasting System granted 88.9 mhz, 100 kw, HAAT: 605 ft. Address: Lac Courte Oreilles, Tribal Gov. Bldg. Route 2, Hayward, Wis. 54843. Estimated construction cost: \$260,312; first year operating cost: \$500,545; Format: Educational. Principals: Gordon Thayer, John Quaderer, Frank Larson, James Schlender, Theresa Williams. Thayer is Vice Chairman of Lac Courte Oreilles (LCO) Tribal Governing Board; Quaderer, member of same; Williams planner for LCO Tribal Government; Schlender, attorney and grant-writer for same; Larson is with Bureau of Indian Affairs. No other broadcast interests. Action June 30.

TV actions

- Marion, Ill.—Dennis F. Doelitzsch granted ch. 27; ERP 152 kw vis., 27.3 kw aur., HAAT: 529 ant. height above ground: 489 ft. Address: Rt. 1, Marion 62959. Estimated construction cost: undetermined; first-year operating cost: \$90,273; revenue: undetermined. Doelitzsch owns WDDD(AM) Marion and WDDW(AM) Johnson City, Ill. Action June 25.

- *Greenwood, S.C.—Dismissed application of S.C. Educational TV Commission for ch. 38; ERP 893 kw vis., 179 kw aur., HAAT: 744 ft.; ant. height above ground: 688 ft. Address: 2712 Millwood Ave., P.O. Drawer "L," Columbia 29250. Estimated construction cost: \$1,092,400; first-year operating cost: \$310,000. Legal counsel: Dow, Lohnes & Albertson, Washington. Applicant is state agency for public, educational, noncommercial broadcasting. Action July 8.

Licenses

- KVLE(FM) Gunnison, Colo.
- KCTO-FM Columbia, La.
- WKHQ(FM) Charlevoix, Mich.
- KYMC(FM) Ballwin, Mo.
- KQUY(FM) Butte, Mont.

Ownership Changes

Applications

- WETU(AM) Wetumpka, Ala. (AM: 1250 khz, 5 kw-D)—Seeks assignment of license from Elmore Service Corp. to Darity Broadcasting Co. for \$294,000. Seller: James Whatley, brother, Charles, Julia C. Duncan and Celia L. Coley (25% each). They own WNUZ(AM) Talladega and WRFS-AM-FM Alexander City, both Alabama. Buyer: Martin J. Darity (50%), Lynda L. Newton (40%) and husband, Glyn (10%). Darity owns Montgomery, Ala., advertising firm. Newtons own and operate Montgomery firm that specializes in individual training. They have no other broadcast interests. Ann. July 3.
- WMES(AM) Ashburn, Ga. (AM: 1570 khz, 1 kw-D)—Seeks assignment of license from Ray Mercer to Dawn Lott for \$250,000. Seller: Mercer has no other broadcast interests. Buyer: Lott is Turner County, Ga., school teacher with no other broadcast interests. Ann. July 3.
- KWGO-FM Lubbock, Tex. (FM: 99.5 mhz, 46 kw)—Seeks assignment of license from Mexican American Services Inc. to KRLB Inc. for \$380,000. Seller: Gonzalez Antonio (8%) president and 17 others none of whom has other broadcast interests. Buyer: Don Workman (51%), Charles E. Wilkes (36%), Morris Wilkes (10%) and Jack Dale (3%). Workman is Lubbock banker and ranch owner. Charles Wilkes is Lubbock businessman and owns cotton and wheat farm in Swisher County, Tex. His nephew, Morris is former production manager of KFYO(AM) Lubbock. Dale is sales manager and sports director for KRLB(AM) Lubbock of which applicant is licensee. They have no other broadcast interests. Ann. July 3.
- KKYR(AM) Marshall, Tex. (AM: 1410 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Big Country Broadcasting Inc. to Citizens Broadcasting Inc. for \$153,000. Seller: Ralph Wayne who has no other broadcast interests. Buyer: Stanley J. Sommers, Herbert H. Graeber Jr. and Bob G. Hill (one-third each). Sommers is bryan, Tex., banker. Graeber owns Bryan moving and storage company. Hill is vice president and general manager of KKYR. They have no other broadcast interests. Ann. July 3.

Actions

- WXAO-TV Jacksonville, Fla. (ch. 47; 1643 kw vis., 165 kw aur.)—Granted assignment of CP from Christian Television of Jacksonville Inc. to American Stan-

dard Leasing Corp. for \$115,600. Seller: Religious organization based in Jacksonville, Fla., has no other broadcast interests. Buyer: Thomas R. McGehee and brother Frank (50% each). They own paper processing plant, financing and leasing co. and real-estate co. all in Jacksonville. Thomas McGehee is director of Christian Television of Jacksonville Inc., proposed assignor. They have no other broadcast interests. Action July 10.

- WPRT-AM-FM Prestonburg, Ky. (AM: 960 khz, 5 kw-D; FM: 105.5 mhz, 1.7 kw)—Granted assignment of license from Stephens Industries to American Signal Corp. for \$325,000. Seller: David Stephens who has no other broadcast interests. Buyer: Deward R. Dear, John E. Seehorn, Harold G. Artrip, Marion E. Lane and Harry C. Williams (20% each). Dear is employed with WKIN(AM) Kingsport, Tenn. Seehorn owns 25% of Johnson City realty company and 25% of Kingsport oil distribution company. Artrip is associate dean of finance East Tennessee St. Univ. Johnson City and has various business investments in Johnson City-Kingsport area. Lane is internal auditor for East Tennessee St. Univ. and has private CPA practice in Johnson City. Williams is Johnson City attorney. They have no other broadcast interests. Action July 11.

- WVOZ(AM) Carolina, P.R. (AM: 1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from International Broadcasting Corp. to Primera Iglesia Bautista de Carolina for \$750,000. Sellers: Angel Roman and son Pedro Roman-Collazo who also own WOLA-FM Carolina, WBOZ(AM) San German and WGIT(FM) Hormigueros, all Puerto Rico. They have purchased WHOA(AM) San Juan, P.R. (see below). Buyer: Non-profit religious organization. Felix Castro Rodriguez is president. Action July 11.

- WHOA(AM) San Juan, P.R. (AM: 870 khz, 5 kw)—Granted transfer of control from Carmina Mendez (100% before; none after) to Angel O. Roman (55.4%) and son Pedro Roman-Collazo (44.6%) [none before; 100% after]. Consideration: \$770,000. Principals: Mendez owns 20% of WSTE-TV Fajardo, P.R. Angel O. Roman and son Pedro Roman-Collazo are veteran broadcasters, who also own WOLA(FM) Carolina, WBOX(AM) San German, and WGIT(FM) Hormigueros, all Puerto Rico. Action July 11.

- WPIK(AM) Alexandria-WXRA(FM) Woodbridge, both Virginia (AM: 730 khz, 5 kw-D; FM: 105.9 mhz, 50 kw)—Granted assignment of license from Potomac Broadcasting Corp. to Metroplex Communications for \$4 million. Seller: Carl Lindberg who has no other broadcast interests. Buyer: Norman Wain and Robert Weiss (50% each). They own KEZK(FM) St. Louis WHYI(FM) Ft. Lauderdale, Fla., and WWOK(AM) Miami. They have sold KOAX(FM) Dallas (BROADCASTING, Sept. 24, 1979). Action July 11.

- WJBF(TV) Augusta, Ga. (TV: ch. 6; 100 kw vis., 20 kw aur.)—Granted assignment of license from FTI Inc. to Western Broadcasting Co. for \$25 million. Seller: J.B. Fuqua is principle owner. He is chairman, director and 2.7% owner of Fuqua Industries, Atlanta-based group-owner of three TV's and two AM's. It has declared intention of getting out of broadcasting alto-

gether due to unsatisfactory returns on broadcast investments (BROADCASTING, Nov. 19, 1979). Other major Fuqua business interests include sporting goods, petroleum, trucking, movie theater chains and distribution services. It has sold WTVM(TV) Columbus, Ga. (see below), and WTVC(TV) Chattanooga, Tenn., and subject to FCC approval, WTVW(TV) Evansville, Ind. Buyer: Dale G. Moore (91.80%), Earl E. Morgenroth (.53%), Dale G. Moore Family Trust (6.28%), Earl E. Morgenroth Family Trust (.53%) and Employee Stock Ownership Trust (.87%). Moore is chairman and Morgenroth president of Western, which owns KGOV(AM) Missoula and KCAP-AM-FM Helena, both Montana, KSEI(AM)-KRBV(FM) Pocatello, KMVT(TV) Twin Falls, both Idaho and WAPA(TV) San Juan, P.R. Western has also purchased WTVM(TV) Columbus, Ga. (see below). Action July 10.

- WTVM(TV) Columbus, Ga. (TV: ch. 9; 284 kw vis., 52.5 kw aur.)—Granted assignment of license from WTVM Inc. to Western Broadcasting for \$19.5 million. Seller: Fuqua Industries which has also sold WTVC(TV) Chattanooga, Tenn., and, subject to FCC approval WTVW(TV) Evansville, Ind. Chairman of Fuqua, J.B. Fuqua has sold WJBF(TV) Augusta, Ga. Buyer: Western is also buying WJBF(TV) Augusta, Ga. (see above). Action July 10.

Facilities Changes

AM actions

- WAUD(AM) Auburn, Ala.—Granted CP to change TL to 774 Shelton Mill Rd., Auburn, and make changes in ant. sys.; conditions (BP-800201AE). Action June 16.
- KWIZ(AM) Santa Ana, Calif.—Granted mod. of CP to make changes in ant. sys. and change D-DA pattern; conditions (BMP-790719AN). Action June 12.
- WGUY(AM) Brewer, Me.—Granted CP to add N power with 5 kw DA-N; change SL to Brewer; change TL to Strickland Rd., Bangor, Me., change hours of operation to U; conditions (BP-20,436). Action June 12.
- WJRO(AM) Glen Burnie, Md.—Granted CP to increase power to 1 kw; conditions (BP-20,748). Action April 24.
- KADS(AM) Elk City, Okla.—Granted CP to increase overall ant. height to 446 ft.; conditions (BP-791207AL). Action June 12.
- WXEW(AM) Yabucoa, P.R.—Granted CP to increase power to 5 kw; change hours of operation to U by adding 5 kw-N, DA-N; install new trans.; conditions (BP-20,457). Action June 12.

- WJOT(AM) Lake City, S.C.—Granted CP to make changes in ant. sys.; conditions (BP-800124A1). Action June 13.

- WSBV(AM) South Boston, Va.—Granted mod. of CP to change TL and SL to 0.4 miles N. of city limits, on State Rt. 614, South Boston; change type trans. (BMP-790226AO). Action June 16.

FM actions

- WKCI(FM) Hamden, Conn.—Granted mod. of CP to increase ERP to 10 kw (BMPH-800201AF). Action June 13.

- *WPOL(FM) Gaylord, Mich.—Granted mod. of CP to change ERP to 2 kw, ant. height to 360 ft.; change TL to Parmater Rd., Gaylord, and make changes in ant. sys. Action June 19.

- WCSG-FM Grand Rapids, Mich.—Returned application for mod. of facilities for failure to prosecute (ARN-790806AL). Action June 12.

- *WNEC-FM Henniker, N.H.—Granted CP to increase power to 150 W; redescribe TL as Library Building, New England College, Rt. 114, Henniker; change trans., change ant. height to -211 ft. and change ERP to .12 kw; conditions (BPED-790830AF). Action June 12.

- *WVBU-FM Lewisburg, Pa.—Granted CP to change TL to Armory Blvd., off Rt. 15, Lewisburg; increase ERP to 11 kw; change ant. height to 150 ft.; install new ant.; make changes in ant. sys. (BPED-790608AN). Action June 12.

TV actions

- WOCA(TV) Ocala, Fla.—Rescinded application for

Summary of Broadcasting

FCC Tabulations as of May 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4552	3	3	4558	114	4672
Commercial FM	3197	2	0	3199	160	3359
Educational FM	1047	0	3	1050	81	1131
Total Radio	8796	5	6	8807	355	9162
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	75	304
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1013	99	1112
FM Translators	314	0	0	314	148	462
TV Translators						
VHF	2537	0	0	2537	190	2727
UHF	1288	0	0	1288	424	1712

*Special temporary authorization

**Includes off-air licenses

additional time to construct, dismissed application, cancelled CP and deleted call sign (BMPCT-790626KE). Action June 13.

■ ***WETV(TV) Atlanta**—Dismissed application for major change in facilities (BPET-790126LF). Action June 12.

■ **WJPT(TV) Jacksonville, Ill.**—Dismissed application for additional time to construct, cancelled CP and deleted call sign (BMPCT-790924KH). Action June 13.

■ ***KETA(TV) Oklahoma City**—Granted CP to change ERP to 316 kw, max ERP to 316 kw, ant. height to 1450 ft.; redescribed TL to 7403 N. Kelly St., Oklahoma City, change SL to TL and change type trans. (BPET-800219KG). Action June 4.

In Contest

Designated for Hearing

FCC decision

■ **Marlborough, Mass.**—FCC has granted CP to 66 Corp. to build new commercial TV on ch. 66 at Marlborough. Noting that 66 Corporation's service area would encompass Natick, Mass., community of license of WGTR(AM) which is owned and operated by 66 Corp.'s parent company, Home Service Broadcasting Corp. FCC said application had to be evaluated in light of one-to-a-market rule. In granting CP, FCC pointed out that since no competing applications had been filed and since 66 Corp.'s proposed UHF station would be first locally owned and operated in area, it would contribute significantly to diversity of service and to state's competition in TV programming, as well as provide source of local programming for Marlborough area. (FCC 80-433). Action June 17.

■ **Bangor, Me. FM proceeding:** (BC Docs. 80-321-322)—Broadcast Bureau has designated for hearing competing applications of Craig Bible Institute and Bangor Christian Schools for new FM on 88.5 mhz at Bangor, Me., to determine if Craig is financially qualified; whether share time arrangement between applicants could result in most effective use of allocation, thus better serve public interest, and, if so, terms and conditions thereof; extent to which each of proposed operations will be integrated into overall cultural and educational operation and objectives of applicants and manner in which those objectives meet needs of community and/or whether other factors demonstrate that one applicant will provide superior educational FM broadcast service; which of applicants would, on comparative basis, better serve public interest, and which one or whether both of applications should be granted. Action June 16.

■ **Berlin, Md. FM proceeding:** (BC Docs. 80-287-288)—Broadcast Bureau has designated for hearing competing applications of Musicradio of Maryland Inc. and Coastal Telecommunications/Berlin Corp. for new FM on 103.9 mhz at Berlin to determine whether Coastal's proposal to locate main studio outside its community of license is in compliance with Rules and if not, whether waiver would be warranted; whether Musicradio is financially qualified; which of proposals would, on comparative basis, better serve public interest, and which of applications, if either, should be granted. Action June 11.

■ **Menominee, Mich. FM proceeding:** (BC Docs. 80-323-24)—Broadcast Bureau has designated for hearing competing applications of CJL Broadcasting Inc. and Men-Mar Broadcasting Corp. for new FM on 106.3 mhz at Menominee to determine whether CJL Broadcasting has complied with requirements of Section VI of FCC Form 301; which of proposals would on comparative basis, would better serve public interest, and which of applications should be granted. Action June 18.

■ **Cresson, Pa. FM proceeding:** (BC Docs. 80-325-26)—Broadcast Bureau has designated for hearing competing applications of The Great American Wireless Signal Co., and Sounds Good, Inc. for new FM on 94.3 mhz at Cresson to determine whether Great American's proposal to locate main studio outside its community of license is in compliance with Commission's Rules, and if not whether waiver is warranted; whether Great American is financially qualified; ascertainment efforts made by both applicants; which of proposals would, on comparative basis, better serve public interest; and which, if either, of ap-

plications should be granted. Action June 18.

■ **Abilene, Tex. FM proceeding:** (BC Docs. 80-294-97)—Broadcast Bureau has designated for hearing competing applications of Abilene Broadcasting Co., Craft Communications Inc., W.L. Burke, Jr. and TX-IN Transmissions Inc. for new FM on 99.3 mhz at Abilene to determine areas and populations which would receive primary aural service from respective proposals and availability of other primary service to such areas and populations; whether Abilene, Craft and Burke are financially qualified; both Burke's and TX-IN's ascertainment efforts; whether TX-IN's proposal would provide coverage of city of Abilene, as required by Commission's Rules, and if not, if waiver is warranted; which of proposals would best provide fair, efficient and equitable distribution of radio services; which of proposals would, on comparative basis, best serve public interest and which of applications, if any, should be granted. Action June 9.

Renewal decision

■ **Chapel Hill et al, N.C.**—FCC, acting on complaints brought by North Carolina consumer organization, has conditioned renewals of entire eight-station public television network of North Carolina on its submitting EEO progress reports and EEO goals and timetables (FCC 80-427). Action July 17.

Allocations

Applications

■ **Ansley, Ala.**—Reid Spann requests amendment FM Table of Assignments to assign ch. 261A to Ansley, Ala. (RM 3692). Ann. July 7.

■ **San Manuel et al, Ariz.**—Coronado Broadcasting Co. requests amendment FM Table of Assignments to substitute ch. 276A for ch. 288A at San Manuel; substitute ch. 252A for ch. 276A at Miami, Ariz. substitute ch. 288A for ch. 252A at Claypool, Ariz. (RM3688). Ann. July 7.

■ **Gurdon, Ark.**—Paul Root requests amendment FM Table of Assignments to assign ch. 228A or 224A to Gurdon, Ark. (RM3700). Ann. July 7.

■ **Washington**—Investment Company Institute requests amendment of Commission's multiple ownership rules to raise current benchmark of 5% for investment companies and 1% for investment advisers having voting discretion to 10%. (RM 3695). Ann. July 7.

■ **Sparks, Nev.**—Electronic Construction Co. requests amendment FM Table of Assignments to assign ch. 221A to Sparks (RM3686). Ann. July 7.

■ **Carthage, N.Y.**—Inter-County Broadcasting Corp. requests amendment FM Table of Assignments to assign ch. 269A to Carthage, and substitute Ch. 224A for 269A at Pulaski, N.Y. (RM3701). Ann. July 7.

■ **Newberry, S.C.**—Service Radio Co. requests amendment FM Table of Assignments to assign ch. 292A to Newberry, S.C. (RM3689). Ann. July 7.

■ **Selmer, Tenn.**—James E. Wolfe, Jr. requests amendment FM Table of Assignments to assign ch. 288A to Selmer, Tenn. (RM3690). July 7.

■ **Bay City, Tex.**—Nathan Blum requests amendment FM Table of Assignments to assign ch. 221A to Bay City (RM3702). Ann. July 7.

■ **Crockett, Tex.**—Amanda S. Kelton requests amendment FM Table of Assignments to assign ch. 244A to Crockett, Tex. (RM3687). Ann. July 7.

■ **Harlingen, Tex.**—Rio Grande Valley Catholic Communication Inc. requests amendment FM Table of Assignments to assign ch. 201C to Harlingen, deleting ch. 201A from Raymondville and Rio Grande City, both Texas, deleting ch. 202A from Brownsville, Tex. and deleting ch. 203A from Edinburg, Tex. (RM3694). Ann. July 7.

■ **Montpelier, Vt.**—Russell P. Kinsley requests amendment FM Table of Assignments to reassign ch. 267A from Montpelier, to Vergennes, Vt. (RM3693). Ann. July 7.

Actions

■ **Sebring, Fla.**—In response to petition by Waterman Broadcasting Corp. substituted noncommercial educational reservation of UHF ch. 48 for ch. 27 at Sebring effective Aug. 21 (BC Doc. 80-48). Action July 2.

■ **Crossville, Tenn.**—In response to petition by WCPT-TV Crossville changed noncommercial educa-

tional reservation of ch. 20 to ch. 55 at Crossville and ordered that license of WCPT-TV be modified to specify operation on ch. 20 instead of ch. 55, effective August 13 (BC Doc. 80-41). Action June 27.

Translators

VHF applications

■ **Chuathbaluk, Alaska**—Chuathbaluk City Council seeks CP for new VHF translator on ch. 9 (TPO: 10w, HAAT: 30 ft.) to rebroadcast indirectly KUAC(TV) Fairbanks, Alaska et al. Ann. June 23.

■ **Marshall, Alaska**—I.R.A. Council of Marshall seeks CP for new VHF translator on ch. 7 (TPO: 10w, HAAT: 15 ft.) to rebroadcast directly KUAK(TV) Fairbanks, Alaska et al. Ann. June 23.

■ **Russian Mission, Alaska**—Russian Mission Village Council seeks CP for new VHF translator on ch. 11 (TPO: 10w, HAAT: 18 ft.) to rebroadcast directly KUAC(TV) Fairbanks, Alaska et al. Ann. June 23.

■ **Grand Canyon, Ariz.**—Grand Canyon Recreation Assoc. seeks CP for new VHF translator on ch. 6 (TPO: 1w, HAAT: 40 ft.) to rebroadcast indirectly KAET(TV) Phoenix, Ariz. Ann. June 23.

■ **Mt. Gate, Calif.**—Sacramento Valley Television Inc. seeks CP for new VHF translator on ch. 3 (TPO: 10 w, HAAT: 23 ft.) to rebroadcast directly KRCR-TV Redding, Calif. Ann. July 10.

■ **Somerset, Colo.**—Somerset TV Assn. seeks CP for new VHF translator on ch. 12 (TPO: 1w, HAAT: 12 ft.) to rebroadcast indirectly KREX(TV) Grand Junction, Colo. Ann. June 23.

■ **Toponas, Colo.**—Yampa Valley TV Assn. seeks CP for new VHF translator on ch. 10 (TPO: 10w, HAAT: 20 ft.) to rebroadcast indirectly KBTV(TV) Denver, Colo. Ann. June 23.

■ **Ashton, Idaho**—Upper Valley Translator Committee seeks CP for new VHF translator on ch. 5 (TPO: 5w, HAAT: 40 ft.) to rebroadcast indirectly KPVI(TV) Pocatello, Idaho. Ann. June 23.

■ **Rexburg and St. Anthony, both Idaho**—Upper Valley Translator Committee seeks CP for new VHF translator on ch. 13 (TPO: 10w, HAAT: 40 ft.) to rebroadcast directly KPVI(TV) Pocatello, Idaho. Ann. June 23.

■ **Anaconda, Mont.**—Capital City Television Inc. seeks CP for new VHF translator on ch. 2 (TPO: 100 w, HAAT: 29 ft.) to rebroadcast directly KTCM(TV) Helena, Mont. Ann. June 23.

■ **Ashland, Mont.**—Ashland Television District seeks CP for new VHF translator on ch. 6 (TPO: 10w, HAAT: 25 ft.) to rebroadcast indirectly KULR(TV) Billings, Mont. Ann. June 23.

■ **Del Bonita et al, Mont.**—Del Bonita TV Club seeks CP for new VHF translator on ch. 11 (TPO: 1w, HAAT: 40 ft.) to rebroadcast indirectly KRTV(TV) Great Falls, Mont. Ann. June 23.

■ **Elmo et al, Mont.**—Blacktail TV Tax District seeks CP for new VHF translator on ch. 7 (TPO: 10w, HAAT: 35 ft.) to rebroadcast indirectly KXLY(TV) Spokane, Wash. Ann. June 23.

■ **Opheim, Mont.**—Opheim Community Club seeks CP for new VHF translator on ch. 13 (TPO: 10 w, HAAT: 130 ft.) to rebroadcast indirectly KUMV(TV) Williston, N.D. Ann. June 23.

■ **Alamo et al, Nev.**—Pahranagot Valley TV District seeks CP for new VHF translator on ch. 11 (TPO: 1w, HAAT: 10 ft.) to rebroadcast indirectly KSL(TV) Salt Lake City. Ann. June 23.

■ **Amalia, N.M.**—Amalia TV Translator Assn. seeks CP for new VHF translator on ch. 6 (TPO: 1w, HAAT: 62 ft.) to rebroadcast indirectly KNME-TV Albuquerque, N.M. Ann. June 23.

■ **Gila Center et al, N.M.**—Gila Center Recreational Assn. seeks CP for new VHF translator on ch. 7 (TPO: 1w, HAAT: 10 ft.) to rebroadcast directly KOLD(TV) Tucson, Ariz. Ann. July 10.

■ **Arock, Ore.**—Arock Community TV seeks CP for new VHF translator on ch. 9 (TPO: 1w, HAAT: 20 ft.) to rebroadcast directly KIVI(TV) Nampa, Idaho. Ann. June 23.

■ **Black Butte Ranch, Ore.**—Brooks Resources Corp. seeks CP for new VHF translator on ch. 5 (TPO: 10w, HAAT: 30 ft.) to rebroadcast indirectly KOIN(TV)

Portland, Ore. Ann. July 10.

■ Murphy, Ore.—Oregon Broadcasting Co. seeks CP for new VHF translator on ch. 9 (TPO: 5w, HAAT: 25 ft.) to rebroadcast directly KOB(TV) Medford, Ore. Ann. June 23.

■ Steamboat, Ore.—Oregon Board of Higher Education seeks CP for new VHF translator on ch. 5 (TPO: 10w, HAAT: 40 ft.) to rebroadcast directly KVDO-TV Salem, Ore. Ann. July 10.

■ Batesburg, S.C.—Capital Communications Inc. seeks CP for new VHF translator on ch. 2 (TPO: 1w, HAAT: 183 ft.) to rebroadcast directly WLTX(TV) Columbia, S.C. Ann. July 10.

■ Great Falls, S.C.—Capital Communications Inc. seeks CP for new VHF translator on ch. 5 (TPO: 1w, HAAT: 183 ft.) to rebroadcast directly WLTX(TV) Columbia, S.C. Ann. June 23.

■ Sioux Falls, S.D.—Gillett Broadcasting of South Dakota Inc. seeks CP for new VHF translator on ch. 7 (TPO: 10w, HAAT: 90 ft.) to rebroadcast directly KXON(TV) Sioux Falls, S.D. Ann. July 10.

■ Cedar Fort, Utah—Town of Cedar Fort seeks CP for new VHF translator on ch. 13 (TPO: 10w, HAAT: 50 ft.) to rebroadcast directly KSL(TV) Salt Lake City. Ann. June 23.

■ Kanarrville et al, Utah—Iron County seeks CP for new VHF translator on ch. 2 (TPO: 10w, HAAT: 25 ft.) to rebroadcast indirectly KUED(TV) Salt Lake City. Ann. June 23.

■ Keller, Wash.—Coville Confederated Tribes seeks CP for new VHF translator on ch. 13 (TPO: 1w, HAAT: 30 ft.) to rebroadcast directly KHQ(TV) Spokane, Wash. Ann. June 23.

■ Keller et al, Wash.—Colville Confederated Tribes seeks CP for new VHF translator on ch. 11 (TPO: 1w, HAAT: 30 ft.) to rebroadcast directly KXLY(TV) Spokane, Wash. Ann. June 23.

■ Twisp & Winthrop, Wash.—Television Reception District No. 2 seeks CP for new VHF translator on ch. 13 (TPO: 5w, HAAT: 10 ft.) to rebroadcast directly KSPS(TV) Spokane, Wash. Ann. June 23.

■ Rawlins, Wyo.—Hi Ho Broadcasting Corp of Wyoming seeks CP for new VHF translator on ch. 11

(TPO: 100w, HAAT: 224 ft.) to rebroadcast directly KWRB(TV) Riverton, Wyo. Ann. June 23.

■ Riverton, Wyo.—Riverton Freemont TV Club Inc. seeks CP for new VHF translator on ch. 12 (TPO: 5w, HAAT: 50 ft.) to rebroadcast directly KCWY(TV) Casper, Wyo. Ann. June 23.

UHF applications

■ Buellton, Calif.—International Panorama TV Inc. seeks CP for new UHF translator on ch. 53 (TPO: 100w, HAAT: 22 ft.) to rebroadcast directly KTBN(TV) Fontana, Calif. Ann. July 10.

■ Victorville, Calif.—Victor Valley Public Translator Inc. seeks CP for new UHF translator on ch. 35 (TPO: 100w, HAAT: 31 ft.) to rebroadcast directly KCOP(TV) Los Angeles. Ann. July 10.

■ Victorville et al, Calif.—Victor Valley Public Translator Inc. seeks CP for new UHF translator on ch. 31 (TPO: 100w, HAAT: 31 ft.) to rebroadcast directly KTTV(TV) Los Angeles. Ann. July 10.

■ Victorville et al, Calif.—Victor Valley Public Translator Inc. seeks CP for new UHF translator on ch. 21 (TPO: 100w, HAAT: 31 ft.) to rebroadcast directly KNXT(TV) Los Angeles. Ann. July 10.

■ Victorville, Calif.—Victor Valley Public Translator Inc. seeks CP for new UHF translator on ch. 25 (TPO: 100w, HAAT: 31 ft.) to rebroadcast directly KNBC(TV) Los Angeles. Ann. July 10.

■ Victorville, Calif.—Victor Valley Public Translator Inc. seeks CP for new UHF translator on ch. 38 (TPO: 100w, HAAT: 31 ft.) to rebroadcast directly KBAK-TV Bakersfield, Calif. Ann. July 10.

■ Tampa, Fla.—Joaquin Blaya seeks CP for new UHF translator on ch. 50 (TPO: 1000 w, HAAT: 589 ft.) to rebroadcast indirectly KMEX-TV Los Angeles and KWEX-TV San Antonio, Tex. Ann. July 10.

■ Boston—Boston Latino Television seeks CP for new UHF translator on ch. 62 (TPO: 1000 w, HAAT: 887 ft.) to rebroadcast indirectly KMEX-TV Los Angeles and KWEX-TV San Antonio, Tex. Ann. July 10.

■ Big Falls, Minn.—County of Koochiching seeks CP for new UHF translator on ch. 62 (TPO: 100w, HAAT: 1,485 ft.) to rebroadcast indirectly KDLH(TV) Duluth, Minn. Ann. June 23.

■ Emigrant, Mont.—Paradise Valley TV District seeks CP for new UHF translator on ch. 57 (TPO: 100w, HAAT: 30 ft.) to rebroadcast indirectly KULR(TV) Billings, Mont. Ann. June 23.

■ Livingston et al, Mont.—Paradise Valley TV District seeks CP for new UHF translator on ch. 63 (TPO: 100 w, HAAT: 60 ft.) to rebroadcast indirectly KECI(TV) Missoula, Mont. Ann. June 23.

■ Overton et al, Nev.—Moapa Valley TV Maintenance District seeks CP for new UHF translator on ch. 69 (TPO: 20w, HAAT: 20 ft.) to rebroadcast indirectly KTVX(TV) Salt Lake City. Ann. June 23.

■ Gallina, N.M.—Gallina-Capulin TV Assn. seeks CP for new UHF translator on ch. 63 (TPO: 20w, HAAT: 50 ft.) to rebroadcast directly KNME(TV) Albuquerque, N.M. Ann. June 23.

■ Portales, N.M.—Panhandle Telecasting Co. seeks CP for new UHF translator on ch. 59 (TPO: 100w, HAAT: 724 ft.) to rebroadcast indirectly KFDA-TV Amarillo, Tex. Ann. July 10.

■ Plainview, N.Y.—Bogner Broadcaster Equipment Corp. seeks CP for new UHF translator on ch. 59 (TPO: 100w, HAAT: 350 ft.) to rebroadcast indirectly WVIA(TV) Scranton, Pa. Ann. July 10.

■ Frederick, Okla.—Oklahoma Educational TV Authority seeks CP for new UHF translator on ch. 56 (TPO: 100w, HAAT: 215 ft.) to rebroadcast indirectly KWET(TV) Cheyenne, Okla. Ann. June 23.

■ Del Bonita et al, Ore.—Mid-Columbia TV Corp. seeks CP for new UHF translator on ch. 61 (TPO: 100w HAAT: 20 ft.) to rebroadcast directly KATV(TV) Portland, Ore. Ann. June 23.

■ Elgin, Ore.—Blue Mt. seeks CP for new UHF translator on ch. 62 (TPO: 100w, HAAT: 15 ft.) to rebroadcast indirectly KPTV(TV) Portland, Ore. Ann. June 23.

■ Eugene, Ore.—Full Gospel Fellowship seeks CP for new UHF translator on ch. 59 (TPO: 100w, HAAT: 140 ft.) to rebroadcast indirectly WJAN(TV) Canton, Ohio. Ann. June 23.

■ Klamath Falls, Ore.—Inspirational TV of Southern Oregon seeks CP for new UHF translator on ch. 58 (TPO: 100w, HAAT: 20 ft.) to rebroadcast indirectly

KTBN(TV) Fontana, Calif. Ann. June 23.

■ Ukiah, Ore.—Blue Mt. seeks CP for new UHF translator on ch. 38 (TPO: 20w, HAAT: 15 ft.) to rebroadcast indirectly KPTV(TV) Portland, Ore. Ann. June 23.

■ Bovina, Tex.—Panhandle Telecasting Co. seeks CP for new UHF translator on ch. 63 (TPO: 100w, HAAT: 312 ft.) to rebroadcast indirectly KFDA-TV Amarillo, Tex. Ann. July 10.

■ Hereford, Tex.—Panhandle Telecasting Co. seeks CP for new UHF translator on ch. 67 (TPO: 100w, HAAT: 283 ft.) to rebroadcast directly KFDA-TV Amarillo, Tex. Ann. July 10.

■ Bricknell et al, Utah—County of Wayne seeks CP for new UHF translator on ch. 42 (TPO: 100w, HAAT: 36 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City. Ann. June 23.

■ Blanding et al, Utah—San Juan County seeks CP for new UHF translator on ch. 46 (TPO: 100w, HAAT: 70 ft.) to rebroadcast indirectly KUTV(TV) Salt Lake City. Ann. June 23.

■ Blanding et al, Utah—San Juan County seeks CP for new UHF translator on ch. 44 (TPO: 100w, HAAT: 70 ft.) to rebroadcast indirectly KTVX(TV) Salt Lake City. Ann. June 23.

■ Blanding and Monticello, both Utah—San Juan County seeks CP for new UHF translator on ch. 42 (TPO: 100w, HAAT: 70 ft.) to rebroadcast indirectly KSL(TV) Salt Lake City. Ann. June 23.

■ Hatch, Utah—University of Utah seeks CP for new UHF translator on ch. 56 (TPO: 20w, HAAT: 35 ft.) to rebroadcast indirectly KUED-TV Salt Lake City. Ann. July 10.

■ Huntsville et al, Utah—University of Utah seeks CP for new UHF translator on ch. 55 (TPO: 100 w, HAAT: 20 ft.) to rebroadcast directly KUED-TV Salt Lake City. Ann. July 10.

■ Parowan et al, Utah—Iron County seeks CP for new UHF translator on ch. 42 (TPO: 100w, HAAT: 45 ft.) to rebroadcast indirectly KSTU(TV) Salt Lake City. Ann. June 23.

■ Myton, Utah—Duchesne County seeks CP for new UHF translator on ch. 67 (TPO: 100 w, HAAT: 42 ft.) to rebroadcast directly KSTU(TV) Salt Lake City. Ann. July 10.

■ Cashmere, Wash.—Upper Wenatchee Valley TV Assn. seeks CP for new UHF translator on ch. 40 (TPO: 100w, HAAT: 40 ft.) to rebroadcast indirectly KCTS(TV) Seattle. Ann. June 23.

■ Vancouver, Wash.—Full Gospel Fellowship seeks CP for new UHF translator on ch. 61 (TPO: 100w, HAAT: 60 ft.) to rebroadcast indirectly WJAN(TV) Canton, Ohio. Ann. June 23.

■ Wenatchee et al, Wash.—Apple Valley Educational TV. Ann. seeks CP for new UHF translator on ch. 43 (TPO: 100w, HAAT: 20 ft.) to rebroadcast indirectly KWSU(TV) Pullman, Wash. Ann. June 23.

■ Milwaukee, Wis.—Weigel Broadcasting Co. seeks CP for new UHF translator on ch. 55 (TPO: 100w, HAAT: 586 ft.) to rebroadcast directly WCIU(TV) Chicago. Ann. June 23.

VHF actions

■ K02KB Allakaket, Alaska—Allakaket City Council granted CP for new VHF translator on ch. 2 to rebroadcast signal of KENI-TV Anchorage et al. (BPT-TV-7908281A). Action May 12.

■ K10LJ, Galena, Alaska—City of Galena granted CP for VHF translator on ch. 10 to rebroadcast signal of KENI-TV Anchorage, et al; condition (BPT-TV-79141D). Action May 27.

■ K07QD Hooper Bay, Alaska—Hooper Bay City Council granted new VHF translator on Ch. 7 to rebroadcast signal of KENI-TV Anchorage et al. (BPT-TV-7911261C). Action May 12.

■ K02KC Hughes, Alaska—Hughes Community Council granted CP for new VHF translator on ch. 2 to rebroadcast signal of KENI-TV Anchorage et al. (BPT-TV-7909111B).

■ K07QJ Mountain Village, Alaska—Azachorak Corp. granted CP for VHF translator on ch. 7 to rebroadcast signal of KENI-TV Anchorage et al; condition (BPTTV-7912271C). Action May 27.

■ K13QX Pilot Station, Alaska—Pilot Station City Council granted CP for VHF translator on ch. 13 to rebroadcast signal of KENI-TV Anchorage et al; condition (BPTT-8001291B). Action May 27.

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■ K09PF St. Mary's, Alaska—City of St. Mary's granted CP for new VHF translator ch. 9 to rebroadcast signal of KENI-TV Anchorage et al; (BPT-TV-7912141B). Action May 12.

■ K03FO Seward, Alaska—City of Seward granted CP for new VHF translator on ch. 3 to rebroadcast signal of KENI-TV Anchorage et al; (BPTTV-7911291B). Action May 12.

■ K08JQ Sitak, Alaska—Sheldon Jackson College granted CP for new VHF translator on ch. 8 to rebroadcast signals of KENI-TV Anchorage et al; (BPT-TV-7911071A). Action May 12.

■ K12MD Sleetmute, Alaska—Sleetmute Village Council granted CP for new VHF translator on ch. 12 to rebroadcast signals of KENI-TV Anchorage et al; (BPTTV-7910151B). Action May 12.

■ K02KE Venetie, Alaska—Venetie Village Council granted CP for VHF translator on ch. 2 to rebroadcast signal of KENI-TV Anchorage et al; condition (BPT-TV-7908201F). Action May 27.

■ K03FQ Uravan, Colo.—Union Carbide Communications Co. granted CP for VHF translator on ch. 3 to rebroadcast signal of KTVX-TV Salt Lake City (BPTTV-7909121A). Action May 27.

■ K05GV Uravan, Colo.—Union Carbide Communications Co. granted CP for VHF translator on ch. 5 to rebroadcast signal of KUTV-TV Salt Lake City (BPTTV-7909121B). Action May 27.

■ K07Q1 Uravan, Co.—Union Carbide Communications Co., granted CP for VHF translator on ch. 7 to rebroadcast signal of KUED-TV Salt Lake City (BPT-TV-7909121C). Action May 27.

■ K12MF Uravan, Colo.—Union Carbide Communications Co. granted CP for VHF translator on ch. 12 to rebroadcast signal of KREY-TV Montrose, Colo. (BPTTV-7909121D). Action May 27.

■ K09PH Ashland, Mont.—Ashland Television District granted CP for VHF translator on ch. 9 to rebroadcast signal of KTVQ-TV Billings, Mont. (BPT-TV-7912111D). Action May 12.

■ K02KF Alamo et al, Nev.—Pahrangat Valley Television District granted CP for VHF translator on ch. 2 to rebroadcast signal of KORK-TV Las Vegas (BPTTV-7905211K). Action May 27.

■ K07QH Alamo et al, Nev.—Pahtangat Valley Television District granted CP for VHF translator on ch. 7 to rebroadcast signal of KORK-TV Las Vegas (BPTTV-7905211L). Action May 27.

UHF actions

■ K66BS Flagstaff, Ariz.—Arizona Board of Regents granted CP for UHF translator on ch. 66 to rebroadcast signal of KAET-TV Phoenix, Ariz. (BPTT-8002071A). Action May 27.

■ K25AC Capitola et al, Calif.—Santa Clara County Board of Education granted CP for new UHF translator on ch. 25 to rebroadcast signal of KTEH-TV San Jose, Calif. (BPTT-7906041J). Action May 12.

■ W21AB Ft. Pierce et al, Fla.—Hubbard Broadcasting Inc. granted CP for UHF translator on ch. 21 to rebroadcast signal of WTOG-TV St. Petersburg, Fla. (BPTT-7905101B). Action May 27.

■ W29AB Ocala, Fla.—Hubbard Broadcasting, Inc. granted CP for UHF translator on ch. 29 to rebroadcast signal of WTOG-TV St. Petersburg, Fla. (BPTT-7905101B). Action May 27.

■ K60BL Max, Minn.—EZ-TV Inc. granted CP for UHF translator on ch. 60 to rebroadcast signal of WIRT-TV Hibbing, Minn. (BPTT-79061211C). Action April 30.

■ K62BH Max, Minn.—EZ-TV Inc. granted CP for UHF translator on ch. 62 to rebroadcast signal of KDLH-TV Duluth, Minn. (BPTT-79061211D). Action April 30.

■ K50AH Parowan, Utah—Iron County granted CP for new UHF translator on ch. 50 to rebroadcast signal of KUTV(TV) Salt Lake City (BPTT-7904161H). Action April 30.

■ K46AE Parowan, Utah—Iron County granted CP for new UHF Translator on ch. 46 to rebroadcast signal of KSL-TV Salt Lake City (BPTT-7904201F). Action May 12.

■ K48AK Parowan, Utah—Iron County granted CP for new UHF translator on ch. 48 to rebroadcast signal of KTVX-TV Salt Lake City (BPTT-7904201G). Action May 12.

Cable

■ Lafayette et al, La.—FCC has waived rules to permit Telecable Associates Inc. to add independent TV station WTBS(TV) Atlanta to its cable TV systems serving Lafayette, and portions of Lafayette Parish, Breaux Bridge, Scott and Broussard, all Louisiana, all located in Lafayette smaller television market (FCC 80-409). Action July 8.

■ Shreveport, La.—FCC has waived rules to permit Bossier City Cable Television Inc. to add independent WOR-TV at New York to its cable TV system in Shreveport portion of Texarkana, Texas—Shreveport, La., major TV market. (FCC 80-407) Action July 8.

Satellites

■ There are approximately 3,300 licensed earth stations. Approximately 330 are transmit-receive earth stations with remaining 3,000 being receive only earth stations. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that radio of unlicensed to licensed receive-only earth stations is approximately 3 to 1.

Earth station applications

■ Chevak, Alaska—United Utilities Inc. (4.5m; Andrew; E2375).

■ Douglas, Ariz.—Southwest Cablevision Inc. (5m; AFC; E2397).

■ Payson, Ariz.—Southwest Cablevision Inc. (5m; AFC; E2398).

■ Desert Hot Springs, Calif.—Video Communications Inc. (5m; S-A; E2390).

■ Hesperia, Calif.—Communications Systems Inc. (5m; Microdyne/AFC; E2392).

■ Sonora, Calif.—Tuolumne Cable-Vision Inc. (5m; S-A; E2378).

■ Waterton, Colo.—Martin Marietta Corp. (11m; Harris; E2399).

■ Del Ray Beach, Fla.—Village Cable TV (6.1m; Harris; E2386).

■ Indian Town, Fla.—Perry Cable TV Corp. (6.1m; Harris; E2391).

■ Orlando, Fla.—Omega Communications Inc. (7m; AFC; E2389).

■ Columbus, Ind.—Hi-Net Communications Inc. (5m; AFC; E2387).

■ Burning Springs, Ky.—C&W Cable Inc. (5m; AFC; E2376).

■ Sedalia, Mo.—Jones Intercable Fund (4.5m; Andrews; E2401).

■ Norfolk, Neb.—Cablecom-General Inc. (4.6m; S-A; E2377).

■ Cinnaminson, N.J.—Riverfront Cablevision Inc. (5m; Microdyne; E2382).

■ Kill Devil Hills, N.C.—Outer Banks Cablevision Inc. (4.6m; S-A; E2373).

■ Manteo, N.C.—Outer Banks Cablevision Inc. (4.6m; S-A; E2374).

■ Morganton, N.C.—Madison Cablevision Inc. (5m; AFC; E2380).

■ Braceville Township, Ohio—MBS Cable TV Inc. (4.5m; Andrews; E2394).

■ Houston—American Satellite Corp. (10m; S-A; E2388).

■ Houston—Gulf Coast Cable Television (10m; S-A; E2396).

■ Missouri City, Tex.—Gulf Coast Cable Television (6m; Harris; E2395).

■ St. Albans, Vt.—St. Albans Cablevision Inc. (5m; AFC; E2379).

■ Buena Vista, Va.—Vista Cablevision Inc. (5m; AFC; E2400).

■ Ft. Belvoir, Va.—American Satellite Corp. (5m; S-A; E2393).

■ Rocky Mount, Va.—Rocky Mount Cable TV (6m; U.S. Tower; E2381).

■ Sutton, W.Va.—Saventure Corp. (5m; S-A; E2385).

■ Summersville, W.Va.—Saventure Corp. (5m; S-A; E2383).

■ Weston, W.Va.—Saventure Corp. (5m; S-A; E2384).

■ Alexander City, Ala.—Alexander City Cablevision Inc. (5m; AFC; E2360).

■ Fullerton, Calif.—Teleprompter Corp. (4.5m; Andrews; E2370).

■ Hemet, Calif.—Riverside Cablevision Ltd. (5m; S-A; E2367).

■ Clearwater, Fla.—Vision Cable of Pinellas Inc. (6m; Harris; E2363).

■ Largo, Fla.—Teleprompter Corp. (6m; E2409; Harris).

■ Madison, Ill.—City of Madison (5m; S-A; E2414).

■ Ottumwa, Iowa—Ottumwa Cablevision Corp. (5m; S-A; E2359).

■ Vinton, Iowa—Vinton Cablevision Inc. (5m; AFC; E2356).

■ Columbus, Kan.—City of Columbus (5m; S-A; E2413).

■ Ellsworth, Kan.—Ellsworth Cable Inc. (4.6m; S-A; E2407).

■ Louisville, Ky.—Board of Education of Jefferson County (10m; Collins; WD73).

■ Owings Mills, Md.—Westinghouse Broadcasting Co. (10m; S-A; E2412).

■ Maplewood, Minn.—Hi-Net Communications Inc. (5m; AFC; E2365).

■ Worthington, Minn.—Hi-Net Communications (5m; AFC; E2366).

■ Farmington, Mo.—Farmington Cablevision Co. (5m; AFC; E2411).

■ Yerington, Nev.—American Television and Communications Corp. (5m; FCC Ref.; E2372).

■ Lebanon, N.H.—Twin State Cable TV Inc. (6m; Harris; E2364).

■ Olean, N.Y.—Warner Amex Cable Communications (5m; S-A; E2361).

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- Lenoir, N.C.—Lenoir TV Cable Inc. (5m; AFC; E2371).
- Salisbury, N.C.—Vision Cable of Rowan Inc. (5m; S-A; E2362).
- Carey, Ohio—Noresman Cablevision Inc. (5m; AFC; E2358).
- Chillicothe, Ohio—Chillicothe Cablevision Inc. (5m; S-A; E2355).
- North Ridgeville, Ohio—Teleprompter Corp. (5m; Hughes; E2410).
- Bangor, Pa.—Clar-O-View Community TV Inc. (5m; S-A; E2368).
- Portsmouth, Ohio—Teleprompter Corp. (4.5m; Andrews; E2369).
- Elkland, Pa.—Elkland Electric Co. (5m; S-A; E2403).
- Tyrone, Pa.—Cox Cable Communications Inc. (5m; S-A; E2404).
- Dillon, S.C.—Carolina Cablevision Properties Inc. (5m; S-A; E2408).
- Carthage, Tex.—Carthage Cable-Vision Inc. (5.6m; E2357).
- Moses Lake, Wash.—Sammons Communications Inc. (5m; S-A; E2406).
- Lewisburg, W.Va.—Greenbrier Cable Corp. (5m; AFC; E2405).
- Whitewater, Wis.—Niall Whitewater Cable Corp. (4.6m; S-A; E2402).

Earth Station grants

- Kodiak, Alaska—North Star Communications Inc. (E2129).
- Bishop, Calif.—Bishop Cable TV Ltd. (E2123).
- Crescent, Calif.—Stadonick Inc. (E2142).
- Seal Beach, Calif.—American Satellite Corp. (E2089).
- Sunnyvale, Calif.—Peninsula TV Power Inc. (E2138).
- Tehachapi, Calif.—American Television and Communications Corp. (E2143).
- Westchester, Calif.—Satellite Common Carrier Corp. (KZ87).
- Brighton, Colo.—Jones Intercable Inc. (E2120).
- Monte Vista, Colo.—Community Communications Co. (E2140).
- Washington—Metromedia Inc. (E2104).
- Belle Glade, Fla.—Jones Intercable Fund (E2122).
- East Lakeland, Fla.—Northside Cablevision Inc. (E2136).
- Jacksonville, Fla.—Area Communications Inc. (E2117).
- Los Verdes, Fla.—Perry Cable TV Corp. (E2128).
- Miami Beach, Fla.—Hi-Net Communications Inc. (E2119).
- St. Augustine, Fla.—Jones Intercable Fund (E2121).
- Osburn, Idaho—Telview Antenna Systems Inc. (E2116).
- Hammond, Ind.—United Cable Television of Northern Indiana (E2115).
- Chariton, Iowa—Chariton Cablevision Inc. (E2101).
- Burlington, Iowa—CATV of Burlington Inc. (E2100).
- Leon, Iowa—Hawkeye Communications Inc. (E2102).
- Spencer, Iowa—Spencer Community Antenna System Inc. (E2110).
- Girard, Kan.—Crawford County Cable (E2134).
- Covington-Cincinnati, Ky.—Hi-Net Communications Inc. (E2103).
- Lebanon, Ky.—OVC Telecommunications Inc. (E2099).
- Lexington, Ky.—Telecable of Lexington Inc. (E2091).
- New Orleans—Hi-Net Communications Inc. (KZ38.9).
- Loring AFB, Me.—American Satellite Corp. (WB37).

- Gaithersburg, Md.—Digital Communications Corp. (WP54).
- Jackson, Mich.—Continental Cablevision Inc. (E2139).
- Benson, Minn.—Northern Video Inc. (E2098).
- Waseca, Minn.—Waseca Cable Television Inc. (E2109).
- Bethany, Mo.—Bethany Cable TV (E2133).
- St. Louis, Mo.—Satellite Business Systems (KZ82).
- Savannah, Mo.—News-Press and Gazette Co. (E2145).
- Ogallala, Neb.—Community Tele-Communications Inc. (E2137).
- Carlstadt, N.J.—American Satellite Corp. (E2066).
- Kingston, N.Y.—Satellite Business Systems (WZ48).
- Rochester, N.Y.—American Cablevision of Rochester Inc. (E2131).
- High Point, N.C.—Hi-Net Communications Inc. (E2108).
- Elyria, Ohio—Continental Cablevision Inc. (E2135).
- Georgetown, Ohio—Flinn Communications Inc.— (E2144).
- Hominy, Okla.—Community Cablevision Co. (E2107).
- Skiatook, Okla.—Community Cablevision Co. (E2106).
- Clark Summit, Pa.—American Satellite Corp. (E2112).
- Smithville, Tenn.—Marsh Media of Smithville Inc. (E2111).
- Gilmer, Tex.—Gilmer Cable Television Co. (E2130).
- Marlin, Tex.—Marlin TV Cable Co. (E2118).
- Wylie, Tex.—Media Systems Inc. (E2124).
- Colfax, Wash.—Colfax Cable TV (E2105).
- Richland, Wis.—Richland Cable System (E2141).
- Wausau, Wis.—Satellite Business Systems (E2014).

Call Letters

Applications

Call	Sought by
New AM's	
WSSL	Western Mississippi Broadcasters Inc., Centreville, Miss
WJIG	Moore County Radio Co., Lynchburg, Tenn
New FM's	
WWUS	Lower Keys Broadcasting Corp., Big Pine Key, Fla.
WJEQ	Macomb Broadcasting Co., Macomb, Ill
KGCH-FM	Sidney Broadcasters, Sidney, Mont.
KAST-FM	KAST Broadcasting Inc., Astoria, Ore.
KCEL	Charles A. Farmer, Toledo, Ore
Existing AM's	
WTSK	WTUG Tuscaloosa, Ala
KWKN	KLEO Wichita, Kan
WKRZ	WBRE Wilkes-Barre Pa
WPLX	WPIK Alexandria, Va.
Existing FM's	
KKRD-FM	KARD Wichita, Kan
WJBQ-FM	WDCS Portland, Me
WDCS	WJBQ-FM Scarborough, Me
WKRZ-FM	WBRE-FM Wilkes-Barre, Pa
KRLB-FM	KWGO-FM Lubbock, Texas.
WVKX	WXRA Woodbridge, Va

Grants

Call	Assigned to
New FM's	
WTUX	Phillips Radio Inc., Chickasaw, Ala.
KBGX	KCNO Inc., Alturas, Calif.
KQKZ	KFLI Radio Inc., Mountain Home, Idaho
WAXT	Triplett Broadcasting Co., Alexandria, Ind

- KJNP-TV Evangelistic Missionary Fellowship, North Pole, Alaska
- WKOI Tri-State Christian TV Inc., Richmond, Ind.
- Existing AM's**
- WEQC Kalkaska, Mich.
- KABR Aberdeen, S.D
- KFLP Floydada, Tex
- Existing FM's**
- WXLM Savannah, Ga
- WHLT-FM Huntington, Ind.
- WFFX Grand Rapids, Mich.
- KCFM St. Louis
- WLSE-FM Wallace, N.C.
- Existing TV**
- KJRH KTEW Tulsa, Okla.

Other

- New York—National Broadcasting Co. granted extension of authority to transmit programing to Canadian and Mexican broadcasting stations (BFP-800229AK). Action June 13.

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RADIO

HELP WANTED MANAGEMENT

General Manager for a strong, group owned AM-FM combo in midwest market of 200,000. Experience necessary. Salary and benefits in excess of \$50,000 EOE. Send resume to Box G-158. EOE.

Station Manager and sales manager needed for broadcast group located in North Carolina. Opportunity for right individuals to get ahead in their profession. Excellent benefits EOE Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352, 919-276-2911

Sales Manager with opportunity to become general manager in near future. Western N.Y. small town full time 1 kw AM. Need person with strong sales and promo experience and ability to rebuild existing sales dept. Salary plus strong incentive, other fringes. Box G-186.

Raven Radio, new S.E. Alaska public non-commercial FM radio group, is accepting applications for position of Station Manager. Successful applicant will implement state and NTIA grants, oversee construction and pre-operational planning, and be responsible for broadcast operations of a full service FM facility. Requirements: At least three years experience in broadcast management and supervision of personnel. Background in community radio and knowledge of S.E. Alaska preferred. Familiarity with FCC and NTIA rules important, as well as good record of administrative ability, and an ability to relate effectively with Raven Radio's Board of Directors and a willingness to carry out its policies. Salary 20-24,000 DOE. Employment to begin Sept. 1, 1980 in Sitka, Alaska. Applications, including recent resume and references should be mailed to Raven Radio Foundation, PO Box 936, Sitka, AK 99853 not later than August 15th. Raven Radio is an Equal Opportunity Employer.

FM for southeast top 100 market. Must be strong on promotion and sales. If you are aggressive and on the way up, this is perfect for you. Send GM track record, salary and incentive requirements Group station. Box G-215.

HELP WANTED SALES

Local Sales Manager—experienced especially guiding and motivating four person local sales staff, while same time selling and servicing your own account list. Chance to be manager within six months for right person. E.O.E. Springfield, Massachusetts Box F-236.

Combo salesperson/announcer who can handle mornings and take over established list. Single station small market. \$150/week salary plus 15% commission. Earnings potential \$18,000+. Send tape and resume to Wm. J. Clark, KTOC, 622 Hudson Avenue, Jonesboro, LA 71251.

Make Big Dollars with a growing broadcast group! If you can sell, there's no stopping you in our 9 station group. We don't "nickel and dime" our advertisers or our sales people. Only true professional, career minded people need apply. Openings now in upstate N.Y. with future possibilities in N.E. and Southeast. Send resume immediately! All replies confidential! E.O.E. Box G-131.

Account Executives Wanted. Number one rated AM/FM combination in New York suburban area. Excellent salary and commission plan. Must be a self-starter. Send resume to Box G-152.

Strong on local direct retail sales. We want a proven winner for openings at two top 100 group owned stations. We want a highly motivated, aggressive star. Good incentives. Guarantee to \$25K for right person. Box G-201.

Northeast AM-FM—about to split needs several good sales representatives. Salary plus. Just outside of top 50 market. Good economical living conditions. E.O.E. Send resume, salary requirements to: Box G-203.

Experienced Salesperson—medium market AM & FM in North Carolina. Assume active list. Draw against commission. Many benefits. EOE Box G-204.

A rare vacancy in our organization. No. 2 sales position opening soon. Excellent account list provides well over 20K commission, with room for growth. Tom Andrews, Manager, WLKI Radio, Angola, IN 46703. Phone 219-665-9554.

Inspiring... Dynamic... Leader: If these qualities describe you and you want to lead the sales force of a regional station in fast growing Western Wyoming, send resume to KMER, Box 432, Kemmerer, WY 83101. Compensation negotiable. EOE

Expert radio salesperson. Guaranteed draw against 15% commission paid on sales. All expenses paid. A professional opportunity for professionals only. Send complete resume to Box G-210.

Sales Manager needed now for the only beautiful music signal in an incredibly active and prosperous market in beautiful Central NY-Ithaca! 12 station group with great advancement opportunities. Salesperson with aggressive, hardhitting track record definitely considered. Send resume immediately to Great Scott Stations, c/o Rick Duwayne, WRLX, Metcalf Plaza, Auburn, NY 13021

Available now. Sales manager to handle own accounts and supervise small sales staff. Answer only to owners. WKXK-FM, Box 248, Pana, IL 62557 or phones 217-562-3211 or 217-562-4138.

Sun, fun, money and growth are what we offer WFOG, Norfolk, Virginia's Premier Beautiful Music Station has a terrific career opportunity for a proven salesperson. Upward mobility with a professional, expanding company. Send resume and accomplishments to Sales Position, WFOG, 330 W. Brambleton Avenue, Norfolk, VA 23510. An equal opportunity employer.

Radio Sales—No. 1 Adult Contemporary in large Florida market. Ground floor opportunity for experienced self starter. Good income potential, great benefits. Send resume to Box G-223.

Experienced Sales help needed for Virginia medium market stations. Send resume, billing record and references to Wynn Hott, General Manager, WJJS-WLGM, 8th & Church Streets, Lynchburg, VA 24504.

HELP WANTED ANNOUNCERS

Experienced announcer with creative airwork and commercial production. Good voice and air personality first phone preferred N.C. AM and FM. EOE. Send resume to Box G-63.

Air talent needed immediately for 50,000 watt country AM and 100,000 watt rock FM in North Carolina. Must be strong on production, personality and community involvement. Send tape and resume to: Joe London, Program Director, WFNC-WQSM, Box 35297, Fayetteville, NC 28303 EOE/MF.

Wanted: Morning personality, very strong on production. Adult rock format in Missoula, Montana. Contact Steve Benedict 406-728-9399.

Maryland Adult Contemporary seeks morning drive communicator. Tape/resume to WARK, PO Box 1006, Hagerstown, MD 21740. No phone calls please.

Pop Adult Announcer (PD.) and AM Drive News positions now available at AM/FM operation in Central N.Y. small market college town with larger market sound. Join our rapidly growing broadcast group and grow with us. Send tape and resume to WDOS/WSRK, 104 Chestnut Street, Oneonta, NY 13820 E.O.E.

Program Director and AM drive announcer wanted in the "Rose Capital of the World"—Tyler, Texas. Must be experienced in communicating with adults, working with music and jocks. Sound references a must—you'll like the job. Contact Don Chaney at 214-597-7278 or mail resume and tape to PO Box 929, Tyler, TX 75710. Equal opportunity employer

Morning Drive Personality needed at areas No.1 Country Station. Experience and talent a necessity. Great opportunity with a growing station. Send resume and tape to: Henry Beam, WAEY, Box 1011, Princeton, WV 24740. EOE.

Texas Panhandle City of 30,000 seeking on-air announcer with strong production background. Minimum, one year experience. Send tape and resume to: KGRO Radio, PO Box 1779, Pampa, TX 79065 or call Brad Mink 806-669-7918.

Super Music Director wanted for first class AOR station, knowledge of all record companies, reporting to trades, daily air shift, tight production, must be experienced, females encouraged. Tape and resume to S.R. Novak, 1428 E. 98th St., Brooklyn, NY 11236.

WNOO is looking for an experienced announcer. We feature Beautiful Soul Music. Send aircheck/resume to: Dwight Harrison, PD, WNOO Radio, PO Box 5156, Chattanooga, TN 37406. No phone calls, please. EOE M/F.

Successful AM-FM southwest operation is seeking a unique broadcaster to become our morning announcer. If you can entertain inform and converse we want to hear from you. Excellent production is a must. Not interested in lightweights. Tapes and resumes to KLMR, PO Box 890, Lamar, CO 81052.

Experienced air personalities/production needed for Little Rock's leading contemporary music station. Deep voice a must. Tapes and resumes to: Dave Taylor, KLAZ, 1501 N. University, Suite 768, Little Rock, AR 72207. No calls.

Morning Personality, strong on copy and production, needed by San Juan MOR English language CBS affiliate. Some knowledge of Spanish preferred. Air check, resume and references to GM, Radio Station WOSO, Box 4349, San Juan, Puerto Rico. 00905.

Hot Country Opportunity. Greater Akron's newest country station. Drive time slot open for creative personality with strong, production, promotion and music. Join this growing company with new building, new studio, new format. Excellent salary and benefits. Hiring now. Call Bill Klaus, WKNT 1-216-673-2323. EOE/Affirmative Action

No 1-rated central Jersey station seeks bright, enthusiastic drive-time personality with proven track record. Real opportunity with one of the country's leading broadcasters. EOE. Send tapes and resumes to Box 1350, Princeton, NJ 08540.

Major/Medium market anchor-personality. Strong on personality delivery. Talk hosts should apply, too. We need assistant news director who will become news director. Dominant No. 1 station in the Southwest. Rush. E.O.E. Call Ken Gaines, 405-840-5271.

Central New York 50,000 kw. FM needs complete new staff for Superstar type format. Send resume and salary history to Box G-206.

Cape Cod's music leader is seeking an outstanding mid-day air personality with strong production skills. Top-notch facilities in a great living area. This is an exceptional opportunity with above average salary and benefits. Send tape and resume to: Ray Brown, PD, WCOD-FM, Hyannis, MA 02601, Contemporary format.

Southern Coastal Station seeking aggressive qualified program director/announcer for contemporary high power gospel format. Previous experience with gospel/religious format desired. Applicants must be self starters with good management capabilities and good air sound. Minority applicants encouraged. Box G-230.

HELP WANTED TECHNICAL

Are you tough enough to be Chief Engineer where the cowboys are mean, the summers get hot, the winters get cold, the wind blows over our three towers at least twice a year, the lightning parts your hair, and the women are good-looking? Call Two-Gun Gordon in Lamar, CO. 303-336-2206.

HELP WANTED TECHNICAL CONTINUED

Major Broadcast Group seeks experienced chief engineer for dominant S.E. AM/FM operation. DA hands-on and automation expertise necessary. All applications should include extensive resume, salary history and compensation requirements. Equal opportunity employer. Please reply to Box G-60.

Chief Engineer: For leading AM/FM facility in one of the best recreational areas of the Ohio Valley Directional AM, Class C FM, group stations. Need permanent, hard working individual with good references—applicant should be knowledgeable in studio and transmitter maintenance and directional operations. EOE. Send resume and salary requirements to: General Manager WKYX, PO Box 2397, Paducah KY 42001.

Assistant Chief Engineer for WSPD Radio, Toledo, Ohio, a full-time 5 KW station. First Class License required, with experience in preventive maintenance, transmitters, studio construction and directional antennas. Salary negotiable. Equal Opportunity Employer. Send resume with references to Chief Engineer, WSPD Radio, 125 South Superior, Toledo, OH 43602.

Group broadcaster looking for experienced chief engineer for major market station. Applicant must be well versed in FCC regulations, plus have a good background in record keeping. Excellent starting pay plus benefits. EOE. Send complete resume and references to Box G-127.

Full time staff engineer with qualifications and desire to become Chief Engineer in all areas of radio engineering. E.O.E. Send resume to Chester Grubbs, KTOK Radio, Oklahoma City, OK 73101.

Raven Radio, new S.E. Alaska public non-commercial radio group, is accepting applications for position of Chief Engineer. Successful applicant will be responsible for all phases of studio, transmitter and antenna construction and related installations. Oversee studio operation, training of volunteer personnel, and perform equipment maintenance for full service FM facility. Requirements: First Phone license, good FM engineering background; experience in community radio and a knowledge of S.E. Alaska desirable. Salary \$20,000-\$24,000. DOE. Employment to begin Fall, 1980, in Sitka, Alaska. Applications including recent resume and references should be mailed to Raven Radio Foundation, PO Box 936, Sitka, AK 99835 not later than Sept. 1st. Raven Radio is an Equal Opportunity Employer.

Chief Engineer—AM/FM in Gulf Coast's fastest growing area. Class C FM & 5,000 Watt FM DN Contemporary stations with the latest equipment. Candidate must be aggressive, into construction program, state-of-the-art in a competitive market. Top salary, profit and pension plan. EOE. Resume and references to Box G-217.

Top Notch Engineer required to build a new FM for this AM/FM combo committed to engineering excellence. Must be into state of the art, and strong on maintenance, especially FM and studio. Box G-195.

Here's an opportunity for a good engineer who would like to operate his own background music service and draw a salary too for maintaining the equipment of an AM/FM with automation in a small South-eastern town. Call Mr. Kahn at 919-738-4771 for details.

Radio Maintenance Engineer: Strong maintenance background required for major market broadcaster. First Class FCC license required. Salary commensurate with ability. A reply to PO, Box 4146, Atlanta, GA 30302. Equal Opportunity Employer. M/F.

Wanted: assistant chief engineer for major South-western broadcaster. Experience in contemporary audio, digital, and directionals a must. First Phone necessary BSEE helpful. No beginners. Send resume and salary requirements to James E. Foss, Chief Engineer, Thunderbird Broadcasting, 1209 N. Chester Ave., Bakersfield, CA 93308.

Chief Engineer/Announcer for quality minded Beautiful Music FM in West Texas. Some announcing required but heavy emphasis on maintenance. Send resume to Guy Smith, Box 3280, Albuquerque, NM 87190 or call 505-884-5833

Chief Engineer for growing broadcasting group which currently consists of 3 AMS and 4 FMS. Send resume and salary requirements to Box G-180.

National Public Radio has an opening for an engineer who will be responsible for assisting public radio stations on satellite terminal site engineering. Individual should hold a BSEE or equivalent with 4 years engineering management or radio station engineering experience, and have a working knowledge of microwave systems installations and operation and/or satellite terminal installations. Position requires incumbent to have responsibility for coordinating overall engineering efforts in planning of new station interconnections and specific planning and consultative support for individual stations in the process of station terminal construction, modifications and acceptance. Submit resume, including salary history/requirements, to: DeNise Johnson, National Public Radio, 2025 M St., NW, Washington, D.C. 20036. AA/EOE.

HELP WANTED NEWS

News Director Wanted for one of the Midwest's outstanding radio news departments. Need experience, judgment and penchant for hard work. Resume and tape to Dick Record, WIZM & Z-93, La Crosse, WI. American's number one small city.

Established Virginia station looking for broadcast journalist to join growing news department. Good delivery, reporting and writing skills a must. Send tape, resume, expected salary and writing samples to News Director, WFLS AM-FM, Box 7275, Fredericksburg, VA 22401. An EOE, affirmative action employer.

Newsperson wanted for immediate opening! We're No. 1 and you might have the professional attitude and need to excel that we're looking for. Large group with advancement potential. Our beautiful Finger Lakes will dazzle you. Ability to back up on play by play would help. Send tape resume now to Susan Beckner, WMBO, Metcalf Plaza, Auburn, NY 13021. E.O.E.

News director, one-person news department for small market AM/FM station. Report local interest stories. Send resume, requirements to WSVS, Crewe, Va 23930. E.O.E.—minorities and females encouraged to apply.

Top Dollar: Take charge small southwest suburban. Extra bucks for sports and PBP. EOE. Tape and resume to KARS, Box 860, Belen, NM 87002

Morning drive news WHEB seeks broadcaster with minimum two years experience, good voice, excellent reporting and writing skills. Award winning news operation. Send tapes and resumes to John Ryan, News Director, Box 120, Portsmouth, NH 03801. EOE.

Northeast AM-FM—about to split needs a professional news director to direct news for both stations. Just outside of top 50 market. Good economical living conditions. Experienced Director preferred but newsperson ready to assume top position will be considered. E.O.E. Send resume, salary requirements to: Box G-203.

Searching for other half of experienced team at leading radio news operation in northern Alabama. We need an equally dedicated News Director/Reporter to assume the administrative and anchor duties of the team. Present News Director's nose for stories leading him away from office. Send resume/tape to: Buster Pollard, WBHP Radio, PO Box 547, Huntsville, AL 35804.

News/Production person wanted, experience preferred. Tape & resume to Dave Kessler, News Director, WJLS, PO Box 1452, Beckley, WV 25801

Experienced newsperson capable of news directing needed to join an active full-time news staff. Must have strong delivery. Excellent opportunity and working conditions. Good pay and fringes in northwest medium market. Minorities encouraged to apply. Box G-231

Major San Francisco adult station needs part-time and vacation news anchor-reporter. High AFTRA scale and the right to free-lance can give you a good income. We want a creative person who can find news on weekends and write and read it well. If you read wire copy, or write your own so it sounds like UPI, save your tape and postage. If you stand out from the pack and want to show what you can do in a major station, send an aircheck to News Director, Box 7350, Rincon Annex San Francisco, CA 94120. Equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

I Like Radio People with first class tickets because they tend to be serious about the business. If you have one and other radio skills (PD, MD, PBP, strong copy/production, etc.). Tell me about it. Box G-55.

Program Director/Operations Manager—100,000 Watt regional station, midwest. Excellent administrator, supervise, lead entire station day to day operation except sales. Perfect for programmer wanting station management. Knowledge of programming, copy production. Take charge person. Respond immediately. Box G-146.

Take-charge Program Director for small market AM/FM station. Previous broadcast experience required with excellent production. Previous program automation experience helpful. Send tape, resume, requirements to WSVS, Crewe, VA 23930. E.O.E.—minorities and females encouraged to apply.

SITUATIONS WANTED MANAGEMENT

General Manager: experienced in all phases of station operation. Sales — programming — FCC renewals. Looking to grow with right station. Box G-161.

Twenty years program and sales experience medium and large markets. Long-term situation. Bill, 602-955-1073.

GM/VP—Seeking management position or will invest with reputable group or individual 19 years experience—all aspects. Anxious to discuss qualifications. Exc. ref 36-family man. Honest, concerned, involved broadcaster. Box G-189.

General Manager—three decades of know how. Can handle large or small staff stations—Wants permanency and eventually ownership. Settled and solid citizen. Mr Radio has done it all. AC 813-447-1478, Jim Brownell, 101 N. Glenwood Avenue, Clearwater, FL 33515.

California! General Manager with 12 years medium and major market experience. A review of my resume and its thorough investigation will disclose a responsible person with a successful background in all facets of both AM and FM radio operations. Box G-237

Tennessee or surrounding states. 15 years programming country plus sales & promotion. Box G-227

SITUATIONS WANTED SALES

Knowledgeable, aggressive sales pro seeks permanent position in Sales or Sales Manager slot. Any size market. Box G-129.

SITUATIONS WANTED ANNOUNCERS

Currently contemporary country in Milwaukee, seeking Top 40 or Pop/Adult in New England area. Keith, 414-769-6966.

Got the ticket need the break 1st phone willing and able seeking break production experience will relocate call Martin 212-369-5729.

Four years board experience, one year PBP; know "modern country", some rock. Prefer southern Rockies, southwest, or west coast. Call anytime 307-672-2182.

I've missed many opportunities to shut up, but can make it pay off for you. Broadcast-writer-salesman with brains energy and excellent background (recently trained). Love small market. For openers, call Dan 212-548-1184.

Country PD/DJ. Good production, good references. Extensive automation experience. Male, 29, prefer Southeast, no small markets. Now available. Dan Mitchell (Hollenberg) 317-489-4677

Newscaster—Skilled Writer—Warm, personable DJ. Articulate delivery, polished speech (Communications Degree) available for small market with modest budget, trees and fresh air. Excellent tape and music background. Box G-142.

Affirmative Action Employer's—Black male married hardworker with First Phone, Bachelors degree, Navy Veteran, Broadcast School graduate. Looking for first job as announcer, newscaster, production. Any format. Box G-110.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Consider: pleasant voice, creative production, copywriting experience, communications degree, and dedication. Desire small market experience anywhere. For tape, resume, call Bill. 413-733-8804.

Huntsville-Decatur I moved 2,000 miles to work for the wrong station! Experienced, versatile contemporary personality seeks any situation in our area. Major market success story. Broadcast school graduate can do it all. Kurt 205-883-4335 leave message.

One creative and dependable air talent available for immediate hire. Four years experience. Call Frank. 312-739-3068.

I'm sick and tired of garbage jobs, so I'll work for peanuts to get my foot in the door. Enthusiastic, hard-working and dedicated air personality willing to go anywhere, anytime and work within your format. Non-commercial experience in N.Y.C. Tight board, good voice. I love radio, help me get started. Call 212-762-6195 or write Peter R. Shamin, 61-33 166 St., Flushing, NY 11365.

Experienced DJ, seeks AOR format, young, ambitious, have good voice, knowledge of music, third phone. Bernie Ross, 826 N. 15th No. 13, Milwaukee, WI 53233, 414-342-6630.

Expert PBP in hockey, football, baseball & basketball. I am willing to relocate immediately in Canada or U.S.A., and I also have PBP tape and personal resume available. Ask for Joe 312-652-2452. Call after 5 p.m.

DJ/Sportscaster. 3 years experience, 3rd ticket. College grad. Relocate anywhere. Handle all formats. Specialty Oldies. Strong PBP, news reporting of all sports. Tape, resume, references, photo. 201-338-4100, leave message. Or Jim Spiro, 12 Cambridge Road, Bloomfield, NJ 07003.

Announcer with 4 years experience seeking job in the Northwest. Country and MOR experience. Will consider all locations. Call B.J. Reader now at 208-233-7778.

Young, energetic personality desires air/music position with trendsetting AOR/progressive station. Strong new wave/rock background, major market experience. Emerson College BS Sp., and blessings of Boston rock press. Sound good? Call or write now. Ed Slota, 10 White Acorn Circle, Warwick, RI 02886. 401-739-2491.

Cookin Top 40 personality. Creative, dependable, hardworking afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately. Call now 312-381-2916. Jon Conlon, 264 Sharon Dr., Barrington, IL 60010.

Mature, creative, dedicated, personality. 3rd. Seeks medium to large market. 4½ yrs. experience. Western states. After 3:30, Eddy 602-836-6968.

DJ, experienced, good board work, news and commercials, can follow directions any format. Box G-184.

Sports Director in Chicago area looking for any type of sports work. Can do P-B-P color, daily sportscasts, sports talk, even combo. Have job, will travel. Doug Strickland, 208 North Loomis, Naperville, IL 60540. 312-420-9585.

Ann./D.J. good production third FCC AFTRA member. Will relocate. Ronnie Simmons 212-735-7805

For Rent. Penthouse-quality voice. High-rise numbers. Adult neighborhood only. \$1600 month. Only qualified lessors need apply to Box G-212.

Reliable young chick ready to kick! Prefer Top 40's format. Tape, resume available. Diana Marzano, 10812 St. LaPorte, Oak Lawn, IL 60453, 312-636-4350 or 312-636-0925.

I'm a good announcer, let me prove it to you. Beginning DJ seeks first break in radio. College and closed circuit experience. Third ticket. Any format. Will relocate 300 miles of Buffalo, N.Y. Tim Evans, 716-834-2092 or 716-898-3355.

38 year old greenhorn is seeking his first station. Have 3rd class. Bruce Langdon, 590 Anita St., No. 4, Chula Vista, CA 92011

Art Murphy is red hot—37 year old talk show host with 12 years experience, proven success record, able to handle any talk format or time slot. Looking for major market that desires something new to offer your audience. Proven in-depth interviewer, able to coordinate news blocks and traffic within talk show format. Call 305-725-1743, 482 S.W. Hooper Ave., Palm Bay, FL 32905.

Great Adult communicator with stable background in all facets of radio seeks move to solid major market operation. Box G-221

SITUATIONS WANTED TECHNICAL

Heavy Construction and Chief experience in AM-FM-Studio-Microwave-Transmitter and some TV with over ten years in broadcasting. Looking for a permanent position. Resume on request. Ask for Greg 305-745-3785.

Experienced Chief Engineer/Technician with directional AM/FM & two way radio experience, seeks position in north east or north central states. Box G-218.

Experienced production engineer and board op. in noncommercial radio in N.Y.C. looking for similar position in commercial radio. Will relocate anywhere. Call 212-762-6195 or write Peter R. Shamin, 61-33 166 St., Flushing, NY 11365

SITUATIONS WANTED NEWS

Experienced newswoman currently working in Milwaukee. I'm good on the air, phone, beat work. Call 414-282-0508 afternoons.

Sportscaster, 28 veteran olympics and big ten seeks PBP college football and basketball. Will produce best package in country. Box G-62.

Sportscaster, 6 years, Network exp football, basketball, baseball, Dan Lee, 316-231-6205.

Sportscaster—Top-10 midwest market experience. I write, report, produce and handle daily sportscasts and play-by-play. Looking for increased responsibility and opportunity in large or medium market. Let's talk now for fall start. 517-546-7765 mornings.

News director with six years experience in small and medium markets seeks medium market ND position or major market reporter position. Minimum salary \$15,000. Call 217-243-6675

Experienced pbp man available. solid production sales jock background will relocate. Mitch 212-376-4664.

200% GM backup—Accomplished Anchor-Reporter (Professional approach)-R-TV News/Sports. Degree-Journalism. Hank Holmes 617-679-6957 after 2 p.m./eves.

Professional newspaperman with strong management background, good voice and awareness, several years broadcast experience, seeks good spot. Strong writer, 41, active, great health, good personality. Finest references. Bruce Morrison, 119 Greenbrier St., Selma, AL 36701. Telephone 1-205-872-9787

Sports Director/News Anchor, seven years experience in Detroit. Excellent writing, reporting and production skills. PBP/talk show. Call Don Lessnau, evenings, 1-313-685-2347

Working part-time, want full time news. Will relocate call Don Quinn 312-623-8662.

NHL Hockey voice seeks radio or television PBP job. Squeezed out by NHL-WHA merger. Four years big league experience on 50,000 watt radio and major market TV. Currently doing sportstalk on clear channel station. Box G-125.

Experienced Anchor/Reporter. Five years radio news experience. Presently afternoon drive in top 75 market, seeking to move up in market size. Have college degree. Prefer Northeast, but will relocate. Call 617-822-6480 evenings

College grad—10 months experience—looking for small market news or sports position. I've also done board shift. Bob 703-667-0791

Are you a Washington, D.C. or suburban area news director? I'm a female with over six-years radio news experience, three years newspaper writing. Political Science background at one of the country's top universities. At 22, I've never been unemployed, (currently employed in news-active Northeast market) and have done it all; anchoring, reporting, interviewing, writing news and sports, plus sports talk radio host. I should like to do all or any combination of the above for you. Box G-192.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director. Station sale makes available PD/O.M. Solid experience includes motivation, budgeting, promotions, community service, sales. Arbitron No. 1, engineering, A.A., dedication. Box F-146.

Experienced auditor with over 5 years in broadcasting seeks senior accounting or auditing spot. Will travel and relocate. Resumes furnished. Box G-35.

Small market personality desires on-air PD/MD opportunity. Prefer building or rebuilding adult contemporary or top 40 operation in small market, utilizing professional concepts and human, take-charge manner. Seeking position of total responsibility of programming, staff supervision, music research and enough management backing to send station to the top. Hard worker. Stable operation with a positive & professional attitude only! Prefer midwest, west or southwest. In no hurry, will wait for right opportunity! Box G-194.

Looking for an organization that rewards performance with cash. Excellent numbers! Superior work history! Box G-219.

Major market ratings getter available to get your's to number one! Unbeatable PD. experience. Failure is not in my vocabulary. Box G-211.

Country Professional with extensive background. Sales, operations manager, formats, copy, production and promotions. A detail organizer and motivator. Box G-213.

Music Director, air personality with experience and love for Modern Country format, looking for MD, on air personality position. Prefer Northwest, all considered. Walt Sharp 609-829-5248 after 6 pm.

Tennessee or surrounding states. 15 years programming country plus sales & promotion. Box G-227

Major college/pro sports, talk, program manager background. Available immediately. George Taylor, 2464 Monterey, Sidney, NE 69162. 308-254-7389

8 years experience as program-music director/announcer, including staff and copywriting supervision, sales ideas, promotions, budgeting. Computer research-logo artwork experience. No. 1 Arbitron success record. Bill McCown 803-226-1408.

TELEVISION

HELP WANTED MANAGEMENT

Promotion Manager for fast-growing, well-equipped network affiliate in top 100 southern market. We currently have the best local programming, production expertise and promotion in our market. You'll be a Department Head with good-sized budget and plenty of encouragement. Send resume and tape to Ken Gerdes, General Manager, WAFF-TV, PO Box 2116, Huntsville, AL 35804. (EOE).

Staff Analyst: Assists GM in performing institutional research, preparing and coordinating requests for financial assistance, design and application of management systems. \$1439/month. Application deadline: 8/15/80. Contact Larry Condit, KTEH, 100 Skyport Drive, San Jose, CA 95110.

Development Manager—Duties: plan and direct all fund-raising activities for southern ETV network. Activities include: membership drives, on-air fund-raising campaign, corporate underwriting, planning direct mail campaigns and work with volunteers on local and state level. Requires BA in Communications or related field. Experience in public TV, fund-raising. Salary: negotiable. Resumes to: APTN, 2101 Magnolia Avenue, Birmingham, AL 35205.

HELP WANTED MANAGEMENT CONTINUED

National Sales Manager job opportunity for a 4-station regional TV network in 143rd ADI. Must have experience in working with national rep and agencies. Sales development experience desirable. Send resume to Dave Stuart, General Sales Manager, KFVR-TV, Box 1738 Bismarck, ND 58501. Equal Opportunity Employer.

Membership Director: Direct and coordinate membership efforts for major NE medium-market station. Staff of 4-5. Includes responsibility for member services, renewal efforts, direct mail, on-air pledge appeals and automated record-keeping. Requires: experience in membership activities at public station or similar institution demonstrated ability to motivate and supervise staff and volunteers, strong writing skills and on-air presence. An Equal Opportunity Employer. Send resume, references and salary requirements to Box G-191.

Production Manager. Major market opportunity to manage aggressive, creative, active production department. Seeking substantial commercial television production and operations experience, strong leadership and communications skills. Creativity and high quality standards a must. Good technical background important. Be sure you have a terrific tape to send us later. EEO Employer. Send resume to Box G-216.

Production Manager. Job opportunity in Top 50 market for aggressive individual with creative, technical and supervisory experience. Excellent opportunity for growth and advancement. Excellent benefits. An Affirmative Action/Equal Opportunity Employer. Send resume with salary requirements to Box G-225.

Major TV Group seeks General Manager for VHF network affiliate in growing South Eastern market. EOE. Box G-240.

HELP WANTED SALES

Local Sales Manager. Station in 110th market seeks experienced self starter to lead sales staff. Must have experience in working with agencies as well as smaller clients. Send resume and salary requirements to Market Director, KAUZ-TV, Box 2130, Wichita Falls, TX 76307. EOE.

Sales Manager. Local-Regional TV Sales experience and Management required to aggressively lead our sales team. Excellent opportunity, present and future with Ziff-Davis Station Bob Craig-GSM-WJKS-TV PO Box 17000, Jacksonville, FL 32216—E.O.E.

HELP WANTED TECHNICAL

Looking for good Assistant Chief Engineer, familiar with RCA transmitter—TR 600, TK 630, Sony, Phillips Engineer. Contact: Jim Robinson/WECA-TV 904—893-3127

West Coast ABC Affiliate seeks qualified chief engineer with minimum five years administrative experience and heavy maintenance background. EOE/ Send resume/references to Box G-7

PM Magazine/Detroit seeking cameraman/editor with minicam and 3/4" editing experience. Send resume and tapes to Helen Love, WJBK-TV 2, Box 2000, Southfield, MI 48037

Chief Engineer (Lansing/Jackson, MI) Minimum five years engineering experience; good management abilities. Necessary to maintain ENG equipment, RCA VCR and 2" VTR, plus Phillips color cameras. Salary negotiable. Write Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909. Equal Opportunity Employer.

Wanted: broadcast chief engineer: to be responsible for the total supervision and operation of a public broadcasting television and radio system in Southern Minnesota. Station just received new grant to construct total new TV and radio operations that will serve some 240,000 persons in Southern Minnesota, must have minimum of two years of formal schooling in electronics, strong working knowledge of digital electronics, five years maintenance experience in broadcast systems, must be able to grasp and apply good managerial policies. First class FCC license essential. Experience in building new broadcast facilities helpful. Will manage staff of four full-time engineers and two part-time operators. Salary \$20,000 plus strong benefit package. Send resume and references to Barry G. Baker, General Manager, KAVT-TV Austin, MN 55912. KAVT, owned and operated by I.S.D. No. 492, is an equal opportunity employer.

Master Control Operating Engineer—applications being accepted for the position of master control operating engineer. The applicant should have knowledge of quad-video recording and playback, 3/4" U-matics, Marconi Mark VIII cameras, Telecine operations, and audio mixing. FCC first or second class license preferred. Send salary requirements and resume to Robert J. Parkhurst, Chief Engineer, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

Maintenance Engineer with strong background in television maintenance and operation and first-class license needed for 50-60 size Midwestern market. An EOE. Send resume and salary requirements to Box G-166

Transmitter Engineering Supervisor for UHF television station. Salary open. Contact Mike Neibauer, Chief Engineer, KEDT-TV, PO. Box 416, Corpus Christi, TX 78403 or call 512-855-2213

Maintenance Engineer—Florida suncoast TV station; minimum 3-5 years experience in television or production house; for details, call Peter J. Ford, WTSP-TV, 813—577-1010, or send resume to PO. Box 10, 000, St. Petersburg, FL 33733. An Equal Opportunity Employer.

TV Maintenance engineer for west coast network affiliate. Must be experienced with maintenance and repair of all TV studio and transmitter equipment. Possible future promotion to assistant chief engineer or CE. EOE. Send detailed resume to Box G-207

Maintenance Engineer for broadcast equip., quad, 1" VT, new EFP mobile unit, etc., for public TV and ITV programs. Excellent benefits and working conditions in campus environment. 1st Class Lic., 3 yrs. maintenance exp., 2 yrs. tech. trng. Apply to Donald Lehmier, The University of Akron, 225 S. Forge St., Akron, OH 44325. Equal Opportunity Employer.

Chief Engineer for rapidly growing sports programming company in Northeast currently building most advanced remote vehicle in the country. New studios and additional support truck being planned—1st class license, minimum five years experience, must wear several hats, must have worked with and be experienced in most current state-of-the-art equipment or do not apply—we need a take charge pro. Reply Box G-222

Progressive Public Television station needs broadcast maintenance technician. Position requires experience with modern broadcast equipment including digital technology, installation and repair of radio and television experience. Send resume to: Personnel, WITF, Box Z, Hershey, PA 17033. Application deadline: August 20, 1980. Equal Opportunity/Affirmative Action Employer.

Chief Engineer with technical skills in TV studio, transmitter, microwave and translators. New UHF Central Ohio. Send resume, salary requirements: Dan McGrath, PO Box 19899, Columbus, OH 43219.

Top Ten Market network affiliated & Group owned television station seeking an individual for the position of Engineering Supervisor. BS in electrical engineering or equivalent. First Class FCC License. Television equipment & transmitter maintenance background. Thorough knowledge of FCC Rules, Regulations, paperwork and proof experience. Must do technical training, direct day to day technical operating & maintenance personnel. Equal Opportunity Employer. Send resume to: Box G-232.

Fast growing production company in South Florida, needs engineers to install, maintain and interface latest state of the art equipment: Both Vital's Squeezezoom and Quantels DPE-5000 Digital Effects, Datatron Vanguard Editors, Ampex VPR-2B's, RCA-TK 28B's, etc. The positions are heavy technical, no operating required. Call: Michael Orsburn, Director of Engineering 305—587-9477 or send resume and salary requirements to: Video Tape Associates, 2351 SW 34th Street, Ft. Lauderdale, FL 33312.

Television/Radio Tech II—Under supervision, operates TV master control board, audio control board, projection machines, video set-ups adjusting studio color cameras along with maintenance repairs on television equipment. Must have high school diploma 1st class FCC radio/telephone license, plus either two years technical training in related electronics or three years broadcasting and/or television experience, including thorough knowledge FCC rules/regulations. Apply Personnel Office, Room 3. Beardshear Hall, Iowa State University, Ames, IA 50011 by August 8, 1980.

Maintenance Engineer: Minimum 3 yrs. broadcast experience. Send resume to Fresno County Department Education, 2314 Mariposa St., Fresno, CA 93721

HELP WANTED NEWS

Top southwest sports crazy major market city wants the best most creative sports ENG photographer/editor in the country. Play by play, hard stories, features and specials all in a week's work. Must know sports. Many years experience and hard work a requirement. E.O.E. M/F. Box G-56.

Weathercaster. Excellent opportunity for person with on-air experience and high interest in weather. Work with state of the art weather equipment in market known for climate extremes. Good benefits, equal opportunity employer. Send reply and resume to Box G-50.

Reporter who is energetic and creative. Midwest NBC Affiliates. Total ENG. Equal Opportunity Employer. Resume to Box G-113.

Nr. 1 and expanding—top ten news leader is adding much more news programming—business reporter, anchor/reporters weatherperson, photographers, news technicians, producers, writers and executive producer to be hired. Equal opportunity affirmative action employer. Please send letters and resumes to Box G-118.

Senior Reporter to cover Washington National News for independent TV stations. Seeking aggressive, enterprising pro. Resume and cassette (no calls) to Hal Levenson, Bureau Chief, ITNA, 1101 30th St., N.W., Washington, DC 20007.

Weatherperson who is knowledgeable of weather and convincing on the air. Station has complete weather equipment. Equal Opportunity Employer. Resume to Box G-119.

Weathercaster—some meteorology experience. Ability to produce concise and informative weathercasts. S. Ca. ABC affiliate. Send resume to Box G-160.

WIS TV is looking for a dedicated, experienced reporter. We just lost one of our best reporters to our own PM Magazine. If you have a good track record, at least two years experience and like working for a top rated station dedicated to putting on a quality news shows, send a resume, recent tape and salary requirements to: News Director, WIS TV, Box 367, Columbia, SC 29202. EEO.

Immediate opening for experienced News Producer to produce late newscast and supervise night reporter and photographer assignments. Must be totally familiar with live remotes, graphics, fast-paced video for highly competitive news market. Degree journalism or related field helpful. An Equal Opportunity Employer. Send resume to Bill Wilson, News Director, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127

Feature Reporter for station with balanced news commitment including live ENG. Need someone who can consistently produce memorable stories that touch all emotions. Send complete resumes, tape, salary requirements to: News Director, WMTV, Madison, WI 53711. We're an equal opportunity employer.

Anchor. Experienced only/no entry level. Send tape and resume to Art Angelo, News Director, KNOE-TV Box 4067, Monroe LA 71203. EOE.

Sports Director with a feel for story and show production—someone not content with scores and network freebies. Medium-sized Midwestern market. Television experience a must. An EOE. Send resume to Box G-167

Weekend Sportscaster /Sports Reporter. Looking for creative writer and storyteller, with emphasis on local sports. Large Midwestern market. An EOE. Send resume to Box G-173.

Sports Director: For Midwest medium market ABC affiliate. Must have commercial TV sports anchoring and reporting experience. ENG production experience helpful. Must be able to produce fast-paced sportscast and soak up knowledge about sports crazy metro area. E.O.E. Resume to Box G-187.

TV News Producer. Two year experience required in similar job in commercial TV. Strong writer, leader, able to produce fast-paced shows with extensive live ENG. Send tape and resume to: News Director, KOTV, Box 6, Tulsa, OK 74134.

Wanted—TV Reporter. New TV network. Some TV experience required. Salary low to mid twenties. Box G-200.

HELP WANTED NEWS CONTINUED

Reporter: Aggressive, experienced, solid news background, anchor opportunities; ENG & writing skills required. Top-rated news in 3 station market. Salary negotiable depending on experience. E.O.E. Send resume & tape to: Karen Adams, News Director, PO Box 659, Pittsburg KS 66762. 316-231-0400 (no collect calls)

Journalist/Pilot: Leading Southwestern television station looking for an experienced Cessna Citation pilot with some background in journalism. The ideal person will be type rated in Cessna Citation, have helicopter rating with time in a Bell Jetranger and either education or experience in journalism. Citation I, SP coming October, 1980. Equal Opportunity Employer. M/F Send your resume, in detail to Box G-233.

Midwest market looking for aggressive, knowledgeable and credible anchor with strong on-air presence to anchor expanded 6:00 & 10:00 news block. Competitive salary and benefits in one of the most beautiful parts of the country. Send tape and resume to Dick Hofmann, WXOW-TV, P.O. Box 128, La Crosse, WI 54601.

Reporter/Photographer wanted for one of our news bureaus. We need a self-starter who can put together a polished package from both ends of a film camera. Large, aggressive organization. Send resume and tape to Jim Cairo, News Director, WBBH TV, 3719 Central Avenue, Fort Myers, FL 33901.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Top 10 Market seeking qualified Documentary Producer and on-air personality. Knowledge or experience of Pittsburgh area preferred. Group owned station. EOE. Send resume to Box G-44.

Assistant Production Manager—must be capable of assisting production manager in all phases of television production supervision. Must be knowledgeable of in-studio, location ENG, chyron, special effects, audio and contemporary television production operations and techniques. Must be familiar with scheduling and time allocation procedures. Must be pleasant and personable. Please send resume and salary requirements to Don Edwards, Program Director, WSTM-TV, 1030 James Street, Syracuse, NY 13203. WSTM-TV is an equal opportunity employer.

KAKE-TV needs someone with strong photographic and production credentials, plus an ability to field produce, to round out our PM Magazine unit. Send tape and resume to Alan Schroeder, Box 10, Wichita, KS 67201. AN EOE.

Studio Supervisor—Top 10 Eastern Market. Qualified television lighting director with studio supervising experience. Will be responsible for maintaining quality and control of studio production. EOE. Send resume to Box G-42.

TV Director/Producer—Top 10 Eastern Market. Experienced person to direct videotape/live, studio or remote productions. Experienced in local news, local programs and editing/mixing techniques. Ability to write, produce and supervise local programs helpful. EOE. Send resume to Box G-42.

Producer for daily magazine-type program. Extensive experience in daily booking, post-production, and unit management necessary. Major Eastern market. An Equal Opportunity Employer, M/F Letter and resume to Box G-208.

Producer-Director for Midwest Public Television, Top 10 market full color. Needs creative, mature PD, with remote and studio experience. Invite commercial background. Five to seven years experience. Full details first letter. Box G-188.

PM Field Producer: shooting/editing, some producing. Looking for highly creative energetic videotographer with at least two years medium or major market experience to join one of the best PM crews in the country. Send tape and resume to Employee Relations Director, WISN-TV, PO Box 402, Milwaukee 53201. EEO Employer.

Production Manager—Small midwest station seeks manager with commercial production and directing experience. Box G-224.

Commercial Producer to write and produce local TV commercials for a national award winning commercial station. Prefer minimum of 2 years writing and producing commercials. Send tape and resume to Personnel, WRAL-TV, PO Box 12000, Raleigh, NC 27605. EOE/MF.

Research Director—South Florida TV station seeks creative research director. Rep or station experience necessary. Must be self starter and familiar with all phases of media research. An equal opportunity employer. Send resume and salary requirements to Box G-228

Writer/Producer of radio and TV newscasts, program inserts, public service spots, documentaries, and other material for major land-grant university. College degree plus three years experience required. On-air background desired. Salary range starts at \$14,670. Contact Leonard Herr, Employee Relations Office, Virginia Tech Blacksburg, VA 24061, by August 15, 1980. An Equal Opportunity and Affirmative Action Employer.

Television Production Assistant. For Public TV station, under the supervision of the Senior Producer to aid in planning production, research and evaluation of TV programs. Person must have 2 years of post high school training, with some coursework in creative writing and public relations, speech, journalism, television or a related field; and some experience in television production or related field. Salary is \$10,542 to \$12,240, plus an excellent fully paid benefit package. Send resume to: Milwaukee Area Technical College, Office of Employee Services, 1015 North 6th Street, Milwaukee, WI 53203.

Top leading California independent station is seeking full-time promotion assistant in an expanding department. Position involves heavy emphasis of on-air production work. Good writing skills essential. EOE/M-F Send resume to Box G-196.

Promotion Manager (Information Specialist II) for KWSU-TV. Requires B.A. in Communications, English, Journalism or related field and two years writing/editing experience. Additional full-time writing/editing experience may be substituted, year-for-year, for educational requirements. Significant experience with broadcast promotion techniques and experience in on-air fund raising highly desirable. Writing portfolio required of all applicants. Finalists will be required to submit an audition tape. Projected salary \$1,269-\$1,625 per month effective October 1, 1980; current salary \$1,197-\$1,533. Apply by August 14, 1980, to Staff Personnel, Washington State University, Pullman, WA 99164 509-335-4521 Equal Opportunity Employer.

Assistant Director for TV Services, Ohio State University. Creative, innovative individual to write, produce, shoot and edit video tape news stories about OSU for monthly service to 60-station nationwide network and to produce p.s.a.s. Requires bachelor's degree in broadcast journalism, 5 years experience in TV news, familiarity with ENG camera and editing equipment. Good salary and benefits. Send resume, sample tape and salary requirements by August 8 to Scott Mueller, Director, Communications Services, Ohio State University, Administration 102, 190 N. Oval Mall, Columbus, OH 43210.

TV Production Manager for Trinity University. B.A. with several years professional experience, able to assist academic program, direct commercial quality studio and remote projects, supervise students. Salary negotiable depending on experience. Send resumes to: Sally Techuk, Trinity University, 715 Stadium Drive, San Antonio, TX 78284. An equal opportunity employer.

Field Producer—for top ten market prime time magazine show. Our ratings have been going up for the last three years. If you're experienced at telling great visual stories and can keep up with us, we'd like to see your resume. Please don't apply unless you can show us a great sample tape later. E.O.E. Box F-202.

TV Art Director: Must show ability to design and execute on-air graphics, print and sets. Show working familiarity with electronic production equipment, budget preparation. Have demonstrated managerial skills. Must have minimum 5 years experience. Equal Opportunity Employer. Send resume to Dept. AD, KCPQ, PO Box 98828, Tacoma, WA 98499.

Grants Support Manager for KETC-TV, St. Louis, Mo. Major responsibility is to increase operating income through establishment, implementation & evaluation of aggressive grants development program. Superior communication skills with BA or BS or equivalent required. Experience in grant writing preferred. Salary \$15,000-\$20,000 per year. This position is funded by a two year Corporation for Public Broadcasting training grant. Send resume to: Grants Support Manager, KETC-TV, PO Box 24130, St. Louis, MO 63130. By: August 11, 1980. Equal Opportunity Employer M/F.

SITUATION WANTED MANAGEMENT

Experienced Program Director looking for small or medium market station, any part of country Box G-171.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

9 Years Experience TV-AM-FM operations/maintenance, studio/transmitter. Relocatable Box G-23.

Technical school grad. With first class looking chance to learn TV maint., transmitter duty, studio operations, etc. Prefer midwest, west coast, but consider others. Full time position only. Married. Bill Coleman, Jr, KA4DAR 114 Circle Drive, Rocky Mount, NC 27801 919-443-7282 best after 5 pm.

SITUATIONS WANTED NEWS

Experienced, energetic reporter/photographer strong on photography can prove he's an asset to your station. Will prove creativity and ability to shoot great pictures on audition tape. Willing to relocate for any reporter, photographer or any combination of two. Box F-148.

Experienced ENG news photographer and editor in midwestern market desires move to southeast. Box G-154

Satisfaction guaranteed in reporting position. Television production and radio stringer experience. BA Broadcast Journalism. Good writing and delivery. Will relocate. For video tape contact Charles Frieman 1404 Hillwood Court, Charlotte, NC 28210, 704-552-2473.

Reporter. 1980 BA, communications. Experience in reporting, some producing. Currently employed as news PA in top 25 market. Good appearance. Resume & tape available. Beverly Trimble, 816-761-7641, 9357 Newton Dr.-D Kansas City, MO 64138.

Solid, experienced professional looking to help your sports department. Major market experience. Outstanding references 318-433-2971. Box G-197

Two year sports anchor experience in top 30 market, and I just graduated. Experience includes filming, editing, PBP. Looking for fulltime sports anchor/reporting position Any market, anywhere. Gary Cohl, 280 Indian Creek Ct., Fox Point, WI 53217 414-352-6777

Broadcast Meteorologist—4 years experience—looking for market where weather is important. AMS Seal of Approval. Excellent visuals and delivery. Experienced in radar and satellite interpretation. Have presented many weather-related PR talks. Box G-183.

I'm a 31 year old former reporter looking to get back into the business. If you have an entry level position open, why not consider someone who can give you quality work from day one with minimal supervision. I'm experienced in all phases of a news operation with a double BA Journ/Pol Sci. Also FCC First Phone. Please call Craig, Caston 213-992-5285.

Anchor-reporter-news director-producer, with small and medium market experience, looking for career move. Good track record. Call 609-561-0619

A qualified creative sports director/reporter with PBP, directing, editing, and ENG-experience. Is ready to relocate to a sports crazy market Box G-229.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director—Heavy commercial production, news, public affairs. Experienced in all phases of EFP and editing. Masters degree. Solid and creative. Looking for challenging producing or directing position. Box G-193.

Specialist in late night and very early morning TV programing available. Top 13. Box G-205.

Studio Manager/Announcer/Cameraman. Now employed in top 20's Calif. market with 15 years experience, seeks production opening out of the smog. Box G-234

CABLE

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Videoproducer and director wants to work for cable-TV or production company. Good experience. Sales-minded. Call 212-661-4835

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director, Department of Telecommunications, Commonwealth of Virginia. This recently established position requires the effective management of the organization and resources of the Telecommunications Department to provide the Commonwealth and its agencies and institutions with an efficient telecommunications services system and also to facilitate the use of public radio and television for educational and other services. Major areas of responsibility include the development and administration of policies, forecasting of needs, designing of equipment specifications, assurance of competitive procurement, administration of grants, operating an effective statewide telecommunications system, promoting public radio and television, and revising and maintaining the Master Plan for public telecommunications in cooperation with the Virginia Public Telecommunications Board. Position qualifications include progressively responsible experience in the management and development of large public or private telecommunications systems and services, extensive related technical knowledge at a masters degree level or an equivalent combination of experience and a technical degree, and familiarity with public radio and television services. The current salary range is \$28,050 to \$39,600 per year. Please submit letters of interest and resumes by August 22, 1980 to: The Department of Personnel & Training, 304 State Finance Building, Richmond, VA 23219. Attention: Mr. PR. Thomson. An Equal Opportunity Employer.

HELP WANTED SALES

Broadcast Equipment Sales. Large Midwestern high technology dealer is seeking an experienced individual to handle the company's regional broadcast sales. The position offers marketing responsibilities for an extensive line of video and audio equipment as well as complete systems. Compensation of salary and commission is negotiable. Replies are handled confidentially. Send resume to Box G-86.

Salesperson Wanted: Outstanding opportunity to join the world's largest supplier to the broadcast industry. Travel a must. Please call David Tyler, William B. Tanner Company, collect at 901-320-4340.

Northwest location. Business oriented, successful salesperson with good credit and character. This is a straight commission opportunity involving substantial dollar amounts. We'll train in business brokerage. Paul Chapman, Chapman Companies, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED TECHNICAL

Video Engineer-Operator: Job emphasis on maintenance of professional video studio equipment. Some operations involved. Experience required. Resume to Byron Motion Pictures, Inc., 65 K St., N.E., Washington, DC 20002, Attn: Video Mgr. EEO

HELP WANTED NEWS

A major national trade association located in Washington, D.C. has immediate need for a nationwide spokesperson to represent it on major issues. Responsibilities include: active participation in media interviews, addresses to live audience and appearances in radio/t.v. "talk" and "call-in" programs. A minimum of 3 years experience is required in radio-tv-public speaking and press interviews and demonstrable speaking ability. Willingness to travel extensively in the U.S. Excellent fringe benefits. Salary commensurate with experience. Please reply in confidence to Box F-204.

Pol. Campaign needs experienced radio news, personnel and recent college graduates for a national radio news effort. Resumes to Box G-190.

HELP WANTED INSTRUCTION

Broadcasting Faculty Position. Instructor or Assistant Professor of Speech Communication to teach undergraduate courses in radio/TV in associate degree (2-year) program at Penn State/Wilkes-Barre Ph.D. preferred. Masters and broadcasting experience required. Duties include teaching, administering program, managing FM station and color TV facility on local cable. Send resume to: Nils Parr, PO Box 1830, Penn State/Wilkes-Barre Campus, Wilkes-Barre, PA 18708. An Equal Opportunity/Affirmative Action Employer

R-TV Electronic Specialist/Instructor. Experienced engineer to repair and maintain R-TV lab equipment and to teach basic production courses Bachelor's or MSEE preferred. Twelve month position. Send application and resume to Charles Proctor, Chairman, Department of Communication, Box 19107, University of Texas at Arlington, Arlington, TX 76019. Available 9/1/80 Application deadline: August 20, 1980. Equal Opportunity/Affirmative Action Employer

Radio/television Coordinator: Instructor/Assistant Professor (tenure track). Begins Sept/Oct Salary \$12,000-14,539. Masters in R-TV, teaching and professional broadcast experience required. Graduate strengths in Journalism/Communications preferred. Oversee departmental matters, including supervision of facilities, part time faculty, FM radio station, advise students, submit grant applications, assist in recruiting and placement and instruct Radio/TV, production and survey courses; coordinate curricular matters with main campus and Regents, and participate in service to local community. Send placement credentials (if available), vita, copies of college transcripts, names, addresses and phone numbers of recommenders, and letter of application to Ms Melissa W. Bixler, RTV Search Committee, Ohio University Zanesville, Zanesville, OH 43701. Materials must be received by Aug 20, 1980. 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)

Wanted: Mark X Ampex Ball Bearing Heads, Plumbicon Tubes for PC-70 Cameras, 2- Camera Heads for PC-70 Cameras. Call: Jim Nelson 312-236-5535.

Tower wanted: 600 ft guyed tower, standing, or dismantled. Bill Angle, Jr., Angle Tower Erectors, PO Box 55, Greenville, NC 27834 919-752-7323.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed financing available. Transcom, 215-379-6585.

5" Air Hellax Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600

FM Equipment, used—Collins 310Z1 exciter, with factory warranty, Spectrosonic 610 comp limiter, Microtack 6401 stereo preamp, Wilkinson SR-20-12 rectifiers. Revox A77 M. Cooper 215-379-6585

20 KW FM CCA 20,000DS. 3 yrs old, going to higher power, like new. M. Cooper 215-379-6585.

Magnetic Film Recorder, RCA PM 75, 16 mm. \$7000. Contact Robin Stow at 213-577-5575.

Reconditioned Automation, warranted. Schafer: 902, \$12,900; 903, \$19,900; 800-T or IGM 500; \$9,900 InstaCart, \$7,900; AudioFile 2A, \$6,500; nearly new. Bass, 800-527-5959. 214-934-2125

1 KW AM Gates BC-1F with 500 w. cut-back, s.s. power supply. M. Cooper 215-379-6585.

For sale-2-Chyron II Character Generators complete with all factory modifications and current updates including new key boards. Telephone: J.J. Kresnicka, ABC-TV Chicago, 312-263-0800.

20 KW FM Wilkinson, 20E, 7 yrs. old rated to 25 KW with exciter and stereo. M. Cooper 215-379-6585.

5-KW FM Xmtr, just removed from service in Class A facility. Don Heinen, KUTI, Yakima, WA 509-248-2900.

RCA TT-10AL VHF Transmitter—Working good, Channel 6, many spares, \$5,000

RCA TT-35CH VHF Transmitter—All spares, good condition, Channel 10, \$20,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares, Channel 11, \$12,000.

Sony 2850 3/4" Video Recorders—Good condition, \$1,500 ea.

Sony 2860 3/4" Video Recorders—Excellent condition, \$2,500 ea.

Spectavision 3/4" Editor—works with 2850 or 2860 \$3,000 ea.

Complete film island—PE 240, Eastman 285's, TP7 Eastman multiplexer, \$30,000.

IVC 500A Color Cameras—complete, beautiful pictures, ea. \$7,500.

GE PE-350 Color Cameras—All accessories, good condition, ea. \$4,000

GE PE-240 Film Camera—Automatic gain & blanking, \$8,000.

CDL VSE-741 Switcher—12 input, chroma key, \$4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, \$12,000.

RCA TP-6 Projectors—Reverse, good condition, ea. \$1,000.

Ampex 1200 A VTR'S—Amtec Colortec, one with editor, ea. \$22,000.

Norelco PC-70 Color Cameras—16x1 200M Lens, inahncer, scope, monitor, 2 available, new low price, ea. \$14,000.

New Edutron CCD-2H Time Base Corrector—Broadcast specs, \$5,800

VHF Antenna—RCA Batwing, Available now, \$8,000.

UHF Antennas—Various Models and Prices.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Bill Kitchen, Quality Media Corporation, Box 7008, Columbus, GA 31908.

RCA-TK-76 Mini/Cam \$25,000 415-676-7260.

5KW AM, Gates BC-5P-2, recently passed FCC proof, top condition, plenty of spares. Other 5kw, 10kw and 20kw AM and FM units in stock. Besco International, 5946 Club Oaks Drive, Dallas, TX 75248, 214-630-3600.

For Sale: 1 Ikegami HL-77, 1 CEI 310/330 Brand new, excellent condition, 1 Ampex VR-3000. Please contact Jody Berliner for details. 212-757-8919.

Model 147A Tetrax—NTSC Test Signal Generator; Model 1440 Tetrax—Automatic Video Corrector; Model 1441 Tektronix—VIR Signal Deleter/Insertor; TSG-3000 GL Telemation-Broadcast Synchronizing Generator; Frequency Modulation System; Sequential Switcher; Ampex-Editec, Amtec & Colortec; 400 Feet Norelco Camera Cable; 100 Feet Grass Valley Switcher Cable; Fujinon TV Lens 1:2 F-11-80 MM Model K7 x 11 RM-2; Best offer. Calif. Jim Nelson 312-236-5535

Remanufactured Ampex 1200B VTR, Amtec, Colortec, Mark II Editec, Overhead Bridge, Spare Head, Compressor, Venturi Vacuum System, Manuals, and Extenders. Less than 125 hrs. use since AFA rebuild, mint condition. Call Bob Chetrick, 1-800-253-9239

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227

Comedy/Personality Jocks: Write for our amazing audio sample kit. See "Miscellaneous" ad for LA. Air Force.

"Comic Relief," Just for laughs. Bi-weekly. Free sample. While Creative Services, 20016 Eikhart, Detroit, MI 48225

Funny, Satirical, bogus public service announcements will liven up your station. Live or pre-taped for specific regional slants. Send \$1.00 postage for free tape of current air performances. Tennanteasers, 3585 Cerritos, Long Beach, CA 90807

MISCELLANEOUS

Custom, client jingles in one week. PMW, Inc., Box 947, Bryn Mawr, PA 19010 215-525-9873

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801 213-438-0508

Beatles: Original limited issue, Yellow Submarine memorabilia available for contests/promotions your station will be proud of. Different packages available 212-988-6810

Five volume production library jammed with hundreds of dynamite cuts! Exciting music beds, synthesizers, drums, jingles, SFX, gag cuts—the industry's finest package priced right! Audio sample kit \$1.00 (refundable): LA, Air Force, Box 944-B, Long Beach, CA 90801.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade better! For fantastic deal, write or phone. Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

RADIO PROGRAMING

Astro-Projections—Find out what tomorrow holds for your audience! Astro-Projections, a 5-day-a-week, 4 times a day, daily program for each zodiac sign. Demo available. Astro-Promotions, Inc., 26651 Sudbury Drive, Cleveland, OH 44070.

"Top 20 Countdown." 15 weekly 4 & 7 minute radio football shows beginning 8/30. More info—Demo: JT Productions, Box 747, Pittsburg, KS 66762. 316-231-9200.

Election Year Entertainment. Rockumentary of Past Presidential Campaigns Demo. Sound Archive, 175-21st Avenue S.F. CA 94121

Radio Comedy: The Rhino Farm. Wild, irreverent, hilarious. The SNL of radio. Truly different. Will syndicate or relocate. Send for Demo: Box 6207, Huntington Beach, CA 92646.

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.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC, license and D.J.-Newscaster training A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700 Vets benefits

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95 Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 2 and October 13. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

Broadcast opportunities are always available, if you are prepared. Put your classroom learning to work every day on a 50,000 watt radio station. Earn an Associate or Applied Science degree in Broadcast Engineering, Radio, Television, Sales or Clerical Skills. Write: Broadcasting, Wabash Valley College, Mt Carmel, IL 62863. Financial assistance available

San Francisco, FCC License 6 weeks 9/2/80 Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

KIIS Broadcasting Workshop in Hollywood. Announcing, Disc Jockey, News, Plus top rated account executive program—all taught by top 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"

RADIO

Help Wanted Management

BOSTON SMSA

Suburban AM needs GM/SM. Payment in stock & cash. Call anytime. 617-468-1769.

Help Wanted Announcers

EXPERIENCED D.J.

who can relate to young modern L.A. community. Disco/oldies format. Must have warm, friendly approach. Part time. Box G-199.

Equal Opportunity Employer

Help Wanted Programing, Production, Others

MAJOR MARKET P.D. Wanted

Major Group Flagship Station in major market, needs a very special Adult Contemporary P.D. We need someone with large market experience; a fantastic track record, both in ratings and in handling people; and needs a great challenge. We're a new group about to explode on the scene as a very impressive broadcasting company. We pay very good, our benefits are great, and we're an equal opportunity employer. Send replies to:

Box G-128

Help Wanted Programing, Production, Others Continued

EXPERIENCED TALK PERSONALITY

Prestigious major station in top five eastern market looking for versatile, creative personality for late morning talk program appealing to 25-54 women. Must be caring as well as assertive. Comfortable with phones as well as interviews; humor as well as issues. Years of experience is not as important as demonstrated success. Excellent compensation for the right individual. Men and women of all races desired. Send descriptive material to:

Box G-122

Situations Wanted Management

BOB BOLTON

20 year broadcasting veteran seeks immediate position as small to medium market G.M. or

major market operations manager with company offering exciting future. Call 919-467-7851

Broadcaster-Lawyer

seeks management opportunity with broadcast corporation or group. Strong background in communications management and corporate law. Served in state legislature for 8 years. Worked for large New York law firm. Member of Federal Communications Bar Association. Ten years' experience in Communications Management. Willing to re-locate. Please write Box G-226.

Situations Wanted Announcers

Young Pop/Adult Personality

with No. 1 ratings in both AM & PM drive in two top twenty markets is looking for "the job of a lifetime" with one of America's great major market radio stations. I'm stable and currently working, but have accomplished my goals after five years here. Tape, resume, references on request. Box G-214.

**Situations Wanted Announcers
Continued**

**SPORTSCASTER FOR
SALE**

wants to join existing major-medium market staff or build new department. 9 years news, sports and talk experience. Currently employed in Detroit. (313) 534-0251 after 1 PM. Eastern time.

Situations Wanted News

Don't Settle For Second Best!

Heavyweight award-winning talk-show host/newscaster seeks radio and/or TV slot in top-5 market!

Offers 10 years solid news/talk experience, plus background as creator of syndicated cable TV program, writer-editor-lecturer, and contributor to 2 best-selling books!

If you seek excellence and a proven ratings record, call:

Gene Steinberg, (212) 631-9290

**Situations Wanted Progaming,
Production, Others**

**Production and
Automation Pro**

in Central Pennsylvania seeks Production Director and/or first Operations Manager position. Write Rob Sprankle, R.D. 1, Alexandria, Pennsylvania 16611.

TELEVISION

Help Wanted Management

**PROMOTION
MANAGER
WVUE-TV**

**THE GAYLORD STATION IN
NEW ORLEANS**

We are looking for a professional, experienced in all phases of TV promotion: on-air, print, media buying, publicity, production, budgeting. An unusual opportunity in one of America's great markets. Send resume, tape, ad samples, copy to: Don Wilburn, WVUE-TV, 1025 So. Jefferson Davis Parkway, New Orleans, La. 70125. An Equal Opportunity Employer.

Help Wanted News

TV NEWS PEOPLE

On behalf of our clients, we are looking for experienced anchors, reporters, weathercasters and sportscasters.

All replies will be kept strictly confidential.

Send videocassette and resume to P.O. Box 909, Fairfax City, Virginia 22030. Tapes will be returned promptly.



McHUGH AND HOFFMAN, INC.

CO-ANCHOR

Top 25 market station seeking co-anchor. The person we hire probably will be working in top 10 market (or be a network reporter). The person we hire will want to make a long term commitment to our community. Salary and fringe benefits are above average. We need a person with a track record to help lead our commitment to news, which includes several microwave units and live helicopter. This is a career opportunity which comes along only once in a lifetime. Please send resume to Box G-133. E.O.E., m/f.

**NEWS ANCHOR/
REPORTER**

TV news anchor/reporter, male or female. Expanding, aggressive News Department in Southeast top 50 market; network affiliate. Send resume to Box G-136. Equal opportunity Employer M/F/Vet/Ha.

**TV NEWS
DIRECTOR/PRODUCER**

Minimum two years experience as Technical Director, Triple Reentry Switcher. Those without above experience need not apply. Send resume to WTVR TV6, Mr. Jack Rowley, Operations Director, P.O. Box 11064, Richmond, Virginia 23230. E.O.E.

Help Wanted Sales

**TV ACCOUNT
EXECUTIVE**

Self-starter. Minimum two years TV Sales experience successful track record which can be verified. Send resume to: Dave Totty, WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230. E.O.E.

**Help Wanted Progaming,
Production, Others**

**TELECOMMUNICATIONS
ASSISTANT**

Needed immediately to supervise students during production work. Duties include scheduling academic area radio production studio, maintaining audio and production files and inventory, and assisting with radio, TV, and audio visual production. Requires AA and minimum 2 years radio/TV college experience. Commercial experience preferred. Minimum salary \$8,900. Respond in writing by August 4th to: Mercer County Community College, Personnel Services, Dept RZ, PO Box B, Trenton, NJ 08690.

Equal Opportunity/
Affirmative Action Employer

**METEOROLOGIST/
ENVIRONMENTAL
REPORTER**

Top 25 market station searching for Meteorologist/Environmental Reporter who can communicate. We are committed to News/Weather. Our commitment includes Color Radar, NAFAX, UNIFAX II, ACCU-WEATHER. Please send resume to Box F-185 An Equal Opportunity Employer, M/F

**Weather/Environmental
Reporters**

KCPQ-TV, Tacoma Seattle going on the air this fall seeks two individuals, one full-time, one part-time. Some broadcast experience helpful, meteorological background and familiarity with weather equipment desired. Station will have full weather facilities, including satellite photos, teletypes, etc.

Send resumes to:

TOM LOFFMAN
Kelly Broadcasting
310 Tenth St.
Sacramento, CA 95814
An equal opportunity employer

**Help Wanted Programing,
Production, Others
Continued**



Number one rated PM Magazine losing male co-host His replacement will need experience in writing and producing. Please send tapes and resumes to:

Dean Hinson
Executive Producer
WNEP-TV
Wilkes-Barre/Scranton Airport, PA
18641

TALK SHOW PRODUCER

WDIV-TV, Post Newsweek in Detroit is looking for an experienced talk show producer. Our program will be new, our host exciting and our new producer—some one with a creative track record and the managerial ability to motivate and build a staff from the ground up. Major market experience is a requirement for this position. If qualified, please send your resume and tape to Bill Pace, Executive Producer, WDIV-TV 622 W Lafayette Detroit, MI 48231.

An equal opportunity employer

**PRODUCER/DIRECTOR
CREATIVE UNIT**

Writing, producing, and hands-on ENG shooting of spots, plus directing edits and mixes of final products. Some documentary and syndicated program shooting. Three years commercial experience and working knowledge of ENG equipment and editing preferred. Still photography experience desired. Send resume to: John Stoddard, Office/Personnel Manager, P.O. Box 741, Dayton, Ohio 45401

An equal opportunity employer M/F/H



Co-host needed to work with female on this year-old, 7 person staff. In addition to performing, the ability to write and produce feature material is required. Submit resume and cassette to Gene Walsh, WXEX-TV, P.O. Box 888, Richmond, VA 23207. We are an equal opportunity employer.

**DIRECTOR OF
CHILDREN'S
PROGRAMMING**

Field Communications is seeking a Director of Children's Programming who will be responsible for the development of Field-produced children's programs.

The candidate should have experience in broadcast production and programming with an emphasis in children's projects.

This challenging position is based at corporate headquarters in San Francisco.

Send resumes to:
Barry Thurston
VP-Programming
Field Communications
3 Embarcadero Center
San Francisco, CA 94111

**FIELD
COMMUNICATIONS**
An Equal Opportunity Employer M/F

**SENIOR STAFF SPECIALIST
NEW HEALTH EDUCATION TV
NETWORK
PLANNING AND PROGRAM
DEVELOPMENT**

The American Hospital Association has just created a new Senior Staff Specialist position in its Media Center for an individual who will assume a major role in the development of the programming for a new national health care television network broadcast directly to hospitals.

Specific duties include:

- developing a first year programing schedule for a network
- developing a set of standards and guidelines for network program producers
- determining the most effective ways to use television for health care education and information via direct broadcast network

Our preference is an individual with a graduate degree in business, marketing, or education/instructional design. Further, a minimum of 2 to 3 years management or research experience in a broadcast or educational network environment is most desirable. Good planning, research, communications and negotiation skills are essential.

We can offer you an excellent salary coupled with attractive fringe benefits. For immediate consideration, please send your resume, complete with salary history and requirements in confidence to:

Mrs. Narin B. Trent
Employment Specialist
American Hospital Association
840 N. Lake Shore Drive
Chicago, IL 60611

An Affirmative Action Equal Opportunity
Employer M/F/H

**ALLIED FIELDS
Help Wanted Sales**

**A UNIQUE OPPORTUNITY
IN SALES!**

We are seeking a highly motivated individual to work with television and radio stations throughout the country in the field of broadcast computerization.

Knowledge of computerization is less important than "hands-on" experience with the management/sales of station inventory.

Professional selling skills are required since the position calls for dealing with top executives of the broadcast industry. Heavy travel is involved.

Compensation includes base salary, commission, and expenses, as well as excellent company benefits.

Along with your resumé, include a short letter telling us why you are the individual we seek for this career opportunity. Send



**BROADCAST DIVISION OF
DATA COMMUNICATIONS
CORPORATION**

replies to: Department MS, Broadcast Division, Data Communications Corporation, 3000 Directors Row, Memphis, TN 38131. Please do not call.

An equal opportunity employer.

SALES

BROADCAST EQUIPMENT SALES

If you enjoy solving technical problems in video operations; if working with Chief Engineers and News Directors appeals to you; if you think representing a top company with top lines like Ikegami, Sony, ADDA, and Conrac can make you a lot of money, we want to talk to you. We're looking for an ambitious person to take over a profitable mid-atlantic territory calling on broadcasters and production houses. Very little overnight travel is required.

Our company provides an excellent salary and company paid benefits. We can use your talents now. Call collect, or write to: PHIL GANTT (215) 879-7171.

PEIRCE-PHELPS, INC.

2000 N. 59th St.
Philadelphia, PA 19131
Equal Opportunity Employer M/F

MARKET RESEARCH Project Leader

Our Growth Is on Your Side

We're Arbitron, one of the nation's leading radio and television audience measurement firms. Expanding activities have created opportunities for an experienced researcher to design, test, and analyze experimental survey methodology.

Candidates should have at least three years experience in all phases of survey research with a research supplier. A degree in the social or management sciences is required.

We offer excellent benefits and a convenient suburban location. Our continuing leadership in the field provides your key to professional growth. Send resume, indicating salary requirements, in confidence to: C. M. Poske, Personnel Administrator.

THE ARBITRON COMPANY

 a research service of
CONTROL DATA CORPORATION
4320 Ammendale Road, Beltsville, MD 20705
An Affirmative Action Employer



Help Wanted Technical

TECHNICAL SERVICES ENGINEER

MCI/Quantel, a leading edge organization serving the television industry through the development of digital video products, has an outstanding opportunity for an ambitious technical services engineer.

Responsible for the installation and field service of MCI/Quantel synchronizers, digital effects generators, and other digital video equipment, you must be conversant with state-of-the-art analog and digital circuitry. Requires at least 3 years' experience in the maintenance of complex electronic equipment. Present employment in the television industry is preferable. Product training will be provided. Some travel. Salary negotiable. East Coast location.

Write Micro Consultants, Inc., Personnel Dept., P.O. Box 50810, Palo Alto, CA 94303; or call (415) 856-6226. EOE m/f/h.

MCI/QUANTEL

The digital video people

Employment Service

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A
L** **BROADCASTER'S ACTION LINE**
The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Service \$40.00
Call 812-889-2907
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Radio Programming

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series
 **Program Distributors**
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501-972-5884

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creative commercial production
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240 SOUTH STREET
BOSTON, MASSACHUSETTS 02111
617.426.3131

CABLE
Help Wanted Programing,
Production, Others

CATV PROGRAMMING

American Television & Communications Corporation, serving over 1 million subscribers in 32 states, has established a reputation as one of the most successfully managed multiple system cable television operators in the industry. Our unparalleled growth has created the need for experienced individuals in our Cable Programming Department. Two of these opportunities include:

MANAGER COMMUNITY PROGRAMMING OPERATIONS

The selected candidate will serve as a liaison between ATC corporate and operating systems, and will be responsible for the daily logistical coordination and monitoring of over 30 ATC Local Origination operations, field training, community involvement and studio operations. This position requires an individual with a degree in Mass Communications or 5 years experience as a Producer/Director, writing ability and strong organizational skills. Extensive cable system Local Origination and budget control experience is desirable.

PROJECT MANAGER— PROGRAM DEVELOPMENT

Responsibilities of this position include preparation of program elements of franchise proposals, and involvement in numerous developmental programming projects with operating ATC Systems such as channel leasing, and educational, municiple and medical uses. Candidates must possess a college degree and related experience, the ability to speak and write effectively, good organizational skills and the ability to work independently.

Our company offers a competitive salary and benefits package, in addition to excellent opportunities for rapid career development. For confidential consideration, please forward your resume and salary requirements to:

Mr. Chip Crawford
 Employment Manager



AMERICAN TELEVISION & COMMUNICATIONS CORPORATION
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 Specializing in Individual & Corporate
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 Representing over 500 Clients & 1100 Episodes
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- * Equipment Negotiation
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- * Contract Analysis
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Radio Station Owners . . . We can increase your sales with no cash outlay on your part

We have a unique approach where we will come to your market and sell in person, contractually, those accounts that have been sold safety campaigns by telephone.

We will furnish you with complete references, and then arrange to meet you in person at your office or ours, at our expense, before we start our sales effort.

All sales will be done personally by me. If you would like to increase your sales, at no cost, call or write me.

Stewart P. Lurie, President
 Midwest Broadcasting Co.
 2730 Maple
 Northbrook, Illinois 60062
 (312) 498-3241

Business Opportunity

BROADCAST SCHOOL DISTRIBUTORSHIP

TOP 25 ADI
 Write Box G-236

Help Wanted Technical

DIRECTOR OF ENGINEERING

Major organization in a metropolitan area invites nominations, and applications for the position of Director of Engineering. We are seeking an experienced CATV engineer with administrative capabilities as well as knowledge of all aspects of cable engineering including analysis, design and system theory. This is a great opportunity for a qualified professional to meet the challenge of technical problems facing the cable industry today. Submit resume, letter of interest with salary requirements and references, in confidence to Box G-198.

Public Notice

Public Broadcasting Service Executive Committee meeting, 10:00 a.m. Monday, July 28, 1980, O'Hare Hilton Hotel, Chicago, IL. Organization of the business of the Board; operation of program service committees and role of committees/board/management, meeting schedule. Reports on proposed agenda for Task Force on Technology, status of CPB funding for interconnection and programming, SPC reform; financial matters, including FY 80 closing schedule, policy on services to members and nonmembers.

Wanted To Buy Stations

WANT TO BUY FM CP's

Other underdeveloped radio properties are also sought, esp. Western. Qualified buyer will hold all replies in strictest confidence. Box G-182.

**Wanted To Buy Stations
Continued**

WE ARE BUYING

A large financial firm with experience in media financing has asked us to assist them in acquiring multiple radio/TV properties. All markets and formats will be considered. Requests for financing also invited. Ready to move now. Contact Jerry Norman.

The J. D. Norman Company
CONSULTANTS TO BROADCASTERS

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SUITE 209
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MIAMI, FLORIDA 33144
(305) 266-4753

Midwest Radio

With financially qualified buyers. Seek full time AM, FM, or AM/FM combination. Brokers protected. Replies held in confidence. Box G-220.

For Sale Stations

LOW DOWN PAYMENT

\$15,000 down payment, 5 kw Missouri. Gross sales \$98,000, asking \$225,000.
\$20,000 down payment, 1 kw South Carolina. Asking \$125,000.
912-883-4917

Dan Hayslett

& associates, inc.



Media Brokers
RADIO, TV, and CATV
(214) 691-2076

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COMPANY, INC.**

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- Fulltimer. Wyoming. \$260,000. Terms.
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MW	Small FM	\$425K	\$123K	Jim Mackin	(312) 323-1545
MW	Small AM/FM	\$500K	\$100K	Peter Stromquist	(218) 728-3003
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MN	Daytime AM	225K	Metro
NC	Fulltime AM	210K	Small
IN	Daytime AM	420K	Metro
IA	Fulltime FM	600K	Suburban
TN	Daytime AM	360K	Small
NC	Daytime AM	350K	Small
MI	Daytime AM	370K	Small
NC	Daytime AM	165K	Small
MO	Daytime AM	225K	Small
WY	Fulltime AM	235K	Small
MS	Daytime AM	295K	Medium
SC	Daytime AM	125K	Small
SC	Daytime AM	375K	Medium
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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.

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Fates & Fortunes

Media



Joyce

Changes at CBS-owned television stations: **Edward M. Joyce**, VP-general manager of WBBM-TV Chicago, named VP-general manager of KNXT(TV) Los Angeles, succeeding **Van Gordon Sauter**, who has been appointed president of CBS Sports (BROADCASTING, July 14). **Peter A. Lund**, VP, sta-



Lund



Cohen

tion services, CBS Television Stations Division, replaces Joyce as VP and general manager, WBBM-TV. **Allan R. Cohen**, VP, personnel, CBS/Broadcast Group, named VP and general manager of KMOX-TV St. Louis, replacing **John McKay**, (see below).



McKay

John McKay, VP-general manager of CBS-owned KMOX-TV St. Louis, named VP-general manager of Times Mirror Broadcasting's KDFW-TV Dallas. He succeeds **John J. McCrory**, who was named president of Times Mirror Broadcasting earlier this year. McKay has held position with KMOX-TV since 1976, and earlier was VP-marketing for CBS Television Stations division.

Mark J. Meagher, president and chief operating officer of The Washington Post Co., which owns *Washington Post*, *Newsweek*, and Post-Newsweek station group, has announced resignation, effective at end of year.

Bill Dallmann, general sales manager of Metromedia's WIP(AM) Philadelphia, named VP-general manager. **Gene Ashcraft**, VP-general manager, KJIM(AM) Fort Worth, named general manager of Texas State Network, recently purchased by Metromedia. Ashcraft will be based in Dallas.

Charles J. Heiser, general sales manager, Group W's KYW(AM) Philadelphia, named VP-general manager of Group W's KOAX(FM) Dallas.

Carlos Barba, VP-general manager, WNJU-TV

Newark, N.J., named president of WNJU-TV Broadcasting Corp., station licensee, under new controlling ownership of Perenchio Inc. and Tandem Productions.

Patrick Gmlter, VP-broadcast sales, Cox Broadcasting Corp., Atlanta, named station manager of Cox's WIIC-TV Pittsburgh, and VP of licensee, WIIC-TV Corp. He succeeds **Merritt Rose Jr.**, who has been named director of marketing projects for Cox Broadcasting. Earlier, it had been announced that **Jack McCarthy** would succeed **Leonard Swanson** as general manager of WIIC-TV (BROADCASTING, July 14).

Stuart Swartz, general sales manager, KMSP-TV Minneapolis, named station manager.

As part of realignment of its cable system operations, Warner Amex Cable Communications Inc. has formed two new divisions—Western division covering Western and central areas, and Eastern division embracing New England and South. **James L. Gray**, VP and central B area director of Warner Amex, has been named senior VP, of Western division, and **Frank H. Nowaczek**, VP and central area director, named VP, Eastern division.

Stephen Rogers, VP-operations and engineering, noncommercial WPBT(TV) Miami, named senior VP-general manager.

Bruce Cummings, general manager, KCPX-AM-FM Salt Lake City, named VP.

William Powell, general manager, KBEZ(FM) Tulsa, Okla., named VP. **Michael Moore**, chief engineer, named director of operations.

Ernest Sprance, operations manager, WVOX(AM) New York, named VP-director of operations for WVOX and co-owned WRTN(FM) New York.

Jennifer Lear, responsible for operations and community relations, WZZD(AM) Philadelphia, named station manager.

Dennis Grayson, former production manager, WOLO-TV Columbia, S.C., joins WPDE-TV Florence, S.C., as operations manager. Station is scheduled to go on air Oct. 1

Jay Larry James, program director, KHUT(FM) Hutchinson, Kan., named station manager.

Tony Bonvini, operations manager, WINW(AM)-WOOS-FM Canton, Ohio, named operations manager, WLGM(AM)-WJJS-FM Lynchburg, Va.

Ernie Jenkins, morning air personality, WOTW-FM Nashua, N.H., named operations manager for co-owned WOTW(AM) there.

Stanley Simon, VP, research and marketing, HR Television, New York, named director of audience research, CBS Television Stations, CBS/Broadcast Group.

Mark Tomizawa, promotion assistant, KYW(AM) Philadelphia, named manager of research.

Milton Tenzer, with General Cable Co., Greenwich, Conn., named staff VP-director of research, based in Edison, N.J. research center.

Brenda Brunk, general manager of Thomasville-Lexington, N.C., system of Summit Cable Services, named general manager of

Summit Cable Services of Winston-Salem and Forsyth county, N.C. **Joseph Part**, regional marketing manager, American Telecommunications Corp., joins Summit Cable Services as marketing manager.

Lawrence Samuels, associate director, corporate planning, ABC Inc., appointed director of capital planning.

Dennis Ellis, responsible for federal and foreign taxes, Viacom International, New York, named director of taxes.

Roger Wilson, director of planning and administration, KCBS-AM-FM San Francisco, joins Golden West Broadcasters radio division, Los Angeles, as director of finance and planning.

Alfred Jackson, director of organization development, NBC, New York, named director of employee counseling and development.

New officers, Piedmont Radio Association: **Roger Ingram**, WGLD-FM High Point, N.C., president; **Ralph Destito**, WKZL(FM) Winston-Salem, N.C., VP, and **Tom Armshaw**, WRQK(FM) Greensboro, N.C., secretary-treasurer.

New officers, Florida Association of Broadcasters: **Ted Ewing**, WENG(AM) Englewood, president; **Walter Windsor**, WFTV(TV) Orlando, president-elect; **Ray Holloway**, WJHG-TV

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Panama City, and **Norman Protsman**, WNER(AM) Live Oak, VP's, and **Diane Burger**, WZNG(AM) Winter Haven, secretary-treasurer. **Kenneth Small** of Gainesville was re-elected executive VP.

Advertising

Andrew Langer, executive VP and co-creative director, Marschalk Co., New York, elected



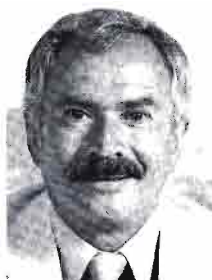
Langer

president. He succeeds **Michael Lesser**, who was elected chairman of board and remains chief executive officer.



Lesser

Al Hampel, former executive VP, director of creative services worldwide. Benton & Bowles, New York, named president of Wells, Rich, Greene/Chicago, effective Sept. 1. WRG opened Chicago office last February.



Hampel

Robert Hurley, management supervisor on Procter & Gamble accounts in western Europe, and **David Warden**, management supervisor on Ivory Liquid, High Point, Crisco Oil, Comet, Top Job and Duffy-Mott Co. accounts, Compton Advertising, New York, elected senior VP's.

James B. Patterson, VP and creative director, J. Walter Thompson U.S.A., New York, and **Harold Lee Friedman**, VP and associate creative director, named senior VP's of JWT.

Barry Greenspon, senior VP-associate creative director, DKG Advertising, New York, joins Doyle Dane Bernbach there as senior VP-creative manager on American Airlines account.

Robert Minicus, executive VP-director of creative services, Cunningham & Walsh, New York, named executive VP-creative director of Creamer/New York.

Robert G. Watson, VP-director of creative services, Needham, Harper & Steers, Washington, elected senior VP.

Alex Berger, VP-group supervisor, D'Arcy-MacManus & Masius/de Garmo, New York, named senior VP-general manager of SAMS, DM&M division which specializes in advertising to Hispanic markets in U.S. **Frank Filtsch**, account supervisor, N W Ayer ABH International, New York, joins DM&M there in same capacity. **John Leonard**, from J. Walter Thompson, joins DM&M as account executive.

Henry Stroock, controller for domestic operations, and **Enrique Tejerina**, controller for international operations, Interpublic Group of Companies, New York, elected senior VP's.

Elected VP's at McCann-Erickson, New York: **Akira Miyazawa**, **Robert Polansky** and **William Yost**, account supervisors, and **Gaynor Williams**, media planning group head.

Lynne Feinman, account group supervisor, Trout & Ries Advertising, New York, elected VP.

George Mahrlig, VP-associate media director, Ketchum MacLeod & Grove, Pittsburgh, named director of media planning.

Rick Dorsey, with Weekley & Penny, Houston, named VP-account supervisor.

Barry Shadorf, head of his own marketing communications company in San Francisco. Barry Shadorf & Associates, named group head art director. Kenyon & Eckhardt Advertising, New York.

Robert Elliott, executive producer, Columbia Pictures Industries, named VP in charge of Testpatterns, test commercial division of Columbia Pictures Industries, New York.

Arthur C. Stringer, senior VP, Blair Television, appointed president and chief executive officer of Meeker Television, New York, divi-



Stringer



Dudley

sion of Selkirk Communications. He succeeds **Robert L. Dudley**, one of founders of Meeker, who becomes board chairman. **William P. Bee** continues as executive VP of Meeker Television.

Paddy Ramsay, VP and West Coast manager, Christal Co., based in Los Angeles, named senior VP.

Mark Shottland, account executive, Katz American Television's red team, New York, named national sales manager for red team.

Dennis Christine, account executive, Metromedia's WXIX-TV Cincinnati, named manager of co-owned Metro TV Sales office in Atlanta.

Arleen Friedlander Geller, account executive, H.R. Stone, New York, joins McGavren Guild there as account executive.

Nick Marnell, sales manager of Group W's KYW(AM) Philadelphia, named general sales manager, succeeding Charles Heiser (see page 115).

Donald Kemper Jr., local sales manager, Cox Broadcasting's WHIO-TV Dayton, Ohio, named general sales manager.

Paul Levesque, former VP-general manager of WNBH(AM)-WMYS(FM) New Bedford, Mass., joins WJAR(AM) Providence, R.I., as general sales manager.

John Richard Cottingham, local and regional sales manager, WRET-TV Charlotte, N.C., named sales manager.

Paul Brewer, account executive, WXEX-TV Petersburg, Va., joins WPDE-TV Florence, S.C.,

as general sales manager. Station is scheduled to go on air Oct. 1

Jim Shearin, real estate broker from Rogers, Ark., joins Arkansas Radio Network, Little Rock, as general sales manager.

Programming



Page

Ken Page, executive VP, Columbia Pictures Television Distribution, Los Angeles, named president of Lorimar Syndication, effective today.

Tim Flack, director of casting, ABC Entertainment, Los Angeles, named VP-casting. **Linda Meyer**, radio news writer, CBS News, joins ABC-TV's *Good Morn-*

ing America as associate producer, working on multipart series. **Ted Levy**, manager of financial services, ABC Sports, named director of financial services

Nancy Dockry, VP in charge of current and future network development, Universal Television, Los Angeles, named VP in charge of new television projects. **Kerry McCluggage**, director of current series, named VP in charge of current and future development for ABC at Universal.

Betsy Cullen, director of contract administration, Columbia Pictures Television Distribution, Los Angeles, named VP-domestic sales administration. **Robert Blattner II**, from Tri-Chem Inc., direct seller of hobby-craft products, Harrison, N.J., joins Columbia Pictures Home Entertainment, New York, as director of sales.

Sid Cohen, manager of Western division, Paramount Television Domestic Syndication, Los Angeles, named VP-feature planning and Western division manager.

Arvin Kaufman, VP-program development, Metromedia Producers Corp., Los Angeles, joins 20th Century-Fox Television there as director of program development. **Guy Myers**, associate director of business affairs, syndication, named director of business affairs. **Michael Shapiro**, associate director of business affairs, 20th Century-Fox Sports, named associate director of business affairs for television.

Henry McGee, manager of film acquisition for Time Inc.'s Home Box Office subsidiary, named director, program acquisition for Time-Life Films.

Ron St. Charles, program director, WUAB(TV) Lorain (Cleveland), Ohio, named director of programming and operations.

Stan Miller, sports reporter and news photographer, KOCO-TV Oklahoma City, and former news director, KCLR(FM) Edmond, Okla., and **Karen Carney**, producer, writer and on-air talent, KCRG-TV Cedar Rapids, Iowa, join KTVY(TV) Oklahoma City as co-hosts of *PM Magazine*, to premiere in September. **Denise York**, news photographer, KWTW(TV) Oklahoma City, joins KTVY as associate producer. **Rick (Buck) Buchanan**, former news photographer, editor and feature reporter, KOCO-TV, and **Rick Savino**, from engineering department of KTVY, named field producers for *PM Magazine* on KTVY.

News and Public Affairs

Richard Mallary, director of news operations, Cox Broadcasting Corp., Atlanta, named news director for Cox's WSB-TV Atlanta. Mallary has been acting news director at station. **Henry Jim Mitchell**, formerly with WTMA(AM)-WPXI(FM) Charleston, S.C., and WBZ(AM) Boston, joins WSB(AM) Atlanta as morning anchor.



Mallary

Frandin

Jim Frandin, assistant news director, KMGH-TV Denver, named news director.

Jim Kemp, executive news producer, WVUE(TV) New Orleans, named news director. **Ed Clancy**, reporter and producer, WNOE-AM-FM New Orleans, joins WVUE as feature reporter.

Robert G. Allen, consultant and executive producer in news, WDTN(TV) Dayton, Ohio, joins KOTV(TV) Tulsa, Okla., as news director.

Nell Carmean, from WSPD(AM) Toledo, Ohio, joins WTVG(TV) there as news director.

Leigh Anne Volas, managing news editor, KSDK(TV) St. Louis, named assistant news director.

Emily Rooney, supervisor of news gathering operations, WCVB-TV Boston, named assistant news director.

Sue Kawalerski, news producer, WCKT(TV) Miami, joins WGR-TV Buffalo, N.Y., as assistant news director. **Tony Farina**, investigative reporter, *Buffalo Courier-Express*, joins WGR-TV as investigative reporter. **L.B. Lyon**, former executive producer, WIVB-TV Buffalo, and **Phil Kavits**, weekend producer and reporter three days a week, WGR-TV, named reporters for WGR-TV. **Susan Candiotti**, from WBNG-TV Binghamton, N.Y., joins WGR-TV as weekend producer and weekday producer. **Rose St. Aubin**, news producer, WGR-TV, named *Nightside* reporter. **Barb Stumacher**, news writer, WGR-TV, named associate producer of station's hour-long newscast. **John McGregor**, photographer, WLUK-TV Green Bay, Wis., joins WGR-TV in same capacity.

Bob Richards, reporter, WMTV(TV) Madison, Wis., named assistant news director.

Eric Seidel, news director, WGST(AM) Atlanta, joins WJLA-TV Washington as news assignment manager.

G. Robson Pattullo, program assistant with ABC News special events unit, named associate director, ABC News broadcasts.

Mark Mayhew, general assignment reporter and producer, WREG-TV Memphis, joins WPDE-TV Florence, S.C., as news manager. Station is scheduled to go on air Oct. 1.

Deborah Knapp, noon and 5 p.m. anchor, KENS-TV San Antonio, Tex., joins WCAU-TV Philadelphia as weekend co-anchor and reporter.

Donna Hanover, co-anchor and field producer, KDKA-TV Pittsburgh, joins WCKT(TV) Miami as 6 and 11 p.m. co-anchor.

Susan Blake, reporter-anchor, WNEP-TV Scranton, Penn., joins KQVR-TV Sacramento, Calif., as anchor.

Bill Shields, reporter, KENS-TV San Antonio, Tex., joins WBZ-TV Boston as general assignment reporter.

Miranda Dunne, general assignment reporter, KPIX(TV) San Francisco, named investigative reporter.

Forrest Sawyer, anchor of *Midday*, newsmagazine program on WGST(AM) Atlanta, joins WAGA-TV there as correspondent.

Mary Civiello, reporter, KRON-TV San Francisco, **Glenn Kleiman**, from WJXT(TV) Jacksonville, Fla., and **Brian Garnett**, formerly with WPOP(AM) Hartford, Conn., and WNUS(AM) Springfield, Mass., join WFSB-TV Hartford, Conn., as reporters.

Bernie Tafoya, weekday evening broadcast supervisor, WCFL(AM) Chicago, named reporter and weekend broadcast supervisor. **Gil Peters**, weekend broadcast supervisor, named reporter.

Richard Maloney, who has been on 11-month assignment as reporter for KYW-TV Philadelphia, named energy reporter for co-owned KYW(AM) there. **Ed Abrams**, reporter, KYW(AM), named medical and science news reporter.

John McKean, managing editor and assignment editor, WTMJ-TV Milwaukee, joins KGUN-TV Tucson, Ariz., as 10 p.m. news producer.

Sherri Heffernan, weekend air personality and also in news department, KSHE(FM) St. Louis,

named public affairs director.

Darla Doshier, office services coordinator, noncommercial KPST(TV) Wichita, Kan., named community relations coordinator.

Robert E. Page, VP-general manager of UPI, resigns to become assistant publisher and editor of *San Antonio (Tex.) Light*.

Jesse Grimes, KNFM(FM) Midland, Tex., elected president of UPI Broadcasters Association of Texas, succeeding **Anthony Hennes** of KCEN-TV Temple, Tex.

Promotion and PR

Leslie Ann Lillien, director of marketing and information services, Air Time Inc., New York, appointed manager of press information, WABC-TV New York.

Gail Tonnessen, advertising and promotion administrator, WNBC(AM) New York, joins WXLO(FM) there as advertising and promotion director.

Eric Block, director of information services, WUTV(TV) Buffalo, N.Y., joins WXIX-TV Cincinnati as promotion manager.

John Fredericks, air personality and music director, WOTW-FM Nashua, N.H., assumes additional duties as promotion director.

Stanley Harrison, acting director of office of public affairs, Corporation for Public Broadcasting, Washington, named director.

Alan Fromm, media resources manager, Queens (N.Y.) Hospital Community Health Center, joins Arbitron there as promotion specialist.

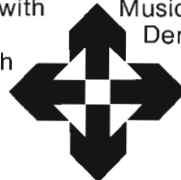
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Technology

Kimiyasu Kobayashi, manager of consumer products operations for U.S. and Canada, Toshiba, Tokyo, named president of Toshiba America Inc., Wayne, N.J. He succeeds **Motoo Shinjo**, who returned to Toshiba in Japan.



Lynch

William M. Lynch, executive VP and chief operating officer, Times Fiber Communications, Wallingford, Conn., elected president and will continue as chief operating officer.

Allen Dawson, executive VP and director of Corning Glass Works, Corning, N.Y., joins Siecor Optical Cables and Superior Cable

Corp., Horseheads, N.Y., as chairman and chief executive officer.

Ken Cameron, director of engineering, Amaturo Group, Fort Lauderdale, Fla., joins Broadcast International Inc. there as VP-general manager. Company is domestic and international broadcast equipment sales firm. **James Pinkham**, chief engineer, RF products of RF Technology, Westport, Conn., joins Broadcast International as chief engineer.

John Bowker, manager, RCA Frequency Bureau, Princeton, N.J., named director.

Reginald Thomas, former director of technical facilities, NBC, New York, named director of engineering and technical operations for Entertainment and Sports Programming Network, Bristol, Conn.

Frank J. Maynard, former VP, Broadcast Technical Services, Lansing, Mich., forms new firm, Maynard & Associates, East Lansing, to provide technical services to broadcasters.

Herb Squire, engineering supervisor, WOR(AM) New York, joins WHN(AM) there as chief engineer.

Gerald Land, assistant chief engineer, KQV(AM)-WDVE(FM) Pittsburgh, named chief engineer.

Gene Black, studio supervisor, WGHP-TV High Point, N.C., joins WPDE-TV Florence, S.C., as engineering manager. Station is scheduled to go on air Oct. 1

Tom Hatchell, general manager of Sierra Video, Tulare county, Calif., subsidiary of Falcon Communications, cable operator based in Los Angeles, named VP-construction for Falcon.

Randy Midkiff, chief technician, south Dayton, Ohio, system of Continental Cablevision, named field engineer for company's Miami Valley region in southwestern Ohio.

David Clever, former general manager of Communications & Electronics, Chattanooga, named installation manager for Chattanooga Cable TV Co.

Edward Henkel, general manager, noncommercial WGTS-FM Tacoma Park, Md., joins Parkway Productions, Washington, radio fine arts program syndicator, as chief engineer.

Allied Fields

Herbert G. Klein, director of communications for White House during Nixon administration and former VP of Metromedia Inc., named editor-in-chief of Copley Newspapers. He left White House in 1973 to join Metromedia in Los Angeles, and in 1977 formed his own media consulting company. Copley operates 29 newspapers.

Bruce Smithwick, account executive and member of Nielsen Station Index marketing staff, New York, elected VP.

Eugene Keenan Jr., local sales manager, WBAL-TV Baltimore, joins Arbitron Television as account executive, Eastern Station Sales, New York. **Scott Herman**, account executive, WBBM-FM Chicago, joins Arbitron Radio Station Sales, New York, as account executive.

Linda Ann Dalleader, media buyer and planner, Hill,

Holliday, Connors, Cosmopolos, Boston, joins Arbitron Radio Station Sales in New York as client service representative.

Karl Brimmer, with planning and policy coordination staff of National Telecommunications and Information Administration, Washington, named acting special assistant to deputy assistant secretary for communications and information.

Martin J. Healy, director of public relations, St. John's university, New York, named VP-communications and public affairs. Healy is member of board of governors of International Radio and Television Society.

Deaths

Eliot Hyman, 75, veteran television and motion picture executive and former board chairman of Warner Bros.-Seven Arts, died at his home in Westport, Conn., July 23. He was active in television production and distribution as early as 1948 as partner in Associated Artists Productions and later held interests in Motion Pictures for Television and Moulin Productions before forming Seven Arts Associated Corp. in 1960. That firm acquired Warner Bros. in 1967, and in 1969 Hyman sold company to National Kinney Corp. Survivors include his wife, Betty, and three sons.

Leroy Garrett, 66, regarded as one of first blacks to own and operate radio station, died of heart attack July 21 in Huntsville, Ala., hospital. Garrett put WEUP(AM) Huntsville on air in 1958 in converted house trailer; station now occupies more than 11 acres. Garrett gave name to benchmark case in 1975 in which federal appellate court held that FCC must give merit to minority ownership not only in comparative cases but also in such matters as facilities changes. Survivors include his wife, Viola, son, Arnold, and two nephews. Bruce Garrett, nephew, now operates WEUP.

Bernard Kahn, 58, executive VP and creative director of Grey Advertising until 1968, died of heart attack in his home in New York July 22. After Grey, he founded his own firm, Bernard D. Kahn Associates, which specialized in moving clients into new businesses. He is survived by his wife, Helen, and three children by his first marriage.

Robert Gernert, 49, executive VP of Grey Advertising, New York, died July 21 at his home in Chappaqua, N.Y. He began his advertising career in 1957 as account executive for McCann-Erickson, and later worked for Foote, Cone & Belding as VP-management supervisor. He joined Grey in 1972. Survivors include his wife, Joyce, son and daughter.

Katherine Drew Hallgarten, 72, communications lawyer with Washington firm of Arent, Fox, Kintner, Plotkin & Kahn, died July 19 in Washington. She had undergone surgery for brain tumors. Hallgarten also dealt with space communications law. In 1974, she wrote telecommunications law for Honduras. Survivors include sister, Viva Drew Adamson, of Washington.

Nina D. Phillips, 62, director of volunteer center for noncommercial WNET-TV New York, died July 19 at her home in New York after long illness. She was named coordinator of station's fund-raising volunteers in 1977, and in 1978 she established volunteer center. Survivors include daughter and three sons.



Welcome aboard. NBC News correspondent Richard Valeriani, who has moved from the State Department beat to become Washington anchor for the *Today Show*, was congratulated by contacts and colleagues last Monday (July 21) at a Four Seasons hotel reception. Down from New York for the occasion (and flanking Valeriani in this picture) were Bill Small(l), president of NBC News, and Tom Brokaw, *Today* host. Also present: Gordon Manning, NBC's vice president, politics and special programs, and evening news Washington anchor David Brinkley. Guests included such luminaries as Senator Robert Dole (R-Kan.), House Minority Leader John Rhodes (R-Ariz.), Secretary of Education Shirley Hufstедler and Motion Picture Association of America President Jack Valenti. Valeriani's State Department duties are being assumed by Marvin Kalb, who was CBS's diplomatic correspondent before signing on with NBC last month (BROADCASTING, June 23).

Stock Index


Exchange and Company	Closing Wed. July 23	Closing Wed. July 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)	Exchange and Company	Closing Wed. July 23	Closing Wed. July 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING							PROGRAMING						
N ABC	29 7/8	29 1/2	+ 3/8	+ 1.27	5	842	O Chuck Barris Prods.	3 1/2	3 3/8	+ 1/8	+ 3.70	3	11
N Capital Cities	55 1/4	55	+ 1 1/4	+ 2.27	11	740	N Columbia Pictures	30 3/4	30 3/4			9	309
N CBS	50 3/4	49	+ 1 3/4	+ 3.57	7	1,471	N Disney	49 7/8	49 5/8	+ 1/4	+ .50	13	1,620
N Cox	82	80 3/8	+ 1 5/8	+ 2.02	13	1,105	N Filmways	8 7/8	8 1/8	+ 3/4	+ 9.23		59
A Gross Telecasting	24 1/2	25 1/2	- 1	- 3.92	7	19	O Four Star	1 5/8	1 5/8			16	1
O LIN	51	50 3/4	+ 1/4	+ .49	10	140	N Getty Oil Corp.	88	81 1/2	+ 6 1/2	+ 7.97	10	7,229
N Metromedia	78 1/2	73	+ 3 1/2	+ 4.79	8	324	N Gulf + Western	17 1/2	17 5/8	- 1/8	- .70	4	978
O Mooney	9	9			12	3	N MCA	46 7/8	46 5/8	+ 1/4	+ .53	8	1,101
O Scripps-Howard	53 1/2	53 1/2			8	138	O Medcom	5 5/8	5 1/4	+ 3/8	+ 7.14	20	9
N Storer	26 7/8	27 1/4	- 3/8	- 1.37	9	292	N MGM Film	8 1/8	8 1/4	- 1/8	- 1.51	5	263
N Taft	27 3/8	28 7/8	- 1 1/2	- 5.19	8	239	O Reeves Commun.	23 1/4	22 1/2	+ 3/4	+ 3.33	16	56
BROADCASTING WITH OTHER MAJOR INTERESTS							SERVICE						
A Adams-Russell	20 3/8	20 5/8	- 1/4	- 1.21	16	37	O BBDO Inc.	39 3/4	38 1/2	+ 1 1/4	+ 3.24	9	99
A Affiliated Pubs.	19 3/4	19 3/4			8	101	O Compact Video	17 1/2	16 3/4	+ 3/4	+ 4.47	16	33
N American Family	8 1/4	8 1/4			4	86	N Comsat	37 3/8	37 1/4	+ 1/8	+ .33	8	299
N John Blair	21	21 7/8	- 7/8	- 4.00	7	78	O Doyle Dane Bernbach	31	30 1/2	+ 1/2	+ 1.63	9	81
N Charter Co.	19 5/8	19 1/8	+ 1/2	+ 2.61	1	546	N Foote Cone & Belding	28	28			7	75
N Chris-Craft	25 3/8	26 3/8	- 1	- 3.79	12	68	O Gray Advertising	50 1/2	50	+ 1/2	+ 1.00	5	30
N Coca-Cola New York	5 1/8	4 7/8	+ 1/4	+ 5.12	12	90	N Interpublic Group	33 3/4	32 1/4	+ 1 1/2	+ 4.65	7	150
N Cowles	24 1/2	24 3/8	+ 1/8	+ .51	16	97	O MCI Communications	9 3/4	9 1/2	+ 1/4	+ 2.63	49	296
N Dun & Bradstreet	48 3/8	48	+ 3/8	+ .78	15	1,347	A Movielab	7 1/4	8	- 3/4	- 9.37	6	11
N Fairchild Ind.	47	48 1/4	- 1 1/4	- 2.59	14	268	A MPO Videotronics	5 3/8	5 1/2	- 1/8	- 2.27	15	3
N Fuqua	16 3/4	16	+ 3/4	+ 4.68	3	213	O A.C. Nielsen	30 1/8	29 3/4	+ 3/8	+ 1.26	13	331
N Gannett Co.	50 5/8	47 1/2	+ 3 1/8	+ 6.57	13	1,779	O Ogilvy & Mather	25	24 3/4	+ 1/4	+ 1.01	7	102
N General Tire	17 5/8	17 5/8			7	416	O Telemation	1 1/2	1 1/2			9	1
O Gray Commun.	34 1/2	34 1/2			7	16	N TPC Communications	6 1/2	6 7/8	- 3/8	- 5.45	46	5
N Harte-Hanks	30 1/4	28 1/4	+ 2	+ 7.07	14	282	N J. Walter Thompson	34 1/2	34 3/4	- 1/4	- .71	8	105
O Heritage Commun.	16	15 7/8	+ 1/8	+ .78	8	48	N Western Union	22 7/8	24 3/4	- 1 7/8	- 7.57		347
N Insilco Corp.	15 1/8	14 5/8	+ 1/2	+ 3.41	6	162	ELECTRONICS/MANUFACTURING						
N Jefferson-Pilot	28 3/4	28 3/4			6	630	O AEL Industries	8 3/4	7 1/4	+ 1 1/2	+ 20.68		14
O Marvin Josephson	14 3/4	14 1/2	+ 1/4	+ 1.72	9	38	N Ampex	24 1/2	22 3/4	+ 1 3/4	+ 7.69	12	280
O Kansas State Net	28 3/4	29	- 1/4	- .86	23	54	N Arvin Industries	12 3/4	12 1/2	+ 1/4	+ 2.00	6	99
N Knight-Ridder	27 1/4	24	+ 3 1/4	+ 13.54	10	887	O CCA Electronic*	1/8	1/8			1	
N Lee Enterprises	20 7/8	20 3/4	+ 1/8	+ .60	10	149	A Cetec	6 1/4	5 5/8	+ 5/8	+ 11.11	8	13
N Liberty	15 1/8	15 1/8			6	195	A Cohu	6 1/8	5 7/8	+ 1/4	+ 4.25	9	10
N McGraw-Hill	32 3/4	32 7/8	- 1/8	- .38	10	806	N Conrac	17 3/8	16 3/8	+ 1	+ 6.10	7	35
A Media General	29 7/8	29 1/2	+ 3/8	+ 1.27	8	212	N Eastman Kodak	60 1/4	56 1/2	+ 3 3/4	+ 6.63	10	9,723
N Meredith	38 3/8	37 1/2	+ 7/8	+ 2.33	6	120	B Elec Missile & Comm.	4 5/8	4 7/8	- 1/4	- 5.12	58	12
O Multimedia	26 1/4	26	+ 1/4	+ .96	14	263	N General Electric	54 3/8	54 1/2	- 1/8	- .22	9	10,036
A New York Times Co.	23 3/8	23 7/8	- 1/2	- 2.09	7	280	N Harris Corp.	40 5/8	39 7/8	+ 3/4	+ 1.88	15	1,228
N Outlet Co.	24 3/8	23 3/4	+ 5/8	+ 2.63	35	61	O Harvel Industries	6 1/2	6 1/2			17	3
A Post Corp.	17	17 3/8	- 3/8	- 2.15	8	31	O Intl. Video	1 1/8	7/8	+ 1/4	+ 28.57		3
N Rollins	28 7/8	29	- 1/8	- .43	12	387	O Microdyne	19 3/4	19 3/4			15	2
N San Juan Racing	17 5/8	17 3/4	- 1/8	- .70	20	44	N M/A Com, Inc.	37 3/8	34 1/8	+ 3 1/4	+ 9.52	33	342
N Schering-Plough	41	41 7/8	- 7/8	- 2.08	10	2,176	N 3M	56 1/2	56 1/8	+ 3/8	+ .66	10	6,580
O Stauffer Commun*	35	35			9	35	N Motorola	53 3/4	52 3/4	+ 1	+ 1.89	10	1,534
A Tech Operations	11 5/8	10 1/4	+ 1 3/8	+ 13.41	13	16	O Nippon Electric	45 1/2	45 1/4	+ 1/4	+ .55	35	1,494
N Times Mirror Co.	37 1/4	34 5/8	+ 2 5/8	+ 7.58	9	1,264	N N. American Phillips	31 1/4	28 3/4	+ 2 1/2	+ 8.69	5	376
O Turner Broadcasting*	13 1/2	13 1/2				133	N Oak Industries	30 7/8	29 1/4	+ 1 5/8	+ 5.55	10	160
A Washington Post	18 3/4	17	+ 1 3/4	+ 10.29	7	265	A Orrox Corp.	5 1/4	6	- 3/4	- 12.50	17	8
N Wometco	19 5/8	19	+ 5/8	+ 3.28	9	173	N RCA	24 3/4	23 7/8	+ 7/8	+ 3.66	7	1,852
CABLECASTING							Standard & Poor's 400 Industrial Average						
A Acton Corp.	11	11 3/8	- 3/8	- 3.29	8	32	137.93	134.83	+ 3.10				
N American Express	35 1/2	35 1/4	+ 1/4	+ .70	7	2,530							
O Burnup & Sims	10 3/8	10 1/8	+ 1/4	+ 2.46	13	90							
O Comcast	21 1/4	20 1/4	+ 1	+ 4.93	24	170							
O Entron*	5	5			5	4							
N General Instrument	62 1/2	59 3/4	+ 2 3/4	+ 4.60	11	541							
O Geneve Corp.	38 1/2	38 5/8	- 1/8	- .32	27	43							
O Tele-Communications	16	14 1/2	+ 1 1/2	+ 10.34	15	353							
N Teleprompter	20 3/4	20 3/4			17	352							
N Time Inc.	51 7/8	50	+ 1 7/8	+ 3.75	10	1,459							
O TOCOM	16 3/4	16 1/2	+ 1/4	+ 1.51		50							
O UA-Columbia Cable	48	48 1/4	- 1/4	- .51	35	161							
O United Cable TV	32 3/4	31 3/4	+ 1	+ 3.14	23	134							
N Viacom	42 1/4	39 1/2	+ 2 3/4	+ 6.96	16	178							


Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.


Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price ** No P/E ratio computed, company registered net loss. ***Rockwell stock split two for one. +Stock traded at less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Aug 11  **The superagents of television.** Who's who in the business society of above-the-line Hollywood—the men and women who cut the deals and package the talent, and how they're trying to stay ahead of the escalating media revolution.

Aug 25  **Radio 1980.** This year's definitive report on the state of the art on the audio side. Among the parts making up the whole: an overview identifying the latest trends, a report on billings and business, the annual listing of the First 500 stations (the top 10 in the first 50 markets), a story on formats and syndication, where things stand in equipment innovation, the latest look in radio journalism. Upwards of 20 pages on the oldest of broadcasting's family of Fifth Estate media, at the beginning of its latest and most competitive decade.

Oct 13  The beginning of BROADCASTING magazine's celebration of its own **first 50 years**—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in **BROADCASTING's 50th Anniversary Issue** on Oct. 12, 1981.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Shaun Sheehan of NAB: PR with a grain of salt

Shaun Sheehan, as the chief image-maker for the broadcasting industry's trade association, believes in maintaining a "healthy skepticism" on the job. Perhaps, Sheehan says, this attitude is the result of a year's active duty in Vietnam, where "with all those bullets going off around you, you don't know if you'll be here the next day or not."

Sheehan, at 36, has headed the National Association of Broadcasters' public relations efforts for the past two-and-a-half years, and his policy, he says, is to be "as highly skeptical as I can." He sees his job not only as an interface between NAB and the public, but also as a "sounding board," a sort of devil's advocate, within the association.

And in this role, he believes in "talking issues," not advocating them per se, to get the best feedback from all sides of any issue. To rise above the level of a "hack," he says, a public relations person has to "stay on top of the state of the art." His willingness and facility to explain any aspect of his organization's position on a number of legislative, technical and regulatory issues prove him a polished PR executive. But at the same time, he has had to dispel within the NAB what he calls a "lawyer-shrouded hesitancy to talk to the media." This effort is somewhat complicated by a board that often cannot reach a consensus on certain issues, partly, he says, because it is made up of highly successful people "used to giving orders" and there's a difficulty in "sometimes getting them to understand how the [public relations] process evolves."

However, Sheehan, an NAB senior vice president, believes his job is made easier by insuring that his staff is aware of, studies and understands all the issues, and can discuss them with versatility with offices throughout NAB as well as with the press.

Sheehan, as a native Washingtonian, is unawed by the "drama" of the city. And this attitude has helped to create a pragmatic approach.

"My board of directors in many ways is really no different from any other industry," Sheehan states. "When they get in one room and shut the door, they start wringing their hands and can't understand why everyone doesn't love them in the way they think they ought to be loved. But the fact is, they're doing pretty well—in an age of tremendous skepticism."

Sheehan believes that the intense scrutiny and pressure to which broadcasters are subject make for a "healthy creative tension." He warns broadcasters that what they "better fear is when that in-



Shaun McGill Sheehan—senior vice president, public relations, National Association of Broadcasters; b. April 2, 1944, Washington, BA, journalism, Saint Bonaventure university, Olean, N.Y., 1966; U.S. Marine Corps, 1966-69; assistant director, Office of Information and Creative Services, U.S. Catholic Conference, Washington, 1971-74; vice president and group supervisor, Daniel J. Edelman Inc., Washington, 1974-78; vice president, public affairs, NAB, 1979-80; present position since January; m. Barbara Fee, June 25, 1975; children—Brendan, 2; Shaun Patrick, 10 months.

tense scrutiny and pressure goes away, because that means you're no longer as popular as you were. And that's a tough concept. Many broadcasters think the whole world ought to lie down and love them, but I would think that a real American healthy skepticism should apply whenever anything is as universal as broadcasting is."

And there are, Sheehan believes, "across-the-board" principles that transcend either radio or television policy issues. Those principles, he says, are "preventing as much intrusion as possible and gaining as many First Amendment freedoms as possible."

He believes this is best done by getting the emotionalism out of issues and dealing with the basics. Sheehan uses children's television as an example of the industry grappling with emotional criticism from both the government and private sectors.

"Liberal critics take on advertising without question," he says. "They think there's some kind of subliminal sell message, and you're doing everything to manipulate the listener or viewer. Liberals will never touch programing; however, they believe in First Amendment rights."

"On the flip side, conservatives believe you can sell snake oil to people, and it's 'the buyer beware.' But when it comes to programing, they're for censorship down

the line. So you can't win for trying."

Nevertheless, it's his job, he says, to express to the public "what we know, what can be done about it and what are the facts as they exist."

"I feel it's vital for the NAB to gear its public relations efforts almost 100% to its Washington postures," Sheehan states. "A key way of doing that is to get the guy on the local level to talk the national issues as they pertain to him at the local level and develop a community awareness of what they're about."

He realizes that broadcasters often are at a disadvantage with their critics. "Public interest types can get up and say anything they want and get tremendous coverage and get instant credibility because they don't represent anything except conscience," Sheehan says. "But broadcasters are representing their piece of the pie."

Broadcasters face further difficulty in getting their points across, he said, because few of their problems are "breadbasket issues" to the public. "The Communications Act rewrite does not stack up to the 24-minute newscast in this economic climate."

His advice to broadcasters: "We're never going to get anywhere by attempting to be obstructionists, and by being anti-competitive and antitechnology. What we are looking for is a growing marketplace, and one thing we don't want to be is precluded by government fiat from being able to evolve as the news, information, entertainment and electronic industry. We shouldn't be hamstrung."

As the industry evolves, however, Sheehan recognizes that NAB may no longer be the pre-eminent telecommunications trade association, but one of many working in concert with others for common goals.

He feels that for now, the real measure of a successful national public relations program for the NAB is "when things get hot, the media start calling us as a reliable source."

Sheehan runs his shop with what he calls this basic "nuts-and-bolts approach—be creative, keep it short and simple—and attention-getting at the same time." And he believes that this technique, along with using the "diverse talents of the rest of the NAB's staff" helps in maintaining NAB's sharp profile.

After moving from an international public relations firm, Daniel J. Edelman Inc., where he handled accounts as diverse as the Concorde and Clorox, he doesn't get bored with communications issues.

Maybe it's because he holds as one of his tenets—and one that adorns a wall of his office—an anonymous quote: "What matters today is not what people believe or don't believe, but whether they care or don't care."

Debriefing

The not-so-subtle advertisements placed last week by NBC News and CBS News to acclaim the professionalism of each in covering the Republican national convention reflect a lingering dispute. Was Walter Cronkite used by Gerald Ford in an attempt by the latter to elevate the Vice Presidency to co-Presidency? Did NBC exert remarkable editorial self-control while others let rumors get out of hand? Was the television audience served or disserved by the network coverage?

The article appearing elsewhere in this issue may not dissipate the dispute. It ought, however, to put into perspective the risks that broadcast journalists run when they go live for extended periods to events as disputatious as national political conventions occasionally turn out to be.

The opinion here is that no examples of irresponsibility can be found in the transcripts of any of the network programming. Neither are there textbook candidates for journalistic discretion or sagacious editing. There is no doubt whatever that Ford was importuned to accept the vice presidential nomination but rejected at the last minute for demanding unacceptable terms. That is precisely the story that unfolded on television on Wednesday, July 23. The only question is whether one network or more mistakenly reported before negotiations ended that a firm deal had been made.

The hazards of live journalism in volatile conditions were implied last week by Dick Wald of ABC News, who used to be a newspaperman himself (and a good one). Television, said Wald, "puts notes on the air," not carefully crafted stories that have gone through the distillation of rewrite and editing. As long as that is true, the television reporter bears an infinitely heavier responsibility for his finished product than is carried by his counterpart in print.

Wald's explanation may not eliminate the questions that have since been asked about Walter Cronkite's unqualified assertion at a little after 10 o'clock Wednesday night that Ford and Ronald Reagan would appear together on the platform that night as the Republican ticket. Cronkite, after all, is not only a reporter but also managing editor of the evening news. Still, he had reputable company in the Chicago *Sun-Times* and several other major-market dailies that went to press with Ford and Reagan installed.

The bottom line is that the public was served handsomely by television coverage of the Republican convention, as it will undoubtedly be served when the Democrats appear on camera in two weeks.

Winners and losers

The FCC's repeal last week of its distant-signal and syndicated-exclusivity rules was probably inevitable, even though three of the seven commissioners remained opposed to action on such a sweeping scale. The now-discarded rules were almost the last vestiges of a regulatory and legislative compromise that was fashioned a decade ago in an economic and technological environment that bears no resemblance to conditions of today.

It may be useful to recall that nobody was very warm to the compromise to begin with. Cable operators and broadcasters reluctantly accepted it under intense pressure from Clay T. Whitehead, director of what was then the Office of Telecommunications Policy in the Nixon administration, and FCC Chairman Dean Burch. The compromise entailed an intricate package of FCC rules to be adopted and copyright provisions to be written

into law—and was reached while the question of cable liability under existing copyright law was still at issue in the courts.

The FCC rules, varying in significant details from the draft, emerged first—to mixed reviews. Most cable leaders commented favorably. Broadcasters were more reserved. They regarded the adoption of copyright liability, in the form proposed by the compromise, as an essential part of the regulation they had counted on.

That was in 1972. Broadcasters were to wait four years for copyright legislation, which turned out to disappoint them. In the meantime, their bargaining for copyright protection was all but fatally enfeebled when the Supreme Court ruled that cable systems had no copyright liability under existing law for any broadcast services they carried. That meant that broadcasting had to start from scratch to attain some measure of protection in the new act that was slowly emerging from the Congress.

By the time the copyright act of 1976 became law, whatever accommodation between cable operators and broadcasters had been attained in the 1971 compromise had long since evaporated. Nobody could blame the cable operators for being pleased and the broadcasters resentful when the cable liabilities created by the act turned out to be closer to proposals of the National Cable Television Association than those of the National Association of Broadcasters.

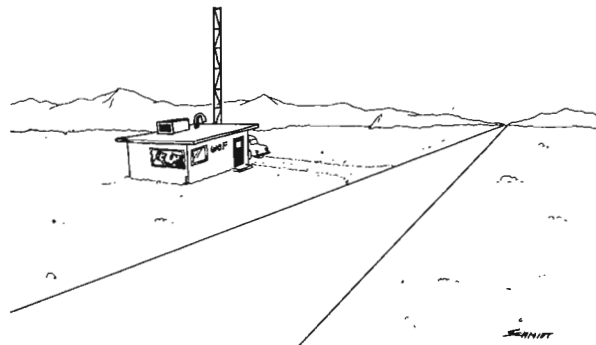
Nor should anyone be surprised that cable operators would welcome and broadcasters deplore the FCC's actions of last week, sequels to other FCC deregulation of recent years. At this point cable is free of all but faint traces of FCC regulation, and it can easily afford the copyright payments prescribed by the 1976 copyright act. Broadcasters look back on a series of defeats.

It remains to be seen whether the public will be served by present arrangements. If it is not, Congress is there to protect the public interest, which the 4-to-3 FCC may or may not have protected last week.

From the yardarm

Nobody has paid much attention to a bill introduced by Representative Richardson Preyer (D-N.C.) to prohibit unauthorized reception of subscription telecommunications, however delivered (BROADCASTING July 21). The piracy that the bill is intended to prevent has already begun. Los Angeles venturers are doing a lively business in bootleg decoders that unscramble on-air subscription television signals.

It may be too late for action in this Congress, but the Preyer bill ought to be marked for early attention next year.



Drawn for BROADCASTING by Jack Schmidt

"And now, here's our morning traffic report."



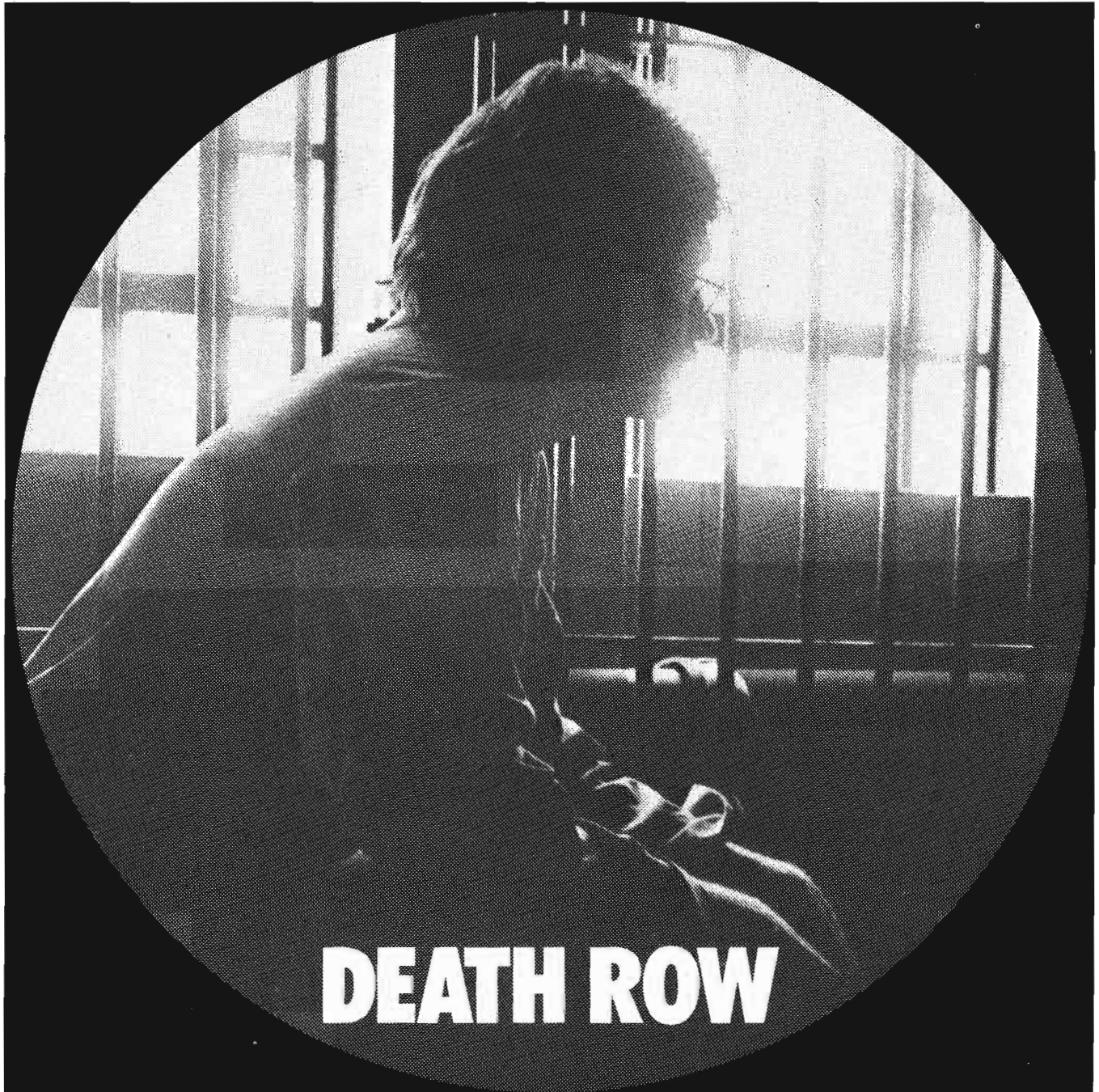
Emmy-winning exclusive

Channel 2's "Death Row" documentary earned one of 12 Emmys that made WSB-TV the top award winner in Atlanta this year. Top-rated Action News was judged first in Television News Excellence, and the station was recognized for Outstanding Achievement in Commen-

tary, News Performer, Feature Reporting, Sports Reporting, Public Affairs Program, Scenic Design, Community Affairs Program, Live Events, Film/Tape Cameraperson and Children's Program. 12 reasons why Channel 2 is #1* in Atlanta.

*Total day, share, ADI, May 1980 Arbitron

represented by TeleRep



DEATH ROW



WSB TV-AM-FM Atlanta	WHIO TV-AM-FM Dayton	WSOC TV-AM-FM Charlotte	WIBC-TV Pittsburgh	KTVU-TV San Francisco- Oakland	WIOD, WAIA-FM Miami	KFI, KOST-FM Los Angeles	WLIF-FM Baltimore	WWSH-FM Philadelphia
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**Every sign on, we figure
we have the chance to make
some fine communities
even better.**

Every day, when the Fetzer stations sign on in their respective communities, we look forward to another chance to meet the challenge of making some fine communities even better.

Being a part of each community, we enjoy the opportunity to bring continued public services to our neighbors. It takes everyone's efforts to anticipate and help solve community problems — and doing more than our share is our goal. In public service, we encourage our competitors to hustle too because when community problems get solved, we all benefit.

And, with everyone participating, we get a fresh, new look at it every day.

It's another reason why the Fetzer stations look forward to every sign on, every day.

And so do the audiences we serve.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City